

The Tribune Embraces The Boaring Springs News and The Motley County News in One Publication of Complete Circulation

MATADOR TRIBUNE

"Nothing on Earth is so Powerful as the Truth."

COMBINED WITH THE MOTLEY COUNTY NEWS BY PURCHASE, MARCH 14, 1934. Matador, Motley County, Texas, Thursday, March 14, 1934. MOTLEY COUNTY NEWS VOL. 16, NO. 3

TRAIL DUST

A subtle charm hovers over a freshly scrubbed kitchen with a cheery fire and a simmering tea-kettle. It is here that life removes its mask, to living, while truth and simplicity as two butterflies in paradise, are enticed to the nosy of yeast-bread...

Instead of contempt that many entertain for solicitors, I always feel a certain sympathy, but with the exciting literature which my creditors supply—and the abundance—no time remains for magazines. Through my entire life I have had trouble expressing a convincing 'no' and so try a different pitch of my voice each time I am approached, to purchase a subscription by a member of the nomadic bands that invade our town with an increasing regularity.

The zest faded from the young girl's eyes and she glanced at the frayed cuff of her coat. A tide of failure engulfed her and the thin, unkept hand trembled a little as it brushed back a fatiguing strand of hair from her face.

Just once again—and not to dream—I would like to lose my way in lofty California mountains on a summer night, when the moon is full. Trusting that the dim road would lead me past the same waterfall and over the ridge where the moon-splashed desert lay silent below, as a silver platter awaiting the fruits of dawn.

Mocking birds will soon be nesting in the high cottonwoods along the stream of crystal water that flows over the lonely line camp and the fateful winter when two cowboys kept the outpost. A quarrel, over the singing of a cowboy song, one morning as they prepared breakfast—and guns blazed. Death kept the line camp until they were found. A friendship, rubbed raw by the dry rope of too close association, blazed as hatred to lick the mortal wounds of enemies.

I have no right to judge music because my only knowledge of it is my pleasure or displeasure, but "La Golondrina is my favorite of all melodies. It has, for me, something that can not be approached in any other manner. Incidentally the words are as beautiful as the music. Without any lack of patriotism, I would be glad never to hear "America" again. Perhaps some memories of my earlier school days affect my opinion of the song.

RETURNS HOME Mrs. W. R. Cammack returned home last week from Galveston, Abilene and other southern Texas cities where she has made an extended visit.

J. R. Whithworth Quits Secretaryship Local Chamber Commerce

Banker Resigns at Meeting Held Tuesday

J. R. (Randall) Whithworth offered his resignation as secretary of the Motley county Chamber of Commerce at the meeting held in the dining room of the Motley Hotel Tuesday. Mr. Whithworth had served the civic club as secretary for the past three years. In an address during which he offered his resignation, he declared that other interests prevented his filling the office in the capacity which he felt it deserved. He was re-elected to serve during 1935 at the election of officers and annual banquet last month.

Mr. Whithworth has devoted much time and effort to the organization during his term in office and it was with reluctance that his resignation was accepted. Acting president, B. F. Tunnell, appointed G. E. Hamilton, Henry Pipkin and R. E. Campbell to serve as a nominating committee to fill the vacancy. The office was left open until next meeting.

Committee Report Homer Sheats, chairman of the relief committee, stated that one half of the March relief allotment had been received and that due to shortage of funds each relief client would receive about \$5.00 less than during the past month. "However," Mr. Sheats declared, "the recent rains have done much to relieve the relief situation in the county and with the crop production loans available in a short time, it is believed the burden will lighten."

Cattle to Get T. B. Test The Motley county Commissioners Court accepted an agreement Monday to co-operate with the Federal Government in testing all dairy cattle in the county and 10% of the range cattle for T. B. The Government will pay all expense except, perhaps a small cost for the metal tags. Cattle condemned, will be killed and paid for.

Frank A. Buckley, Chairman of Agriculture Committee stated that the last payment on cotton certificates amounted to \$51,745.70 in the 707 checks already received and that 159 checks still remained to be paid.

Park Situation Henry Pipkin reporting on the park situation stated that a committee representing Floydada, Matador, Quitaque and Plainview had considered the Hall Creek location near Flomot after a personal inspection of the site Sunday and would report later.

JURY LIST

The following petit jurymen have been selected to serve in the District Court term beginning Monday morning, March 18. T. C. Barbee, L. J. Barkley, Alfred Barton, John B. Barton, Guy Brazleton, J. C. Burleson, K. W. Campbell, J. B. Clifton, W. P. Cooper, A. J. Daffern, Lem Miller, T. B. Edmondson, I. W. Fish, A. L. Fryar, E. H. Gafford, Joe Gaines, C. M. Glenn, C. C. Jones, Graves, L. C. Harp, C. C. Jones, H. W. Kealey, Joe Lancaster, R. A. Long, H. W. McCary, C. A. Martin, Bob Martin, Garland Murphy, James Neblett, Sam Ross, A. B. Simpson, George Springer, E. C. Stearns, G. D. Thacker, C. B. Shipman, M. Parks, T. A. Bynum.

Community Meeting

The Matador Agricultural Association will hold its regular monthly meeting in the high school auditorium on Tuesday evening, March 19, at 8 o'clock. This meeting is for the entire family. A program of entertainment and educational benefits has been arranged. Everyone who enjoys a nice program and is interested in the things being carried on in the community should attend.

Large Crowd Sees "The House of the Flashing Light"

Audience Enjoys the Suspense of Play

A pistol shot in the semi-darkness opened the action in the mystery play, "The House of the Flashing Light," presented at the high school auditorium last Thursday night by the Matador Fire Department and the Child Welfare Association. A locale on the coast of California with the constant flashing of a lighthouse through the window, provided a setting worthy of the title. The suspense created by the cast of local talent in their acting and the direction of Jack Bradshaw combined to bring new honors to Matador Theatians.

Audience Enjoys Play The packed auditorium awaited the unfolding of the mystery with keen enjoyment until the final curtain. Spirited applause followed the curtain during the brief intermissions. The net proceeds of the box office were divided equally between the two worthy organizations.

Dairy Herds of Motley County To be Inspected

At the regular meeting of the Commissioners Court it was voted to take advantage of the offer put forth by the Bureau of Animal Industry of the U. S. Department of Agriculture, to test the dairy herds of the county and part of the range cattle in order that Motley county might have an approved rating with the department. The work will be done at very little expense to the county and will prove beneficial from the standpoint of both health and economy.

