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The New
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Power
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searched Dallas, the great
of the Southwest in pur-
these advanced styles and
in order to be able to offer
ers the best and the latest
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a good silks and well-bred
would make you keep com-
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have enjoyed in the past and it
ave you visit our shop
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WEEKLY
Dresses—To Arrive Soon,
s and Handkerchiefs

Shoppe
l, Manager
Building
Matador

He Builds Best
Who Serves Most

VOLUME NO. 7

MATADOR TRIBUNE

SUCCESSOR TO ROARING SPRINGS NEWS

Matador, Motley County Texas Thursday, Feb. 15, 1934

NO. 49

If we can not build
We will not destroy

FLMOT CHILD FALLS IN KETTLE OF BOILING WATER

Gaston Foote Address Sways Chamber of Commerce Banquet Audience

TRAIL DUST

In a discussion of candidates for an important office, a friend recently said: "The man who votes for must be honest with his family. Regardless of his ability or his record, a man who is dishonest with his family is a dishonest man and will sooner or later betray the trust of the people." Perhaps at no time in history has the public regarded office-holders as carefully as now. Character was never at a greater premium.

And my friend is right. The foundation of all that is worth while in this country is planted in the home. If its sacredness is violated the foundation has been robbed of its strength. I have observed many cases and I have yet to see a single one in which a man who was dishonest with his family did not end in bankruptcy, dishonor or worse. It may require time and the case may appear to be reacting exactly opposite to the rule, but some day, usually with the suddenness of lightning, it strikes and the whole sorry mass of a life falls because the worms of deceit had destroyed the foundation.

My favorite literature is the reading matter printed on the cartons of breakfast cereals, usually buy a new brand each time and look forward to its first morning on the table and the delicious meditation afforded between spoonfuls and sips of coffee. Although the contents of the package may taste like an old broom put up and soaked in cream, the printing is certain to be well worded and without error.

A writer in the Saturday Evening Post has a character in his story say: "The best way to learn the true character of a man or woman is by playing bridge with them. The good and bad qualities are more evident than when they're intoxicated." I know some married men who could have secured valuable advance knowledge had they used bridge in helping them select a life partner. For instance, study the result of trumping an ace just played by the sweet young thing he planned to marry. Unless love is really blind I would have anointed my shins, gone to my quarters and applied the adder.

Attending Convention

Fred G. Simpson, manager of the Simpson Drug Store left Monday for Dallas where he will attend a convention of Rexall dealers, beginning Tuesday.

Mr. Simpson was joined at El Paso by Bill Bigham, manager of the Bigham Drug Co.

Over 200 Attend Most Successful Meeting of County Civic Organization

HENRY PIPKIN AWARDED TROPHY FOR SERVICES

Splendidly Directed Program Draws Much Praise

Approaching in similarity the plain forceful words of Will Rogers, Gaston Foote, Pampa pastor, featured speaker of the tenth Annual Motley County Chamber of Commerce banquet held here Tuesday night, swayed his enthusiastic audience from the heights of hilarity to the point of tears in one of the most sweeping and inspiring orations ever delivered here.

"We need a revival of faith in ourselves," Rev. Foote said, "and we need a revival of faith in friends and country and aside the mantle of the church, we need a revival of faith in God. The will to do anything we want to do is ours and great achievement is always realized in times of stress. We needed the fire of a depression to temper our hearts for the future."

Although preparation had been made for over 200 guests at the banquet, additional arrivals from every community in the county and many neighboring towns necessitated the use of every available chair space in the basement hall of the Methodist Church building where the banquet was held. Many failed to find places in the main banquet room and extra provisions were made in anti rooms of the building. It is estimated that 260 attended the event.

Grady Shipp, secretary of the Plainview Chamber of Commerce presented Henry Pipkin with a silver loving cup in award for the most distinguished service of civic work in the community, as a result of a secret ballot voted by Chamber of Commerce members recently.

The splendidly arranged program, with G. E. Hamilton as toastmaster of the evening, included singing by the Colored Broom Sisters of Matador, Magical performances by Dr. J. E. Bromert of Amarillo and music by the Chamber of Commerce band. Exceptional thanks were tendered the Methodist ladies in serving the enjoyable repast.

Among the many out-of-county visitors attending the banquet were: Judge Henry Bishop and Dr. J. E. Bromert of Amarillo; Rev. Gaston Foote of Pampa; A. F. Sommer, Vice President Q. A. & P. Railway, Supt.; W. L. Richards, Traffic Manager and J. D. Coopage, Traveling Freight Agent, all of Quanah. Mayor J. B. McCarty and Rev. J. A. Watson of Turkey.

MATADOR JUNIORS WIN CHAMPIONSHIP BASKET BALL MEET OF COUNTY

Junior Boys Win 7 of 9 Games Played As Season Closes With Tournament

The Matador Junior Boys won the county basket ball tournament closing their season with the final game last Saturday night and winning with a score of 36 to 11 over Whiteflat. Junior boys, those under 15 years of age, from Flomot, Whiteflat, Fairview, and Roaring Springs participated in the tournament.

The Juniors first defeated Fairview 15-2, in the semi-finals they defeated Roaring Springs 40-7 and in the final game Saturday night took the county championship over Whiteflat by the 36-11 score.

The following boys are highly commended for their sincere work throughout the season; L. C. Groves, Bundy Campbell, W. J. Brian, Francis Barton, R. L. Brandon, B. F. Tunnell, Jr., Carl King, Charlie Seaff, Durwood Allen, John Briscoe, Fred G. Simpson, Jr., and Donald Groves.

Children to be Vaccinated

At a meeting of the County Board of Health held last Thursday 200 toxoids for diphtheria and 175 schinet tests were ordered to be used in the program of vaccination of Motley County's school children.

A total of 54 toxoids have been given and paid for by the Welfare Association to those who were unable to pay for them.

Matador, Whitestar and Whiteflat have practically completed the giving of toxoids and tests for diphtheria. 96 toxoids actually been given.

