

SEE THE CENTENNIAL But Remember You Have Not Seen Texas Until You See The Panhandle

Matador Tribune

WEST TEXAS Is A New Empire Offering Boundless Opportunities to those of Courage and Vision

COMBINED WITH THE MOTLEY COUNTY NEWS BY PURCHASE, MARCH 14, 1934 Matador, Motley County, Texas, Thursday, April 9th, 1936

MOTLEY COUNTY NEWS VOL. 17, NO. 5

TRIBUNE VOL. 10, NO. 11

GENE LUKER ELECTED CITY SECRETARY TUESDAY

TRAIL DUST



A blue hawk is perched against the ceiling of space over the cottonwoods near the browsing cattle...

It was cold in the small railway station at the edge of the desert, and wind slipped past the rattling high windows...

The train that finally stopped for us was friendly and sizzling, performing the tired air with grease and steam...

Music steepens the heart in an elixir from the vineyards of the spirit to produce an amicable stonement for the measureless depths of solitude and despair...

Still fastened to the corroded cornice of secret vanity my memory points to the gorgonian image, now more pathetic under the dust of years...

The corral gate is open. Tumble weeds have worn themselves to shreds over dried grass where the feet of cattle used to click...

INDIAN CHIEF TO OFFER SHOW ROGUE THEATRE

Baldwin Parker, uncrowned chief of the Comanches and son of the great Chieftain, Quannah Parker, will present a truly historical program filled with human interest, drama and entertainment at the Rogue Theatre here Thursday night, April 16.

The program which will be presented here as follows: (1) Song, "America"; (2) Indian war dance; (3) Indian two-step dance; (4) Indian love song; (5) Indian hand games; (6) Scalp dance; (7) "Near My God To Thee" in Indian sign language; (8) The life of Cynthia Ann Parker; (9) Snake dance; (10) Buffalo dance; (11) Comanche social dance; (12) Ghost dance; (13) War Dance, solos; (14) Married warriors love song; (15) War dance by group; (16) Days of '49' dance; (17) Demonstration of arrow making; (18) Medicine man performance; (19) Papoose and mother on stage throughout program.

DEADLINE SET SING TRYOUTS

Motley county school music directors have set May 10 for the final tryouts in selecting 100 children to take part in the Centennial singing where 50,000 Texas school children will meet on June 13.

Most of the tryouts will be decided before May 10, it was announced and chorous groups will be selected for the District meet before that date. All children practising will be given a chance to take part in the county meet which will be held April 21.

Music directors present Saturday were W. A. Lewis and Miss Ethel Carter of the Roaring Springs school; Miss Emma Lesta McKee of Fairview; Mrs. G. T. Hamilton of Darden Canyon; Mrs. Carl Bird of Bird school; Mrs. Nannie Turner of Flag Springs; J. R. McWilliams, Mrs. Frankie Dameron and Miss Sude Fowst of Whiteflat.

Mr. and Mrs. O. J. Day of Acme visited here Sunday with the former's brother and family, Mr. and Mrs. R. A. Day.

farther side taps a decaying companion in melancholy cadence to shatter the heavy silence flowing in through deserted trails. A screech owl flutters in the shadows, then pinions its way over the field that has been plowed too close to the corral.

CLUB PATRONS TO BE GUESTS SOROSIS PLAY

Members of the Sorosis Club will be presented in a play, "The Neighbours" by Zona Gale, at the High School Auditorium next Wednesday afternoon, April 15, at 3:30 o'clock, to which patrons of club work are invited.

STORE PROFIT MELON SLICED

Bob's Foodway, local grocery store cut another profit mellow and shared it with customers last Saturday and divided \$71 among 10 customers.

Ensemble Is Admired At District Meeting

At the recent Seventh District Convention of Texas Federation of Women's Clubs held at Lubbock, out of 654 women who registered, three costumes were described in detail in the Lubbock "Morning-Avalanche. One was that of the State President, Mrs. Volney W. Taylor of Brownsville, one was worn by Mrs. W. P. Avriett, the Seventh District President of Lamesa, and the third one was that of Mrs. U. L. Willie local representative of the El Progreso Club at the convention.

ANDERSON-JINKENS

Miss Donnie Anderson and Emmet Jinkens, both of Matador were united in marriage Friday evening at 7:30, at the home of the groom's parents, Mr. and Mrs. F. M. Jinkens, in a ceremony performed by Henry Pipkin, Justice of Peace.

Mr. and Mrs. Jinkens spent a brief honeymoon in Wichita Falls and Burk Burnett, returning to Matador Sunday evening where they will continue to make their home.

The many friends of this couple are joined by the Tribune in wishing them success and happiness through life.

CHILDRESS LIONS VISIT LOCAL CLUB FOR NIGHT MEETING

Delegation Boosting District Meeting May 3-4-5

The Matador Lions Club was host to a delegation of Childress boosters of District 2T convention to be held there May 3, 4, and 5, at the regular meeting of the local organization held at the Methodist Church basement Tuesday night instead of the usual noon hour.

The night meeting, started with the singing of Texas Centennial Songs, followed by a delicious dinner served by the Methodist Ladies, proved highly successful. Lion L. R. Bishop as program sponsor for the meeting, announced a stunt by Lion Henry Ford, which consisted of a card trick and a cigarette stunt; a stunt by Lion Doug Pitts, consisting of an amateur contest in one minute address; a stunt by Lion J. D. Craven consisting of staging a football game and using an egg in place of a football; and a stunt by Lion Fay Jacobs which consisted of a personal report from the collector of internal revenues regarding the incomes of various Lions.

Two New Members

Two new members were welcomed into the club: County Attorney John Hamilton and Deputy Sheriff H. H. Courtney. Lion L. R. Bishop was presented with a service key emblem. As local visitors the club welcomed Mrs. B. F. Tunnell, Mrs. M. J. Reilly, Mrs. U. L. Willie and Miss Lovene Fryar representing respectively the Matador Child Welfare Association, the Matador Library, the El Progreso study club and the Sorosis study club. The women clubs and associations announced the cooperative Amateur Night program which will be held in connection with the Lions Club on Tuesday night April 21 at the Matador High School Auditorium, benefit from which will be used in a city clean-up campaign, work on the city park, and in child welfare work and for the library. Each of the ladies made a brief, interesting address urging attendance at the Amateur Night program.

MATADOR SENDS REGALED ENVOY TO DAIRY SHOW

Princess, Attendant And Escorts Are Guests Tuesday

A royal envoy consisting of Miss Dorothy Echols as Princess, Miss Katherine Copeland, as attendant and Beryl Blackshear and Albert Willis as their escorts, represented Matador at the South-Plains Dairy Show at Plainview Tuesday.

AMATEUR NITE BY LIONS AND WELFARE ASS'N

Benefit Program Will Be Held At High School April 21

The Matador Child Welfare Association and the Matador Lions Club will cooperate in an amateur night program at the local high school auditorium Tuesday night, April 21. Boss Lion B. F. Tunnell will represent the well-known radio character, Major Bowes. Proceeds from the program will be used in a joint community clean-up campaign, city park and school campus beautification, it was announced at a meeting of directors of the two organizations held at the First State Bank Monday afternoon.

Large Egg Displayed By Local Grocer

T. T. Jameson, associate manager of the Jameson and Son grocery planned to have a large egg for his breakfast yesterday morning, which had been gathered the previous day, instead he received two eggs.

Investigation Pension Cases Now Under Way

L. D. Rees, county old age pension investigator declared Tuesday that investigations had been completed at Roaring Springs and that the work will be started at Flomot immediately.

Report Of County Meeting Mar. 27-28

By S. D. Rattan, Director General

Flomot won the senior boys track and field with 80 points. Roaring Springs scored 41 and Matador 18 1/2. Brown of Matador was high point man winning all of Matador's points. He was first in javelin, second in shot-put and discus throw, first in pole vault and tied for second place in one other event. Bouldard of Flomot won both hurdle races. Tanner of Flomot took first place in both shot-put and discus. Amorette, Titus and Light, all of Flomot made off with the dashes. The Roaring Springs team placed by Davis, Birchfield and Gunter took the mile relay and scored heavily in several other events. The meet was well arranged and well attended despite the high wind, some very excellent records were made.

Roaring Springs placed first in both of the junior boys meets. In the high school division they were closely seconded by a well balanced team from Matador and in the ward school division Whiteflat placed second.

The Roaring Springs school also won a majority of the literary events made off with the junior play-ground balls contests, scored heavily in tennis and were awarded the banner for all round championship.

Fairview won both the senior boys tennis matches and will represent the county in these events at the district meeting.

Mr. and Mrs. Marvin English and son Bobby, accompanied by Math Barkley, spent Saturday and Sunday at Meadow, where they visited Mr. and Mrs. Alvin Stearns.

George Edwards Wins Over Dark Horse For Mayor

Aldermen Elected Close Balloting For Places Despite Large Vote

Gene Luker was elected as city secretary of Matador Tuesday in close balloting city election which gave him a margin of only 23 votes.

G. T. Edwards defeated Douglas Meador, editor of the Matador Tribune, and dark horse candidate for the office of mayor with 29 votes majority. Incumbent aldermen; D. E. Ditts and T. B. Edmondson were reelected. Farris Fish was reelected City attorney.

Election Results

The final returns, unofficial were: Harris, 122; Luker, 145; Edwards 142; Meador 113; Pitts 184; Edmondson 232. Cud Fulkeron was elected as City Marshal by a total of 9 votes.

Baby Rescued At Night In A Canyon

QUITAQUE, April 4—A baby who wandered away from her home yesterday afternoon, tumbled over a five foot cliff into a rough canyon, and spent the night exposed to the cold, was found this morning, little worse for her experience.