Flomot School Wins Recognition

The Flomot high school has won its fight for recognition at the hands of the State Department of Education. Mr. G. D. Holbrook, Deputy State Superintendent of Schools, on the occasion of his most recent visit there, went thoroughly into the work being done by this school and found it to be so nearly satisfactory that he has recommended the school for classification by the state department of Education as a Class A Four Year High School and also recommended that eight and one half units of affiliation be granted this school on a basis of this year's work. Credits recommended were: English, three units; algebra, two units; science, two units; ancient history and civics.

S. D. Rattan has been re-elected to the Superintendentcy of the school and plans to carry on with the program which he and the school board have outlined of providing for Flomot a high school second to none. Plans are being made to purchase additional school buses in which to bring high school students from the surrounding smaller districts. Additional equipments is being provided for the laboratory and library, plans are being made for a football team next season, and a separate high school building with gymnasium and shower baths is being considered. The school already has one of the best playgrounds in the entire county.

B. Y. W. C. MEETS

The Baptist Young Women's Circle met Tuesday, March 12, at 3:30, with Mrs. H. C. Eargle, with ten members present. Following the business session, Mrs. Eargle discussed the remaining chapters of the book, "Where is He?" which the circle has been studying, after which, an examination on the book was given. Refreshments were served by the hostess at the close of the meeting.

AN EDITORIAL

Conservative men declare that there is no depression in Motley county, but that we have been victims of the worst drouth in the history of this section. If we had produced a normal feed and cotton crop last year Motley county would have forgotten about the depression.

This is true. A fair price for cotton and cattle with a normal crop of both and plenty of feed means prosperity here. In view of the prospect that the drouth is broken by the recent general rains, the outlook for 1935 should be brighter than it was a year ago. Men of faith and courage to back it will reap rewards during the next ten months. They will go about the serious business of tilling the soil with the confidence that the soil will not fail them.

The wealth of Motley county is in its soil and it has never failed those who have paid with honest toil, with faith and courage. There will be times before the coming summer has passed that many will say that the crops are lost and that the cattle will starve, but every summer has tested the courage of the people in the same manner. It is nature's process to eliminate the weak and preserve the strong.

Railroad trains and excellent highways are maintained for those who feel that greener fields are elsewhere, but for those who are satisfied that opportunity is as great, if not greater, here than any place in the world, it is only fair that they believe in the country. And in that belief place a shoulder against the wheel to reach a new and greater prosperity.

March 23 Closing Date for Corn-Hog Applications Here

Farmers Urged to Aid in Cutting Costs

March 23rd has been set as the final date in which farmers of Motley county may avail themselves of the opportunity to file corn-hog applications, according to Fred C. Bourland, chairman of the Motley county corn-hog committee.

The committee set the closing date after receiving the following letter from College Station: "To all County Agents: We are today advised by the Washington office that April 1st will be the final date for acceptance of corn-hog applications in all counties. In all instances where the county allotment committee set an earlier date such earlier date will be honored. Each county may set its own closing date if such closing date has not been set and in no instance should the closing date be set later than March 23. The purpose in setting a closing date is to expedite movement of contracts and to cut down cost of local expenditures. Farmers are urged to give co-operation by filling out contracts immediately.

Mrs. H. C. Eargle To Present Reading

Mrs. H. C. Eargle will present a reading of "Men in White" in the study hall of the high school, Friday afternoon, March 15, at 3:15. A moderate charge of 25c which will be charged, the proceeds of which will be contributed to the Matador Library fund. "Men in White," the Pulitzer prize play for 1934, written by Sidney Kingsley, concerns the life and problems of the surgical hospital, and was the first play in a year to which Burns Mantle accorded his "four-star" rating.

ATTEND CONVENTION

Elmer Stearns and H. S. Watson, laymen of the local Baptist church, accompanied by the pastor, Rev. A. L. Jordan, attended the Laymen's Convention which was held in Dallas last week. Mr. and Mrs. W. B. Jordan and daughters Ruth and Doris, of Floydada, visited the former's son and family, Rev. and Mrs. A. L. Jordan Sunday.

Coach Stanford's Mother is Buried At Electra Mon.

Many From Here Attend Final Rites

ELECTRA, March 10.—Funeral services for Mrs. Minnie Lee Stanford, 50, who died Saturday night following several years illness, will be conducted from the First Baptist church at 4:30 o'clock Monday afternoon. Rev. Lum Hall will officiate. Burial will be in the new Electra cemetery by Totten Brothers. A native of Oklahoma she moved to Electra in 1917. The husband, J. N. Stanford, is employed by the Texas company. Other survivors are two sons, Rama Stanford, Electra, Coach Harvey G. Stanford, Matador; her mother, Mrs. Webber, Leigh, Okla.; one sister, Mrs. Johnnie Millsap, Electra and one half-sister, Letha Black, Chickasha, Okla.—Wichita Falls Record News.

Among those from Matador who attended the funeral were Mr. and Mrs. Harvey G. Stanford and son, Jerry, Henry Pipkin, R. E. Campbell, Mr. and Mrs. B. F. Tunnell and son Billy, and four members of Coach Stanford's football squad: R. E. Campbell, Jr., Albert Willis, Raby Webb and Beryl Blackshear.

Successful Track Meet at Flomot

The Flomot school gave an invitation track and field meet Friday afternoon. Nine senior and seven junior teams came to participate and a large crowd turned out. Competition was unusually keen and excellent records were made in a number of events. White Star captured the junior meet with twenty-six points. Flomot was a close second and Fairview and Fairmont finished third and fourth respectively. The outstanding junior event was the 100 yard which was won by Amorette of White Star in 10.7 seconds.

Matador Boys Win

Matador won the senior boys meet. Flomot finished second but was closely pressed for the place by a fast moving team from Turkey. Roy Titus of Flomot created a sensation by taking the century dash in almost record time. Will Pritchett of Matador took the half mile in one minute fifty six and five tenths seconds. Bebe Gates, also of Matador, and winner of both hurdle races was high point man of the meet. Hill and Massey looked best for Turkey. Adams of Northfield, Morrison of Gasoline, Lawrence of Fairview, Cogsdell of Fairmont, and Brown, Blackshear, Willis and Washington of Matador all showed ability in their respective events. The meet program was carefully pre-arranged by Coach Williams of Flomot and went off with a precision like clockwork. While the meet was in progress Flomot, Fairview and Fairmont girls staged a triangular volleyball meet in which Flomot was first and Fairview runner up and the Fairview girls tennis team defeated Flomot team at doubles.