This program which is nation wide in scope and which has just been started, is for the purpose of immunization of all the children from the age of 1 to 12 from small pox, diphtheria and typhoid fever.

According to Dr. Trawick some 800 vaccinations have been given in this county. The rest of the school have made arrangements to either come to the hospital or have the doctor visit them at their respective schools.

INJURED IN CAR WRECK

Uncertain details reached here Monday of an automobile accident about two miles this side of Roaring Springs Sunday night. Several negroes who were in one of the automobiles suffered injuries, also occupants of the other automobile in the collision suffered injuries.

Both automobiles were damaged almost beyond repair.

BANQUET SPEAKER



REV. GASTON FOOTE
Rev. Gaston Foote, pastor of Pampa, Texas, above, was the principal speaker at the Tenth Annual Motley County Chamber of Commerce Banquet held in Matador, Tuesday night.

PRESIDENT'S ADDRESS TO BOY SCOUTS HEARD BY LOCAL TROOP SAT.

Scoutmaster, J. K. Crews And Boys Meet To Hear Radio Broadcast

At a special meeting of the local Boy Scout Troop held in the directors room of the First National Bank Saturday, the radio broadcast by President Roosevelt was received.

A pledge signed by all scouts hearing the broadcast to carry out the President's request of gathering old clothes and other useful articles and distributing them to the needy, was mailed to President Roosevelt by Scoutmaster J. K. Crews.

During the meeting the troop voted unanimously to accept Scoutmaster T. A. McDonald's Boy Scout Troop of Roaring Springs into the Matador organization. Transportation will likely be provided each meeting night.

Visitors at the meeting were: T. A. McDonald of Roaring Springs, B. F. Harbour, Tom Harris and B. F. Tunnell.

Radio accommodations for the occasion was provided by the Matador Hardware and Furniture Co.

SUCCESSFUL OPENING

The formal opening of the Wilson & Mayfield Grocery and Market held here Saturday was successful and highly satisfactory, Mr. Wilson, manager of the enterprise declared today.

"We had a large crowd throughout the day and we believe we established many friendships", Mr. Wilson said, "which was the principal purpose in holding the formal opening. We wanted to meet as many people as possible and have them understand that we are permanent in Matador and that we will appreciate their business and friendship."

CITY COUNCIL STARTS COLLECTION DRIVE ON DELINQUENT CITY TAX

Penalty and Suit For Collection To Begin March 6.

At a meeting of the Council held in the City Hall Monday afternoon drastic action was decided upon in collection of the great burden of delinquent taxes carried on the books of the city of Matador. In fairness to taxpayers who have paid their taxes and in an effort to maintain funds to meet obligations such as expenses of a modern fire fighting equipment and repair of streets, Mayor Harrison Williams is publishing notice in this issue of the Tribune and also mailing individual notices to property owners that a penalty of 10 per cent will be placed on delinquent taxes after March 16 and that suit for collection will be filed for unpaid taxes.

G. W. Davidson Buried Here Sunday Afternoon

G. W. Davidson, 78, who had been moved to Plainview for medical treatment, died there Saturday and funeral services were held at the First Baptist Church here Sunday afternoon at 4 p. m.

Mr. Davidson was born in Clark County Ark., in 1856. He came to Texas with his father in 1865. In 1889 he was married to Miss Mary Hendrix and to this union 11 children were born, 9 of which are living; Mrs. Annie Calahan, Mrs. Luella Merdick and Ben Davidson, all of Matador; Mrs. Ethel Carter, Flomot; Mrs. Julie Benson, Commanche, Okla.; Mrs. Nannie Chambliss, Brownfield and John Davidson of Lexington, Okla.

Mr. Davidson was converted to the Baptist Church in 1882 and had remained a devoted member. He was preceded in death by his wife who died in 1925.

Interment was made in East Mound Cemetery Sunday afternoon.

Attends Banquet

Mr. Bernard Renfro of Fort Worth, a member of the Motor Transportation Division of the Railroad Commission, attended the Chamber of Commerce banquet Tuesday night. He stated to Toastmaster G. E. Hamilton that Hon. Lon A. Smith, member of the Commission, and candidate to succeed himself in this year's elections, sent his greetings to the people of Motley county, soliciting their support.

Mr. Hamilton says he has known Smith many years, and thinks the people of this county can well afford to vote for him as Railroad Commissioner.

Rushed To Turkey Sanitarium In Vain Effort To Save Life

TOPPLES BACKWARD IN BOILING WASH KETTLE

Meager details reached here Tuesday of the tragic death of the 4 year old child of Mr. and Mrs. J. C. Wagnon who live near the Flomot community when the little one accidentally toppled backward into a kettle of boiling water before the horror stricken eyes of a mother busied with her Monday wash.

Rushed to a Turkey sanitarium for medical treatment, the child died within a short time after arrival.

Trades Day Attracts Many Here Saturday

Despite the unfavorable weather for Matador's recently inaugurated Trades Day, all available parking space was filled with automobiles here last Saturday and merchants report a favorable amount of business. The business stimulant is expected to create greater interest as the project gains momentum in the future.

Those participating in the benefits of program Saturday were; Ike Rushing, \$10.00; Mrs. Marlin Pounds, \$7.50 and Houston Schweitzer, Jr., \$2.50.

Wins Admission Stock Show In Name Contest

Knox Jameson received two general admission tickets to the Fort Worth Fat Stock Show this week as a result of his entry in a name contest of an organization formed to support the Southwestern Exposition and Fat Stock Show and composed of Fort Worth business men.

The Fort Worth Star-Telegram received 6,863 entries for the contest.

Because four persons submitted the winning title, under contest rules the capital prize of \$50. was divided among the four. For the next best 100 suggestions the Exposition had offered two general admission tickets.

AT GROCERY MEETING

The following Motley county grocery men attended a meeting of retail grocersmen at Lubbock Tuesday: Hubert Gilbreath, Matador; P. Y. Springer, Matador; George Springer, Roaring Springs; Albert Hodges, Roaring Springs; Henry Parks, Matador; Elmer Jameson, Matador, and Mr. Wilson, Matador.

