

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

MATADOR TRIBUNE



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

COMBINED WITH THE MOTLEY COUNTY NEWS BY PURCHASE, MARCH 14, 1934
Matador, Motley County, Texas, Thursday, April 11th, 1935

MOTLEY COUNTY NEWS VOL. 16, NO. 7

TRAIL DUST

By DOUGLAS MEADOR



The dreamer who pitches his tent in the shifting borderland of one more tomorrow and washes doubt from his eyes at the clear spring of each new day, dwells in an enchanted solitude on the flowering desert of good fortune which is watered by the tranquil river of hope. All that is unpleasant is temporal and that which may be exceedingly sweet is only confirmation of the faith within his heart. If the gritty bread of poverty be placed on chipped plates traced with a brown stain along the cracks, at his table, beside the mug of brackish water, he will eat and not complain for in the fragile dawn of another day he will recline on velvet to break cake off a silver server. The harps of Pan ring clear and sharp in the luxurious hall of his soul and are unhampered by the brittle, gray-haired listener who brings fresh flowers each day.

At night he keeps a tryst with beauty in the shadow of silence's massive altar and with a platonic grasp of the small, moist hand, turns homeward, whistling, as a boy, to the stars.

Looking into the wabbling muzzle of an automatic pistol held by a drunken robber, did not leave me exactly composed, nor have I ever bragged about my coolness as an inadvertent witness to a duel in which both men were successful. But I do not remember anything that ever excited me to the extent of watching a team run away. It always seemed so dangerous.

It is to the credit of enterprising California real estate men that they used most of the beautiful words in several languages to name their subdivisions, many of which have since become important cities. Poets, souls, many of them, and others with flint hearts. They supplied the vision and barren desert acres that have become a man-made paradise. It is doubtful if they expected the synthetic seed of hope to sprout and bloom more fanciful than their dreams. Following the trail-blazers were others who went still farther into the desert with armful of small pine stobs which they drove into the sand. They, too, used musical and romantic names for the embryo streets and cities. Except in sparse instances their only heritage is the honor of christening.

As a meteoric blaze in the cooling dusk of memories, comes the sharp, cold beauty of sunrise across the James river on Armistice morning. It was in the sullen fog that clung to the coal barges and lay close to the Virginia hills, the destiny of a weary, bleeding world being poured into the mould of peace, and nature raged only as the shadow of a thunder cloud across freshly-plowed fields, fearful for the birds to sing.

It happened when I was so small that the only pain I understood was to strike my toe against the door step or watch the purple blood rise under the blister on a pinched finger and I wondered a little about the mother crying. Three days had passed since her boy's bare foot had playfully kicked an old hat under which a rattle snake was sleeping. There in his room were his scuffed-toed shoes, two ribbed stockings lying limp across the tops and on the high bed-post hung his old straw hat with its ragged crown. I glimpsed the tangled fishing line and pocket knife on the stool before she closed the door and raised the printed apron to her eyes.

A red-headed school teacher who taught me most on the long leisurely walks home from school, said he believed the world would be relieved of considerable trouble if the youngest member of each family were drowned in infancy.

Something detiant in the blistered, yellow rose swinging a little haughtily from the blows of wind and sand. A brave shout of the struggling spring, remains silent while the enemy applies coals against tender flesh.

THREE KILLED IN LITTLEFIELD CRASH FRIDAY

Relatives Of Roaring Springs Family Meet Tragic Death

Samuel Yandell, 61, a farmer, his wife, Mrs. Lizzie Yandell, 63, and their five year old grandson, Allen Lee Hart, residents of Rocky Ford, community, seven miles north of Littlefield, were killed Friday afternoon, when the auto in which they were riding, was struck at a grade crossing half a mile east of Littlefield, by the Santa Fe passenger train No. 92.

The car, a Dodge Victory-6 coach, was demolished. It was borne for some distance on the train's pilot, parts of the vehicle being scattered down the track.

Engineer Saw Auto. W. E. McAlister, Clovis, engineer of the train, was possibly the first person to reach the wrecked machine, and he was quoted as saying that Mr. Yandell and the child evidently were killed instantly. He picked up Mrs. Yandell while she still was breathing, but she died after a few seconds.

Roaring Springs Relatives.

Mr. and Mrs. George Yandell and Mr. and Mrs. Dave Yandell, all of Roaring Springs, cousins of Mr. and Mrs. Samuel Yandell, victims of the accident, attended the funeral which was held in Littlefield Monday.

LABOR OFFICE HIGHWAY WORK TO OPEN HERE

Aid To Employment Situation Seen

Homer Sheats, County Chairman of the State Relief Committee, in a statement made to the Motley County Chamber of Commerce meeting Tuesday, declared that an office would be set up this week to hire labor on the Highway work which is expected to start on Highway 18 in about two weeks. Mr. Sheats said that any citizen of the county who has resided here 6 months or over and resided in the state for one year or more will be eligible to receive employment at the relief labor which will be used as much as possible.

All Must Register

As soon as the office is open all men interested in securing the employment must register and furnish information required. Common labor will be paid 40 cents per hour. Semi-skilled labor will receive \$1. per hour. No man will be permitted to work more than 30 hours per week. The specifications for work calls for 167 men, Mr. Sheats said.

TWO NEGROES SHOT IN AFFRAY

Arrests Are Made In Drive After Shooting

Two negroes, Clive Perry and Auto Montgomery, were seriously wounded as result of an altercation about two o'clock last Thursday morning, declared to have arisen out of a poker game located in the north section of Matador. Montgomery was shot twice in the back, one of the bullets reaching his lung and the other near his heart. Perry was shot once, being struck near the heart. His condition was declared critical for a time, but both are now reported recovering.

Prince Brimby, negro, was arrested in Plainview Saturday and returned here where he is in jail charged with the shooting. Gambling charges have been filed against seven or eight negroes.

ATTEND WORKERS MEETING THURS.

Rev. and Mrs. A. L. Jordan and family, accompanied by Mrs. Scott Bolton and Mrs. Noble Groves, attended the Floyd County Association Worker's meeting last Thursday at Friendship Baptist Church at McCoy. They report a very inspirational and interesting meeting.

Chamber Of Commerce Elects Harris Secretary

AID FOR CRIPPLE CHILDREN WILL BE PRESENTED

Mrs. J. H. Sample Is Named County Chairman

That the estimated 20,000 crippled children in the state of Texas may be provided with crutches and proper medical attention, the Texas Society For Crippled Children has started a state-wide drive to secure memberships that will provide the money needed for the unfortunates.

Mrs. J. H. Sample received word last week that she had been approved as Chairman of the Motley County Committee of the organization. The various civic and religious groups of the county will be asked to support the movement to raise as much funds as possible.

Objective Of Society

One of the principal objectives of the society will be to locate the cripple child and to see that hospital care and other facilities made possible under the Senate Bill 247, are made available. Also funds raised will be used to provide crutches and mechanical aids which are not provided under the Senate Bill. Only children whose parents are unable to provide the needed attention will be entitled to receive the benefits. Memberships are priced at \$2.00 each for the year.

Contributors interested in this opportunity of service are requested to see Mrs. Sample and secure membership application blanks. The motto of the Society is: "The progress of a nation goes forward upon the feet of little children."

The movement is endorsed by President Roosevelt and Governor Allred as well as other important men and women throughout the Nation.

Ice Company Adds Vending Machine As Aid To Service

Will Speed Up Delivery

In order to speed up service and avoid delay of customers during the summer months, Selon Lea, manager of the Lea Ice Company here has installed a vending machine which is now in operation. The new equipment is entirely of home construction, and involves considerable complication yet by merely pulling a cord any of the three most popular size blocks of ice quickly slides to a stop on the platform, tied and ready for the customer to carry it away.

Saves Refrigeration

Mr. Lea declared that besides stepping-up the service of his retail department, the equipment will save a great amount of refrigeration during the summer by making unnecessary to open the vault door each time a purchase is made. The machine can be charged with over 1000 lbs of ice at one time. It is similar to the type commonly used in cities of greater population than Matador which make it possible to install more expensive machinery.

Auction Sale In Matador Saturday

An Auction Sale, to be conducted by Seal and McDonald, Floydada auctioneers, will be held on the vacant lot just north of the Sheats Hardware store at 1:30 p. m. Saturday, April 13th, for Sheats Hardware and the First State Bank.

Brazil Missionary To Fill Methodist Pulpit Here Sun.

Bro. Clyde Cooper, whose home was formerly Turkey, Texas, now a Missionary in Brazil, South America, will fill the pulpit at the local Methodist Church for the morning services at 11 o'clock.

Brother Cooper is visiting on a furlough and a cordial invitation is extended everyone to hear him as he brings a message from Brazil.

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CAR REGISTRATION LESS THAN LAST YEAR

Car registration in Motley county shows to be about one third less than the total registration for 1931, according to Miss Rachel Patton, deputy clerk in Sheriff J. E. Skinner's office. The total registration to date is 676 cars and 101 trucks against 973 cars and 111 trucks for the past year.

Cinderella Will Be Created Lubbock Beauty Shop Show

Astrolger Will Pick 'Glass Slipper Girl'

LUBBOCK, Texas, April 10.—A modern Cinderella will be created during the fourth annual West Texas - New Mexico Beauty School and Equipment show sponsored by the Russell Morrison company here April 22, 23 and 24 for the benefit of beauty shops of the territory.

Some comely girl will be taken from the Lubbock relief rolls, photographed, then transformed into the beautiful girl of 1935 through beauty treatments.

Professor James Monroe Harvey nationally recognized astrologer, will be the one to pick the girl who can "wear the glass slipper". Harvey, one of the entertainers for the show, will make predictions in the field of astrology. He secured nation wide attention by predicting the abandoning of the gold standard, the California earthquakes of 1933 and 1934, and other advance calculations.

Jay Parker, Chicago, will create a coiffure particularly for the Lubbock show. He has appeared on international beauty show programs in New York, London, and Chicago, and predicts the next few months will see radical changes in hair styles.

"Hair styles for hat styles" will be the motto for Geo. W. Scoggins, Abilene, who has pioneered the connection of beauty parlors and millinery shop fields into one shop. Since he installed a millinery shop in connection with his beauty parlor at Abilene and concentrated on creating hair styles with each change in millinery lines, beauty parlor operators all over the Southwest have watched his developments closely and many have followed suit.

Approximately 25 major manufacturing companies handling nationally advertised products will have representatives here to assist Russell Morrison in staging the show and to demonstrate new equipment and new products handled by their firms.

Each day's work will be followed by an evening of dancing, with floor shows and other entertainment, and on the second evening, April 23, a Spring and Summer hair style revue will be staged showing coiffures created by beauty shop owners of West Texas and New Mexico. The styles will be for business, for street, for dinner, and formal wear, for the sports wear, as well as smart coiffures for the matron and the child.

The modern Cinderella will reign as queen of a carnival ball the final evening, April 24.

WOMEN'S SHOP IS OPENED HERE

Mrs. H. W. McCary Is New Manager

Merchandise is being moved into the Rogue Theatre Building location formerly occupied by the Bonnie Dee Shoppe where a new ladies ready-to-wear shop is opening. The business will be known as Miladies Shop and will be under the management of Mrs. H. W. McCary.

Clubs Sponsor Show

The Senior and Junior El Progresso Study Clubs of Matador, sponsored the showing of "Spitfire" Tuesday evening at the Rogue Theatre, for the purpose of raising funds to be donated to the Women's Club Headquarters at Austin.

Although notice that the picture would be shown, was not received until late Monday evening, a fair sized crowd attended, and the clubs received over \$5.00 as their share of the proceeds.

MILD INTEREST IS SHOWN HERE SAT. ELECTION

Mild interest was shown in the trustee election held at the City Hall here last Saturday, Farris Fish and D. E. Pitts were elected to fill the two vacancies on the board. Unofficial count indicates that about 150 votes were polled which is in the neighborhood of 50 per cent of the precinct's voting strength.