Cemetery Gets Adequate Care With New Plan

Matador's East Mound Cemetery is receiving care now through the employment of a permanent caretaker, E. B. Chambliss, who has completed working the old original plot has started a clean-up of the new section.

White Star To Hold Revival

A Methodist revival meeting which started at White Star last evening, April 8, is being conducted by Rev. Cecil Toone of Plainview and is held at the school auditorium.

Tags For Cars Drop From '35

The sale of automobile license tags for Motley county dropped from the expected total as judged by 1935 registration according to information received from the office of Sheriff J. E. Skinner this week. In the neighborhood of 1000 cars were registered in 1935 while a total of only 718 tags had been sold up to Monday for 1936. The truck registration for 1936 was 133. Drivers licenses for Motley county drivers totaled 2367 Monday with additional registrations expected, it was announced.

Mother's Club Holds Meeting

The Mother's Self-Culture Club met in regular meeting last Wednesday afternoon, April 1, in the home of Mrs. John Russell, with Mesdames Marvin Patton, D. P. Keith and Ethel Payne as sponsors of a very enjoyable program.

Go To Church Sunday

Table listing church services for Sunday, April 12, 1936. Includes Morning Services (10:00), Evening Services (7:30), Methodist Church (9:45), Baptist Church (9:45), and B. T. U. (6:30 p.m.).

MATADOR TRIBUNE
Successor to the Roaring Springs News
Combined With the
Motley County News
By Purchase, March 14, 1934

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DOUGLAS MEADOR
Editor

National Editorial Association
MEMBER

MEMBER
West Texas
Press Association

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\$1.00 Per Year 3 Months 25c
CASH IN ADVANCE

NOTICE TO THE PUBLIC
Any erroneous reflection upon
the character, standing or reputa-
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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 inten-
tion of this newspaper to wrong-
fully 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."**

SAGA
of the
Prairie

Edited by Students
of the
MATADOR SCHOOLS
STAFF
Editor-in-Chief—Virginia Edmondson
Assistant Editor—Majoria Moore
General News Editor—Fred G. Simpson
Boys' Sport Editor—E. E. Campbell
Girls' Sport Editor—Oma Mae Jameson
Joke Editor—Lyman B. Campbell

GENERAL NEWS
Both schools enjoyed a program
given by the Hardin-Simmons
University Chorus. The Chorus
gave a short opera entitled "Trial
By Jury", in which the defendant

Fryar Market
A. L. FRYAR, Owner
Located in
Bob's Foodway
We Buy Cattle and Hogs
All Kinds of Fresh
and Cured Meats

The Home of
COMFORT
COURTESY
FRIENDLINESS

THE WORLD
HOTEL
FOR WOMEN

JACK FAURELL, Manager
"Friendly" is the word here. Smiling
attendants greet you everywhere.
It's a pleasure to stay here. Ask
anyone!

18
Floors of
Cheerful
Guest
Rooms
AS YOU
WISH
2
And Up

was being tried for breach of
promise because he failed to show
up on his wedding day. But the
trial was settled when the judge
fell in love with the ugly bride.
The male quartet sang two songs
for the younger children. Other
songs sang were "Home on the
Range" and "Red River Valley"
and their vesper song.
Many of the students in the
school are preparing for chorus
troups to see who will represent
Motley county in the chorus of
50,000 school children at the Cen-
tennial. There are to be 100 chosen
from Motley county.

Senior Talk
The seniors have received the
play books from which to choose
one. We will probably get busy on
the one selected this week.
Plans for the commencement are
progressing rapidly. The speakers
have been chosen and written to.
They will be announced later.

Junior Flashes
Be sure and don't miss the Jun-
ior play, "Yimmie Yonson's Yob",
which will be presented Thursday
night. The characters are:
Yimmie Yonson—a good natured
swede; Clayton Titus; Mr. Kent—
the detective; L. C. Groves;
Frank—the clerk; Fred Lawrence;
Mickey—the farm hand; Lyman
Bundy Campbell; Belle—the foster
daughter; Ava Clyde Smart; Sylvia
the niece; Marjorie Moore; Peg—
the cook; Billie Lawrence; Kittle
the helper; Lorene Kingery; Mrs.
Kent—the mother; Inez Pharis.

Sophomore Report
My, how the sophomores have
worked this week studying for
exams, but they're having fun in
English, having verb contests and
looking forward to the spring holi-
day. You wait and see if the
Sophomores don't back the Jun-
iors with their play, because you
know they will be Juniors next
year and will need plenty of sup-
port.

Jokes
Virginia: "What comes after gee?"
Catherine: "Whiz, of course."
W. J. Bryan: I went to call on a
girl the other night and she had
one of her stockings on inside out.
What should I have done?
Malcomb Morris: "Well, under
those conditions, I think I would
have turned the hose on her."

Mr. Harbour: "Do you serve
lobsters here?"
Walter: "Certainly, what will
you have?"
Mrs. Tunnell: "It is dangerous to
drive with one hand."
Mr. Tunnell: "You bet, I ran into
the church doing it."

Mr. Gray: "Don't you know that
drinking liquor is an insult to your
stomach?"
Albert Willis: "Yes, but one feels
so much better after drinking
insults."

Whiteflat News
By
Mrs. W. L. McWilliams
Mr. and Mrs. W. R. Tilson left
Wednesday for an extended visit
with relatives in Virginia.
D. A. Daniels of Dublin was a
business visitor here Sunday and
Monday.
Truett Allen returned Thursday

from Prescott, Arizona, where he
has been stationed in a CCC camp
for the past year.

Miss Eunice Browning of Texas
Tech spent the week-end with her
parents, Mr. and Mrs. L. R.
Browning.

Roscoe McWilliams made a trip
to Dublin over the week-end.

Bruce Browning has been quite
ill with scarlet fever and mumps
but is reported to be convalescent
at this writing.

Miss Jarene Cooner of Spur
spent Saturday and Sunday with
her sister, Mrs. Bruce Browning.
A. B. Bryan of Vernon is visiting
relatives here.

Miss Velma Willis of Lubbock is
visiting her mother, Mrs. J. T.
Willis.

Ray Hanna of Tulia was a recent
visitor here.

Mr. and Mrs. A. W. Wallace
spent Sunday in Lubbock.

Northfield News
(By R. A. Harp)

Guy Ashford made a business
trip to Matador Monday.

A number of Northfield girls
went on a picnic Friday evening,
the group included Misses Rheta
Tate, Juanita Bethany, Dorothy
McDonald, Dorothy Thompson,
Ann Florence, Wilma Thomas,
Nellie Mae Hoover, Louis and
Guaneth Moore, Oddie Russell,
Katherine Thompson and Charlie
Payne.

Norman Gale Tipton, weight 7½
lbs. was born to Mr. and Mrs. Fay
Tipton, Sunday, April 5. Mrs. Tipton
and young son are reported doing
nicely.

Mr. and Mrs. R. A. Harp were
in Matador Saturday.

At a trustee election at the
Northfield school building last
Saturday, Guy Ashford was elected
to the local board of trustees
and Sam Moore was elected to the
county board.

Mr. and Mrs. A. B. Henderson
were business visitors in Childress
Saturday.

Ebb Thomas, Boss Tate and
Elbert Hardison transacted busi-
ness in Childress Monday.

Preaching services were held at
the Northfield church Sunday
morning and afternoon.

MOVIE CHATTER
(By A. Eogue)

"Fighting Shadows"
Friday and Saturday's fare for
movie fans is another Tim McCoy
treat. This picture, "Fighting

Hemorrhoids
(PILES)
Treated without surgery.
No loss of time from work
DR. R. P. REEDS
Third floor Myrick Building
Lubbock, Texas

Shadow" is not the usual western
but a story of the Royal Northwest
Mounted Police. Haunted by
shadows—hunted by killers—Tim
goes after his man and as all true
R. N. M. P., gets his man. You'll
love this snow-covered picture of
the great northwest and there's
romance too.

"The Petrified Forest"
Bette Davis and Leslie Howard,
(the incomparable lovers of "Of
Human Bondage") come to thrill
you in their latest picture, "The
Petrified Forest", Sunday and
Monday. Only one hour to live,
and the most dangerous woman on
the screen to live it with. Here is
the story of a man who thought
his broken heart knew everything
a woman could teach, until this
most dangerous woman enmeshed
him in the strangest bondage
they've ever known. Sunday and
Monday only.

Fairview News
(By Mrs. Arthur Cooper)

Miss Hope Clements accompan-
ied her grandparents, Mr. and Mrs.
B. F. Turner of Flomot, to Plain-
view for a short visit last week.

Mrs. A. J. Phillips returned
Thursday to her home at Monu-
ment after a week's visit with
her son here.

Mrs. V. A. Rattan, who returned
last Friday week from the Pa-
ducah hospital is reported to be
improving in health daily.

Mrs. Ida Cooper and Messrs Jack
and Lester Cooper of Lakeview,
and Little Master Eddie Wayne
Cooper of Floydada made a visit
with relatives here last week.

At the trustee election for Fair-
view District last Saturday, E. L.
Wolf and Marvin Bloodworth were
elected new members of the school
board. They replaced W. E. Elli-
thorp and V. A. Rattan.

Mr. and Mrs. Carl Cooper visited
Mrs. Cooper's parents at Whiteflat
last Sunday.

Fairview School won the Inter-
scholastic League meet, Rural div-
ision, over Northfield and White
Star. They also received pennants
for Junior track meet, senior track
meet and tennis.

Mr. Lewis Cooper and Mr. and

Mrs. Arthur Cooper were Lake-
view visitors in Floyd county,
Sunday.