To Dallas Market

Fay Jacobs, manager of the Matador Variety store will leave for Dallas where he will purchase new merchandise for his store.

THE FUNDAMENTAL WEALTH OF ANY LAND IS IN THE SOIL.

ROARING SPRINGS SECTION

THE CORNER STONE OF ACHIEVEMENT AND PROGRESS IS FAITH.

THURSDAY, FEB. 15, 1934

METHODIST CHURCH

On Feb. 8 at Jayton, the zone meeting for the Women's Missionary Society for Zone No. 1 was held. A very splendid program was rendered and a fine day of worship and fellowship was had together. A large crowd was present. Roaring Springs had twenty-three there. It will be our great pleasure to entertain the next zone meeting in the summer.

Some sickness now among our people. The pastor would appreciate it if you would keep him posted about any sickness.

We had visitors again last Sunday. Glad to have had them. The young men from Afton who came Sunday evening are invited to come again. Our attendance was not quite up to par last Sunday. If you were there next time, if at all possible we miss each of you when not there.

The young people of the church enjoyed a "weenie" roast and tacky party Tuesday night of this week.

There are two classes of folks in the church, those who buckle down and help put over the program of the church, and then there are those who pull back and do nothing, but when the work is done they criticize. To which group do you belong?

Trust I can meet each of you at the services Sunday. February and March are set aside as time for the development of our spiritual lives. Will you join with us?

"Give of the best to the Master." "The Friendly Church."

T. Marvin McBrayer, Pastor.

CARD OF THANKS

We wish to offer our sincere appreciation to the friends and neighbors who tendered their efforts during the recent illness and death of our beloved daughter and sister, Mrs. Jewel King. May the blessings of God rest upon each of you.

J. J. Saylor, father
Mrs. Kate Woods
Mrs. Della Ricker
Mrs. C. C. Wynns
Roy Saylor
Troy Saylor

George Springer and Albert Jones attended a government meeting at Lubbock Tuesday.

The Joy of Driving

greater when your car is correctly lubricated. When we

ease your car will be satisfied with a pleasant carefree miles

you.

York's SERVICE STATION

DRICH TIRES



WASHINGTON... Mrs. J. Borden Harriman, (above) of New York, is reported to be slated for a diplomatic post, possibly American Minister to one of the European nations.

TENT SHOW AT ROARING SPRINGS

Art Names' Own Famous Dramatic Company in their heated tent theatre will play in Roaring Springs all next week. The plays will be different each night. The regular admission is fifty cents, but next week, by special arrangement with the Roaring Springs merchants, the admission will be ten cents at the front door and ten cents extra for reserved seats.

This is one of the finest dramatic shows on the road and is well known in West Texas where they have been playing for years. This week they are playing under the auspices of the fire department at Turkey, Texas, where they have played several times in past years. Call some of your friends at Turkey, Texas and ask them about this fine show. Plan right now to attend every night.—Adv.

Advertise it in the Tribune.

Death of Baby Curtis Glenn

Curtis Glenn, 5 weeks old baby of Mr. and Mrs. Otto Glenn, died at the home of his parents in the Flag Springs community, Friday night and was brought to Roaring Springs for burial Saturday afternoon at two o'clock. Rev. W. O. Cooley, pastor of the first Baptist Church conducted funeral services.

Mrs. Bertie Gipson is visiting relatives in Spur this week.

Mrs. Minnie Lewis was called to Spur Wednesday to be with her little grand-daughter who is suffering with pneumonia in that city.

See The DIFFERENCE...

In the tailor work you receive from our shop. Individual attention to each particular garment with careful cleaning and pressing helps make you a satisfied customer.

Jackson The Tailor
"Take a Chance—But not with Dry Cleaning"
Roaring Springs

Doyle Mitchell was a business visitor in the Dumont community Monday.

Mrs. S. W. Weatherall and C. W. Martin visited their parents, Judge and Mrs. C. W. Martin of Wichita Falls, during last week end.

SPECIAL!
Through this month only—A regular \$5.00 Oil Steam Permanent Wave for \$1.50. All work guaranteed. Located in the home of Mrs. Bettie Hinson on Circle Street at the—
Modern Barber & Beauty Shop
Roaring Springs, Texas
Joe Nell Hendrick operator with six years experience

FOR FIRST CLASS
HOME LAUNDRY WORK
With special attention to each garment.
See
Mrs. John Dodson
Across street from Baptist Church

Mrs. Carl Bird, teacher of Bird school, was a visitor in Matador Thursday afternoon.

Press Thompson made a business trip to Matador Tuesday.

Subscribe for the Tribune.

Mr. and Mrs. M. S. Thacker were business visitors in Amarillo Wednesday and Thursday.

Miss Sadie Gabriel of Spur is visiting her home folks here this week.

Don't Judge Real Estate...

By the Past Two or Three Years

Judge It By the Past Two Thousand Years

Through all the ages it has been the mainstay of all investments.

If you are planning to build a home ask about our free home site offer.

Roaring Springs Townsite Co.
S. W. WEATHERALL, Agent

OFFICIAL TAG 1934 State Certified Planting Seed

REGISTERED INSURANCE

Southwestern Life Gives You EXTRA Protection

Just as the REGISTERED and CERTIFIED Tag shown above means PROTECTION to the grower of Cotton and other crops, so does the following CERTIFICATE, which is attached to every Southwestern Life Policy mean PROTECTION to the Policyholder:

"THIS POLICY IS REGISTERED, AND APPROVED SECURITIES EQUAL IN VALUE TO THE LEGAL RESERVE HEREON ARE HELD IN TRUST BY THE COMMISSIONER OF INSURANCE OF THE STATE OF TEXAS."

And, in addition to its required legal reserves actually on deposit with the State of Texas, Southwestern Life now holds, for the extra protection of its policyholders, \$6,597,248.40 of Capital and Surplus Funds.