Flomot Resident Called by Death

T. H. Gilbert, for fourteen years a resident and property owner of the Flomot community, died Wednesday, March 6th, after an illness of only a few hours. Mr. Gilbert was born March 4, 1866 in Howard county, Arkansas, and came to Texas in an early day. He had been an active member of the Masonic Lodge for many years and a member of the Baptist Church for thirty years. He has ever been an upright substantial citizen of the community in which he lived, and his going has brought unexpected sadness to us all. He is survived by his wife and three sons: Marlin T. Gilbert of Wise county; J. D. Gilbert of Hockley county and H. S. Gilbert of Flomot, all of whom with their families were present for the funeral. Funeral services were conducted at the Flomot Baptist church, Thursday afternoon with Rev. J. C. Eldridge in charge. One of the largest crowds ever seen in Flomot attended the funeral.

PHILHARMONIC SOCIETY IN MEETING MONDAY

The members of the Philharmonic Society met Monday, March 11, in the home of Miss Rachel Patton, with Miss Mable Jameson as leader of a program on Ireland. Roll call was answered with a musical joke. Following the business session, the program was given, consisting of a piano selection, "Believe Me if All Those Endearing Young Charms," by Mrs. Ben Meador; paper on the "Origin of St. Patrick's Day," by Mrs. John Russell; piano solo, "The Last Rose of Summer," by Miss Roberta Jameson.

Mrs. John Hamilton, who was absent at the last meeting, contributed her part on the program with an accordion solo, "O Sole Mio."

Outlook Is Improved By Rains

Electrical Storm Is Accompanied by Hail and Rain

SNOW FALLS MON.

Warm Weather Follows Unusual Spell

An electrical storm with the fury of a summer demonstration pelted rain, sleet, hail and snow into the dusty soil of the Texas Panhandle Sunday night to end one of the most severe winter drouths in the sections history. One and one quarter inches of precipitation were registered in Matador Sunday night and Monday by the U. S. rain gauge owned by J. H. Sample. As much as three inches rainfall have been reported from the Northfield and Roaring Springs communities. While some of the rain falling Sunday night may have been lost because the dry earth could not absorb it as quickly as it fell, none of the rain, sleet and snow which continued most of Monday was lost.

Outlook is Brightened The agricultural and livestock outlook for Motley county has been greatly brightened by the rainfall and with the warm days following the rain, much plowing has started over the county.

Interscholastic League Plans

March 19 will be the last day to enter contestants in any county contest of the League. Entries postmarked after that date will be rejected by the directors. Each member school should see that their entries are mailed to the Director General of the county by the above date. Each director is asked to be familiar with the rules of his particular contest and make arrangements for disinterested persons to act as judges at the county meet. Schedules of events will be mailed to each member school later.

Directors

Debate—B. F. Harbour, Matador. Declaration—Mrs. Sam Weatherall, Roaring Springs. Athletics—Sumner Williams, Flomot. Spelling—T. A. McDonald, Roaring Springs. Music Memory—Mrs. Frankie Dameron, Whiteflat. Story Telling—Miss Ila Acker, Whiteflat. Essay Writing—Mrs. P. G. Stanford, Matador. Extemporaneous Speech—J. L. Lovell, Flomot. Arithmetic—Miss Mary Hamilton, Matador. Choral Singing—H. G. Stanford, Matador.

Calendar

Literary Contests, Matador, March 29. Track and field meet, Roaring Springs, March 30. Roscoe McWilliams, Director General.

FIRE ALARM TUESDAY

The Matador Fire Department was called to the Traweck Hospital late Tuesday in response to an alarm when smoke was discovered in the basement of the building. Only slight damage resulted when it was found that a coal-oil stove in the lower floor was out of adjustment and causing the smoke. It was evident, however, that an explosion might have followed, had not the smoke been discovered.

ATTEND CONVENTION

Mr. and Mrs. J. E. Russell left Sunday for Houston, to attend the Cattlemen's Convention. Ling held there this week. They will also visit their son and his wife, Mr. and Mrs. A. G. Russell, who live there. They were accompanied by Mr. and Mrs. Dub Drape, Miss Alice Russell and Ed Russell, Jr.

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 By Purchase, March 14, 1934
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DOUGLAS MEADOR,
 Editor.
HOWARD HAMILTON,
 Business Manager.

National Editorial Association
 MEMBER 1934

MEMBER
 West Texas
 Press Association

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NOTICE TO THE PUBLIC
 Any erroneous reflection upon the character, standing or reputation of any individual, firm, concern, or corporation that may appear in the columns of The Tribune will be gladly corrected when called to the attention of the editor. It is not the intention of this newspaper to wrongfully use or injure any individual, firm, concern or corporation and corrections will be made when warranted as prominently as was the wrong published, reference or article.

"THERE IS GLORY ENOUGH FOR ANY MAN TO LIVE AND DIE A TEXAN."

HOLLYWOOD
 By Marshall Fiske

Publisher's note:
 This column is written especially for the Matador Tribune, and represents accurate information from the world's film capital.
 Comments of any nature will be appreciated by the author, whose address is 1122 N. Edgemont Ave., Hollywood, California.



Two books about Valentino will be forthcoming soon. One of them will be called "The Mystery of Valentino's Tomb." I know its author. He is a caretaker in the mausoleum in which Valentino's crypt is located. He is very deserving and for his sake I hope that the book will meet with great success.

The other book about Valentino will be written by his first wife, Jean Acker, who is now playing as an extra in Hollywood. It was she who first induced Valentino to go into pictures. Perhaps, who knows, some hitherto unknown facts about the Great Lover's life may be revealed in her book.

Anti-cimax is often the tragedy here in Hollywood. People persist in living after they have reached the apex of their popularity. Result: they die out a miserable existence often, as a charity guest of their friends, who knew them in their palmy days.

Shabby, often hungry, they stalk forth on the streets forgotten by the multitudes that brush them by. Their only haven then is to relive once more their glorious past in their memories.

A great male star here is on the verge of a mental breakdown, due to worry about losing out with the public. He is at present confined in a private sanitarium, in hopes of establishing his mental equilibrium.

Edwina Booth some time ago sued the M. G. M. Studios for a \$1,000,000 on account of not receiving adequate medical attention while in Africa during the filming of "Trader Horn." Miss Booth has been ill with a tropical fever for the past two years.