In turning back through the
pages of history we find that there
have been many interesting
changes in sectional feeling to-
ward several things. The capital-
istic North one time held in de-
fiance and disrespect the Supreme
Court. Today that same group—not
the same people because they are
dead, but those people—hold it in
deepest reverence. Bernard McFad-
den, Republican capitalist and
editor of "Liberty" magazine, says:
"Thank God for the United States
Supreme Court, to which I sub-
scribe with all my heart and soul."
What has caused this change of
feeling?

Just before the Civil War we
find that the Supreme Court made
a decision. It was during the fear-
ful quarrel between the States over
the slavery question. A slave had
been taken into free territory and
sought its freedom. The case was
tried before the Supreme Court.

Don't Scratch
Use BROWN'S LOTION
for ITCH, Tetter, Bad
Foot Odor, Mosquito and
Chigger Bites, Athlete's
Foot, Ringworm, Impetigo,
Poison Ivy, etc.
6c and \$1.00.
First bottle sold with
money back guarantee at
CITY
DRUG STORE



**Centennial
Hats**
Men's \$2.39
Boy's \$1.95
You should
have one.



**Easter Candy
And Novelties**

EASTER HOSIERY
We have a complete line of Hosiery from
29c to \$1.00 Pair.
All the new shades. Regular or Knee
Lengths.

Special For Saturday
Ladies Satin Slips
\$1.95 Value for \$1.75

EASTER BONNETS
For Children and Ladies—Select one of
these lovely hats for your Easter costume
49c to \$1.95
New Bags for Easter
59c and \$1.00

MATADOR VARIETY
"GET THE HABIT"

The Court held that "No person of
African decent could be a citizen
of the United States". The North
was very resentful. As a whole
they held the Court in such high
disrespect that the Constitution
was finally amended to make
citizens of the slaves.

Not many weeks ago the Supreme
Court made another decision. It
held that the AAA was uncon-
stitutional. Now these people say
they hold it in deepest reverence.
The reason is clear. They don't
hold the Supreme Court in deepest
respect. They hold only its de-
cisions, which are favorable to
them, in deepest respect.

The Ethiopians live on meats,
mostly raw, and sour dough bread
made of corn. It might be that the
way for them to win the war would
be to feed the Italians.

A prim looking woman in New
York's Grand Central Station,
wondered who the man being
cheered was and smiled and said,
"I never did like detectives" when
told that he was Herbert Hoover.

Rose Friestater, a Manhattan
teacher lost her job for weighing
182 pounds. She proceeded to re-
duce and lost 32 pounds but not
soon enough. She lost her appeal
for reinstatement because she filed

it after the time limit.

There is little to arouse the
apathy of man more than the sight
of an old shaggy bull. A one time
king of the range he stands afar
from the herd, forlorn and dejected.
He is denied by the cattle who
once followed him.
I have reference to former Sen-
ator James A. Reed, one time pow-
erful leader of the Democrat party.
Reed made some harsh and unjust
statements against the present
administration in an interview
with a Republican newspaper a
few days ago. His accusations are
so falsely absurd that I am tempted
not to give any space to them.
However, I'll give you some idea
He says that President Roosevelt
is attempting to buy his way into
office with money from the United
States Treasury. Such an unjust
attack on the sincerity of a man
who, though reared in luxury, has
put forth such great effort to help
thousands who are unable to help
themselves, shows the inability
and unfairness of the aged mind.
Judging from the ones that I know
who are on the relief there will be
a precious few pay their pole tax.

Reed had more to say but it was
mainly derisive remarks without
fact or reason.

Water boils at a temperature of
212 degrees Fahrenheit. It won't
get any hotter than that regardless
how long you boil it. The excess
heat goes into the air in the form
of steam.

GOOD FOOD...
Consistent quality Lunches and Short
Orders... Famous Hamburgers, Coffee
.. Cold Soda... Pastery.
We Appreciate Your Business
Plate lunch every day
We serve what you want, the way you
want it and when you want it
OPEN 24 HOURS DAILY
HAMBURGER KING CAFE
J. T. Hulsey, Mgr.

**Campbell's
FOOD MARKET**
R. E. CAMPBELL
MATADOR NO. 1 ROARING SPRINGS NO. 2
SPECIALS FOR SAT., APRIL 11th
LETTUCE, firm crisp head 5c
LEMONS, Sunkist, dozen 23c
100% PURE TEXAS NO. 2 CAN
Grape Fruit Juice, 3 for 25c

ARMOUR'S STAR HAM
THE HAM WHAT AM FOR EASTER
The April
Meal of the Month

14 pound average—half or whole, lb. 30c
EAST TEXAS
BLACKBERRIES, No. 2 Can 10c
KELLOGG'S
CORN FLAKES, 15c pkg. 10c

FREE! FREE!
Armours Star Ham given away at 3:30 p.
m. Saturday. Ask at our store.

DURHAM
BRAN FLAKES, 10c pkg.-2 for 11c
ROAST, Flat Ribs pound 10c
Prime Ribs pound 15c
STEAK, Short Cuts, lb. 17½c

EXTRA LARGE
Easter Eggs Doz. 10c
3 doz. 25c
SLICED BACON, sugar cured, lb. 27c
Be sure to get tickets with each \$1. pur.
COFFEE, Choice Rio 3 lbs. for 39c
SOAP CHIPS, lge. 2½ lb. box 19c

Sheer loveliness
for the
Easter Parade

Pair 79c -- \$1.00
WESTERN
DRY GOODS COMPANY

**Easter Candy
And Novelties**

EASTER HOSIERY
We have a complete line of Hosiery from
29c to \$1.00 Pair.
All the new shades. Regular or Knee
Lengths.

Special For Saturday
Ladies Satin Slips
\$1.95 Value for \$1.75

EASTER BONNETS
For Children and Ladies—Select one of
these lovely hats for your Easter costume
49c to \$1.95
New Bags for Easter
59c and \$1.00

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COFFEE, Choice Rio 3 lbs. for 39c
SOAP CHIPS, lge. 2½ lb. box 19c

Matador
**W. TE
RE-E
AT A**
Company Sh
\$121,477
ABILENE, Te
and officers of
Utilities Compan
for 1936, at the
of stockholders
Lel'
W
High
L. I
Commiss
Her
This
C
DRIVE THRO

W. TEXAS UTILITIES RE-ELECTS OFFICERS AT ABILENE MEETING

Company Shows Profit Of \$121,477 Over 1934

ABILENE, Texas. All directors and officers of the West Texas Utilities Company were re-elected for 1936, at the annual meeting of stockholders Tuesday. Present

in person or by proxy were 38,778 shares of preferred stock and 260,000 shares of common stock, which is 53% of the preferred and 100% of common stock outstanding.

Members of the board all re-named, are: Price Campbell, P. W. Campbell Dan A. Gallagher,

Dan R. Junell, F. W. Schroeder, W. G. Swenson, J. M. Wagstaff, R. M. Wolfe, Abilene and Charles W. Hobbs, San Angelo.

Price Campbell is president; Schroeder, vice president; Gallagher, secretary-treasurer; C. C. Sellers, assistant secretary and R. M. Wolfe, auditor.

President Campbell submitted a report showing a net income of \$354,626 which was \$121,477 more than that of the previous year. "The company's electric output is increasing rapidly, due partly to rate reductions, but principally to new business efforts, merchandising appliances and sales efforts in lighting and power sales," said the president. "While the company anticipates a better year this year than last, it has the same hazards as other businesses; that is, the nations political situation, inflation of government credit through government paper in banks and in addition the greater hazards of government competition, promotion of municipal plants with donations of funds from taxation."

No Municipal Activity
Mr. Campbell states WTU has no municipal plant promotional activity in its territory at this time nor does it anticipate any soon as many of its communities have already definitely refused any such proposals and none have accepted. "The principal hazard this utilities business has above that of other businesses in this territory is that of direct government competition through promotion of little T. V. A. hydro power sites on the Brazos and Colorado rivers. This is rather remote, however, as the company has no properties adjoining these sites and none that it would be economically feasible to construct transmission lines to and pay interest on such line after constructing standby plant at the

end of the line and paying for the current at the dam site; therefore, the West Texas Utilities Company did not join other power companies in the suit to restrain the government in the construction of the two power dams now under way.

Complying With Requests
This company registered under the holding company bill and has been complying with all requests from the Federal Power Commission and the securities act thereunder. Contrary to the impressions led by some articles forwarded out of Washington, there is no real hazard to this company in the T. V. A. or the little T. V. A. of the Brazos and the Colorado as yardsticks through comparative rates. If the company can't meet comparative rates on a fair basis, it should have no cause to complain. This company will undersell, by more than 20%, the T. V. A. power costs, if the public will be the umpire and insist that the accounting set up by the Federal Power Commission for the utilities shall also be used by the government subsidized utilities including interest, depreciation and taxes. Under such accounting, the costs of T. V. A. were recently estimated to be \$68.25 to produce and distribute a kilowatt year of prime sales—for which the T. V. A. proposes to collect from the user \$30. The federal taxpayer, you and I even in this far off section, will be called upon to help shoulder the remaining \$38.25, let alone the indefinite but tremendous amount of lost taxes which have heretofore been paid by utilities in that area. One company alone which is to be destroyed contributed more than \$2,000,000 per year.

T. V. A. Decision Not Adverse
Contrary to general impression the T. V. A. decision was not an adverse decision to this company as it was only a decision on the

Wilson dam and restricted to that dam in the pleas of the government lawyers. Such dam was started many years ago under war-time government powers for production of war materials and navigation with electric power only incidental thereto. The government's attorneys admitted and the Supreme Court said "rightly so" that the government had no power under the Constitution to construct dams primarily for power purposes and go into the power business; that is, the movement to socialize industry has in the main been checked by this decision. A continuation of this movement can be only through subterfuge. In the state of Texas, the legislature passed a law at the request of West Texans that the water from its rivers should first be used for municipal purposes, then for irrigation and other purposes with power fourth. The construction of a dam for power purposes is an entirely different sort of a dam than one constructed and operated for flood control, irrigation or navigation. Then it must be left empty most of the time, if used for flood control. West Texas has in four or five applications for irrigation dams on the Colorado and Brazos Rivers for the use of the water that falls on its watersheds before such waters are confiscated for power production. These dams would at the same time be the cheapest and most effective way to prevent flood conditions in the lower areas of these rivers. If money is to be donated for relief purposes, these dams, of course should be constructed first; however, no appropriation at this time has been made except for dams designed primarily for power purposes and these have been enjoined by other power companies whose areas would be directly affected through competition of over-production of power capacity in such areas. This may give West Texans time to recapture their prior water rights.