LEGION ELECTS DELEGATES FOR SPRING MEET

Wellington Will Play Ex-Service Men's Hosts

At the recent meeting of the Fleming Post, American Legion, S. D. Rattan, Chairman, L. L. Cox, L. L. Russell, H. L. Gilbert, J. Meadows, J. R. Whitworth, M. Y. Pyron and J. L. Winstead were elected as delegates to represent the local Post at Annual Spring Convention of the American Legion and Auxiliary, 18th District, to be held at Wellington on April 20 and 21st.

The program and entertainment arrangements are being prepared by Lee C. O'Neal, commander; W. H. Lynn, adjutant; and Harry Dudley, assistant, all of Wellington and visiting post members are assured of a reception that will well repay for the trip.

Local Hardware Store Has Sale New Merchandise

Cooperative Buying Is Key To Greater Values

Through a purchasing arrangement with one of the largest manufacturers in the entire country, the Matador Hardware and Furniture Company here is beginning this week with a hardware sale that offers prices designed to meet all competition.

Regarding the sale, L. C. Harp, manager of the store said, "We have an arrangement with one of the largest manufacturers in the world which enables us to offer our customers merchandise at prices that will meet any competition, regardless of where located. While we have added much new merchandise to our stocks, the competitive price effect runs in every line and we are glad to quote prices in comparison with any merchandising concern. Buying in large quantities with other retail business houses similar to our own makes these low prices possible."

CITY DRUG NEW LOCATION

The City Drug Store has completed moving into its new quarters, the former location of the First National Bank, and is to be commended on the exceptional fine appearance of the store in the new location.

NEW LAUNDRY

The Ideal Laundry, located east of the "Traweech" Hospital was opened for business this week. The laundry is operated on the serve-yourself plan, water and equipment being furnished for a certain amount per hour, and also regular finish work is done.

REPORTED IMPROVING

Mrs. W. R. Cammack, who was injured in an automobile accident near Paducah Sunday afternoon of March 24th, is reported improving. Mrs. Cammack was believed to have received only minor injuries at first, after she was taken to a Paducah hospital, but later, on being removed to an Abilene hospital, her condition was declared serious.

Records Fall Before Coach Stanford's Boys

CHILDRESS, Texas, April 6.—

Two records fell as the Matador Bullfighters ran off with honors in the district No. 4 interscholastic league track and field meet here Saturday afternoon. Coach Harvey Stanford's thinly-clad squad scored 37½ points to 13½ for Childress and 13 each for Estelline and Samnorwood.

Bud Smith of Tell, Childress county, shattered the high jump mark by leaping over the bar at six feet one and one-half inches, three and one-half inches better than the previous mark. The Matador mile relay team shaved two-tenths second off the record in winning the event with time of 3 minutes 40.8 seconds.

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METHODIST CHURCH

Church School	9:45 A. M.
Missionary Lecture	11:00 A. M.
All Leagues	7:00 P. M.
Preaching	7:45 P. M.

Dallas D. Denson, Pa. t.

MEN OF EARTH

By Russell Lord



IN OLD ST. MARY'S

THE county of Saint Mary's is the southernmost of Maryland's western shore and the oldest county in the state. It lies between the Potomac and the Patuxent, which converge at its southern end into Chesapeake bay. It is a country of soft, warm shores and shining bays.

"There is but one entrance by Sea into this Country"—as in his journal, under date of 1606, wrote Capt. John Smith of Virginia—"and that is at the mouth of a very goodly bay, 18 or 20 miles broad. Within it is a country that may have prerogative over the most pleasant places knowne, for large and pleasant navigable rivers.

"Heaven and earth never agreed better to frame a place for man's habitation. The Potomacke river is 6 or 7 miles in breadth. It is navigable 140 miles and feeds with many sweet rivers and springs which fall from bordering hills. The Patuxent is of lesser proportion; but the channel is 16 fathome deepe in some places. Here are infinite shoals of divers kinde of fish more than elsewhere."

Thus Captain Smith. He visited this country some thirty years before Leonard Calvert and his cavaliers landed on its shore to establish St. Mary's City, Maryland's first town and for many years its capital.

All of which is now three centuries in the past. Saint Mary's is today what in this great and hastening nation of ours we would call a dead town. And Leonardtown, the county seat—Leonardtown is a dead town, too—dead, unless to the living means to have maintained a vital identity with things past. No railroad has ever penetrated these old towns and farms. Communication with the outer world is still by highway, or by a graceful and leisurely steamboat which leaves Washington toward mid-afternoon, touches without too much of a schedule at countless plantation and village wharves, now on the Maryland, now on the Virginia shore, and places the wheat, meat, tobacco, and the native residents of these tidewater counties comfortably and with dignity on the wharves of Bladimore some where during the course of the day following.

"I don't do to get too blame progressive," as the keeper of the big guest and most echo-haunted hotel in all southern Maryland will tell you. He stands blinking behind a high oak desk, a large, slumberous man, one of the leading authorities as to local marriage dates and as to the intricacies of local blood lines. He has a grievance. Some five years ago, it seems, this modern idea of nickel-in-the-slot locks for washrooms penetrated here, even to Arcadia. This large and amiable innkeeper had, it happened, a funeral coming off that afternoon—he is also an undertaker—and so, what with one thing and another, this young fellow, the agent, got one of those nickel-in-the-slot machines firmly screwed on the hotel's one bathroom door. There it remains to this day, inoperable, and to this day the proprietor resents it. If he is at the desk when you cross from the bathroom to the dining room, he will sometimes call you back your nickel out of the cash drawer. "You're a guest!"

A stranger who likes to stop and talk may or may not be allowed to pay for his tobacco and pop to the stores of Saint Mary's county. They are pleasant stores. You will see in them commercial display cards much the drygoods as you see in the groceries and drygoods stores of New York, New Orleans or Weeping Willow, Idaho; but only

if the reverse side of such display matter is smooth and of suitable proportions for a checkerboard or card table. Throughout this Arcadian region prohibition and repeal are alike as legends, remote and incredible. Life goes on, time stands still. Elsewhere are other worlds, and people are said to find them exciting—but here is peace. So at least it may seem to one who visits Saint Mary's county in June, when its farms and water gleam most serenely and when its honey-suckle hedges for mile upon mile along all the roads are in fullest bloom.

I was traveling by easy stages in the company of a friend, whose only business, like mine, was to see the country. Our way lay principally down the western or Potomac shore, a shore broken and penetrated by five wide reaches of tide-water—by the Wicomico, the Saint Clement's, the Breton and the Saint Mary's rivers—deep waters, wide and calm, navigable, all of them, with innumerable rounded bays and coves, stored with an unlimited abundance of sea food; oysters, soft-shelled crabs, fish of all sorts, golden-baked terrapin.

We stopped to talk here and there, in stores, on wharves, by the roadside, with sprawling, pleasant-looking men, some of whom proved to be oystermen and others farmers. On the banks of the Wicomico we ate with a gentleman who had no wife, nor wanted any; neither had he concluded, after some sixty years of pleasant indolence, whether to "farm, full time," or to turn brewer, full time. He fed us fat oysters gleaming coolly on the shell and spoke lyrically of the advantages of living where "if a man gets tired fishing, he can just stroll down and dip a net in the rivah." And on the next bay of the river, St. Clement's bay, we caught sight of hurrying, a tense, ambitious farmer—"a trotter"—working out in the fields with his negroes, working at a trot, and always getting top prices, we were told, for his tobacco and water lilies.

The man with whom we had an appointment at Leonardtown showed us gracefully and without thought of apology at dusk, three or four hours after the hour named. He sat with us on the porch of the hotel there. A good many cars were in town now, and quite a few people stood here and there in small groups talking, with a sort of sedate liveliness. Now and then a car would start its engine or you would hear somebody laugh. But it was for the most part as quiet as any part in the country, there in Leonardtown, with everybody doing just what we were doing; just talking it easy, listening to the creek etc. and watching night come on.

A straight old gentleman in a straight gray suit, a black string tie and a gray billycock hat came walking down the sidewalk on our side of the square. Long face high nose, the regulation white chin whiskers; the traditional Southern Colonel, to the life. Everybody paid him reverence and he stopped often to talk. When not walking, he leaned heavily on a walking-stick. As he came nearer, our friend went over to him and, calling us over, presented us. "Ah want you gentlemen to know Col. Richard Mattingly Swann of Tudah Hall. He fought on the board with Buffalo Bill. Set down, Colonel. Take yonah weight off yonah feet."

The Colonel sat. He was tired and not inclined to be garrulous. He fanned himself with his hat and asked soft questions as to crops, the weather and the political sentiments prevailing in the counties through which we had passed. Nudged into it, my traveling companion turned the conversation to

wartime, pointing a long pipe toward us to bell in the Arizona. The Colonel liked it. He wanted more. It was so late that we could scarcely see one another, when he started in talking on his own accord. His voice came to us out of the darkness gently, absent-mindedly, with a peculiar resonant, swinging undertone not to be heard, so far as I know, in any other part of the South.

"I was just a year, or so too young to fight in the Civil war. A mighty bad war for this country, tore it wide open, kin against kin. The young men who got a head start went South to fight. Then the draft men came through for Union soldiers.

"And the government ran a Union gunboat right up to that pier there an' took about every slave in the county south, down to Norfolk. I remembah that day. Most of the darkies were cryin' but one old uncle kep' yellin'. 'Praise Gawd! Ah'm goin' south. Dese yonah Northern overseas, dey's too free wid the whip!"

"It wasn't until I was twenty that I got away from home at all; and that was the only time I was evah away from this country for any time. I'd come up to Washington—spring of '74. I was twenty years old. I was just wandering aroun' up theah in the city when I came on to a hand playin', and a lot of people standin' aroun', and a man in a buckskin suit was makin' a speech."

They were recruiting a troop of scouts for service with Buffalo Bill on the border. The Colonel joined up as a buck private, \$15 a month, for two years' service. "I wasn't but twenty. An' what does a young fellow of twenty want on a fahm?"

"Mexico was a foreign country to me an' I was young. We had plenty of sport. We caught a lot moah wild hesses than we did Mexicans an' had a grand time tryin' to break them. The war we went down theah foah soht of died out on us, an' we nevah did hev any discipline to speak of, but we had plenty of fightin' among ourselves.

"Theah was some tough custom-ahs, I'll tell you in onah three troops of scouts, an' a good bit tradin' wid the enemy. Two bits an' a jug unlah a bush between lines an' when you came back the two bits would be gone! Things don't change so much. They tell me theah's men in this country right now who get moah corn out of a patch of woods than they do out of theah fields!"

"Buffalo Bill? He was half Indian, he could give a man a mighty mean look. His forehead receded in a peculiar mannah—you'll see it in a good many Indians—an' the back of his head fell off like the side of a house. A habd man, hot-temperad."

"He'd stand up theah an' give an order an' then follow it right into the ranks, his fists a-tallin'. We buck private's generally decide to do things his way. No, he nevah hit me. I was twenty then an' I weighed 220 pounds an' he was taller'n me. He's cussed me pretty bad, but he nevah hit me."

The following morning we called on him. He lives right at the edge of Leonardtown. He owns and with his son, farm-ownin' Tudah Hall, one of the finest old places in the county. The dwelling stands in a grove of oaks on a hill. Its lawn passes into pasture curving downward, clumped here and there with cottonwood and holly trees, and extending, in a narrow semicircle, far out into the quiet waters of Breton bay.

The cultivated part of the farm lies back from the bay, on higher ground. The Colonel stands between the lotus-ten school of tide-water farming and the new. He works tractors and oxen in the same fields, side by side. "Each foah its purpose. Tractors are fine but you can't work them seven yonahs, like you can oxen, an' sell them for moah than they were wuth at first."