Fate brought them together the first time. Both were poor, he, a struggling young actor seeking to get a foothold. His wife stayed up late at night, long after her spouse had gone to sleep, to wash and iron his shirt and to press his one suit of clothes so that he might appear presentable on the morrow. Just as success came to him, he divorced her, the woman who had made him. Years passed, she grew suddenly very old in appearance, she was eating her heart out. The other day fate once more took a hand in their meeting. She was crossing a street her umbrella was up, it was raining, and she was hurrying to the mockery of the place she called home. She was knocked down by a passing automobile. In it was her former husband and his now present wife.

The Country Kids

Class reports—E. D. Lawrence, Harley Hill.
 Athletics—Billie Lawrence, Bernice Hill, Fred Lawrence.
 General News—Hulon Phillips, Jokes—Marvin Grace, G. E. Fulfer.

PRIMARY ROOM

(Miss McKee)
 L. B. Archer, Jr., visited school last Friday.

Alene Bloodworth payed a visit to her grandmother last week.

INTERMEDIATE ROOM

(Mrs. Ballard)
 Mrs. Ballard went to Paducah to get our pictures. We are well pleased with them.

JUNIOR HIGH SCHOOL DIVISION

The entire membership of the seventh grade was absent last Monday, but the two high school classes had a good percentage at school.

SPORTS

On Friday of this past week, the White Star, Gasoline, Fairmont, Northfield, Turkey, Matador, Fairview and Flomot track and field teams participated in a practice track meet at Flomot. The Fairview boys entered in most of the track and field events, but, because of lack of practice, failed to place in most events. Dud Stafford won second place in junior 100-yard dash.

The girls played two games of volley ball. They were beaten by Flomot in the first game, but defeated Fairmont by a good score in the second one.

Unless further change is made, the rural track meet of Motley county will be held at Fairview school Thursday beginning at nine o'clock a. m. This will be the

Man's Heart Stopped, Stomach Gas Cause

W. L. Adams was bloated so with gas that his heart often missed beats after eating. Advertiser rid him of all gas, and now he eats anything and feels fine. City Drug Store.

first meet ever held at a rural school in this county.

GENERAL NEWS

The declamers plan to have their elimination tryout Thursday night. Since about thirty have entered in the four divisions of the contest, there should be a stiff competition.

We can't blame so many of the students for declaring a holiday last Monday, when that good rain came.

THE FUNNY BONE

At the ball games with Flomot, a visitor asked Alfred Cooper who was playing. Alfred thought a long time, then answered, "The girls."

Freshman: How do you spell "visited?"
 E. D. V-i-s-i-t-e-t-u-r-y.

MOVIE CHATTER

By A Rogue

"Six-Day Bike Rider"
 There are lots of bicycles in the world, and there are lots of bicycle riders, but there is only one show called "6-Day Bike Rider," and there is only one Joe E. Brown. And speaking of shows, you have not seen anything until you see this big mouthed pelican strut his stuff in his funniest picture of all times. "6-Day Bike Rider," which will be at the Rogue Friday, Saturday and Sunday matinee. This is Joe's newest picture and you may think he is studying to be an idiot or something, but that is just Joe. He can't help it because he is built that way. If you don't laugh at this one there would not be any need to see a doctor, because you are not sick, you're dead!

Tipton, Oklahoma,
 March 6, 1935.

Mr. Ben Meador,
 Matador Tribune,
 Matador, Texas,
 Dear Ben:

I have just finished playing Warner Brothers "Flirtation Walk" in Tipton, and since your theatre in Matador has this production coming up soon, I wanted to write you a letter for your publication, if you so desire, telling you and the people of my home town what a truly wonderful picture this really is.

Ben, I have seen a lot of good pictures during the past ten years, but I can truthfully say that, according to my estimation, this is the best picture I have ever seen. The story opens in Hawaii, with Powell as a private in the army, and Ruby as the General's daughter who visits a couple of days in Hawaii, where Dick as her chauffeur, enjoys a few moments of

WANTED!

Men, women and children that are suffering with ITCH, RINGWORM, POISON IVY, IMPETIGO, TETER, ECZEMA, ATHLETE'S FOOT, FOUL SMELLING FEET, etc., to try BROWN'S LOTION for instant relief of itching and discomfort. Don't use messy salves and bandages. BROWN'S LOTION is a liquid. It penetrates the outer skin and kills the hidden germs and parasites. First bottle sold with MONEY BACK GUARANTEE in 60c and \$1.00 sizes by Simpson Drug Store.

lovely Hawaiian moonlight with her the privilege of seeing the native love dance. They go back to camp; but of course Ruby is aristocratic, while Dick is a mere private—the fireworks start.

The scene shifts to West Point Military Academy where Dick is a Plebe. You actually see here around those great old walls, the making of our United States Army. Of course Ruby drifts in with her father and it starts again. There is comedy, love interest, beautiful melodies, soul stirring martial music with cadet dress parades, and a cracker-jack good story. And its all wholesome!

Anything I could say or anything I could do toward persuading the people of Matador to see this wonderful production would give me the greatest of pleasure, because in so doing, I would not be just achieving worldly goods for our house in Matador, but would be giving to those life long friends of mine there, what I consider to be two hours of trouble forgetting, relaxed entertainment.

Sincerely yours,
 Lamar Guthrie,
 Rogue Theatre, No. 3.

Whiteflat Flashes

Mr. and Mrs. James Holladay of Vernon were weekend guests in the Ben Keltz home.

Mr. and Mrs. F. C. Harcrow entertained Friday night with a musical which was enjoyed by all.

Mr. and Mrs. Harvey Bell and Mrs. Bill Winstead of Oxford, Kansas, visited relatives here last week.

EXCLUSIVE SPRING HATS FOR THE Ultra-Smart



All the quaint, new halo shapes, ever-so-pert bonnet types, Bumper sailors with that smart wind-blown look, and Fashion's cleverest turbans, sailors and wide brims. Spring's loveliest materials, too—the new straw cloths, Bakau, Sisal and novelty-straws galore.

\$1.95 to \$6.50

Smart New Lids for Kids
Mrs. A. Watson
 Millinery
 THEATRE BUILDING

Tune in on

Ice Carnival of the Air

EVERY THURSDAY NIGHT AT 6 P. M.
 On WBAP, WFAA, KPRC

Beautiful, new air conditioned refrigerator of latest design given away each week.

Tune in on "Ice Carnival of the Air" for full details.