Better Prospects
In reviewing, Mr. Campbell stated that in general this company's contingencies are fewer at this time than they were last year and prospects are better for crop conditions and a greater volume of business in West Texas which would in turn improve the company's position, all of which he hoped might permit it to make some increase in its rate of dividend to preferred stockholders.

of which more than 70% are in Texas and 51% in West Texas. The company's earning position will be reviewed from time to time by the directors to be elected today and when it is possible, these payments will be increased.

A review of the report just received from the Federal Power Commission on rates was made which disclosed that West Texas Utilities Company's net average residential rates are below that of the average over the nation and for the state of Texas, and below that of similar sized communities and 17% below that of the average of all municipal plants in the state of Texas, even though it pays large amounts in taxes to the various governing bodies. Payment made in taxes this previous year was 60% more than paid to all stockholders. Electric service costs average 1/20th the taxes the average household pays in various ways, according to the Bureau of Census and other governmental sources.

After adjournment of stockholders' meeting, the directors held a meeting, electing the officers and transacting their regular monthly business.

MEADOR—HALL
In a ceremony performed Mon-

day afternoon, April 6, 1936 at four o'clock, with Rev. C. D. Pipkin officiating, Miss Susie Meador and Wesley Hall, both of Matador were united in marriage.

The bride is the daughter of Mr. and Mrs. Doug Meador and has lived here practically all her life. She attended the Matador school until a few years ago, and her pleasing personality has won for her many friends.

Mr. Hall has resided in Matador for the past several years and has made a number of friends during his residence here. He is a stepson of G. N. Wilson.

Mr. and Mrs. Hall are visiting at Flomot, where they are the guests of Mrs. Hall's grandparents Mr. and Mrs. B. F. Turner.

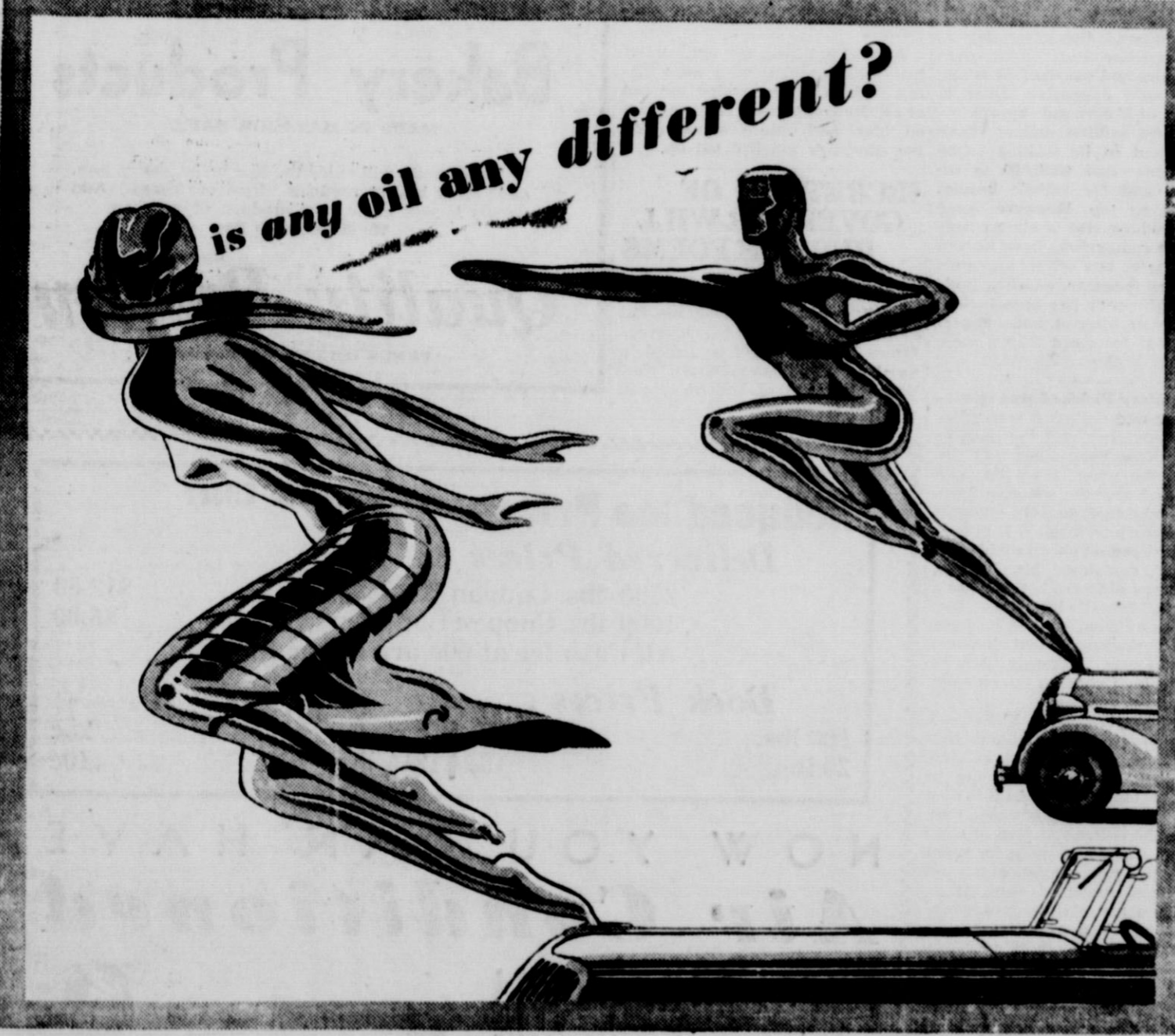
The Tribune joins in extending congratulations and best wishes for the future happiness of this young couple.

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Commission Agent Matador, Texas



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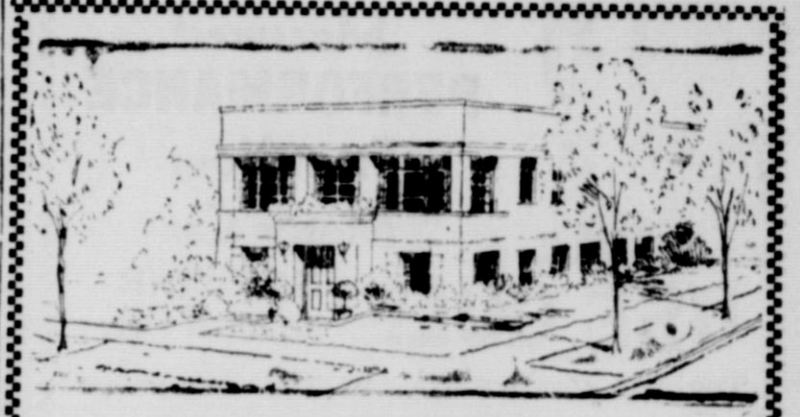
slippy, durable skin of oil-filled metal, entirely in addition to the extra toughness and heat-resistance of the Germ Processed oil-film.

Protection in duplicate! You can count it up. And you can't race it away or burn it away, or cake it into carbon, on the most tempting days ahead of you. In an old or new car you can change your whole idea of a good day's run, by changing to Conoco Germ Processed oil—The ALLOYED Oil. Continental Oil Company.

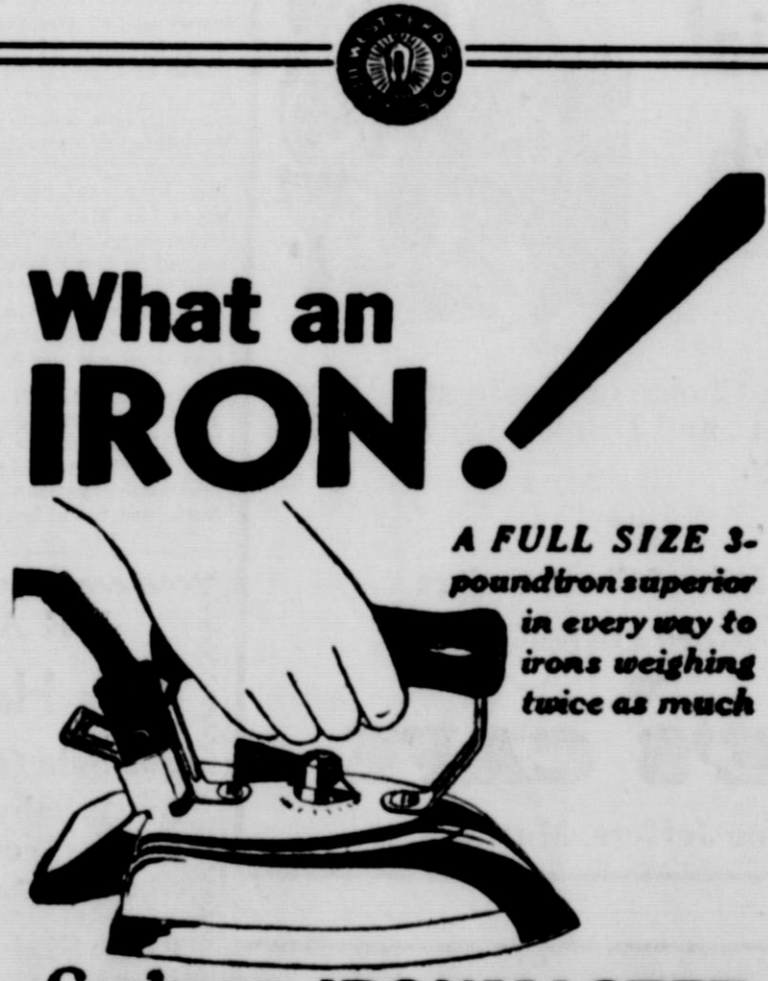


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Try it—see how easy it is to use. See how light it is to lift. How smoothly it irons everything from heavy damp things to the laciest. How it REQUIRES NONE OF THE PRESSING—PUSHING—PULLING YOU HAVE ALWAYS BELIEVED NECESSARY.