Tobacco and cattle, the common standbys of the region, are his main reliance; but he has been among the leaders in running "sheep under tobacco." That is to say, he hangs his tobacco sheds and uses these buildings also as sheep sheds. He and his son have been especially active in the growing local output of high-quality winter lambs.

Out at his sheep barns, when we called, he separated off from the flock himself, so that we might see them close-up, his pure-bred Hampshire rams.

"Quality!" he said. "Go look in any stoah window nowadays an' you'll see that the two-dollar shoes have dust all ovah them. Everybody wants the ten-dollar kind. Quality! That's all that pays. Keep yonah cheap stuff at home!"

"Profit!" he said. "That'll come later. A man can't make a fahm and make money too. I've raised nine boys and managed to keep one of them with me. We've got this place croppin' right good again now; and I'm satisfied that if he can get the labor he needs he'll do well with it."

"This will be my seventy-fourth summer, I'm hev'n' by the day now. But, as we say heah in St. Mary's, it doesn't matter so much how long you live; you won't notice much difference, anyway, between this country and heaven!"

TREMENDOUS TRIFLES

By ELMO SCOTT WATSON
WILD STEER, ANCIENT CITY

IN 1911, an Irishman named Pat Lynch roped a wild steer in northwestern Colorado. The animal, crazed by the lasso that was tied to the cowboy's saddle horn, dragged horse and rider over the rim of a great chasm. A sturdy pioneer tree grew on the edge of the cliff and the rope caught around this long enough for Lynch to throw himself clear. His horse hung on one end of the lasso and the steer on the other. There they swung like lead toys on a stick. Then, as the rope broke under their combined weights, they plunged into the canyon far below.

Lynch, miraculously enough, landed on a narrow shelf. There was no way for him to escape from the smooth walls that rose steep above him, and below was the chasm. There was no room to turn around, but he slowly worked his way along the shelf until at last he found a ledge just below.

Slowly he slid down and fell into soft sand. All about him were the ruins of ancient cliff houses that no white man had ever seen. The remains of a man-made trail led around a corner of the rock wall and Lynch climbed to safety.

He told his story, but at that time the cattlemen were not interested in the crumbling bits of an ancient civilization. In 1923, however, a small exploring party went into the region. The government has now reserved this area as the Yampa Canyon national monument.

If Pat Lynch had missed his throw, a slumbering canyon might still be waiting for the white men to discover that ancient city.

SPEEDOMETER

"STEP on it, boy!" And the needle on the speedometer climbs up—up—up—fifty—sixty—seventy—eighty miles an hour!

It wasn't thus back in 1846 when Brigham Young was leading his Mormon colony across the plains to Utah. Then the wagon trains crawled painfully along and eighty miles was a journey of days.

Somewhere in Nebraska the Mormon leader pushed on to find the best route, leaving the slower-moving wagons behind to follow along the trail which he would mark out for them. One of these parties was in charge of a young fellow named William Clayton.

A long road and weary road it was for the westward-faring homeseekers. Their goal seemed so far distant and they probably pestered young William Clayton a great deal with their questions of "How far have we come today?"

See being an ingenious young man, he devised a way to answer. He measured a mile on the trail that they traversed one day, then marked a wagon wheel at a certain point on its circumference. Keeping his eye on the marked spoke he counted its revolutions to the mile. Next he devised a ratchet which moved a cogwheel that registered accurately the distance the caravan traveled daily. That same principle is used in speedometers today.

SLOGANS

IF YOU want to be elected President, get a slogan! Make it short. And if you can include in it the lit of alliteration—"fine!" "peppercane and Tyler, Too!" reminded the nation that Gen. William Henry Harrison had won an important Indian battle at the beginning of a war which was none too well-filled with land victories for the American arms. So the Indiana frontiersman went to the White House.

In "Fifty-Four Forty or Fight" was crystallized the dissatisfaction of Americans over a proposed treaty with England, establishing a boundary line in the Oregon country. True, we later compromised on the forty-ninth parallel of latitude, far south of fifty-four forty, but the slogan had already sent James K. Polk to Washington.

Grant's "Let us have peace" has been called "the minimum in expressiveness" but it helped elect him President and during the next eight years that phrase had an ironical sound to the South, suffering under the Reconstruction regime. "He kept us out of war" helped re-elect Woodrow Wilson in 1916 but within one month after he was inaugurated we were in the war.

"The full dinner pail" appealed to enough Americans to make them elect William McKinley. Later they and their sons wanted to "get back to normalcy" with Warren G. Harding and soon thereafter they were willing to "Keep cool with Coolidge."

So... "See America First," find out what phrases will tickle the fancy of its people. Then get a slogan and go to Washington as President!

British Children Help Make National Survey

After five years of arduous labor a survey of England, Scotland and Wales is about to be made available by the London school of economics.

As described by the Morning Post it would be a veritable Domesday Book, except for the fact that it does not record the recent partition of big landed estates. Nevertheless, it is expected to contain information of the utmost value to the ministry of agriculture, the forestry commissioners and town and regional planning authorities.

Some of the conclusions which have emerged from the survey are curious:

The post-war decline in arable farming has released large areas of relatively poor land, which, under present conditions, could be most profitably utilized for afforestation.

Apart from obviously poor soils, the change from arable to pasture land has been greatest in the case of heavy soils, which, while capable of yielding good crops, are expensive to cultivate.

Under the direction of county directors of education, more than 100,000 school children have taken part in the collection of information and the preliminary coloring of 6-inch maps to show the uses to which land is put.

Here's Real Pessimism

Every person of mature years, regarding the younger generation with an unbiased eye, must have been struck by the disquieting revelation that the race is declining. In a world in which all the old values are being scoffed at and all the ancient beliefs questioned, only one postulate stands like stone—that the present generation, by which is meant the adult portion of it, is the most wonderful and virtuous that the earth ever produced. Apart from this one shining exception, there can be little doubt that generations are not what they used to be. Humanity is going to the dogs.—Melbourne Argus.

BOYS! GIRLS!

Read the Grape Nuts ad in another column of this paper and learn how to join the Dizzy Dean Winners and win valuable free prizes.—Adv.



LIKE must produce LIKE

The first step in raising prize-winning stock is the careful selection of parents... sires and dams whose characteristics have been determined through many generations of perfect sires and dams. The same law applies in the vegetable kingdom. The Perry's Purobred Vegetable Seeds you buy this year are the children of generations of perfect plants. They will grow true to firmly established characteristics of size, color, tenderness and flavor.

YOUR NEIGHBORHOOD STORE SELLS THEM IN FRESH DATED PACKETS FOR ONLY 5¢

Relieves Sluggish Feeling

Night or day, when you first begin to feel sluggish and need something to straighten out your bowels (to relieve constipation)—take a dose of reliable Theford's Black-Draught.

"We take Black-Draught for biliousness, constipation and any bad feeling that comes from these conditions," writes Mrs Luvena Owens, of Springer, Okla. "Black-Draught cleans the system and makes me feel much better after taking it."

Freshen up by "slinking" this purely vegetable laxative, if you have a tendency to constipation or sluggishness.

THEFORD'S BLACK-DRAUGHT

FEEL TIRED, ACHY—"ALL WORN OUT?"

Get Rid of Poisons That Make You Ill

IS a constant backache keeping you miserable? Do you suffer burning, scanty or too frequent urination; attacks of dizziness, rheumatic pains, swollen feet and ankles? Do you feel tired, nervous—all unstrung?

Then give some thought to your kidneys. Be sure they function properly, for functional kidney disorder permits poisons to stay in the blood and upset the whole system.

Use Doan's Pills. Doan's are for the kidneys only. They help the kidneys cleanse the blood of health-destroying poisonous waste. Doan's Pills are used and recommended the world over. Get them from any druggist.

DOAN'S PILLS

CLASSIFIED ADS

SOMETHING NEW

Indicating Adjustable Depth Fishing Float for coast, lake, river and live bait fishing. Large, medium or small size etc. mailed postpaid. Satisfaction or refund. County territory. Lake, Keosauqua, Iowa. Specialty Co., Box 425, San Antonio, Texas.

A cents 25% Commission, Lingard, hostelry, lowest prices. Write for samples. National Ready-to-Wear, 1123 Broadway, New York

- ★ DEEP-CUT HEAVY TREAD—MORE TRACTION . . .
- ★ SELF CLEANING . .
- ★ DOES NOT BUMP ON PAVED ROADS . . .
- ★ NO CHAINS NEEDED
- ★ A SIZE AND TYPE FOR YOUR CAR, TRUCK and TRACTOR

The patented two extra layers of Gum-Dipped cords that hold the big heavy tread to the Gum-Dipped cord body

The body of patented Gum-Dipped High Stretch Cords which give greater adhesion, flexibility and strength to withstand pulls and strains

THE New

GROUND GRIP TIRE

FOR EVERY FARM NEED

If you have ever been stranded with your car, truck or tractor in mud or soft ground, you will welcome this new line of Firestone Ground Grip Tires. This big, heavy, extra rugged, specially designed tread that cleans itself, required 54% more rubber to give you traction without chains.

It will pull you through any muddy road or soft ground. This heavy traction tread is securely held to the Gum-Dipped cord body by the patented construction of two extra layers of Gum-Dipped cords under the tread.

See your nearest Firestone Service Store, Firestone Tire Dealer or Implement Dealer today! Equip your car, truck and tractor with these new, Super-Traction tires for more economical year-round service.

Remember! This heavy, Super-Traction tread is guaranteed not to loosen from the tire body under any conditions, and all other parts of the tire are fully guaranteed to give satisfaction in every respect.

Firestone

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- Firestone**
EXTRA POWER BATTERY
FOR 20% MORE POWER
- Firestone**
SPARK PLUGS
For Quick Starts and Longer Mileage
- Firestone**
AQUAPURF BRAKE LINING
For Better and Safer Braking Control
- Firestone**
FAN BELTS
- Firestone**
RADIATOR HOSE

***** Listen to the Voice of Firestone—featuring Richard Crooks, Gladys Swarthout, or Nelson Eddy—every Monday night over N. B. C.—WEAP Network . . . A Five Star Program

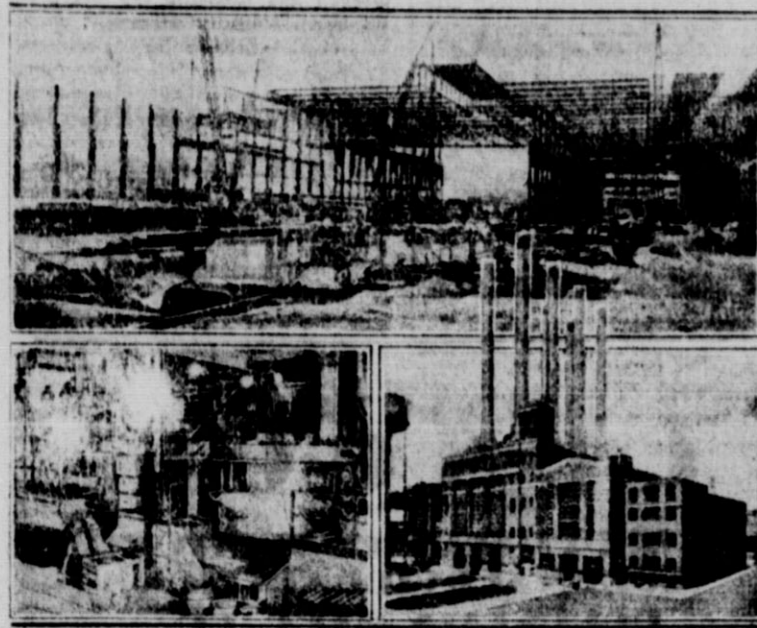
THE FUNDAMENTAL WEALTH OF ANY LAND IS IN THE SOIL.