New designs in COOLERATOR Ice Refrigerators—the air conditioned Refrigerator.

DURABLE AS WELL AS BEAUTIFUL

DeLuxe has rightly been called the outstanding development of all time in a refrigerator or finish. It combines the two essential qualities of a perfect finish, "Beauty and Durability."

FREE TRIAL!

Have a COOLERATOR just ten days—you will never be satisfied with any other kind of refrigerator. See us for full details.

The Ice Carnival of the Air is brought to you each week with the compliments of

LEA ICE CO.

MATADOR, TEXAS

Ice is the Only Conditioned Air Refrigeration

Jewel Truett of Petersburg has been visiting relatives here for several days.

H. S. Watson was a business visitor in Dallas last week.

Mr. and Mrs. A. O. Truett spent last week-end with relatives at San Angelo.

Mrs. H. S. Watson was a Paducah visitor Friday.

Mr. and Mrs. R. H. Norton moved to Kansas last week.

Mr. and Mrs. A. J. Brown were Plainview visitors over the week-end.

Mr. and Mrs. H. J. Patrick spent

the week-end with relatives at Tell.

Mr. and Mrs. Jess Terry moved to Dickens Friday.

METHODIST CHURCH

Sunday School 9:45 a. m.
 Sermon 11 a. m.
 All Leagues 6:45 p. m.

A sermon at the evening hour by Dr. W. L. Tittle, second quarterly conference immediately following. Now that we have been blessed with this great rain, surely every person in this entire town and community should show their thanks by attending some church Sunday.

Standard Training School
 Beginning Sunday afternoon at 3 o'clock, then each evening starting at 7 o'clock thru Friday evening.
 Teachers—Dr. W. L. Tittle.

Mrs. John E. Eldridge and Rev. Turrentine. Those from adjoining towns are invited and urged to attend.
 Dallas D. Denison

Wash And Grease Your Car for Only



Take advantage of this special offer—only 50c for washing and 50c for greasing your automobile, both for only \$1

We use the Check-Chart

Greasing method and give a written money-back guarantee with every job—A complete greasing or your money back without question.

Phillips 66 Gas
 Phillips 66 Oils
 Lee Tires and Tubes

Phillips

Service Station
 Phone 25M
 L. R. McMAHON, Mgr.

PUBLIC SALE

On the Lot Just South of Our Store in Floydada, Texas, Beginning at 1 p. m.

SATURDAY, MARCH 16

WORK STOCK

15 Head of Horses and Mares, Including One 6-Year Old Stallion

FARMING TOOLS

- 3 JOHN DEERE 2-ROW CULTIVATORS
- 2 CASE 2-ROW CULTIVATORS
- 1 F & O 2-ROW CULTIVATOR
- 1 ROCK ISLAND 2-ROW CULTIVATOR
- 2 JOHN DEERE 1-ROW CULTIVATORS
- 2 F & O CHAIN DRIVE 2-ROW LISTERS
- 2 F & O DRAG PLANTERS 2-ROW LISTERS
- 2 JOHN DEERE 2-ROW LISTERS
- 1 CASE POWER LIFT 2-ROW LISTER
- 2 CASE 2-ROW GO-DEVILS
- 3 2-ROW SLED GO-DEVILS
- 2 INTERNATIONAL DISC HARROWS
- 1 EMERSON ONE-WAY FLOW HARNESS
- 10 SETS OF CHAIN AND LEATHER HARNESS
- 10 COLLARS—10 BRIDLES
- TRACTOR**
- ONE McCORMICK-DEERING 15-30 TRACTOR
- CREAM SEPARATOR**
- ONE NO. 3 PRIMROSE CREAM SEPARATOR

TERMS OF SALE—One half cash and balance on Fall time at 8% interest less 5% cash discount for all cash. All items under \$20.00 all cash.

NOTHING TO BE REMOVED UNTIL SETTLED FOR

Rutledge and Co., Owners
 FLOYDADA, TEXAS

SEALE and McDONALD, Auctioneers. J. L. HAMMONDS, Clerk

1c SPECIALS

REGULAR \$3 PERMANENT WAVE
 2 For \$2.01

REGULAR \$4.00 PERMANENT WAVE
 2 For \$2.51

REGULAR \$5.00 PERMANENT WAVE
 2 For \$3.01

REGULAR \$7.50 PERMANENT WAVE
 2 For \$5.01

Specialist in all lines of beauty work

WAVAL BEAUTY SHOPPE

BLOCK SOUTH MOTLEY HOTEL
 MRS. L. R. McMAHON, Mgr.
 GRADUATE OPERATOR—6 Years Experience

THE FUNDAMENTAL WEALTH OF ANY LAND IS IN THE SOIL.

ROARING SPRING SECTION

Matador, Motley County, Texas, Thursday, March 14, 1935

ATTENDS SPUR LEAGUE MEET

About 4 members of the Epworth League of Roaring Springs went to Spur Thursday evening to attend the Caprock Epworth League Union. They were awarded the attendance banner offered the church having the largest number present.

Boy Loses Eye

Leolin Chaney, 12 year old son of Mr. and Mrs. G. W. Chaney, suffered a very serious injury Wednesday morning when he fell from a desk and after an examination by Dr. Hughes, it was found necessary to take him to Lubbock for the removal of the eye. He returned home Sunday accompanied by his mother.

Herbert Love of Paducah was a visitor here Saturday.

W. H. Keahy made a business trip to Lubbock Wednesday.

Office Help Wanted

Inspiring calls for young people with specialized business training continue to come to our well-organized Employment Departments. Every week brings good positions, attractive incomes, or inspiring promotions to our graduates. Calls are already increasing, and those who enter soon will finish at the best time of the year for wide choice of positions.

Holcomb-Bradford

The many friends of Miss Juanita Holcomb and Mr. Ira Bradford will be surprised to learn of their marriage Saturday evening in the home of Mr. and Mrs. J. D. Mitchell.

Additional Loan Granted School

In a message from Hon. Marvin Jones, Friday, the school board was notified that an additional loan had been granted the district. This loan was asked for the purpose of equipping a gymnasium in the new school building which is to be constructed on the site chosen near the present school building.

Boy Scouts Go On Hike Friday Night

The members of the local Boy Scouts enjoyed a hike and pig roast Friday evening on Dutchman Creek. They had as special guests their committeemen, Rev. Aubrey Ashley, J. D. Mitchell and Albert Smith.