Here's the secret! Ironmaster has MORE HEAT than ordinary irons, and a special PATENTED lightweight bottom plate that heats up faster, holds heat better, and is LIGHTER than any other soleplate made. Fully automatic.

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For a limited time we are featuring the Hotpoint Automatic and Non-Automatic irons. A liberal trade-in allowance is given on all irons with convenient payments. See them all and choose the one to suit your needs!

Ask Any Employee for Facts Concerning These Irons

West Texas Utilities Company

HOLLYWOOD
By Marshall Fiske

Publisher's note: This column is written especially for the Matador Tribune, an 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.



Life has its little ironies, in real life, and otherwise. The clown, in spite of all his ridiculous antics in the saw dust ring, is often at heart, a very dignified, serious personage with a great deal of erudition.

People of vast means often look as if they did not own a cent and vice-versa. On the screen, for instance, the girl in rags, shivering

in the cold attic, weak and dying for want of food, is in reality a woman of wealth. When she gets from their hearths who seldom, if hairdresser, etc. take her into her dressing room and when she emerges the ugly caterpillar is transformed into a gorgeous butterfly. She is then met by her chauffeur who winks her home in an imported car. A butler opens the door for her, and from then on every comfort is ministered to by a corps of servants.

And often when you see an extra woman who is picked out to do a bit—a grand dame, we will say—on the screen she flashes forth in dazzling opulence as she haughtily lifts her lorgnette to survey the groveling hoi-polloi at her feet. One case in point that came under my notice, the lady chosen to do a bit like that, that very morning had borrowed car fare to get her to the studio and with the ten cents left over she got a bowl of soup. That was her luncheon. Verily, things are not always what they seem, especially not in the land of make believe.

Blanc, long ago in his "Human Comedy", depicted the beloved

character of the country doctor. Now the screen has taken up the laudation in the film called "THE COUNTRY DOCTOR", starring the famous Dionne quintuplets.

This film is filling the cinema's coffers to overflowing, breaking office record of years' standing, and taking thousands of people from their hearts who seldom, if ever, go to the theatre, it is bringing professionals into the fold too, men who rather eschew the movies in general. And why? Because this film is so exceptional, so full of human interest, of thrills, contains such priceless comedy (especially when the 'quints' made their advent into this vale of tears).

"The Country Doctor" is a fine tribute paid to the general practitioner who carries on his noble work of alleviating the sufferings of humanity, in sparsely populated districts, in the face of woefully inadequate medical facilities. The famous Dr. Dafee is impersonated by Jean Hersholt, who plays the part with a sympathetic understanding and brings a warm mellowness to the characterization. Two other characters in the cast stand out with clear cut cameo-like definition—the father of the 'quints' and the sheriff, an onerous duty forced upon Slim Summerville. The quintuplets 'do their stuff' and in a very convincing, unconscious manner. Their naive and winsome charm ingratiates them in your affections.

By all means see it, such pictures do not happen every day.

A great lover has been seriously handicapped. Leslie Howard who essays the role of Romeo in the forthcoming picture, "ROMEO AND JULIET", is carrying his arm in a sling. Said arm being injured during a duelling scene. Still I would not say that Romeo was entirely incapacitated on account of his injury. Every one-armed driver knows the potentialities of his free arm, so don't be surprised what Romeo may do with his uninjured one.

We all know of the kleptomaniac tendencies evinced by some of our friends. In their homes we often come across towels in which the word "PULLMAN" has been interwoven in red, or silverware not stamped "STERLING", but "CHILD'S", not to mention shawls that formerly reposed in hotels, etc.

One day a towel stamped "POODLE DOG CAFE" must have checked missing by the inspector of linens in the well-known cafe of that name in San Francisco. The inspector, of course, never knew what became of it, but I do. A friend of mine, until recently, had it in his possession. I shall reveal the culprit's name—it is George Periolate, a character actor, who formerly played Juvenile leads on the stage and then later father parts in Mary Pickford's silent films. Hoyt's "A TEXAS STEER", played in San Francisco a year before the great fire (1906), and Mr. Periolate was in the cast and went to the "Poodle Dog Cafe" which was very famous in its day.

The other day, Mr. Periolate playing a small part in Director Van Dyke's picture "San Francisco" starring Clark Gable and Jeannette MacDonald, gave his director this purloined towel bearing "POODLE

DOG CAFE" on it. The director accepted it and seemed to be much pleased with his acquisition, as it seemed to tie up reality with the scenes he was then shooting in a cafe in San Francisco during the time of that city's great disaster.

Walt Disney has great difficulty in finding artists with sufficient talent for animating his famous cartoons, "Mickey Mouse" and "Donald Duck". Over a thousands applicants recently applied for a job, but only fifty of them were tried out, and from these only one young artist met up with the requirements demanded. So you see "Micky" and "Donald" are very particular who puts them through their places on the screen.

There is a great deal of waste in making of moving pictures. Just for example, almost two hundred thousand feet of film were shot during the taking of "Green Pastures", an all negro picture. Only ten thousand feet of this will ultimately reach the screen. Many other pictures show this same great amount of waste.

An actress who had two dogs rented the home of another actress for \$450.00 per month. When she moved out, about a year or so later on, the owner of the house sued her erstwhile tenant for \$1500.00. It was claimed that the actress's two dogs "bit, chewed and tore" some very fine window hangings of great price and rare quality. Hence, the damage suit. But the actress whose dogs were said to have perpetrated this heinous misdemeanor, swore by her dogs—"They're perfect gentlemen, and wouldn't harm a thing". Judgment was rendered the plaintiff, however, to the tune of \$500.00, in spite of the fact that the defendant's dogs were both perfect gentlemen. The wily Judge must have known that even gentleman have their moments when they cut up capers and "bite, tear and chew".

The picture "The Great Ziegfeld" was previewed the other day at San Francisco and it ran over three hours and one-half. It is one of the most expensive films to come out of Hollywood. Approximately, two million dollars have been spent in its making. One scene alone, cost \$200,000 to reproduce, and for artistic beauty, it hands on top. However, some pictures whose cost is almost negligible by comparison, have proved much greater box office successes than have those on which a huge amount of money has been lavished. Human interest and appeal often count for more than a mere luxurious display.

When Mary Pickford was receiving a thousand dollars a week, Belasco visited her and her mother in their New York apartment. He took in the whole situation at a glance and saw the extreme frugality it exhibited, entirely innocent of any luxurious display. It practically bordered on cheap shabbiness. "Why," exclaimed Mr. Belasco, "my chorus girls are better housed than this." Mrs. Pickford, who was a woman of great shrewd business acumen, thereupon told Belasco that she was investing Mary's money in Canadian securities, hence the economy.

Many people here in Hollywood might do well to emulate this procedure, especially so at first when they are just beginning to get 'important money'. As it is now in the great majority of cases, they change the entire standard of their living overnight, going in for yacht racing and polo ponies, aqua and aeroplanes, imported cars, town, beach and mountain homes, social clubs are joined exacting a huge fee that they seldom if ever use. Some in order to live in this lavish luxury are just a couple jumps ahead of the sheriff. Then when reverse come, they find themselves stranded high and dry, their fair-weather friends have deserted them and then, and not until then, do they realize their foolish spurge.

"Build thee, more noble temples, Oh my soul!" is good advice, but don't build them too quickly, go a little slowly, especially at first, then you will not have so many regrets later on.

Have you ever heard of a boy offered \$500.00 to get his hair cut? Well, things like that do happen in this strange land of Hollywood.

A young boy noted for his long, shaggy locks was asked to have his head shaved for a forthcoming picture. He ordinarily plays in western and mountain pictures in which his long hair is very suitable. He generally receives from \$35.00 to \$50.00 per day in such roles. But without his luxuriant locks he would not fit his roles so well, and it would take at least three months or more for them to regain their old length—hence, the \$300.00 that was offered him to recompense him for his loss. But thinking it all over, his mother decided it was worth \$500.00 and this figure was finally agreed upon. Then it was discovered that the laws regulating child's welfare in California, would not permit of his head being shaved. In the first place, because it might subject him to severe head colds, and secondly

his companions might, through excessive teasing, cause him undue mental perturbation and thus harm his morals. In consequence, he is having his hair cut very short—but not shaved—to the tune of \$500.00.

But don't get too excited and decide right then and there to bring your children to Hollywood and have their hair removed—thinking you will receive a King's ransom for their removal. It is being done, however, but extenuating circumstances govern it.

In London, Paris, Berlin, Rome—in fact in nearly all the European capitals—one sees men wearing the monocle. In America, excepting in some smart places in New York, monocles are only seen on the stage.

The other day, however, I spied one of the Hollywood directors wearing one—the only man of recent years to wear one. The sight of this one-piece eyeglass, suddenly brought to my mind another picture of many years ago. At that time, Von Stroheim affected one, this, and in fact his whole get-up, I shall never forget. The total effect was very bizarre to say the least.