SOUTHWESTERN LIFE DOES NOT OWE ANY GOVERNMENTAL AGENCY OR OTHER FINANCIAL INSTITUTION

Just as the State Department of Agriculture advises: "Know the QUALITY of the Seed You Sow"; so does your good judgment suggest: "Know the QUALITY of the Policy You Buy." See the Southwestern Life Man in your community; he is well qualified to help with your insurance problems, without obligation on your part.

LOOK FOR THE CERTIFICATE OF REGISTRATION ON YOUR POLICY

SOUTHWESTERN LIFE CO.
HOME OFFICE: DALLAS, TEXAS

T. W. VARDELL
PRESIDENT

ASSETS
\$41,777,495.29

CAPITAL AND SURPLUS
\$6,597,248.40

JOHN R. MEASON
AGENT MOTLEY COUNTY
Roaring Springs

During 1933, the Southwestern Life paid more than \$100,000.00 in Texas State, County, School District and City Taxes.

This long-established Texas Company operates exclusively in Texas; employs Texans only; and invests all its money in Texas.

A TEXAS INSTITUTION



...hence requiring less oil per mile!

Little is really understood about the complicated ingredients which make up petroleum crude oils. But this one fact has been proven time and again: By and large the older a crude oil is, the finer motor oil it will make—and the fewer quarts you will have to add on long trips. Sinclair Opaline Motor Oil is refined and blended from the oldest Mid-continent paraffin-base crudes, mellowed and filtered in the earth for an average of 80 million years—so say geologists. In process of manufacture, Sinclair chills Sinclair Opaline down to as low as 60° F. below zero in order to remove the non-lubricating petroleum jelly. Sinclair Opaline is all lubricant—no waste. Try a crankcaseful. Note how seldom you need to add oil.

SINCLAIR OPALINE
MOTOR OIL
From the Oldest Mid-continent Crudes
Agent Sinclair Refining Company (Inc.)
F. C. KING
ROARING SPRINGS

**Chevrolet to Quote
Only Delivery Price
On New Cars-Trucks**

**J. N. Murrell Returns From
Oklahoma City Zone
Meeting**

Instantaneous public response in terms of orders for retail delivery greeted Chevrolet's announcement that hereafter their dealers would quote only actual delivered costs instead of the ambiguous "f. o. b." prices on new cars and trucks, reported J. N. Murrell of the Murrell Chevrolet Co., local Chevrolet dealer, upon his return from Oklahoma City where he attended a meeting of dealers from this vicinity conducted by Felix Doran, Jr., Assistant General Sales Manager of Chevrolet Motor Company.

In the 122 counties comprising the Oklahoma City Zone, more than 6,000 bona fide orders are now on the books, it was reported by W. C. Jones, Zone Manager, at the dealers' meeting, February, March and April shipments to this area are expected to exceed 11,000 units.

The "new deal" in automobile merchandising, Mr. Murrell said, quoting Mr. Doran's address to the dealers, is designed to drive into the open every item entering into the cost of a car to the purchaser. "The immediate result of the new policy," Mr. Doran reported, "was a flood of wires and expressions of appreciation from both dealers and public. Accompanying these expressions, too, were more than 100,000 bona fide orders for the immediate delivery of the new 1934 'knee-action' models."

We are now in production on the new cars and our 21 plants throughout the United States are working night and day. Shipments are being rushed to our dealers. Within two weeks we expect to be in a position to make immediate delivery in quantities to retail purchasers."

Mr. Doran came to the Southwest direct from the New York and Detroit automobile shows where he found a new note of optimism in his contacts with dealers and the public, Mr. Murrell said. "My optimism increases as I gather reports from different localities on my present trip," Mr. Doran said to his dealers. "The outlook for Oklahoma City Zone is one of the

brightest that has been reported. Conditions in this locality continue to improve each day, and we look to Oklahoma City Zone as one of the largest volume areas in the country in 1934."

Returning to the policy of quoting only actual delivered costs to the purchaser, the Chevrolet sales executive told his dealers that he considers this one of the most revolutionary merchandising plans ever introduced into automobile sales practices. Chevrolet is, he said, basing the success of its entire sales administration upon the soundness of the new policy. The new delivered price policy will save millions of dollars to car buyers this year, he stated. For example, according to Mr. Murrell, the average list price of Chevrolet is up 14 percent over 1933, but the actual difference will be only 8 percent.

Oklahoma City dealers were guests of Mr. Doran, K. M. Chase, Southwest Regional Manager, and Mr. Jones at a luncheon at the Biltmore Hotel. More than 100 dealers were present, Mr. Murrell said.

LOCALS

One of Texas best and most progressive life insurance companies wants to make a contract with a full time agent for Motley county. Liberal contract with renewals. Write or see H. H. Wilkins, District Agent, Paducah, Texas.

Leonard Crowell of Flomot was looking after business here Monday.

Mr. and Mrs. Arch Dupriest of Paducah visited friends here Sunday.

Fred Dawson of the Teepee Flat community was in Matador this week.

Lem Miller of Roaring Springs was looking after business here Monday.

J. P. Sturdivant of Paducah was in Matador Tuesday.

W. L. McWilliams of the Whiteflat community was transacting business in Matador Thursday.

BEAUTY CONTEST WINNERS



Winners in the beauty contest held recently at the Rogue Theatre are: Miss Juanice Paula Patton as Miss Matador, and Miss Jerry Tudor, winner of the cash award.

J. K. Crews and E. M. Rice returned from Dallas Tuesday where they had been attending a bankers convention. They were accompanied on the return trip by Mrs. Crews who has been in a Dallas hospital for the past week.

George Springer and Owen Williams of Roaring Springs were looking after business interests here Thursday.

L. B. Robertson returned from Wichita Falls and Fort Worth this week where he had been in interest of his business.

FOR RENT—Furnished Rooms. See D. E. Pitts at Ford Garage.

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

John Huffstutler of the Afton community was in Matador Tuesday.

Dr. W. A. Pettey of Lubbock was a business visitor in this city Wednesday.