Flomot News

The Flomot community was visited by a fine rain Sunday night. The precipitation ranged from one and one half inches in the northwest part of our district to nearly an inch in the southeast part. Farmers are elated over the moisture which it put into the ground and many plows will start immediately.

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Declamation Try-outs

The contestants in the school who have been chosen as declaimers to represent the different classes in the county contests were chosen in the try-outs held Friday afternoon with Mrs. W. A. Campbell, Mrs. Lem Miller and Rev. Aubrey Ashley as judges.

Good Rain Falls Here

Our community was well soaked Sunday night and all day Monday by a badly needed rain. Several barns and a windmill in the Teepee Flat community were blown away by the wind which accompanied the rain Sunday night, but no serious injury was done.

Flomot News

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Avoid Danger

Of Winter exposure in doing your own washing.

Avoid damage to your clothing and other articles by trusting your wash to any other method except the proven superior steam laundry.

Be satisfied that your wash has received the most sanitary treatment.

Prove the economy by calling our driver today.

Floydada Steam Laundry

The World's Most Interesting Magazine

EVERY WEEK FROM WASHINGTON
The Most Important Place in the World

Local news—you get it in your favorite home paper. But you cannot be equally well informed on national and world affairs without Pathfinder. Think of all that is going on! New industrial developments! The all-important agricultural situation! Acts of Congress! Governmental orders and a thousand other things! But how will this affect you personally—**THAT'S WHAT YOU'VE GOT TO KNOW.**

The true inside story of what goes on at Washington; understandable and reliable information that is so hard to find; the maze of current happenings and fast changing conditions clearly analyzed and explained for you—that is exactly what the Pathfinder will give you. By all means order Pathfinder with this paper in the club which we have arranged for your benefit. **ORDER NOW!**

Every Week 12 Issues \$1.00

THIS PAPER AND PATHFINDER BOTH ONE YEAR ONLY \$1.50

Correct and Regular Treatment of Your Hair is Essential

We are prepared to give you beauty work of the highest type and always appreciate your patronage.

You will find our prices are always reasonable.

CITY BEAUTY SHOP
Phone 157J
Mrs. A. E. Westmoreland, Mgr.

LET'S GO WITH

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COOPER SERVICE STATION
F. F. F. SERVICE STATION
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DOBBS CITY MERC. CO.
DALTON & ASHFORD
BOB'S OIL WELL
YORK'S SERVICE STATION
WHITEHEADS, S. AND GARAGE
HIGHWAY SERVICE STA.—FLOMOT

L. B. Robertson
Commission Agent
Matador, Texas

Mr. and Mrs. H. L. Lovell spent

ROY BURLESON
General Insurance
First State Bank Building
Matador, Texas

Your Personal Appearance is Important

Correctly cleaned and pressed clothing is the most effective way to increase your appearance, and the cost is moderate.

You will be surprised how new your clothes will look after we have cleaned and pressed them.

We Solicit a Trial

See our samples of new suit material.

TAILOR MADE CLOTHES ARE NOT EXPENSIVE

JACKSON
The Tailor
Roaring Springs

Matador's Modern Laundry Service

We maintain the same high type of laundry service in Matador that is found in the larger cities... prompt deliveries every other day... fine work by modern equipment and skilled operators... moderate prices.

PUR LAUNDRY
In Matador Monday, Wednesday and Friday

ROGUE THEATRE
Matador, Texas

Program

Friday and Saturday
Joe E. Brown in "6-Day Bike Rider"

Sunday and Monday
"Flirtation Walk"
With Dick Powell and Ruby Keeler
Both Warner Bros.-1st National Pictures
Sunday Matinee 2:30

NECESSARY SERVICE

Electricity has brought a new era of dependable service to West Texas in recent years. Twenty-four hours of the day, approximately 43,000 homes and places of business served by this Company

in 160 towns and communities rely on this service in some way every minute of the day.

Its large variety of uses acclaim its acceptance as a necessary service. Homes employ it as a means of lighting, washing and ironing, refrigeration, cleaning, water heating, cooking, air conditioning; for the operation of the radio and many small appliances. The uses of electricity in industry are innumerable. Almost every task has in some way been lightened and more nearly perfected by this necessary service. It has truly served all the people in some way and has shared immeasurably in our progress.

The West Texas Utilities Company has provided this service practically uninterrupted and economically cheap. No greater words of praise could be spoken of this service than that our customers have become so accustomed to its reliability, until today it has become a commonplace item of the household and place of business.

Do you know that your increased use of Electric Service is billed on a surprising low rate schedule... and adds only a small amount to your total bill?

West Texas Utilities Company

Matador, Texas, Thursday, March 14, 1935

LOCALS

FEED FOR SALE—Or will trade oats, corn, or alfalfa for cattle or hogs. See Vernon Daniels. p7-14-21-28

MAN WANTED for Rawleigh Route of 800 families. Write today. Rawleigh, Dept. TXC-495-SA, Memphis, Tenn. 2t-7-14-p

Mrs. W. J. Boyd, Mrs. R. L. Boyd and Mrs. A. J. Matlock, of Northfield, were shopping in Matador Wednesday.

Mr. and Mrs. M. E. Thompson visited friends in Memphis, Saturday and Sunday.

Miss Johnnie Ruth Brasher of Idalou, visited her sister and family, Mr. and Mrs. Carl Bird, this week.

J. P. Sturdivant of Paducah, attended to business here Wednesday.

Mr. and Mrs. Frank Eiring of Plainview visited relatives in Matador this week.

Owen Williams of Roaring Springs transacted business here Wednesday.

Mrs. P. L. Massingale, and daughter Eloise, accompanied by Miss Dorothy Fuller, drove to Paducah Saturday.

Mr. and Mrs. Harry Duval made a trip to Floydada last Thursday.

Robert I. Thomas of Flomot, transacted business here Wednesday.

Mrs. B. F. Moore, and Miss Ruth Moore, accompanied by Mrs. R. L. Pendergrass, drove to Paducah last Saturday.

Leonard Cowell of Flomot transacted business in Matador Wednesday.

Mr. and Mrs. H. L. Smith of Roaring Springs, were Matador visitors Wednesday.

Claud McDonald of Northfield, attended to business here Wednesday.

Miss Addie Henderson District Case Supervisor from Lubbock, directed case work in the Motley County Relief Board office the past week, returning to Lubbock Tuesday.

Mrs. M. C. Green and Mrs. Carl Tardy accompanied Mrs. Pat Sheridan to Paducah, Wednesday.