I can still see Von Stroheim as he dimly, that day in the broiling sun. The scene represented a wedding procession entering a church in Vienna. Standing on an elevated platform, was the director. He wore riding boots, kidney-bean "pants", no shirt, just his undershirt, on one of his wrists was a large slave bracelet, on the other a wrist watch. If my memory serves me correctly, I think there were some tatoos marks, either on his forearm or on his chest. Several rings adorned his fingers, and he carried a riding crop in his hand which gave emphasis to his verbal commands. His hair was very closely cut—the foreign military hair cut he always affected. He wore not hat but a green eye shade shielded his eyes from the sun's glare. And to cap it all a monocle was fastened in one of his eye-sockets.

I could not keep my eyes off of his—the principals who were 'doing their stuff' interested me not at all. By comparison they appeared 'blah' and uninteresting beside the director's fanciful get-up.

SECRETARY OF GOVERNOR WILL PUBLISH POEMS

DALLAS, Texas, April 1—"Seven Songs", a book of verse by Pat Moreland, secretary to Governor James V. Allred, will be issued in April by Doubleday-Doran, New York. Contents of the book will

extoll the beauties of Texas, as they will be depicted in exhibits of the Texas Centennial Exposition, which opens here June 6.

The volume will contain collected works of Moreland that have appeared in Harper's Magazine, the New York Times, Literary Digest, Kaleidograph, Carillon, Dallas Morning News and in various anthologies.

Moreland, who spent his boyhood in Claremore, Oklahoma, home town of the late Will Rogers, first gained literary prominence when he won the 1931 award of the Poetry Society of Texas for his book of verse, "Arrow Upset". In 1934, he won the Kaleidograph book publication award with his "Slumber at Noon."

He is co-author of a book, "Six of One", and in 1933 was awarded the Old South prize for his poem "Bathsheba".

Famous Coins For Memorial Museum

AUSTIN, Texas, March 31—The famous Swenson collection of coins numbering more than 5,000 pieces and valued at almost \$100,000, will be available for the Texas Memorial Museum upon its completion, it

has been announced here in connection with the sale of the Texas Centennial half-dollars, proceeds from which will be used to complete the first unit of the Museum. The Swenson coins, donated to The University some years ago, and said to be one of the most famous collections in the entire country, will be exhibited by The University of Texas in the Texas Memorial Museum, to be built on the Campus of the University.

Included in this famous collection are many of the earliest known coins. They were collected during the latter years of the famous Texas rancher's life, and he valued them highly. The University has carefully kept them in vaults, due to lack of suitable place for exhibiting them, but with the building of the Memorial Museum, proper facilities will be on hand for this and many other famous historical relics which are now owned by The University of Texas.

TEXAS PECANS

The Texas pecan crop exceeds one million dollars in value annually. The pecan will be featured in many Centennial year fairs and expositions.

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100 lbs.	50c	50 lbs.	25c
25 lbs.	15c	12½ lbs.	10c

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Solon Lea, Manager

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POLIT ANNOUNC

We are author the following office, subject Primary, July 2

For Representa
Bob Alexander

For Sheriff and
Walker Wilton
G. W. Green
J. E. (Edd) S
L. A. Carlisle
J. Floyd Jorda

For County Jud
County Super
W. R. Camma

For County Tr
Mrs. John Sm
Mrs. Annie T
Mrs. Carl Sar

For County Cle
Jack Robinson

For Co. Commi
J. C. Lamb
A. A. Groves

For Commisio
A. K. (Kim)
(Re-

Courteous Aid W

AUSTIN, A their business y our field worke the viewpoint citizens whose said Orville S eutive director stance Comm explaining the Investigators at the homes of weeks now. S have applied 300,000 blanks more applicatio be filed.

"We are sen State Office to offices and are investigators. must have a th ing of their wo

"All investme meet with the tral office at th of that distri Commission, t technical quest to the assemble

Humana

"We have a have good wor sion is anxio Texas to rece possible form t law". Mr. Carp "Applicants a us and they doing everyth at these inves law requires."

Employees of those of the tv been working hours a day. A arate investig (and many m make applicat task faces the Commission.

May "Payments w as investigato work as requir

TH Hiddi IN YOU

Bring it c **BROTHERS** Fix Wall Pai will beautify form a perfec your furnit Many beautif out lustre. A easy to clean Stop in an **RIAL COLOR** tains correct many types c kinds of roo color illustr actual paint.

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"PIONEER LA OF WE

POLITICAL ANNOUNCEMENTS

We are authorized to announce the following names for public office, subject to the Democratic Primary, July 25, 1936.

- For Representative:**
Bob Alexander, re-election
- For Sheriff and Tax Collector and Assessor:**
Walker Williams
G. W. Green
J. E. (Edd) Skinner, re-election
L. A. Carlisle
J. Floyd Jordan
- For County Judge and Ex-Officio County Superintendent:**
W. R. Canmack, re-election
- For County Treasurer:**
Mrs. John Smith, re-election
Mrs. Annie Tudor
Mrs. Carl Sanders
- For County Clerk:**
Jack Robinson, re-election
- For Co. Commissioner Prec. No. 1:**
J. S. Lambert, re-election
A. A. Groves
- For Commissioner Precinct No. 2:**
A. K. (Kim) Wilkinson
(Re-election)

Courteous Workers Aid With Pensions

AUSTIN, April 1.—"Knowing their business yet being courteous, our field workers must understand the viewpoint of the many aged citizens whose homes they enter," said Orville S. Carpenter, executive director of the Old Age Assistance Commission, this week in explaining the setup.

Investigators have been calling at the homes of applicants for three weeks now. Some 140,000 aged have applied, and as there were 300,000 blanks distributed, many more applications are expected to be filed.

"We are sending men from the State Office to the twenty district offices and are holding schools for investigators. Our field workers must have a thorough understanding of their work.

"All investigators in a district meet with the men from the central office at the headquarters city of that district. Policies of the Commission, the law itself, and technical questions are explained to the assembled field workers.

Humane Purpose
"We have a humane purpose; we have good workers. The Commission is anxious for the aged of Texas to receive the most good possible from the old age assistance law," Mr. Carpenter declared. "Applicants are cooperating with us and they realize that we are doing everything we can to facilitate these investigations which the law requires," he added.

Employees of the State Office and those of the twenty districts have been working fourteen and fifteen hours a day. As some 140,000 separate investigations must be made (and many more are expected to make application), an enormous task faces the Old Age Assistance Commission.

May Pay By July
"Payments will start just as soon as investigators complete their work as required by law. We hope

to complete all investigations and approve applications before July 1," the Executive Director said. "Records of birth dates, property owned, cash in bank, residence and citizenship (if the applicant is a naturalized citizen) should be ready to show the investigators when they call during the next few weeks," Mr. Carpenter advised.

Uncle Sam Guards Exhibits Brought To Texas Display

DALLAS, Texas, April 1.—Guarded night and day by detachments of United States soldiers and Marines some of the most precious documents in the archives of the United States will be on exhibition in the Federal exhibit building at the Texas Centennial Exposition during the coming summer.

On display in specially constructed glass cases will be the Louisiana Purchase Treaty of 1803, the Florida Purchase Treaty of 1819 and the joint resolution of Congress of 1845 annexing the Republic of Texas to the Union. Diplomatic correspondence between the United States and the Republic of Texas and the historic report on the "Condition of Texas" made to President Andrew Jackson by Henry M. Morfit in 1836 will also be on exhibition.

25 Millions Values
"The United States government exhibit at the Texas Centennial Exposition will be valued at more than \$25,000,000," says E. H. Burdick, Federal exhibits director. "The historical documents, of course, are priceless but there will also be shown the United States Post Office Department's collection of stamps, which will leave Washington for the first time. It contains specimens of every United States stamp ever issued, stamps of the Confederacy and as nearly as possible all stamps issued by foreign governments. It is worth some \$10,000,000.

"The United States Navy will display \$100,000 worth of models of war vessels each about 17 feet long. Scientists from the Smithsonian Institution will reconstruct prehistoric animals during the entire progress of the Exposition which commences June 6. The National Advisory Committee on Aeronautics will install a 10-foot wind tunnel to demonstrate flight conditions with model planes. A

census machine will register estimated births and deaths throughout the United States from hour to hour."

six hundred United States Infantrymen, sailors and marines will be encamped on the Exposition grounds from June 6 to November 29.

Ft. Worth To Spend Millions For Year During Centennial

FORT WORTH, April 1.—With Billy Rose, creator of "Jumbo" New York Hippodrome show world sensation, as director general, this city, "where the West begins", will spend about \$5,000,000.00 for the entertainment of Centennial Year visitors to Texas.

The "Fort Worth Frontier Centennial" will be the name of the amusement attraction which Rose is creating for Fort Worth's part in the State-wide observance of Texas' One Hundredth Anniversary. It will open July 1.

"Not a pale carbon copy of the Chicago World's Fair, but a living, breathing, highly exciting version of the last Frontier", is the way Rose describes the Fort Worth Frontier Centennial.

Many Big Names
"Stars of the stage, screen and radio will mingle with big name orchestras and with the outstanding rodeo and circus performers or the world in this original amusement attraction that utilizes the Frontier theme in what is now being described by the critics as the show of tomorrow", Rose said.

More than \$2,000,000 will be spent on sites and permanent structures and at least \$500,000 more on semi-permanent buildings including a Frontier City of the days of '49. Construction is already under way.

New Farm Program Plans Received By Agent F. A. Buckley

Plans for the new agricultural program to put into effect the Soil Conservation and Domestic Allotment Act have been received by Frank A. Buckley agricultural agent of Motley county. State and district meetings have been held to acquaint all Extension agents

with the substance of these plans, and meetings of farmers will be held all over Texas during the next few days Buckley said.