ROARING SPRINGS SECTION

THE CORNER STONE OF ACHIEVEMENT AND PROGRESS IS FAITH.

Matador, Motley County, Texas, Thursday, April 11th, 1935

\$2,000,000 Ford Plant Expansion



Top photo shows construction work on the new Ford steel hot rolling and cold finishing mill; left, installation of furnaces and other equipment in foundry for casting alloy steel parts; right, Rouge plant power house.

HENRY FORD is well under way on one of the year's largest single industrial construction projects in the United States—a \$2,000,000 program designed to improve and expand the facilities of the great Rouge Plant of the Ford Motor Company at Dearborn, Mich.

Among the projects are: New hot strip steel rolling mill, \$6,330,000; new sheet steel cold finishing mill, \$3,460,000; modernization of main power house into the largest high

pressure steam power house in the world, \$4,600,000; new glass plant, \$3,000,000; modernization of foundry and installation of furnaces and other equipment for production of cast alloy steel parts, \$675,000; and reconstruction of one blast furnace to increase its capacity from 600 to 800 tons daily, to cost \$500,000.

In addition, new tools, machinery and other equipment and facilities in all departments to increase daily output, totals \$3,000,000.

ROARING SPRINGS LOCALS

G. G. Miller, who has been on an extended visit with relatives in Spur, returned home Sunday.

Mrs. J. D. Chalk, who spent the winter months visiting relatives in South Texas, returned to her home here Thursday.

Rev. W. O. Cooley is visiting relatives in Pampa this week.

Rev. and Mrs. A. J. Jameson of Whiteflat, attended the revival and visited relatives here Sunday.

Mr. and Mrs. E. E. Moss and sons of Lubbock, visited relatives here Sunday.

Sheriff's Sale

STATE OF TEXAS, COUNTY OF MOTLEY
BY VIRTUE of a certain Order of Sale issued out of the Honorable District Court of Motley County, on the 3rd day of April 1935, by Jack Robinson, Clerk of said Court against Annie Miller, Lena McCully, Fred Miller, Frances Miller, Doll Miller, Grace Young, Mary Miles, Harry Miller, Honerhea Miller, Myrie Miller and Loyd Miller, for the sum of Four Thousand Two Hundred Ninety-four and 73/100 (\$4294.73) Dollars and costs of suit, in cause No. 873 in said Court, styled Federal Life Insurance Company versus Annie Miller, et al, and placed in my hands for service, I, J. E. Skinner as Sheriff of Motley County, Texas, did, on the 3rd day of April 1935 levy on certain Real Estate, situated in Motley County, described as follows, to-wit:

First Tract: 100 acres of land out of the extreme North side of the East one-half of Section No. 37, Cert. 1150, Abst. 38, Block T. B. S. & F., Original Grantee, and

Second Tract: 110 acres of land out of the East end of the South Quarter of Section No. 38, Cert. No. 1150, Block T. B. S. & F., Original Grantee.

Said lands being situated about ten miles North of the town of Matador, Texas, in the Whiteflat community, and generally known as the J. W. Miller place, and levied upon as the property of said Annie Miller, Lena McCully, Fred Miller, Frances Miller, Doll Miller, Grace Young, Mary Miles, Harry Miller, Honerhea Miller, Myrie Miller and Loyd Miller. And on Tuesday, the 7th day of May 1935, at the Court House door of Motley County, in the town of Matador, Texas, between the hours of ten A. M. and four P. M. I will sell said lands at public vendue, for cash, to the highest bidder, as the property of said Annie Miller, Lena McCully, Fred Miller, Frances Miller, Doll Miller, Grace Young, Mary Miles, Harry Miller, Honerhea Miller, Myrie Miller and Loyd Miller: by virtue of said levy and said Judgment and Order of Sale.

And in compliance with law, I give this notice by publication, in the English language, once a week for three consecutive weeks immediately preceding said day of sale, in the Matador Tribune a newspaper published in Motley County.

WITNESS my hand, this 3rd day of April 1935
J. E. Skinner
Sheriff Motley County, Texas

past week, closed Sunday evening. Rev. H. C. Smith of Lorenzo, assisted by Rev. Aubrey Ashley, pastor of the church, conducted the services.

A good crowd was present to hear Rev. Smith at each meeting and much good was accomplished in the community, with several additions to the Church.

NEW GROCERY TO OPEN HERE

Colton Thacker, who operates the Texaco Service Station here has purchased a stock of groceries which he will have displayed in the near future, operating the grocery in connection with the filling station.

Shelving arrangements are being installed to provide ample room for the complete food stock.

ATTEND FUNERAL

L. C. Davis, manager of the Super Service Station, was called to Rule Thursday, on account of the death of his uncle, W. M. Allen, a pioneer of that section. He was accompanied by his brother, D. A. Davis, of Lubbock.

RETURNS FROM MARKET

Miss Ramsay Gabriel returned Sunday from a trip of several days spent in wholesale shopping in the dry-goods markets of Dallas and Fort Worth.

Merchandise of the newest styles and materials are being displayed in the Gabriel store this week.

IN LUBBOCK SANITARIUM

Martin Smith, prominent citizen of our community, who has been very ill for several days, suffering from a severe attack of pneumonia, was conveyed to Lubbock Thursday, for treatment in the Lubbock Sanitarium. He was accompanied by Mrs. Smith, Mr. and Mrs. Jno. Huffstutler, M. E. Long, and Dr. J. F. Hughes, of Roaring Springs, and his mother, Mrs. M. Smith of Rule.

Mr. Smith's many friends are glad to learn that he is rapidly improving.

TRUSTEE ELECTION

The election of school trustees for the Roaring Springs Independent School District, was held Saturday, with P. H. McDaniel and A. D. Williams elected as new trustees and Dr. J. F. Hughes re-elected to his place.

City Aldermen were also elected, and Garlin Murphy, John Meason and Walter Keahey were elected to fill vacancies.

JUNIOR PLAY HUGE SUCCESS

"The Little Clodhopper", the play presented Monday evening by the Junior Class of the Roaring Spring school, was a huge success with every character presenting excellent performances.

Miss Mae Williams, sponsor of the class, is to be complimented on her success in assisting the

class in the preparation of the entertainment.

Special numbers between acts were highly enjoyed by the audience.

HOLLYWOOD

By Marshall Fiske

Publisher's note:

This column is written especially for the Matador Tribune, and represents accurate information from the world's film capital.

Comments of any nature will be appreciated by the author, whose address is 1122 N. Edgemont Ave., Hollywood, California.



The other day I motored out about a hundred miles to view the gorgeous sight of the wild flowers blooming on the mountains and desert.

Spring, the beautiful young bride of Nature, had scattered her trousseaux over hill and dale. Pale green velvets she had flung over the hills-green velvets splashed with pale gold and oranges. On the floor of the desert the bride had spread her royal robes of purple, sapphire blues, gold and crimson. Her fierce rival Summer, is just in the offing—soon she will stalk abroad and with one fell swoop she will destroy all this glorious raiment now covering the hills and the valleys.

A portion of Warner Baxter's latest picture was filmed at the Santa Anita Race Track. This track is about 25 miles from Hollywood and the finest Race Course in the world in some respects. Its location is superb. All about one sees majestic buildings, which are pale blue trimmed in white. Six huge panels of white cut out wood against a background of glass decorate the rear of this magnificent Grand Stand. The scenes show horses in spirited action.

I noticed 231 small booths at which the bets were placed. Booths were \$2.00 but were taken for \$5.00, \$10.00 up to \$50.00 on Show, Place Straight. Some booths were reserved where one made \$6.00 bets on Combined Millions of dollars recently exchanged hands here during a period of not more than two months. I noticed many wooden signs hung on the railing of the various boxes showing who occupied them. Here I read the names of millionaires, producers, directors, stars, etc. If gambling could only be confined to the rich much less harm would ensue, but as it is many of the poorer sort throw away the real for the shadow.

Warner Baxter in this picture plays the role of a gaucho (South American cowboy). The other day, March 29th, was his birthday, the director, Mr. Tingling, played a joke on Baxter. In the first scene of the day Warner was supposed to go up to Miljohn at a cafe and start his dialogue. But when he arrived at Miljohn's table, the latter instead of following his lines in the script, shouted out all over the stage—"HAPPY BIRTHDAY-OLD MAN!" and every one on the set then started to laugh and applaud. A suspicious moisture gathered in Baxter's eyes and he was asked to make a

speech but all he could utter was just "Thank you, everybody".

A fine man, Baxter, and a very good actor.

If the movies move from Hollywood they will never know where to go. Almost every state in the Union has extended them the most flattering and alluring invitations. Taxes are not the only thing that are causing all this uproar. Television is in the offing which offers a new problem for transmitting and certain sections of the country are better than others. But lets not cross the bridge before we get there. There is a solution to every problem and time solves it.

A church in Ohio operates a filling station which all members are asked to patronize. This may give some legislator the idea of imposing a special church tax on gasoline. It is taxed for nearly everything else.

Now a Regular Feature of This Paper . . . A Column by

ARTHUR BRISBANE

The Highest Paid Editor in the World

Mr. Brisbane's writings are more widely read than those of any other editor of the present day. To read what he has to say in his interpretative column, "This Week," is to keep in touch with a fast moving world.

Mr. Brisbane writes in a simple but striking style and in his comments on current events he displays an intimate knowledge of the widest possible range of subjects, as well as the world mastery for which he is justly famous.

We are pleased to be able to offer the Brisbane column as a regular feature of this paper. You will enjoy it and find it full of valuable information.

Save On Your Laundry

You can save money and save your clothes by using our service. Plenty of hot water. All new equipment. Help Your Self for 35c hr. Finish Work 10c lb.

Ideal Laundry

East of Hospital
Cates and Tison, Owners
Matador, Texas

PILLSBURY'S BEST FLOUR



COMMERCIAL GROCERY
Matador, Texas

Special Prices

ON

Permanent Waves

\$3.50	Permanent For	\$1
\$4.50	WAVES FOR	\$1.50
\$5.00	WAVES FOR	\$2.00
\$7.50	WAVES FOR	\$2.50

ABSOLUTE SATISFACTION
GUARANTEED

City Beauty Shop

Sanitary Beauty Shop

Spring is in the Air

IT'S TIME TO SUMMER-IZE YOUR CAR!

Ready for your Spring Oil Change

Summer Mobiloil

MAGNOLIA "Summer-ize" Service is a complete check-up of the things your car needs for smoother, more enjoyable summer driving.

Dirty winter lubricants are replaced with fresh, heat-resisting summer Mobiloil and Mobilgreases. We'll also check your battery, clean and flush your radiator.

Prepare for Summer driving at

MAGNOLIA

DEALERS AND STATIONS

T. J. Daffern

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Phone 24
Matador, Texas

WHY NOT A SONG ABOUT Farm Washdays?

there will be a song in your heart with your first

MAYTAG

WASHING

Washday will be changed to an hour or so of pleasant work, and nearly a day saved. You can now buy the finest square, cast-aluminum tub model at a sensationally low price. Visit the Maytag dealer. Find out why the Maytag, with Gasoline Multi-Motor power is the world's favorite farm washer.

Easy terms of payment arranged.

THE MAYTAG COMPANY, MANUFACTURERS
FOUNDED 1891 NEWTON, IOWA

THACKER SUPPLY COMPANY
ROARING SPRINGS

Matador Hardware & Furniture Company

THE MAYTAG COMPANY
MANUFACTURERS
FOUNDED 1891 NEWTON, IOWA

Banish the Worry Of Blue Monday

The dread of unpleasant work and worry that is commonly associated with Monday (Washday) can easily be eliminated if you leave your laundry problems to the Spur Laundry.