Tony B. Maxey of Floydada passed through Matador Tuesday enroute home from Wichita Falls, where he had been attending the truck line hearing.

Mrs. K. Jones and Miss Ramza Gabriel of Roaring Springs were visitors in Matador Thursday.

**White Star News
J. L. Spencer, Correspondent**

John Irwin left recently for Mineral Wells where he will receive treatment for his eyes.

White Star school children are taking diphtheria preventive this week.

J. B. Barton and family visited in the home of Mrs. I. E. Martin in Matador last week-end.

Tom Nell Dorsey, who has been absent from school for several days, resumed studies again this week.

The Teacher and pupils of the White Star school are staging a clean-up campaign this week.

Derwood Amonett, who has been ill of influenza, is still confined to bed.

Argie Irvin spent the week-end with her mother here last week.

Little Miss Zona Gale Spencer is suffering from an eye ailment this week.

You get the most complete news of Motley county in the Tribune—subscribe now.

**the People of
the 110th Judicial
District of Texas**

Every normal person craves commendation from his fellows for a task well done, a duty creditably discharged, a service capably rendered. It is just as natural to seek promotion if there is an abiding feeling of worthiness. Our years ago I offered myself as an aspirant for the office of County Attorney for Floyd county, pledging that, if elected, an effort would be spared that would tend to a proper discharge of the duties of the office, to so conduct myself and the affairs of the office that no person need regret my election, to make the office useful, and to return it to the people at the end of my tenure in good order.

During three years, as formidable as ever beset a people or a government, I have busied myself trying to keep faith. No three years of County Government have been more difficult or complex than have those three. Falling depositories with attendant losses, ordinary expenses to be met and the county credit to be maintained while good citizens were unable to pay taxes, the public making a just demand, not to be ignored, for an adequate reduction in taxes, crime crowding our prisons resulting in increased costs. No County Attorney ever solved all these problems. But may I be indulged in the assertion that, co-operating diligently and earnestly with every member of the official family of Floyd county, I have made measurable contribution to their solution.

Without recounting incidents of the period, you are invited to make critical inspection of the record of those years. It is not submitted as a perfect record, but as one containing no element of shame. With all of its parts it is respectfully submitted for your approval.

Upon that record, and with a renewal of my pledge of 1930, I offer myself now as a candidate for the office of District Attorney for the 110th Judicial District of Texas, and solicit your support in this aspiration.

In whatever capacity as your servant my chiefest hope is to maintain a middle of the road course, remembering always that the existing law is not my creation and that no power or right is lodged in me to change it.

Thanks, Friends

We certainly thank you for the manner in which you received our formal opening last Saturday. We feel that you better understand us now, that there is no cold formality about our store, that we are always glad to have you visit us and that we always appreciate your business.

We hope that you like us well enough that you will continue to return to our store.

**WILSON & MAYFIELD
GROCERY AND MARKET
"A LIVE AND LET LIVE PROFIT"**

"Pass The Word"



This New

**CONOCO
BRONZE
GASOLINE**

Steps out in front...it makes old cars run like new...it makes new cars sing as they glide over the highest hills...it puts a new thrill in driving.

CONOCO

Germ Processed Motor Oil in your motor is a guarantee of perfect lubrication. A perfect running mate for Conoco Bronze.

DON'T WASTE GAS AND POWER—

SAVE YOUR BATTERY WITH NEW

A-C SPARK PLUGS

Free Testing and Inspection—Now is the time

Service That Will Bring You Back

Bob's Oil Well



L. B. ROBERTSON, Mgr
MATADOR

Rogue Theatre

ONE NIGHT ONLY

Monday, Feb. 19

SPECIAL STAGE ATTRACTION

CLY C. NEWTON PRESENTS—

'CUPID'



The \$10,000 Educated Pony--The Pony with a Human Brain. Cupid has appeared at several Colleges and Universities

FREE Jungle Land Alive In Lobby of Theatre SEVEN CAGES OF WILD ANIMALS FREE

Bring the Children

ON THE SCREEN

"Too Much Harmony"

with Bing Crosby, Skeets Gallagher, Jack Oakie, Judith Allen

**Theatre Program
SPUR, TEXAS**

Palace

Spur's finest entertainment

Today and Friday
"ZOO IN BUDAPEST"
with Gene Raymond-Loretta Young

Saturday—Open 12 Noon
Tom Keen in
"COME ON DANGER"

Saturday Midnite
Sunday Matinee
'Ann Carver's Profession'
with Faye Wray-Gene Raymond

Sunday Nite, 10 p. m.
Monday and Tuesday Nites
Summerville-Pitts in
"Love, Honor & Oh Baby"

Wednesday Only
BANK NIGHT!
June Collyer-Ralph Bellamy in
"BEFORE MIDNIGHT"

Rex

BIG PICTURES
LITTLE PRICES

Last Times Tonite
"Ladies Must Love"
with June Knight-Neil Hamilton

Friday-Saturday
Buck Jones in
"The Thrill Hunter"
also
"Perils of Pauline"

Monday and Tuesday
"Chan's Greatest Case"
with Warner Oland

Wednesday and Thursday
Randolph Scott-Martha Sleeper
in
"Broken Dreams"

We'll Come Clean
With You!



IT'S NO CHILD'S PLAY to do your washing at home. Back breaking rub and perspiring labor is no joke these hot days. Think seriously of the money and work our dry wash service can save you. We'll gladly prove the undeniable advantages of letting us do your work.

SPUR LAUNDRY

Economy and Efficiency has made this the wife-saving station

Teacher and pupils of the star school are staging a campaign this week. Good Amonett, who has influenza, is still confined.

Irvin spent the week at her mother here last week.

Miss Zona Gale Spencer is recovering from an eye ailment.

Let the most complete Motley county in the—subscribe now.

to the People of the 110th Judicial District of Texas

Every normal person craves commendation from his fellows for a task well done, a duty creditably discharged, a service capably rendered. It is just as natural to seek promotion if there is an abiding feeling of worthiness. Four years ago I offered myself as an aspirant for the office of County Attorney for Floyd county, pledging that, if elected, no effort would be spared that would tend to a proper discharge of the duties of the office, to so conduct myself and the affairs of the office that no person need regret my election, to make the office useful, and to return it to the people at the end of my tenure in good order.