Martin Smith of Roaring Springs was a business visitor in Matador Monday.

Mr. and Mrs. Alvin Stearns of Meadow, former residents of Matador, visited relatives here last week.

Miss Vivian Stegall, nurse in the Gilmore Sanitarium at Turkey, visited friends here last Friday.

Mrs. A. L. Jordan, accompanied by Mrs. Dub Druce and Mrs. C. Groves, drove to Plainview last Thursday.

Mrs. Tom King and son Carl, visited relatives in Spur Saturday.

Mr. and Mrs. B. F. Tunnell, sons Billy and B. F. Jr., Mrs. L. J. Brackeen, and Murice Reilly drove to Floydada Saturday.

Harry Willett left the latter part of last week for a business trip to Wichita Falls and Brady.

Mr. and Mrs. C. T. Howell and daughter Dolores Ann, of Plaska, visited Mrs. Howell's parents, Mr. and Mrs. John Groves here Sunday.

Miss Maggie Bryan left Sunday for a few days visit with relatives in Amarillo.

Miss Ruth Groves and Claud Wilson drove to Floydada Sunday.

Mr. and Mrs. Monroe Jordan of Silverton, were guests of Rev. and Mrs. A. L. Jordan Sunday.

Joe Bloodworth of Whiteflat, was attending to business here Tuesday.

Notice!

I have assumed management of the Matador Poultry and Egg Co., located across the street from Matador Auto Company.

We will pay market prices for all produce, poultry, eggs and cream.

YOUR PATRONAGE APPRECIATED

Matador Poultry & Egg Co.

JEN HAMILTON, Mgr.

Panhandle Gas Waste Increases 75% During '34 Equal to 35 Millions Tons of Coal

AUSTIN, March 12.—The total wastage of natural gas in 1934 in the Texas Panhandle increased 75 per cent over that for 1933, it is apparent from the data supplied by the United States Bureau of Mines, declared Elmer H. Johnson, regional economist for the University of Texas Bureau of Business Research.

"In 1934 the total production of natural gas in the Texas Panhandle amounted to 876,000,000 cubic feet," Mr. Johnson said. "This sum was 46 per cent greater than for 1933. Of this vast quantity it is estimated that 483,000,000 cubic feet were wasted in 1934, as contrasted with a total wastage of 273,000,000 cubic feet in 1933.

"Though these figures of waste seem staggering enough, perhaps by converting these quantities of wastage of what is called 'The perfect fuel' into the coal equivalent, or its oil equivalent, a more concrete basis for comparison is attained. The amount of wastage of natural gas in the Texas Panhandle alone in 1934 is roughly equivalent to 21,000,000 metric tons of coal, or to 84,000,000 barrels of oil; that for 1933 roughly equal to 12,000,000 metric tons of coal, or to 48,000,000 barrels of oil. During the past two years this appalling waste in the order of magnitude of 33,000,000 metric tons of coal is as great as the total estimated reserves of lignite and coal for the entire State.

"Moreover, for January 1, 1935, it is estimated that the wastage in the Panhandle amounted to 1,600,000,000 cubic feet daily—or a quantity roughly equivalent to the wastage of nearly 70,000 tons of coal daily.

"Furthermore, quoting a Bureau of Mines statement: 'The current production of natural gas in the Texas Panhandle is about 2,700,000,000 cubic feet daily, of which about 60 per cent is wasted.'

CELEBRATES BIRTHDAY

On Monday, March 11, Mrs. Mollie Wason was honored with a dinner given at the home of her daughter, Mrs. A. J. Daffern, with two other daughters, Mesdames D. E. Pitts and F. G. Simpson as co-hostesses.

A color scheme of green and white was carried out in the table service, a white cake bearing sixty-nine green candles occupying the center of the table.

The day was pleasantly spent with hand-work and lively conversation. Many lovely gifts were received by the honoree.

The friends enjoying this occasion with Mrs. Wason were: Mesdames A. D. Burleson, A. M. Bourland, Harrison Williams.

Harry Carter, Lee Criswell, Joe Lambert, John Smith, Steve Daffern, M. L. Patton, D. C. Keith, Will Drace, Lucy J. Brackeen, E. S. Mangum and the hostesses.

It was regretted that a number of other friends were unable to attend on account of sickness or the bad weather.

MISSIONARY SOCIETY MEETS

Eighteen members of the Irene Eldridge Auxiliary met Tuesday at the home of Mrs. James Neblett for a "World Outlook" program. Mrs. E. E. Jameson, the leader, was assisted by Frank Buckley and F. G. Simpson. The subject for the afternoon was "The Old and the New Gospel Trails." A business session followed the program in which Mrs. F. O. Bond was elected delegate to the annual meeting which convenes at Childress, April 9-11 inclusive. Mrs. F. G. Simpson was elected alternate.

There will be no meeting of the Auxiliary next week on account of the "Training School" which will be held each evening next week. But on March 26, there will be a lesson from our handbooks.

Fourteen cup towels were received in the shower for the church. One dollar and eighty cents was realized from the White Elephant sale. Reports were heard from the different officers. Mrs. J. R. Whitworth, the local treasurer, reported enough money in our fund to finish paying for the new stove purchased by this society for the parsonage.

Lovely refreshments were served by the hostess to the eighteen members present.

District Track Meet To be Held Apr. 5-6

Childress, March 12.—Inter-scholastic League, District No. 4 track meet will be held in Childress April 5 and 6, on the following schedule:

On Friday, April 5, all contests in literary events and tennis will be held. Drawings will be held in debate, declamation and tennis at 9:00 a. m. Contests in ready writers, extemporaneous speech,

and three-R will begin at 1:30 p. m.

On Saturday, April 6, track and field events and volley ball contests will be held beginning at 10:00 a. m.

The one-act play contest will be held in Crowell, April 12, and 13. For information write Supt. I. T. Graves, Crowell, Texas.

A Spanish contest will be held this year in District No. 4. Any high school in the district in which two years of Spanish are taught may enter contestants. No county contests need be held.

A volley ball tournament will be held beginning Saturday, April 6, at 9:30. Drawing will take place at 9:00 a. m. Three entries will be allowed from each county, one Class-A school, one Class-B school, and one Rural school. The winning school in each class is requested to send entries to Boone McClure, Childress, immediately after the county meet.