The most modern and sanitary steam laundry comes to your door for your soiled clothes and returns them to you completely finished. The cost is surprisingly low and the different types of service offer a wide range of prices in case you prefer to do part of the work yourself.

ECONOMY

True economy is realized by our patrons who are pleased with care given delicate fabrics and expensive garments. Remember—you are always certain that your clothes are clean when they have been through a steam laundry.

Our Delivery Service is in Matador Every Monday, Wednesday and Friday

Spur Laundry

Matador, Texas, Thursday, April 11th, 1935

MATADOR TRIBUNE
Successor to the Roaring Springs News

Combined With the
Motley County News
By Purchase, March 14, 1934

Published Every Thursday
By The
Tribune Publishing Co.
Matador, Texas

Entered as second class matter
at the Post Office, Matador, Texas,
under the Act of Congress,
March 3, 1879.

DOUGLAS MEADOR,
Editor.
HOWARD HAMILTON,
Business Manager.

National Editorial Association
MEMBER

MEMBER
West Texas
Press Association

SUBSCRIPTION RATES:
\$1.00 Per Year, 3 Months 25c
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Any erroneous reflection upon
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when called to the attention of
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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."**

SIDELIGHTS
By
Marvin Jones

The Farm Credit Administra-
tion provides a complete credit
system for agriculture. The needs
of the farm and ranch are differ-
ent from the needs of business.

This is the first time in any
country that a complete credit
structure has been set up for the
farm and ranch separate from the
commercial credit structure.

It has greatly reduced the in-
terest rates, and within sixteen
months has refinanced and saved
more than half a million farm
homes.

In our own District, approxi-
mately 25 million dollars in farm
credit loans have already been
made, including about three mil-
lion dollars in crop and feed loans.

Parallel To Business Structure
The farm credit system should
complete parallel the business
credit structure, and I have there-
fore introduced a measure giving
the Intermediate Credit Banks,
which are the discount banks for
farm credit, the same reserve note
issuing privilege which the Fed-
eral Reserve Banks now have.

This would be done on a perfect-
ly sound basis.

The forty percent reserve would
be provided, and the sixty percent
farm and ranch paper would be
used just as the commercial paper
is now used for Federal Reserve
notes.

This would do away with the
necessity of selling tax-exempt
bonds, and would substitute an-
other method just as sound as the
Federal Reserve notes—in fact,
the same character of notes.

This plan would still further re-
duce the interest rates on all types
of farm paper.

Purchase Of Farm Homes

**HOW TO GET
A POSITION**

To young people who are look-
ing forward to prosperous New
Years in the future, the world-
famous Draughon Training and
Employment Department insure
the broadest opportunities.

How these facilities have
brought good positions, attract-
ive incomes, and rapid promotions
to the minds of others will be fully
explained if you will mail the
Coupon today for finest catalog
in the South and Special Infor-
mation.

This inspiring booklet describes
today's opportunities in business,
shows how you may prepare
quickly and at low cost, and ex-
plains a proven plan for helping
graduates to secure their first po-
sitions.

Now Term starts soon. Mail
the Coupon today.

Your Name _____
Address _____
**DRAUGHON'S
COLLEGE**
LUBBOCK, TEXAS

The bill also would encourage
small farm home owners by pro-
viding loans in limited amounts
at a low rate of interest. This pro-
vision would apply only to exist-
ing indebtedness and purchase
money. Any time the borrower
transfers to other than an actual
farmer-owner, the interest rate
would be increased automatically
to the regular rate. This would
prevent speculation. Many persons
not otherwise able would thus be
in a position to buy and pay for a
home.

The Problem of Soil Erosion
The dust-laden haze which has
traveled from the West and hung
over many cities of the East this
month, following a similar occur-
rence last May, has aroused
people throughout the nation to
the possible far-reaching effects
of severe windstorms in the West.
Greater interest is now being
manifested in the problem of
soil erosion than ever before, and
the necessity of some kind of re-
medy for this extravagant loss of
farming land is being more fully
realized.

The Soil Erosion Service in the
Department of the Interior points
out the fact that the direct cost
of erosion is at least 400 million
dollars each year, with losses
during the next 50 years reaching
a possible 20 or 30 billion dollars
unless something is done. This
service is to be transferred to the
Department of Agriculture, where
it belongs.

Wide Spread Damage of Land
A nation-wide erosion survey
has revealed that the area of for-
merly cultivated land which is
largely ruined amounts to ap-
proximately 100 million acres,
an area nearly equal to the com-
bined size of Ohio, Illinois, Mary-
land and North Carolina, and
which could support 625,000
farms of 160 acres each!

In the Panhandle of Texas
alone, eight million acres of land
have been seriously injured and
in some cases essentially ruined
cultivation, as a result of wind
erosion. Additional large areas
are threatened.

The immediate problem is to
determine what can be done to
stop further ravages of our na-
tion's most valuable resource, its
productive soil, and also what
can be done to save land already
injured.

Wind erosion is of compara-
tively recent origin. Before the
natural protective covering of the
plains land was removed for the
growing of crops, no such problem
arose. But the exposure of the
land and the lack of knowledge as
to how to protect such land, to-
gether with drouth periods which
have aggravated the situation,
have in many cases resulted in
the loss of soil which required
thousands of years to develop
naturally.

Need of Enlarged Program
The Soil Erosion Service has
done some preliminary work of
great value with the resources at
hand. The experiment station at
Dalhart has been making an im-
portant first-hand study of our
section. Such work, however,
should be expanded and made
broader in scope, and I have there-
fore been urging that a suffi-
cient allocation of funds be made
available through the Adminis-
tration's work relief measure to
provide for a larger and more
comprehensive program of soil
erosion control.

H. H. Fennell, who is in charge

Subscribe for the Tribune.

ROY BURLESON

General Insurance
First State Bank Building
Matador, Texas

of the soil erosion station at Dal-
hart, sums up the need for such
a program. "The experiences of
recent years," he says, "impress
the fact that erosion by wind is
prevention is neglected is capa-
ble of quick destruction of the
usefulness of the farm lands and
must be registered by every
available control method. A pre-
vention program with all phases
practically coordinated to afford
advance preparation against
drouth hazards is essential." In
my judgement, the plan sug-
gested by Mr. Fennell should be
used.

I feel that provision should be
made to assist the individual
farmers in meeting this problem
which is of such vast importance,
and I intend to continue my ef-
forts toward obtaining such aid.

Northfield News
(Miss Bonnie Florence)

Rev. Alvy Johnson of Turkey,
conducted a revival meeting here
last week, which closed Tuesday.

Alton Adams accompanied the
Northfield Volley Ball girl's team
to the District meet at Childress
last Sturday.

Miss Bernice King won first
place in Essay and third in decla-
mation at the District Meet
held at Childress last Friday, and
will compete in the Regional meet
to be held at Canyon.

Miss Kathleen Sparks won first
place in the Three-R contest at
Childress last Friday in the Dis-
trict Meet, which qualifies her to
compete in the State meet.

Lloyd Johnson of Turkey spent
last Thursday night with R. O.
Byrd, and visited school Friday.

Mr. and Mrs. C. W. Pistole and
Floyd Pistole of Childress spent
Sunday with Mr. and Mrs. S. F.
Moore and family.

Several Northfield people at-
tended the funeral services of
Rev. Meecham at Turkey Sunday.

Whiteflat Flashes

Mrs. H. T. Harris is on the sick
list suffering from an attack of
rheumatism.

Mrs. Cecil Burnam of Lubbock,
spent the week-end with her par-
ents, Mr. and Mrs. H. M. Murphy.

Bruce Browning and Miss Stella
Cooner drove to Spur Sunday
afternoon.

Program

Friday and Saturday
Ken Maynard
In
Strawberry Roan
Universal Picture

Sunday and Monday
Katharine Hepburn
In
The Little Minister
With
Alan Hale, John Beol
An R K O Picture
Sunday Matinee 2:30

**ROGUE
THEATRE**
Matador, Texas

Mr. and Mrs. W. A. Rattan of
Matador, attended church services
here Sunday.

T. D. Kimbell and daughter, Mrs.
Carl Merrill of Cross Roads, New
Mexico, are at the bedside of the
former's mother, Mrs. M. A. Kim-
bell, who is seriously ill.

Mrs. J. D. Perkins left Tuesday
for Los Angeles to be with her
mother, Mrs. L. E. Dodd, who is
quite ill.

Several people from Whiteflat
attended the Missionary Confer-
ence which convened at Childress
this week.

Coleman Willingham visited his
grandfather at Hico, last week.

Mr. and Mrs. Holley spent last
week visiting in Roaring Springs.

Mr. and Mrs. Lee Hanna of
Tulia have moved to the Bill Win-
stead place one mile east of White
flat.

**Unique Advertising
Method Is Employed**

One of the most unusual and
dramatic ways ever conceived
to exploit the use of newspaper
advertising has been adopted by
the Continental Oil Company.
A movie contest has been inau-
gurated whereby during the com-
ing Spring months cars and trucks
will be seen on the streets and
highways of some forty states
plastered in hodge-podge cam-
pelling fashion with reprints of
Continental's newspaper adver-
tisements.

In addition to the circulation
of ten million that Continental Oil
Company gets for its advertising
by using 1,363 daily and weekly
newspapers, Continental's adver-
tising by this unique stunt will
do double duty this Spring.

The unique appearance of Con-
tinental cars and trucks not only
serves to call attention to the
Conoco campaign now running
in newspapers, but also reminds

Conoco salesmen of the tremen-
dous number of car owners who
read about Conoco products
throughout the year in their
newspapers.

It is estimated that more than
3,000 cars and trucks will partici-
pate in the stunt. Aside from these
company-owned and operated
vehicles, it is expected that a
good percentage of the 22,000
Conoco dealers will likewise
participate.

Continental is one of the coun-
try's largest users of newspaper
advertising and gives this medium
a large share of the credit in
achieving an increase of 60.4% in
sales of Conoco Germ Processed
Motor Oil since April, 1934.

Continental this year is cele-
brating its sixtieth anniversary.
It began operations in Ogden,
Utah in 1875. From a small dis-
tributor of kerosene and lubri-
cants long before the advent of
the motor car it has grown into
one of the nation's leading oil
companies.

TIMELY TOPICS
Just how Deputy Sheriff Fowler
of Oklahoma learned to drive with
one hand is not pertinent to this
story. But his ability to do so
came handy not long ago. Driving

Only the Finest
INGREDIENTS
In Our Bread

Ask for
Golden Crust
Or
Dixi-Star Sliced

When You Buy Bread, De-
mand Matador Bread!

City Bakery
MATADOR

with one hand and shooting with
the other, he pursued two bank
robbers, killing one and wounding
the second, besides recovering
the \$3,750 they had stolen.

Harry B. Thayer, retired tele-
phone magnate, made this sage
observation at the end of his long
business career, "It is easy to fool
yourself; more difficult to fool
those you work for; still more dif-
ficult to fool those you work with;
and almost impossible to fool
those who work under your di-
rection."

DR. E. W. MCKENZIE
DENTIST
OFFICE AT RESIDENCE
Matador, Texas


**Don't Sleep on Left
Side—Affects Heart**
If stomach GAS prevents sleep-
ing on right side try Aderika.
One dose brings out poisons and
relieves gas pressing on heart so
you sleep soundly all night.
CITY DRUG STORE

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

LET'S GO WITH
CONOCO

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

L. B. Robertson
Commission Agent
Matador, Texas



Are
you using
1924 oil
in your
1934-35
car?



**Plain mineral oils are obsolete! You need
a Germ Processed* oil for today's car!**

BACK in 1924 most cars had less
than 60 horsepower, and any
high-quality motor oil could lubri-
cate them properly.

But today's cars range from 80 to
180 horsepower and the average is
over 100. With increased power
come like increases in bearing pres-
sure and crankcase temperature. Oil
today must do a job undreamed of
ten years ago.