During three years, as formidable as ever beset a people or a government, I have busied myself trying to keep faith. No three years of County Government have been more difficult or complex than have those three. Fading depositories with attendant losses, ordinary expenses to be met and the county credit to be maintained while good citizens were unable to pay taxes, the public making a just demand, not to be ignored, for an adequate reduction in taxes, crime crowding our prisons resulting in increased costs. No County Attorney ever solved all those problems. But may I be indulged in the assertion that, co-operating diligently and earnestly with every member of the official family of Floyd county, I have made measurable contribution to their solution.

Without recounting incidents of the period, you are invited to make critical inspection of the record of those years. It is not submitted as a perfect record but as one containing no element of shame. With all of its parts it is respectfully submitted for your approval.

Upon that record, and with a renewal of my pledge of 1930, I offer myself now as a candidate for the office of District Attorney for the 110th Judicial District of Texas, and solicit your support in this aspiration.

In whatever capacity as your servant my chiefest hope is to maintain a middle of the road course, remembering always that the existing law is not my creation and that no power or right is lodged in me to change it.

We'll Come Clean With You!



IT'S NO CHILD'S PLAY to do your washing at home. Back breaking rub and perspiring labor is no joke these hot days. Think seriously of the money and work our dry wash service can save you. We'll gladly prove the undeniable advantages of letting us do your work.

SPUR LAUNDRY
Economy and Efficiency has made this the wife-saving station

And may I not be unmindful that my client is the whole body of the people, and that the law knows no great or small.

Vigorous prosecutions are the prosecuting attorney's show windows. Long hours with the peace officers and the grand juries prove the quality of his wares. Fourteen years in the general practice of law, three years as an officer of Floyd county, convince me that suppression of crime requires striking at its roots. The drama in the courtroom is the Grand Finale. The inspiration of the gallery, the heat of battle, the hope of victory, all bring out the best. But the only sustenance for the toil behind the scenes is devotion to duty and satisfaction of accomplishment.

To the end that Justice may prevail in her temple, that the whole people may enjoy a justified faith in their legal machine; that the offender may expect measurable retribution, that a peaceful citizenship may realize that protection which our government guarantees, every capability of my being, if elected, will be dedicated to an orderly and diligent administration of the trust.

Earnestly requesting your consideration, and assuring you that I shall be content with your elective choice, I am, Respectfully,
Tony B. Maxey.

MOVIE CHATTER

By a Rogue

You know, I've been writing this column so long, I just don't know what to say, so I guess I'll just say nothing, as usual. But then there is one thing you will probably be interested in and that's the fact that the winners of the Matador beauty contest, Miss Paula Juanice Patton, representing the Main Hotel and Beauty Shoppe and Miss Jerry Tudor, representing The Sanitary Barber Shop, pictures have been sent in to the Fort Worth Star-Telegram and was published Wednesday the 14th, giving our fair city some publicity.

About pictures coming, we have a Vitaphone western com-

CHURCHES

First Baptist Church

(Arthur L. Jordan, Pastor)
Sunday School 9:45 a. m.
Worship 11:00 a. m. and 7:15 p. m.
Choir Practice—Wednesday 7:15 p. m.
Wid-week Service—Wednesday 8:15 p. m.
B. T. S. 6:15 p. m.

Methodist Church

Sunday School 9:45
Morning Services 11:00
Midweek Prayer meeting and Choir Practice Wednesday Evening 7:30

ing up this Friday and Saturday, entitled "Somewhere In Sonora," starring John Wayne, and from all I can get about these westerns built by Vitagraph, they are among the best. Come out and render judgment on this one, and see if we book any more.

Sunday and Monday we have a very, very sweet little picture coming up and its none other than "Too Much Harmony," starring Bing Crosby, Jack Oak-

Program

Friday-Saturday, Feb. 16-17
'SOMEWHERE IN SONORA'
with John Wayne

Sunday-Monday, Feb. 18-19
'TOO MUCH HARMONY'
with Bing Crosby, Jack Oakie, Skeets Gallagher and Judith Allen

ROGUE THEATRE
Matador, Texas

ie, Skeets Gallagher and Judith Allen. Its a picture with lots of good clean music, chourses and pretty girls. Really folks, it rates with "Gold Diggers of 1933" and "42nd Street" in its musical element and story. I heartily recommend it to you. If I am not sure about a picture I will say a lot of stuff but not just come out and tell you its good—I'm telling you "Too Much Harmony" is a very good picture.

Whiteflat Flashes

(Mrs. W. L. McWilliams, Correspondent)

Mrs. E. B. Kimbell has been sick but is better now. Born to Mr. and Mrs. Harry Lee Morris, Feb. 4, a baby girl Misses Aline Norton and Doris Watt were Whiteflat visitors Tuesday of last week.

Claud Wilson of Burton-Lingo Lumber Co. of Matador, was a genial visitor in Whiteflat Monday.

For Sale

Pure strain Australorp eggs \$1.50 and \$2.50 per setting. A. M. Parker, Paducah, Texas.

ROY BURLESON
General Insurance

First State Bank Building
Matador, Texas

City Beauty Shoppe
Matador, Texas



Styled Just For You!

Our Permanent Waves are CUSTOM CREATED so as to emphasize your charm... considering, of course, the latest trend in hair-dress. We feature quality work at moderate prices.

Mrs. A. E. Westmoreland
At
CITY BARBER SHOP

Messrs W. O. Leslie, Arch and Clyde Montgomery of Montgomery School Community, were visitors in Whiteflat Tuesday of last week.

Cecil Lipham has returned home from Traweek Hospital, after having an operation for appendicitis.

Several from Whiteflat attended the C. of C. banquet at Matador Tuesday night.

John Casey of Hollis, Okla., is visiting his brother, F. M. Casey. Mr. and Mrs. Verne enter-

tained the members of B. Y. P. U. Friday night of last week.