Debate judges will be provided from a group of disinterested and qualified persons. Each team is asked to bring one judge who will assist to serve all day, even after his local team is eliminated. These visiting judges and the debating teams are asked to meet in Room 1 for drawing at 9 a. m.

ANNUAL CLOTHING MARKET AT LUBBOCK MAR. 23 TO 26

LUBBOCK, March 12.—Two hundred and fifty retail clothing merchants from West Texas and New Mexico are expected in Lubbock for the tenth semi-annual West Texas-New Mexico Wholesale Clothing Market, March 23 to 26, inclusive.

Approximately 75 wholesalers and manufacturers will have representatives and their line of ready-to-wear, millinery, shoes, mens wear, general line and other merchandise for inspection in the hotel sample rooms, with the latest Spring and early Summer style trends available to the merchants.

Monday evening, March 25, a style show will be held for the entertainment of the visiting retail merchants. Dances and other entertainment will be offered the guests, the Lubbock Chamber of Commerce, sponsor of the event, has announced.

The Best of Fresh and Cured Meats AT MODERATE PRICES

Located in Commercial Grocery

MEADOR MARKET DOUG MEADOR, Mgr.

Why the FORD V-8 is a Sensible FARM TRUCK

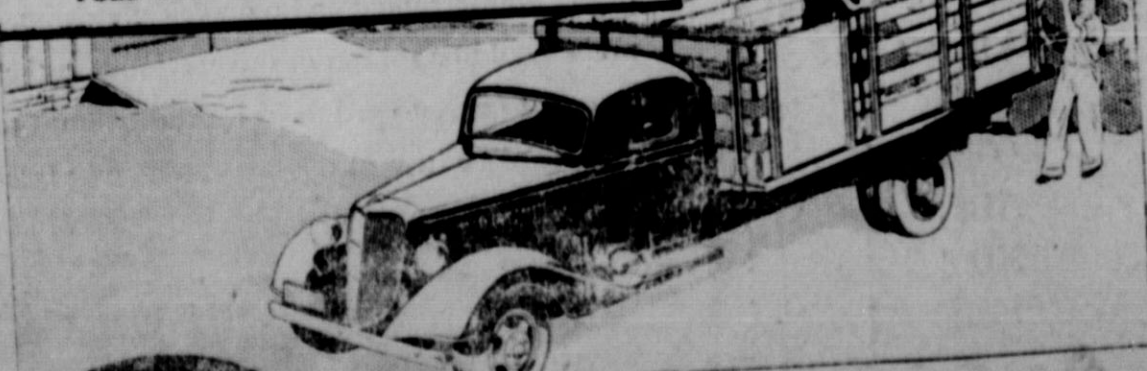
Ford V-8 Trucks have a reputation for hauling more tons, more miles with more satisfaction and at less cost. Ample power, excess strength and remarkable ability of the Ford V-8 Truck insures continued performance on the toughest jobs.

On any road with any load Ford V-8 trucks are consistent profit earners because of these advanced features:

1. V-8 engine with 80 full horsepower
2. New forward load distribution
3. New, stronger front axle
4. Full-floating rear axle
5. Heavy duty four speed transmission
6. New, larger centrif-force type clutch
7. Improved cooling
8. Comfortable, insulated cab
9. Rib cooled self centering brakes
10. Torque tube and radius rod drive
11. New spring suspension
12. New truck style—comfortable coupe type cab

Call any Ford dealer for an "on-the-job" test. You drive it with your own load and check the results. There is no obligation except to yourself.

AUTHORIZED FORD DEALERS OF THE SOUTHWEST



THE NEW FORD V-8 TRUCKS for 1935
More than ever America's Great Truck Value

Easy Terms Through Universal Credit Co.—The Authorized Ford Finance Plan

CONOCO TRAVEL BUREAU USEFUL TO MOTORISTS

The popularity of Texas as a Mecca for automobile vacationists from all parts of the country is indicated by a report just released by the Conoco Travel Bureau, a branch of Continental Oil Company and America's largest free travel service. According to the report, 239,470 Travel Bureau tourists spent more than \$9,852,480 in this state last year.

It was also revealed that motor travel throughout the entire United States was unusually heavy during 1934. Hotels, tourist camps, restaurants and many other types of business took in more money from tourists than during any other year since 1929. The Bureau supplied detailed trip services to 969,485 vacationists, a figure 41 per cent greater than the organization's total for 1933. Statistics also show that Travel Bureau tourists spent in excess of 40 million dollars while they were away from home.

The Conoco Travel Bureau is an organization maintained by Continental to provide motorists with up-to-date information on North American roads, routes, hotels, cottage camps, scenic and historical attractions plus any other data likely to make vacation trips pleasant and profitable. More than 100 carefully trained men and women are employed in the Bureau's central offices at Denver. Conoco's 22,000 service stations act as field branches. It is predicted that one and one-

half million vacationists will rely on Travel Bureau assistance during 1935.

B. F. Turner of Flomot was a Saturday visitor in Matador.

Little Henry—Say, Grandpa, is it true that you used to have hair as white as snow? Grandpa—Yes, and now it's gone. Little Henry—Who shoveled it off?

Special... Hats Cleaned 25c

SUITS

Made to Order SPRING SAMPLES NOW ON DISPLAY

LADIES WORK A SPECIALITY

City Tailor Shop

"Clean Clothes Last Longer"

MELVIN MEASON, Mgr.

Now it Has Rained

SPRINGTIME AND PLOWTIME PROMPT THOUGHTS OF FARMING EQUIPMENT AND NATURALLY YOU ARE INTERESTED IN SAVING AS MUCH AS POSSIBLE.

GOOD FARMING REQUIRES GOOD FARMING TOOLS.

We Have Bargains

IN USED JOHN DEERE, P & O and OLIVER 2-ROW LISTERS AND CULTIVATORS.

WE ALSO HAVE ONE USED FARMALL TRACTOR IN GOOD CONDITION.

WORK STOCK
If you are interested in work stock, see us, we have some good horses and mares.

COMPLETE STOCK

WE HAVE A COMPLETE STOCK OF LISTER SHARES, HARNESS, COLLARS, SINGLE TREES AND EVERYTHING NEEDED TO EQUIP YOUR FARM WITH PROFITABLE TOOLS.

OUR PRICES ARE FAIR

Special Value

We have for sale one used International Pick-up Truck offered at a special bargain price. This truck is in good mechanical condition.

MATADOR HARDWARE

AND FURNITURE COMPANY

"We Have It, Will Get It or It is Not Made"