Yet motor oils generally have no
more oiliness and film strength now
than they had 10 years ago. New re-
fining methods have recently come
into use to make oils free from car-
bon and sludge. But the new refining
processes have lowered instead of in-
creased film strength and oiliness—the
very qualities on which depends an
oil's lubricating value!

There is one exception—Conoco
Germ Processed Motor Oil. It, too,
is free from carbon and sludge trou-
bles. But more important, Timken
Machine tests prove that the new
Germ Process* puts into this oil 2 to
4 times the film strength of any straight
mineral oil!

That extra film strength enables
Germ Processed Oil to stay on the
job and prevent wear under the most
extreme pressures and heat. It helps
Germ Processed Oil give long mile-
age, as proved by the famous Indian-
apolis Destruction Test.

Plain mineral oils were all right ten
years ago—today they are becoming
obsolete. Say "O. K.—Drain" and
fill with Conoco Germ Processed
Motor Oil—custom-made for to-
day's cars!

CONTINENTAL OIL COMPANY • Est. 1875

CONOCO
GERM PROCESSED
MOTOR OIL

Say
"OK-Drain"
—FILL WITH



From the diary
of two
National Park
explorers—



"The Conoco Travel Bureau at
Denver sent my sister and me road
maps for every state, travel book-
lets and hotel and camp directories
—all free of charge."



"With the marked road maps
to guide us, we drove through
National Parks and Forests
with ease and knew the most
interesting things to see."



"Conoco men everywhere were respectful
and courteous. Anybody taking a trip
should apply at a Conoco Station for this
free Conoco Travel Bureau service."

Smart for School or Work in Office

PATTERN 2085



2085

When a girl leaves the house before nine every morning, whether she's off to school or to work, she needs at least one well-tailored frock in her wardrobe...

Pattern 2085 is available only in sizes 10, 12, 14, 16 and 18. Size 10 takes 2 3/4 yards 54 inch fabric.

Send FIFTEEN CENTS (15c) in coins or stamps (coins preferred) for this pattern.

Address orders to Sewing Circle Pattern Department, 243 West Seventh Street, New York City.

Smiles

PIGS AND PATRONAGE "How do you stand on the hog-slaughtering program?"

"It has been of no use to me," answered Senator Sorghum. "I haven't sufficient sophistry at command to make it look to my constituents like an excuse for not bringing home the bacon."

May Have Seen Double Proud Father (somewhat tipsy)—Congressman me, gentlemen, I was a register twin.

Record Clerk—What makes you say gentlemen? I'm the only one here. Proud Father—Say, hold every thing (hic), till I can go home and take another look (hic) at them 'n' tikes.—Capper's Weekly.

Commercial Candler Customer—How do you sell this limburger? Grocer—I often wonder myself, ma'am.

Advertisement for Wrigley's Spearmint Gum, featuring the text 'Fine For Digestion' and 'Fine For Teeth'.

SUNDAY SCHOOL LESSON

By REV. P. B. FITZWATER, D. D., Member of Faculty, Moody Bible Institute, Chicago, © Western Newspaper Union.

Lesson for April 14 CHRIST THE SAVIOUR

LESSON TEXT—John 3:14-17; Romans 5:6-10; Philippians 2:3-11. GOLDEN TEXT—For God so loved the world, that he gave his only begotten Son, that whosoever believeth in him should not perish, but have everlasting life, John 3:16.

PRIMARY TOPIC—Why Jesus Came. JUNIOR TOPIC—Jesus the Saviour. INTERMEDIATE AND SENIOR TOPIC—What It Means to Be Saved. YOUNG PEOPLE AND ADULT TOPIC—How Christ Saves Us.

It is not feasible to consider all the texts proposed by the lesson committee, but it is desirable to select the three suggested to be printed and to introduce several others.

I. The Saviour Predicted (Gen. 3:15; Isa. 9:3, 7).

In connection with the fall of man and consequent pronouncement of judgment upon the woman, the man and the serpent, and the announcement of the undying enmity which was to exist between the seed of the woman and the seed of the serpent, ultimate victory was predicted of the woman's seed.

II. The Saviour Born (Luke 2:11, 30, 32). That which had been predicted was historically fulfilled in the birth of Jesus Christ in Bethlehem. When Jesus was brought to the temple as a child the Holy Ghost revealed to Simeon that Jesus was the Messiah.

III. The Saviour Described. 1. A seeker of the lost (Luke 15:3-7). This seeking of the lost is illustrated by the man leaving the ninety and nine sheep and going after the one which was lost, and his rejoicing over his success in finding it. Great, indeed, is the joy in heaven over the salvation of a lost soul.

2. He died for the lost (John 3:14-17). God gave Jesus Christ to die to make an atonement for the sins of the world. As the brazen serpent was lifted up in the wilderness by Moses, so Jesus Christ was lifted up on the cross.

3. He knows his own (John 10:14). The good Shepherd has a definite knowledge of the lost ones. He therefore seeks them out and gives his life for them.

4. He keeps his own (John 10:27-29). Believers are Christ's sheep, and because they are his sheep, they hear his voice and follow him. He not only knows them personally, but they, in turn, know him. He not only gives unto them eternal life, but holds them in his omnipotent hands.

IV. Some Blessings Received Through the Saviour. 1. Justification (Rom. 5:1-11). The one who receives Jesus Christ is by the living God declared righteous. His guilt is removed and he is given the same standing as Jesus Christ himself.

2. Freedom from the power of sin (Rom. 6:1-7). It is not enough to be freed from the guilt of sin, there must be a dynamic which will enable the believer to live a life of victory over sin. Being vitally united to Jesus Christ in the power of his resurrection life, the dynamic is provided which enables the believer to triumph over sin.

3. He is free from the law as a means of sanctification (Rom. 7:1-6). Christ's death nullified the law to the tree. The one who has been vitally united to Jesus Christ by faith died with Christ. The law, therefore, has no more dominion over him.

4. Victory over the flesh through the indwelling Holy Spirit (Rom. 8:2-6). The introduction of the law of the spirit of the life in Christ Jesus enables the believer to free himself from the dominion of the flesh.

5. Christ is the supreme example to the believer (Phil. 2:5-11). Because the Saviour became incarnate with the race through the incarnation he is able to impart life to those with whom he is identified. Furthermore, because he thus imparts life, the believer is able to make the Saviour his grand exemplar.

Need of the Day The greatest need of today is a renaissance of character among the people of this distracted earth; a renaissance of that quality of character which recognizes obligations as an honest man recognizes his debts, and of the quality of faith that gives us the desire and the courage to help instead of to hinder.



Fighting Ants With Smoke in Brazil.

Prepared by National Geographic Society, Washington, D. C.—W. S. M. J. The word "ant" in Japanese consists of two complex characters. The first character means "insect"; the second, "unselfish, justice and courtesy."

In other words an ant is "an unselfish, just, courteous insect." That is a delightful compliment, and many species may deserve it; but there are ants as savage and ruthless as the ancient Huns or Mongols—ants that devote their lives to foraging in vast armies, destroying the nests of others, and killing all insects and animals in their way.

There are queen ants that enter a foreign colony, ingratiate themselves with the citizens, foully murder the true queen, and usurp her place. There are ants that raid the nests of their neighbors and kidnap their young as slaves. Some, high in the scale of ant civilization, make their own special food. There are ants that keep "cows"; others that gather and store honey in barrels made from living nest-mates; still others that use their own young as spools of silken thread in making nests.

In sheer numbers, too, the ants challenge imagination. These legions outnumber those of every other land creature in the world, except possibly some minute forms of life. So far, some 8,000 species, subspecies, and varieties have been collected and painstakingly classified.

Interesting Study. The immense amount of work devoted to studying ants in all regions of the world bears witness to their magnetic appeal to the interest of man.

Thus there have been published monographs on the ants of Madagascar and of New Caledonia; catalogues of the species which inhabit Brazil, Chile, Switzerland, Connecticut, and the peninsula of Baja California. One huge volume concerned with the ants of the Belgian Congo alone contains 1,139 pages.

The common little yellow house ant takes readily to life on shipboard, and so has traveled to all parts of the world. It takes kindly, also, to heated houses, and so, although a tropical ant, it thrives in northern countries and has become a pest everywhere.

Some warm day, preferably after a shower, find a nice, flat stone on a sunny hillside and turn it over. There probably will be an ant nest beneath it—a series of channels leading from one cavity to another. Worker ants rush about, excited at the sudden uncovering of their home. One, very much larger than the others, is the queen, or there may be several of them if the colony is a large one. If there are males, they are present only during the mating season; they are usually much smaller than the rest, generally darker in color and wearing large wings.

Females Protected. Piles of larvae and pupae, a few of them unusually big and destined to become females, will be whisked below out of sight while you are watching. If you look closely, you may see the eggs, little clusters of tiny white specks adhering together. The "ant eggs" of commerce are not eggs at all, but pupae of the large red ant. The cocoons, from which adult ants soon would emerge, are gathered in large quantities in Europe and dried and exported, to be used as food for goldfish and captive soft-billed birds. At 2008 a few of them are put in custard fed to the anteaters.

In our nest under the stone there may be one or more reddish beetles stalking slowly about among the ants. These are guests or parasites. Often they have a strange hold upon the affections of their hosts. They beg liquid food regurgitated from the communal crop, or storage stomach, of the ants, which sometimes so neglect their own young to pamper these insidious spongers that the colony becomes debilitated and dies out.

On the roots of plants in the passages there may be plant lice, or aphids and coccids, the "cows" of the ants. As the weather gets warmer, the lice will be taken out and "pastured" on the roots of other plants, sometimes on Indian corn, where they do much damage to the farmers' crops. In this case, ants are an accessory to the fact. It is the aphid that does the harm, but the damage is greatly exaggerated by the ants' tender care.

By a stroking process similar to milking, the ants obtain from the plant lice a highly valued food substance, honey-dew. This is the sweet sap of plants after it has been

Erroneous Belief That Bees Know Their Owners

"Bees never come to know their owner," says James I. Hamilton, agriculturist in the bureau of entomology, dispelling the belief that beekeepers do not get stung, because their bees know them. "Every person who works with bees will be stung occasionally. The layman who is stung most often is probably nervous and afraid of bees. Apiarists are well aware that their bees never get to know them. One who understands bees can work as safely in another apiary as in his own."

Bees specialists also point out that the worker bees, which do the stinging, do so only in defense of their hive, and even then only a few assume the responsibility of guards, leaving the others free to go about their work. If all bees rushed at once to the defense of the hive, and were successful in stinging their victim, there would be no workers left, because in stinging, a bee not only loses its sting but also loses its life. Away from the hive, bees are intent upon their work and can scarcely be induced to sting, unless they are caught and crushed.—Boston Transcript.

His, but How? Composer—My tunes are the child-dren of my brain. Pianist—Yes, by adoption.—Pearson's Weekly.

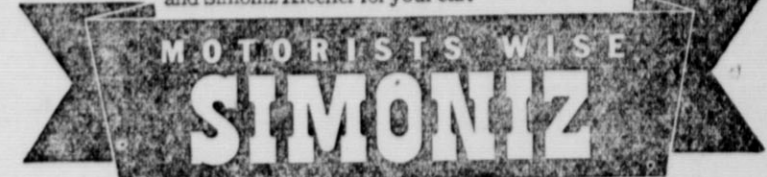
GYPSIES "GO MODERN"

Michael Kwiek, the king of the gypsies of Poland, has organized a gypsy cabinet of seven "ministers."

He and 15,000 of his people declare they are tired of a wandering life and are asking the British government for a reservation in Africa in which to settle.

How Does He Keep His Car So Beautiful!