High points in the program are: Crops are all classified; Three classes have been set up. These are soil depleting crops, soil conserving crops, and soil building crops.

Two kinds of payments will be made to farmers for land use—soil conserving payments and soil building payments, but the money for both will come in one check. And this money will come only after the farmer has actually put into effect certain practices which conserve the soil on his farm.

Old Contracts Base
Bases established on old reduction contracts will be taken as a guide for establishing the base for 1936 on the soil conservation program, with, of course, due allowance for crops not included in former contracts.

Organization of farmers to administer the program will be under way in many counties before the end of April. The county will elect three members to serve as a County Committee. The County Agent will represent the Secretary of Agriculture in the county.

Since the entire acreage of every farm must be listed on the work sheet in planning for the soil con-

servation work a neutral classification has been set up as well as the three crop classification.

Three Classifications
In general it will be easy to remember that the soil depleting crops are mostly row crops, while the soil conserving and soil building crops are the legumes, grains and grasses that are used for cover crops and to turn under as green manure. The neutral classification includes idle land, fallow land, woodland, non crop land, pastures, yards, lanes, roadways, vineyards and so forth.

The maximum cotton acreage on any one farm upon which soil conserving payment will be made is 35% of the cotton base.

No payment will be made for acreage taken out of food and feed crops unless the 1936 acreage in such crops is at least equal to the actual needs of the farm family and work stock.

Corn interplanted with peas will be considered as 50% corn and 50% peas in calculating bases and performance.

The soil conserving payments will be based on the productivity of the land; for cotton it will be five cents per pound and for the other soil depleting crops the rate per acre will vary among the states and counties, depending upon the productivity of the land.

Marine Vacancies

Thirty vacancies still exist at the Marine Corps Recruiting Office in Los Angeles, according to the office in charge, Lieut.-Colonel Tom E. Thrasher, Jr.

During the month of March thirty-three young men were accepted from more than two hundred applicants, and are now well on their way toward acquiring the training and knowledge

essential to one of Uncle Sam's sea soldiers aboard ship or in the orient.

Only young men of the highest calibre between the age of 18 and 25 are accepted, they must have better than a common school education, have no dependents and be able to pass a rigid physical examination.

Inquiries should be addressed to the U. S. Marine Corps Recruiting Office, 257 South Spring Street, Los Angeles, Calif.



In
Matador
one day
Saturday
April 11

Located at old
Post Office in
Bank building

Mothers Day Special
All Kinds of Photo Work

Baby Pictures to be Voted on in Popularity Contests Each Month.

A. M. PARKER
MAJESTIC STUDIO
Paducah, Texas

HEY! FARMERS . . .

Have just installed a seed cleaner and we are prepared to clean all kinds of grain.

No Job Too Large or Too Small
Highest market prices paid for Eggs, Poultry, Cream and Higes.

L.R. Bishop Feed Store
Phone 114-J



Plan for the Future by saving Now!

There is no better assurance for the future than to start a bank account now. Success, happiness and security depend upon thrift during the productive years. Regardless of the amount you may be earning now, plan to save a part of it for the future.

The First State Bank of Matador encourages thrift and is always ready to assist its patrons in any possible way to plan a program that will be of greatest benefit.

This institution offers the experience, council and advice of men who can aid you toward financial success.

It is a pleasure to render you a service.

First State Bank
Matador, Texas

DEPOSITS INSURED BY
The Federal Deposit Insurance Corporation
WASHINGTON, D. C.

\$5000 MAXIMUM INSURANCE FOR EACH DEPOSITOR **\$5000**



for **EASTER**

Easter is a woman's season when she finds the sublime satisfaction and pleasure of smart, new clothes. We have anticipated increased purchases and secured the most modern apparel on the market for particular customers. We invite you to come in today and select your complete Easter outfit. The prices on all the new merchandise are surprisingly moderate.



Easter Bonnets

Easter would not be complete without a new hat. You will find in our stock, just the hat you have been wishing for, to wear next Sunday.



SILK DRESSES

These silk dresses will bring delight to the woman who likes style which is not expensive. While our variety of materials, patterns and sizes is complete, these prices will not leave them in stock for long. Come early to avoid disappointment. Priced from \$5.95 to \$8.95

NEWEST STYLES

\$1.00 to \$2.95



White Shoes For Easter

Our shoe stock is complete and offers exceptional values to the thrifty woman who wants stylish footwear. Get your new Easter shoes today.

TIES — PUMPS — STRAPS FROM

\$2.95 TO \$4.95



New Gloves

Complete your Easter wardrobe with a pair of these beautiful new gloves. All sizes.

CLOTH AT 40c TO \$1.00
KID \$1.95 TO \$2.95

Matador Dry Goods Co.



THERE'S
Hidden Beauty
IN YOUR HOME!

Bring in out with **LOWE BROTHERS MELLOTONE** Plus Wall Paint. For Mello-tone will beautify your walls and form a perfect background for your furniture and draperies. Many beautiful soft colors with-out lustre. And Mello-tone is easy to clean.

Stop in and see our **PICTORIAL COLOR CHART**. It contains correct color schemes for many types of houses and all kinds of rooms... in large, full color illustrations painted with actual paint.

Burton-Lingo Company
"PIONEER LUMBER COMPANY OF WEST TEXAS"

ROGUE THEATRE

Matador, Texas

Friday and Saturday

TIM McCOY

IN

"Fighting Shadows"

WITH

GENEVA MITCHELL

Sunday and Monday

Leslie Howard, Bette Davis

IN

"The Petrified Forest"

Sunday Matinee, 2:30 P. M.

Nights 7:30 P. M.

RETURNS HOME

Mr. and Mrs. F. M. Jinkens returned home last Friday from Corpus Christi and other south Texas points where they have been on an extended visit. Leland Jinkens of Amarillo, who accompanied them, remained in Galveston where he is receiving medical attention in a hospital there.

LOCALS

Mr. and Mrs. Cliff Bird of Spur visited friends and relatives here Wednesday. They were accompanied by a Mrs. McNeil.

SORE THROAT—TONSILLITIS! Instant relief is afforded by Anesthesia Mop, the new guaranteed throat mop. Relieves pain—kills infection. Relief guaranteed or purchase price refunded by Simpson's Drug Store 6-tp

E. M. Rice of Plainview visited here Sunday.

Jno. K. Crews, Plainview banker was a business visitor in Matador last Saturday.

Mr. and Mrs. Harry Duvall made a business trip to Oklahoma City the latter part of last week.

Mrs. W. C. Hagan visited relatives in Paducah last week. **DON'T SCRATCH!** Get Paracide Ointment, the guaranteed itch and eczema remedy. Paracide is guaranteed to relieve all forms of itch, eczema or other skin irritations or money refunded. Large jar 50c at City Drug Store. 15-tp

FOR SALE—Practically new portable typewriter. Loyd Burnett, Whiteflat, Texas. 2-tp.

Mr. and Mrs. B. F. Tunnell and

family visited relatives in Chillicothe, Texas, Sunday.

Mr. and Mrs. Witt Springer of McLean, Texas visited here Sunday with Mrs. Springer's parents, Mr. and Mrs. P. B. Barton.

Mr. and Mrs. Earl Pipkin and daughter, Billie Nell of Crosbyton visited here Tuesday of last week.

Mr. and Mrs. Houston Patton of Wichita Falls visited his parents, Mr. and Mrs. W. T. Patton here Sunday.

Miss Helen Pitts returned home Saturday from Ropesville where she has been visiting her sister.

Mrs. Frank Eiring of Plainview visited here Monday with her parents, Mr. and Mrs. A. B. Echols.

Mr. and Mrs. M. L. Patton spent Sunday at Hale Center where they visited their son and wife, Mr. and Mrs. Tom Patton. They were accompanied by their son and daughter, U. D. and Miss Rachel Patton.

Mr. and Mrs. James Neblett, and son James Russell, accompanied by Mrs. J. W. Drace made a business trip to Oklahoma City last week.

Bobby Gilmer of Lockhart, is visiting here with his sister, Mrs. Frank Buckley and has enrolled in the Matador High School where he will be a student during his stay here.

Gyle Springer of Sudan visited here Sunday with Mr. and Mrs. George Springer and Mr. and Mrs. E. F. Springer, he being a cousin of the two gentlemen.

MISSIONARY SOCIETY

Eleven members of the Irene Eldridge circle of the Methodist Missionary Society enjoyed a mission study lesson Tuesday, taught by Mrs. F. A. Buckley. The chairman, Mrs. A. J. Daffern, conducted the devotional as a part of the Spiritual Life Program. A short business session followed.



WERE SO SORRY

that we have to spring this chestnut on you: A local boy asked his sweetie whether she'd let him kiss her hand. "Sure, kid, hop to it," she said. "But don't burn your nose on my cigarette." bundle up your wash each week for our Thrift Service. Here's a service that is truly convenient and satisfying. You are relieved of all wash day labor at a cost that is decidedly reasonable considering the service you receive.

SPUR LAUNDRY

The members are eagerly looking forward to Friday evening as they are to have a "Mother and Daughter night" in the church basement at 7:30. Every regular and associate member is urged to come and don't forget your covered dish!

The circle meets with Mrs. L. R. Bishop next Tuesday for Mission Study and business.

YOUNG WOMEN'S CIRCLE

The Young Women's Circle met Tuesday afternoon at 3:30 with Mrs. J. D. Craven. Seven members were present.

Mrs. Groves read the scripture. After the scripture reading, several members read articles about Mexico. Mrs. Stanford told a story about a little Mexican boy.

Refreshments were served at the close of the program.

The circle will meet next week on Thursday, April 16, with Mrs. H. G. Stanford.

PHOTOGRAPHER COMING

A. M. Parker, manager of the Majestic Studio at Paducah will be in Matador one day, Saturday April 11, located in the old post office of the First State Bank building. Mr. Parker while offering all kinds of photo work, will have a special offer on Mother's Day photographs.