In the tournament held at Matador Saturday, February 10, Whiteflat girls team won second place; also Whiteflat boys' second team won second place.

Mr. and Mrs. Johnnie Redwine have moved to the Wood farm. Mr. Redwine succeeds Frank Edwards who recently moved from there.

Mr. and Mrs. Truman Shipley of San Angelo visited friends here recently.

Dr. W. A. Pettey

OPTOMETRIST
of Lubbock



Will be in
MATADOR

at
Simpson Drug Store
Tuesday, Feb. 20

To Fit Glasses

EVERLASTING TRIBUTE TO THOSE WHO HAVE MADE THE FAR JOURNEY

No more fitting tribute...No more lasting memory to a departed one than a monument of

Granite or Marble

We Are Agents For The

Georgia-Florida Marble & Granite Co.

From their quarries comes stone for America's most beautiful and age enduring marble and granite memorials.

Low prices, freight and installing charges prepaid

All Work Guaranteed

J. W. HOBBS
AGENT

Why Wait Until Fall? Is It Wise?

By entering school now your course will be easily finished by early fall. Our Employment Department can place you much more quickly than at any other time of the year. The best positions are open in the fall.

Our efficient faculty, plus our modern equipment, backed by more than thirty years of training young people for office positions, is your guarantee of a thorough and practical business training.

Write for our annual "Achieving Success in Business". It describes our work fully. Use the coupon below.

Mail this
Coupon

Name _____ Address _____

Tyler Commercial College
And School Of Business Administration

Tyler, Texas



THE 1934 CHEVROLET
Now On Display

Knee-Action Wheels—the revolutionary new feature that changes the ride to a glide and gives you smooth riding comfort wherever you drive—is only one of the important improvements you will see in the new Chevrolet for 1934. Don't miss your first opportunity to see all the surprising developments that allow us to say with confidence—

SEE THE 1934 CHEVROLET TRUCK NOW ON DISPLAY



MURRELL CHEVROLET CO.
Matador, Texas

Diversifying Farmer Profit Equal Cotton By Corn-Hog Program

The cotton farmer who has already reduced his cotton acreage by diversifying with other crops and livestock in previous years, and who feels the government cotton program is unfair to him, the corn-hog contract may offer interesting possibilities, says Frank A. Buckley, county agent.

Suppose a farmer changed from an all-cotton farm system to half cotton and half feed a few years ago. He milks cows and feeds hogs and raises chickens for a steady year round living, and takes his cotton money in the fall for paying the bigger bills. He makes the same percentage reduction in his 1934 cotton crop as the neighbor who still plants nearly the whole farm to cotton, but he will receive only half as much in the way of a government cotton benefit check.

In many such instances it works out that the diversified farmer may sign a corn-hog contract to reduce corn acreage or hog production or both, and receive Government benefit checks that will total just as much or even more than these received by the all cotton farmer. In addition the diversified farmer is in a much better position than the all-cotton farmer to use the extra feed which the farm can grow under the terms of the cotton and corn-hog contracts.

The corn-hog contract is open to every farmer in the county who produces a surplus of either corn or hogs and who can otherwise qualify, the county agent points out. The rush of the cotton campaign makes a farm-to-farm canvass of farmers in the interest of the corn-hog program an impossibility, but men who may be eligible to investigate the plan, he suggests.

J. S. LAMBERT ENTERS COMMISSIONERS RACE PRECINCT NUMBER ONE

The Tribune is authorized to publish the name of J. S. (Joe) Lambert as a candidate for re-election to the office of county commissioner of precinct number 1, subject to the action of the Democratic primary, July 28th.

Mr. Lambert declared in regard to his announcement that he had filled his office to the best of his ability during the past term and that he would appreciate any one interested to investigate his record.

"To those who supported me in the last election and to others who may feel that I am worthy of their consideration in the coming election, I wish to express my appreciation," Mr. Lambert declared, "and if I am re-elected to this office I promise to do everything in my power to justify the confidence of the voters."

HIGHEST PRICES FOR YOUR CREAM A.A. Tipton

MATADOR, TEXAS

Educated Horse Will Be Here Monday, 19th

"Cupid," the \$10,000 educated pony with a human brain, will be a featured attraction at the local Rogue Theatre for one night only, Monday, February 17. "Cupid" is able to subtract, multiply, tell the time, count money and many other unusual feats. The horse was used by Bill Cody, western movie star during the past two years and is now with Uncle John, stage and radio star.

There will be a free display of wild animals in the lobby of the theatre Monday afternoon. Children are invited to watch for the big yellow and red truck on the streets.

Northfield News

[Fay Tipton, Correspondent]

D. C. Hays of New Mexico spent last week-end with his son, Delmont and family here.

P. E. King visited his mother, Mrs. B. L. King, at Lamesa last week.

W. D. Knipe was married last Sunday to a young lady whose home is in Shamrock.

Mr. Stratton of Lubbock spent last week-end here with his daughter, Mrs. J. E. Payne.

A new electric lighting plant has recently been installed in the school house here.

M. I. Patton was a business visitor in Paducah Thursday afternoon.

The Trend in New Year Hair Styles



NEW YORK... Miss Harriet Hamilton (above) was one of the socially prominent New Yorkers to pose as models in a fashion show display of the new trend in hair styles. The coiffure here is formal and takes into account the new off-the-face hat models for Spring.

ATTEND HEARING OF INTERSTATE COMMERCE COMMISSION MONDAY

The following Motley county business men attended a hearing of the Interstate Commerce Commission held in Wichita Falls Monday: Truss Patton, Sr., Truss Patton, Jr., Hubert Gilbreath, Mayor Harrison Williams, G. E. Hamilton, and S. W. Weatherall, all of Matador and Milton Thacker and Owen Williams of Roaring Springs.