That's just exactly what your friends are bound to say when you Simoniz your car. The finish will sparkle like new again, and it will stay that way. So always insist on Simoniz and Simoniz Kleener for your car.



Advertisement for Clabber Girl Baking Powder, featuring the text 'Never Falls On Baking Days' and 'Buy A Can From Your Grocer Today'.

DIZZY DEAN warms up

Comic strip panels for Dizzy Dean featuring dialogue about grape-nuts and prizes. Panel 1: 'GEE, WHAT A GYP! I LOST ALL MY MONEY THROWIN' BASEBALLS AT BOTTLES.' Panel 2: 'COME OVER TO THE BALL RACK AND I'LL SHOW YOU HOW TO BEAT THAT GAME.' Panel 3: 'KNOCK THE BOTTLES OFF! WIN A PRIZE! THREE BALLS FOR 5¢!' Panel 4: 'I'LL TAKE A DOLLAR'S WORTH.' Panel 5: 'THERE THEY GO! PICK OUT A PRIZE, BUB, AND WE'LL KNOCK EM' OFF AGAIN.' Panel 6: 'THAT'S 12 STRIKE-OUTS IN A ROW, KID. AND A DOZEN PRIZES FOR YOU.' Panel 7: 'SAY, I THOUGHT I KNEW YOU! YOU' DIZZY DEAN!' Panel 8: 'DIZZY DEAN! I'M CLEANED OUT!' Panel 9: 'GEE, I WISH I WAS FAMOUS LIKE YOU, DIZZY!' Panel 10: 'MAYBE YOU WILL BE WHEN YOU GROW UP. THAT DEPENDS ON TWO THINGS—SOME ABILITY AND LOTS OF ENERGY TO BACK IT UP.' Panel 11: '-AND I CAN GIVE YOU A SWELL TIP ON HOW TO GET PLENTY OF ENERGY EAT GRAPE-NUTS LIKE I DO. IT'S PACKED WITH THE STUFF THAT STICKS BY YOU—EVEN WHEN THE GOIN' IS TOUGH.'

Boys! Girls!... Get Valuable Prizes Free!

Join Dizzy Dean Winners—carry Dizzy's Lucky Piece. Send the top from one full-size Grape-Nuts package, with name and address, to Grape-Nuts, Battle Creek, Mich., for membership pin and copy of club manual—"Win with Dizzy Dean," containing list of swell free prizes. (Offer expires December 31, 1935.) And for more energy, start eating Grape-Nuts. It has a winning flavor all its own. Economical, too, for two tablespoons, with milk or cream, provide more varied nourishment than many a hearty meal. A product of General Foods.

Advertisement for Calumet Baking Powder, featuring the text 'THE REGULAR PRICE OF CALUMET BAKING POWDER IS NOW ONLY 25¢ A POUND!' and 'AND THE NEW CAN IS SO EASY TO OPEN!'.

Monday, April 11th, 1935
Matador, Texas, U.S.A.

Obituary

Albert Bertran, born April 4, 1888, was the first child born in new Childress county, Texas, where he spent his early boyhood days. He moved to Motley county with his parents in 1895. He grew to manhood here and left Matador for several years.

He was a member of the Methodist church and was a member of the local lodge of the Elks. He was a member of the local lodge of the Elks. He was a member of the local lodge of the Elks. He was a member of the local lodge of the Elks.

Av Dang

Of Winter exposure in doing your own washing.

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

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

Prove the economy by calling our driver today.

Floydada Steam Laundry

Funeral services were held at the Methodist Church on March 24th, his intimate friends being honorary pall-bearers, and his nieces and nephews being flower girls and pall-bearers. Music was rendered by a male quartette, and interment made in East Mound Cemetery.

His loving spirit lingers on his happy smile remains still with us.

In our memories, through he has passed beyond.

Notice Of Trustee's Sale

WHEREAS, On the 19th day of November, 1928, Joe Shannon executed a deed of trust conveying to E. H. Small a trustee, the real estate herein described, to secure a debt therein described.

WHEREAS, Default has occurred in the payment of said indebtedness and the same is now wholly due, and the owner and holder of said debt has requested the undersigned to sell said property to

satisfy said indebtedness: NOW, THEREFORE, Notice is hereby given that on Tuesday, the 7th day of May, 1935, between ten o'clock A. M. and four o'clock P. M. I will sell said real estate at the door of the County Court House in Motley County, Texas, to the highest bidder for cash.

Notice Of Sheriff's Sale

THE STATE OF TEXAS COUNTY OF FLOYD NOTICE IS HEREBY GIVEN that by virtue of a certain execution and order of sale issued out of the Honorable District Court of Harris County for the 61st Judicial District of Texas, on the 9th day of April, A. D. 1935, by J. W. Mills, Clerk of said Court, for the sum of \$10,734.37 and all interest provided in the Judgment and costs of suit, under a judgment in favor of The Federal Land Bank of Houston in a certain cause in said Court, No. G-208391, and styled The Federal Land Bank of Houston vs. Elizabeth Smith and C. J. Smith, et al, placed in my hands for service, I, E. S. Randerson as Sheriff of Floyd County

WEST TEXANS KNOW

Yes-sir-ee... they know what WESTERN hospitality means. They know when they come to the WORTH they are going to feel right at home... that every attendant is ready to serve with a smile that's broad and real and genuine understanding.

18 FLOORS OF COMFORTABLE GUEST ROOMS FULL ROOMS WITH BATH

\$2 and up

the new WORTH
FT. WORTH, TEX.
7TH and TAYLOR

Compare Our Prices....

Visit our store or see the illustrated circular which will be delivered at your door and compare our prices with prices anywhere... Our buying facilities through one of the largest manufacturing companies in the world allows us to offer you prices in every line of hardware that can not be undersold.

OUR Hardware Sale

Is now in progress and you will find our store filled with bargains that meet all competition. We invite you to visit our store and compare our prices with prices anywhere.

Matador Hardware

And Furniture Co.

"WE HAVE IT, WILL GET IT, OR IT IS NOT MADE"

as herein shall office public 200 acre ha ify any ba upon the ju The Federa

FIRST TRACT: All of Section No. 1 in Block No. 1 by virtue of land Scrip No. 41578 issued to the H. & G. N. Ry Company and patented to F. W. Abney, assignee on February 20, 1877, by Patent No. 84, Volume 36, Abstract No. 95, and more particularly described as follows: BEGINNING at a mound 1500 vrs. S. of an earth and stone mound 4 feet high on the top of the breaks West of the head of South Pease River, from which Parks Peak hrs. N. 7 1/2 deg. E. and Spindle Mt. hrs. N. 3 deg. E., which mound in the N. E. corner of Section No. 1, Block No. 1, for Adams Beaty and Moulton; THENCE East 1900 vrs; THENCE South 1900 vrs; THENCE West 1900 vrs; THENCE North 1900 vrs. to the place of beginning, containing 640 acres of land, and situated in Floyd County, Texas.

SECOND TRACT: All of Survey No. 313, Dave Sparks, S. F. 4439, and patented to W. A. Shipley, assignee on February 26, 1918, by Patent No. 69, Volume 55, Abstract No. 2164, and more particularly described as follows: BEGINNING at a stone set in S. B. line of Survey No. 26, 725 vrs. E. of its S. W. corner for the N. E. corner of this survey; THENCE West 1810 vrs. to a stone set in N. B. line of Survey No. 1 for the N. W. corner of this survey; THENCE S. 1374 vrs. to a stone set for S. W. corner of this survey; THENCE East 1810 vrs. to a stone set in N. E. line of Survey No. 1, H. & G. N. Ry. Company Certificate No. 41578, for S. E. corner of this survey; THENCE North 1374 vrs. to the place of beginning, containing 440.5 acres of land situated in Floyd County, Texas.

THIRD TRACT: All of Survey No. 1, Block F. M. School File No. 2577, originally sold by the State to T. R. Sparks, Abstract No. 2259, containing 453 1/2 acres of land, and situated in Floyd and Motley Counties, Texas.

Said three tracts of land containing in the aggregate 1430 acres of land, and being the same land described in deed of trust from W. J. Franks and wife to Thos. D. Ross, Trustee, dated January 1, 1923, and recorded in Volume 15, Page 503 of the Deed of Trust Records of Floyd County, Texas, and being the same land conveyed to Mrs. Elizabeth Smith by J. W. Ellis, et al, by deed dated December 12, 1923, recorded in Volume 47, Page 515 of the Deed Records of Floyd County, Texas; and such land being generally known as the Brunner land; and located about 18 miles Northeast from the town of Floydada, in said county, and levied upon as the property of Elizabeth Smith and C. J. Smith and upon the first Tuesday in May, A. D. 1935, the same being the seventh day of said month, at the Court House door of Floyd County in the town of Floydada, Texas, between the hours of 10:00 A. M., and 4:00 P. M. by virtue of said levy and said execution and order of sale, I will sell said above described real estate at public vendue, for cash, to the highest bidder, as the property of said Elizabeth Smith and C. J. Smith, such land to be sold in the following manner, to-wit: I shall first offer for sale and sell, all of such above described property, save and except the 200 acres constituting the present homestead of the defendants, Elizabeth Smith and C. J. Smith, which homestead is described as: Being the West 200 acres out of Section No. 313, Grantee Dave Sparks, Patent No. 69, Volume No. 55, in Floyd County, Texas; and being the West 200 acres of the tract of land above designated as "Second Tract";

and after the sale of all of such tracts, except such 200 acres, the proceeds of such sale shall be applied upon the judgment of the plaintiff as above referred to, and any amount over and above the amount necessary to pay off and satisfy the judgment of the plaintiff, including principal, interest, attorney's fees and costs, shall be applied to pay the judgment rendered on behalf of J. B. Colt Company in the suit above referred to, which judgment is in favor of J. B. Colt Company in the amount of \$585.04 together with interest and court costs, and any remaining portion shall be paid to the defendants, Elizabeth Smith and C. J. Smith, as their interests shall appear; that if such land when so sold shall be sufficient to satisfy the judgment of the plaintiff herein, The Federal Land Bank of Houston, then the 200 acres above referred to as the present homestead of the defendants, Elizabeth Smith and C. J. Smith, shall not be sold at such sale, but shall revert to the defendants, Elizabeth Smith and C. J. Smith, free and clear of the lien of the plaintiff and of the said J. B. Colt Company; but if the said land first sold by me, to-wit: all of the land except the homestead tract above referred to, shall not bring sufficient money to satisfy the judgment of the plaintiff, The Federal Land Bank of Houston,

Witness my hand and seal of office this 11th day of April, A. D. 1935.

Newspapers regularly published in Floyd and Motley Counties, respectively, Texas. WITNESS my hand, this 11th day of April, A. D. 1935. E. S. Randerson, Sheriff, Floyd County, Texas by Morgan Wright, Deputy

Public Sale
The following described farm equipment and other miscellaneous items will be sold at public
AUCTION
On the vacant lot North of Sheats Hardware
Saturday, April 13th, At 1:30 P. M.
Matador, Texas

- 1-New Two-Row Pock Island Lister Planter
 - 1-New Two-Row Rock Island Cultivator
 - 2-New 60 tooth Rock Island Harrows
 - 1-New One-row Rock Island Cultivator
 - 1-New One-row Emerson Lister
 - 1-New One-row Emerson Cultivator
 - 1-Second-hand Two-row Rock Island Lister
 - 2-Second-hand One-row Rock Island Lister
 - 1-Second-hand One-row McCormick-Deering Lister
 - 2-Wagons
 - 4-Go-devils
 - 3-Two-row Cultivators
 - 3-Two-row Listers
 - 20-Sets Harness
- TERMS: Sale under \$25. cash. All over \$25. half cash, fall or harvest terms on balance with good secured notes at 6 percent interest; 5 percent discount for all cash on sales over \$25. Nothing to be removed from lot until settled for.
Any livestock, farm equipment or other items brought to the lot will be auctioned after the above sale is completed.