THANKS

I wish to take this opportunity to thank the citizens of Matador for the support and cooperation they have shown me and I especially want to thank the many who voted for me whom I did not get to solicit personally. Tom Harris.

NEW TEXAS ALMANAC

The book of 100,000 facts—the 1936 edition of the Texas Almanac—is just off the press. It is the largest volume in the history of this publication—a total of 512 pages, on better grade of paper and more profusely illustrated. The 1936 book although designated as the "Centennial Edition" and compiled in tribute to the grand celebration in Texas this year, misses only twenty-one years of reaching its own centennial year, having first been issued in 1857 by the Galveston News, the parent organization of The Dallas News, its present publishers.

While new material of historical nature is included in the new issue none of the chapters that has made The Texas Almanac the standard reference book of Texas in the past has been omitted. The names of several thousand individuals appear in its pages.

Features of the current issue include an extensive description of the Texas Centennial, including celebrations at Dallas and other points in the State, an outline of the history of Texas from its beginnings to the present, an illustrated chapter on the wild flower of Texas, lists of the different kinds of trees and wild animals found in Texas, extensive lists of historic old towns and origins of names of Texas towns, a text of the State Constitution with all its amendments and brief account of submission of all adopted amendments since adoption of the Constitution, and the new farm census figures of 1935. There is much of interest for the coming political campaign, including the current poll tax payments by counties. All

figures on State, county and city bonded debt are brought up to date. There are several chapters devoted to point of interest for the Centennial tourist in Texas, and a new map made in four colors especially for this edition of the Texas Almanac, entitled "Texas for Tourists", is folded between the leaves of each volume.

There are more than 100,000 facts about the history, natural resources, crops, livestock, industries, commerce, transportation, finance, government, politics, educational system, cultural institutions and other phases of Texas economic and social development.

The Texas Almanac, always in demand by business and professional men and women and students in the Lone Star State, will be more in demand this year than ever before. Texas history is more glamorous and richly appealing on the State's 100th birthday. Thousands of out of State visitors and newcomers will find this birthday particularly acceptable. No individual or organization is so thoroughly equipped to present in book form a compendium of Texas data. Facts and figures come from all parts of the State to find, in well edited form, their niche in this widely demanded handbook on Texas—its past, present and future.

Estimate 11 Million Will See Centennial

Tourists May Leave Near Half Billion Within Texas

Surpassing even the optimistic estimates of native Texans, a practical national statistician of tourist trends today predicted that 11,565,000 persons will visit Texas this year, spending \$446,255,700 to share in the Lone Star State's celebration of its first hundred years of history, growth and development. The figures are those of Joe H. Thompson, who as national director of the Conoco Travel Bureau, Denver, has achieved recognition for conservative accuracy in many years of plotting the itineraries and spending plans of the American Motorists. \$7,500 Each Man, Woman & Child The amount to be spent represents approximately \$7,500 for each man, woman and child in Texas. Thompson points out it will find its way into the channels of established business in the state as follows: \$29,245,000 will go for lodging and a like amount for gasoline, oil, garaging and automotive repairs; \$93,707,000 will be spent for assorted retail purchases \$111,556,000 will be spent for food

\$26,897,000 for amusements and \$25,773,000 for miscellaneous refreshments, smokes and confections.

Principal Attraction

The Centennial Exposition is the principal lure according to Thompson, but letters which have reached the travel bureau in such volume as to point to an all-time record year tell also of plans to "discover the whole Texas empire" before leaving the state.

"There can be no doubt", Thompson declared, "that the determination of residents of all the other states to see Texas this year is the most significant development on this year's travel calendar. It is just one of those things, the proportions of which even we, who are closest to the hopes and aspirations of the nation's motorists, find hard to grasp."

Local Boy Joins Ft. Bliss Recruits

LUBBOCK, April 7.—Enlistment papers are being made up for the following young men who will be sent to Fort Bliss during the next several days. They are, George G. Randall of Littlefield, Jay L. Grimsley of Bula, Almer A. Reagan of Muleshoe, Hugh L. Slaughter of Matador and Silas Deavours of Lubbock.

A number of mechanics, truck drivers and clerks are wanted as well as other young men who might not have any special qualifications other than having an excellent character and who can pass a rigid physical examination and an educational examination to be given at the Lubbock recruiting office. Those who can qualify for army service are furnished meals, lodgings, transportation and other

accommodations.

Inquiries should be addressed to Geo. H. Creary, Sgt. D. E. M. L. R. S., Lubbock, Texas.

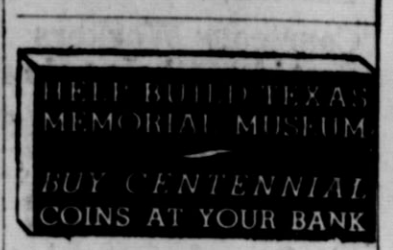
Petticoat Politics' To Prevail In Big Bend Country 1936

FORT DAVIS, Texas, March 30.—Petticoat politics prevail in the rugged cow country where a swiftest chair woman sheriff likes her job so well she seeks re-election.

Mrs. F. L. Sproul came to Jeff Davis county in the Big Bend country 20 years ago as a school teacher and remained to become sheriff. She refuses to touch a pistol, however. The sheriff heads a determined group of women who plan a full county ticket in the July Democratic primary.

Banded with her are Mrs. E. H. Fowlkes, county judge, who has just been appointed to fill the unexpired term of her husband who died last week, and Miss Virginia Lee Ellis, county treasurer by election the past eight years.

The men folks in this mountainous western balliwick where the Apache Indians made their last stand in Texas 50 years ago have not announced what they intend to do about the threat of living in a petticoat principality.



HELP BUILD TEXAS MEMORIAL MUSEUM BUY CENTENNIAL COINS AT YOUR BANK

We Appreciate Your Business . . .

Sinclair Oils and Gas
Tires and Accessories

Sinclair Service Station
A. P. HODGES, Manager

INDIANS! . . . COMING TO MATADOR Rogue Theatre Thursday, April 16th.

A brilliant performance by true characters who have featured in Texas history



CHIEF BALDWIN PARKER

A truly historical program filled with human interest, drama and entertainment.

Featuring

The 3 Parkers

Baldwin Parker, son of the great Chieflain Quannah Parker, and Baldwin Parker's two sons. Baldwin Parker is now uncrowned Chief of the Comanches. Hear the story. Learn of Cynthia Ann Parker's life directly from one of the family. Hear the Indian version of the battle of Adobe Walls.

Real Indians in Real Costumes of Buckskin and Trimmed in Beads

MISS RACHAEL MARTENEZ

Comanche Girl Sign Singer. Hear her read Indian literature. See her interpret in sign language your own state songs.

Every school child should see this program. It will be thoroughly enjoyed by young and old. You will learn more of the real Indian than in years of study.

ROGUE THEATRE

Matador, Texas

ADMISSION: Adults 25c; Children 15c



CHICKENS are PROFITABLE

Start now in aiding your income and reducing living expenses with the production of a good flock.

QUALITY BABY CHICKS All Varieties

Dependable Custom Hatching

WANTED!—We pay above market prices for Eggs from Accredited Flocks Bring Your Eggs To Us At Once

MATADOR HATCHERY

Lewis Newman, Manager

"Well, it didn't seem like 400 miles!"

It's true! That V-8 Feeling makes the miles go Easier!



YOU know as soon as you take the wheel of a Ford that you've hit on something different. You're driving a car with a V-8 engine, and a chassis like no other in the world. You get an edge on city traffic. You cover the open road more easily. You hold the road on turns and had going without having to poke along. You actually cut your running time without boosting your top speed!

Yet driving a Ford V-8 is delightfully easy. And you save money, every mile. Owners report gas mileage on a par with less powerful cars; and no oil needed between changes.

Terms as low as \$25 a month after usual low down-payment, under new UCC 1/2% a month payment plans. Prices \$510 and up, FOB Detroit.

Borrow a car from your FORD Dealer today

get that V-8 Feeling for yourself!

SEE THE C... But Remember... Seen Texas... The F...

TRAIL... By DOUGLAS

When the wind drained from the skies, leaving thick mystic tension hold leaf motionless and brush secure again. Life's warm stately lessly into the forest of suspense and the of a coyote on a across the valley, fore a relieving freedom from the sun. Wild geese moon shun the pro bidding world wh notes of the wind jack rabbit moves line on cushioned a dexterity that Life pauses with ness of a court-ro jury's return. The wind fills the emp the stupor from the coyote's cry cow following the across the hills, purpose to the de at her side.

Fragrant, cool ocean rose to the where we sat at light of a lonely a sity with the lov Her voice was above the distan held that qualiti present in the m We were young a more charis to had explored t trails along the Fortunately, our no interest which our understanding a companion's sh On this ambrosial fastened reality t posts of a tired l and kept a trust The pleasant mo long as they co one came and it we should prom this particular. with our hearts. But in the pre to reckon with which often can appointments of too much. Any forever.

Incessantly, dru in the jungle of mute rivers of strange courses b into a sea of f heart foards enta unknown future trail blazer who lowed, but in t prophetic drum buried centuries the path.

Across the par tending into the of childhood drea the deep blue l confidence, dri clouds of kindl They are as lasti freight their pr the forsaken batt the defeated li spirit tries to ki soggy twigs.

Red-rolls are the iron bows of chuck wagon a mules lunging The chuck-box l its clasp and th near the end of unwinding lines mules lean into the signal and c moved to a new prairie. Behind is left limb, steaming of a camp fire at the grey dish of black coffee scattered by the broken stobs t Near the empty Dutch-oven of s left too long wh ed the steak, h their companions in the sun. The of a beef awaits