Subscribe for the Tribune

May 1st New Deadline Car License Payment

According to an interpretation of the new car registration law received by Sheriff and Tax Collector J. E. Skinner Monday, May the 1st and not April 1st will be the deadline for car registration hereafter. 1934 license will have until May 1st, 1935, before penalties go on. Those still with old 1933 plates will have until May 1st this year before penalties go on and may drive them in the meantime.

After May 1, owners of vehicles in storage since April 1st may pay for eleven-twelfths

of the year. Until that time the full annual fee will be collected.

Those who paid a 20 per cent penalty between Feb. 1st and 10th may receive a refund making application before March 15th.

Bob Echols, who has a car near Turkey, spent the week-end with his family in this city.

DR. W. E. HARRISON
DENTIST
Office Over Paducah Pharmacy
Paducah, Texas

Take No Chances

With An Ailing Motor

—GET OUR—

FREE EXAMINATION

Expert Repair Work

GUARANTEED SATISFACTION

MODERATE PRICES

Perkins Auto Service

Matador

PRINTING SERVICE



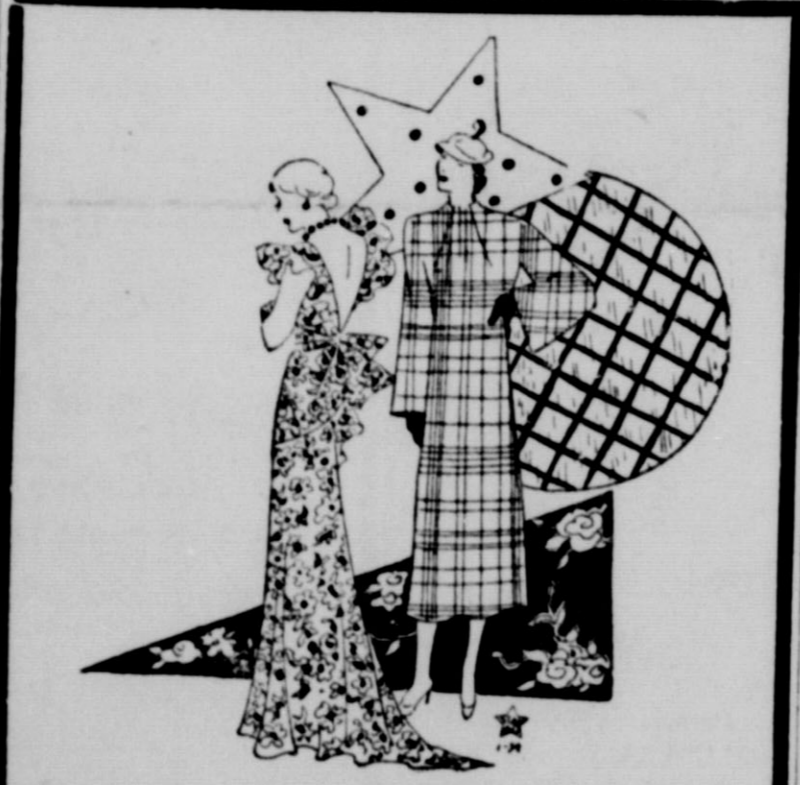
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Quality Printing

- Candidate Cards
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- Social Stationery
- Folders
- Statements

Our service department is at your call to help with layout, type selection and form of presentation. There is no extra charge for such service... Simply PHONE 123.

MATADOR TRIBUNE
PHONE 123



The Flowers of Another Spring Will Soon Be Blooming
New Spring Fabrics Are Already Here

Our New Spring Prints Are Here!

The most colorful patterns, the best quality material offered by the markets. And offered at prices that seem amazingly low.

Silk and Cotton Print Dresses

Styled in the world's greatest fashion centers...of Spring's most charming patterns.

We invite you to visit our store and inspect this new merchandise

Harry Willett & Co.
MATADOR

He Builds Best Who Serves Most

VOLUME NO. 7

TRAIL DUST

There is a terrible beauty in the stillness of night following a storm. As if the stars on the thrones of space had achieved victory over an invisible enemy. The moon like a silver path on a sable sea plows majestically to a certain destiny. On such a night the soul glimpses strange horizons of both yesterday and tomorrow, weighing carefully, values placed too heavily and too dear. The world is stripped of its pretense and clothed with clean silence that only of gold and glory lose their significance. Fetters that bind the heart are loosened and the sublime joy of living enters as a soft rain-washed breeze.

While mountain-climbing Saturday, Belgium's King fell 36 feet to eternity. The tiny nation mourns the loss of a beloved ruler. But kings, as the humblest souls in the backwaters of humanity, meet alike the same level of death. The same clay and fashions one is also in the other. The identical earth that yielded both makes no distinction in their return. The immortal spirit that dwells in each body is also leveled at the sepulchre.

Perhaps no feat of Nature is more positive than to heal its wounds with time. It does not seem so long ago when in the construction of a certain bridge, ugliness was rampant. Gaping holes on every hand and trees uprooted and buried beneath tons of raw earth. A man-made hammer drove giant thorns into the swollen, trembling soil. Time has now left only the beautiful. Wind and rain have filled the gaping holes. The raw earth is covered with grass. Erosion has melted unsightly articles left by the bridge builders. The swollen earth is healed about the thorns of wood and stone.

The greatest soldiers any country can know are the unsung and underpaid officers that sell their lives so cheaply that we may have law and order in our land. There is no retreat, there is no lull in the hostilities of their line of duty. Aware that each moment an enemy in ambush may pour hot lead into their bodies they advance bravely that the cause of society may not be lost.

Junior El Progresso Club Meets Wednesday

The members of the Junior El Progresso Club met with Mrs. P. Y. Springer as hostess, Wednesday, with a very interesting study of February Notables as the subject.

The program included this from Longfellow,

"He that respects himself is safe from others, He wears a coat that none can pierce."

and the following paper: Book Review: "Mary Todd Lincoln" by Sandburg—Mrs. Keith.

Sketch of Longfellow's Life and Poems—Miss Fryar.

Outstanding Facts in Washington's life—Mrs. English.

Review: Lincoln Pardons a Soldier.—Mrs. Duval.