FIRST STATE BANK OWNER'S
EAL D MCDONALD, AUCTIONEERS
ELMER STEARNS, Clerk

Think..
only \$465* for a New Chevrolet!

New Standard and Master De Luxe... in eleven beautiful body-types... all with valve-in-head engine... all providing the same basic Chevrolet quality

TALK about value!... You certainly get it, in overwhelming measure, when you buy one of the big, beautiful, finely-built Chevrolets for 1935. Chevrolet prices are the world's lowest prices for a six, but that's only half the story, as you will quickly agree when you examine and drive a new Chevrolet. All of these new Chevrolets are the highest-quality cars in Chevrolet history... finely engineered... smartly tailored... precision-built. Their performance is a thrilling new kind of performance that would be considered exceptional even if they sold at much higher prices. And they give this new performance with even lower gas and oil consumption than in any previous Chevrolet model. Visit your nearest Chevrolet dealer and get full information about the New Standard Chevrolet, with list prices of \$465 to \$550, at Flint, Mich. ... and the new Master De Luxe Chevrolet—the aristocrat of the low-price field—with list prices of \$560 to \$675, at Flint, Mich. CHOOSE CHEVROLET FOR QUALITY AT LOW COST!

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Compare Chevrolet's low delivered prices and save U. S. M. I. C. terms. A General Motors Value \$465 UP. List price of New Standard Buick at Flint, Mich., \$465. With samples, spare tire and tool kit, the list price is \$200.00 additional. Prices quoted in this advertisement are list at Flint, Mich., and are subject to change without notice.

CHOOSE CHEVROLET FOR **CHEVROLET** QUALITY AT LOW COST
F F F CHEVROLET CO.
Matador, Texas

LETTERS TO THE EDITOR

Editor of the Matador Tribune: I wish to submit a financial statement of the Matador Independent School for the past three years, during the time I have served as trustee of said school. Beginning May 1st, 1932, and ending April, 1935.

Total indebted bonds on May 1 1932, on all school buildings and equipment \$140,375.00. Bonds refunded and paid since May 1932, \$14,500.00. Present indebtedness on May 1st, 1935, \$125,875. Total interest, payable annually and semi-annually, May 1, 1932, \$7,200. Total interest discharged up to May 1st, 1935, \$910.00. Of this present indebtedness, \$12,125.00 is now against the old abandoned school building, and reduced from \$15,000.00 on May 1st, 1932.

During the years 1933 and 1934 about \$8,000. delinquent taxes were collected. Now, of this tax I insisted on all of the delinquent money being paid on the old building, but after sifting thoroughly there was only \$2875.00 finally applied.

In 1933 there was about \$16,000 delinquent taxes, after collecting the aforesaid \$8,000, there is still about \$8,000 delinquent taxes, at present. When I went in as trustee it had been the custom to borrow money at the bank at 10 per cent interest when not enough was on hand to pay the teachers salaries. I did not approve of this borrowing money to pay teachers salaries, when they would have to wait only about 30 to 60 days, so in 1934 there was no money borrowed to pay teachers salaries. We have collected each current year from 75 to 80 per cent of the rolls and at the present time all teachers are being paid and enough money is in sight to pay the balance of the term. During the 3 year period from 1932 to 1935, we have reduced taxes 10 percent, 2 years in succession. And how? There was only one way, to cut teachers salaries and overhead expenses, which we did, two years in succession and should the present policy be carried out, another 10 per cent reduction, probably in another year.

As we were all aware of the depression coming on something had to be done, as the tax payers were becoming disgusted with high taxes, some of them have come to the point of not paying them. I am not giving myself the credit altogether, as the majority of the board shared my view and helped carry it out. When I was elected in 1932, for the first few months I had some pretty hard sledding for a few instances I voted alone, but glad to say that soon the majority of the trustees were with me, especially as to the financial part. Now a few words as to athletics,

more especially foot ball, I did not agree, as I thought we were on the extreme and the majority have gone foot-ball crazy and some of the trustees shared my view on that point. I think when you see men going up and down the line betting on the games, horse racing and other gambling features are not any worse. I have seen boys form eight to twelve years watching the men bet their money. A good example did you say? I don't think so. I have it from a reliable party that one of our West Texas foot-ball coaches said, that gambling was ruining our foot-ball games, and ask that his foot-ball fans and boys not to gamble on the games. Probably some teachers and foot-ball coaches will want to jump me. I have walked down the streets in other towns besides this and I have heard people give their views for and against. I confidentially believe that the majority are against the present day method of foot-ball and we have gone to the extreme, and had put athletics more to the front than our literary work.

Please read the History of Rome on athletics of their time and see how they come out. This is as I view it and you have the same privilege to your views. I am starting no argument, nor will I argue if you start one. On the whole we have a fine set of trustees, business men, who are capable of handling the job. A fine set of teachers also.

I am for schools first, last and all the time, but I am against some of the things they do in the present day methods of running the schools.

As to last Saturdays election for trustees I was under the impression there would be no name printed on the ballot on the tickets for trustees and let every voter write his preference, but the opposition thought that myself and my friends were going to maneuver around somehow and I would be elected. I gave it out two or three months ago that I did not want the job and ask that my name not to be placed on the ticket my friends would have elected me by a good majority. A to be placed on the ticket, but I said No and I meant it.

The majority of the present trustees ask me to stay on the board and I confidentially believe if my name had been on the ticket my friends would have elected me by a good majority. A man should regard his word to mean something, while I said not to vote for me, I appreciate the 52 votes cast for me, just the same. Yours sincerely, F. M. Jenkins.

PHILHARMONIC SOCIETY MEETS

The members of the Philharmonic Society met Monday afternoon, April 8, in the home of Miss Mable Jameson, with Mrs. J. C. Russell as leader of a Hawaiian

program, and the following selections and papers given:

Paper: "Folklore of Hawaii, and Songs and Dances of Hawaii", prepared by Mrs. W. R. Moore, a former member of the club.

Paper: "Legend of A'oha Oe", by Mrs. John Hamilton. Vocal Quartette: "Aloha Oe" by Mesdames D. D. Dennison, M. J. Reilly, John Hamilton and Miss Mable Jameson.

Preparations were begun for the Mother's Day program to be presented at the Baptist Church by this club on May 12.

The Kountry Kids

(Delayed From Last Week) FAIRVIEW NAROWLY FAIRVIEW BARELY BEATEN IN POINTS

One of the closest races ever staged was observed this year in the Inter-scholastic League Meet in which Northfield and Fairview almost tied in points, with 219 for the former and 217 for the latter. Fairview led the track meet by quite a big score, but Northfield recovered the lead in the literary events.

Our students won in declamations, extemporaneous speaking, and debating, and won second or third places in other events. Despite her defeat, Fairview is in spirit to work even harder for next year's contest.

PRIMARY ROOM (Miss McKee)

Mrs. W. M. Fulfer was a visitor in our room Thursday afternoon. "Slim" and Arcola Grace are visiting their aunt and uncle, Mr. and Mrs. Elton Grace, who live on the plains.

INTERMEDIATE ROOM (Mrs. Ballard)

Maggie Ballard was ill Thursday and Friday of last week.

Mrs. Ballard recently received a letter from a former pupil in this room, Melvin Throckmorton.

JUNIOR HIGH SCHOOL DIVISION

The eighth and ninth grades have received their new play books, "The Antics of Andy". The play promises to be a grand and hilarious comedy, with such characters as a hick millionaire uncle from New Zealand, a prim old maid in love with an even "primmer" old bachelor, a real negro mammy who is forever out of sorts with the flattered French valet, and a host of others just as peculiar. The scrapes of the three college boys make the plot most complex and ridiculous. Be sure to see it.

The seventh grade, aided by the sixth grade from Mrs. Ballard's room, are practicing a play called

"Hands Up!" As the title indicates the play is full of thrills. The scene is laid on a ranch, but this is no ordinary "western". You can't afford to miss it!

HERE AND THERE

Miss McKee and Miss Simpson enjoyed a supper at the home of Mr. and Mrs. V. A. Rattan Wednesday of last week. Several agencies of "42" were played afterward.

An exceptionally large crowd of Fairview citizens were in attendance at the literary meet at Matador Friday and at the track meet at Roaring Springs Saturday and Monday, March 29, 30, April 1st.

THE FUNNY BONE

"Slim" Grace's mother was combing his hair straight back. Slim objected. "Don't comb it that way, mother," he said. "I want some of those little mountains in my hair."

Mr. Ballard: (talking to his boys if you steal anything, you will always regret it.

Mrs. Ballard: Why, you used to steal kisses from me before we were married.

Mr. Ballard: You heard me the first time.

Photographer In Matador Next Week

A. M. Parker, Paducah photo-

grapher and manager of the Majestic Studio in Paducah, will be in Matador next Thursday, Friday and Saturday according to an announcement made in this issue of the Tribune.

Mr. Parker will be located in the Luckett building formerly occupied by the Wilson and Mayfield Grocery.

BAPTIST YOUNG WOMEN'S CIRCLE

The Baptist Young Women's Circle met Tuesday afternoon April 9, with Mrs. H. C. Eargle, for a study of the book, "Personal Service Guide", which was followed by an examination on the book.

Refreshments were served to Mesdames A. L. Jordan, H. G. Stanford, J. W. Drace, B. F. Harbour and the hostess.

FIRST FIREPROOF BIRD'S NEST

A news item from a Southern city stated that "the first fire proof bird's nest ever seen in this country, so far as it is known, was discovered the other day on the roof of a hotel. The nest was constructed entirely of small pieces of metal lath, extending across from foundation to foundation. The door at the head of the stairs should be of sufficiently heavy construction to resist flames for some time. Additional precautions are fire stops in walls at each floor level and fire-resistive roofing.

I wire and there was not a twig heard of the recommendations of the National Board of Fire Underwriters, which advocates fire-resistive construction as a primary means of reducing the great toll in life and property taken by fire each year. We will always have fires—but improved construction standards can do much to mitigate the damage done.

Dwelling houses of frame construction offer an invitation to fire, as the hollow walls permit flames to spread throughout the entire structure. Even such buildings can be made fire-resistive to an extent by means of comparatively simple precautions. Many fires start in cellars and soon communicate to the entire house. This can be prevented by a ceiling in the cellar of cement plaster on metal lath, extending across from foundation to foundation. The door at the head of the stairs should be of sufficiently heavy construction to resist flames for some time. Additional precautions are fire stops in walls at each floor level and fire-resistive roofing.

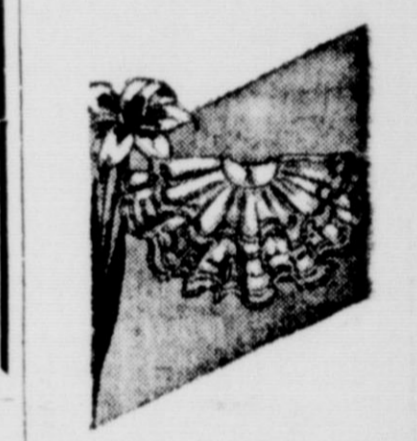
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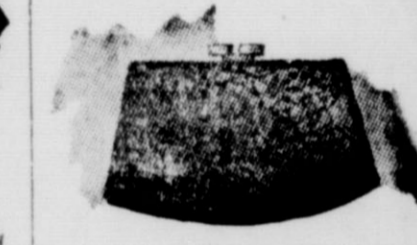
WE HAVE RECENTLY RECEIVED A LARGE SHIPMENT OF NEW SPRINGTIME INCLUDING SOME VERY ATTRACTIVE EASTER APPAREL. WE ARE CERTAIN YOU WILL LIKE THE NEW COLORS AND PATTERNS.



The new sunny shades are what you want to wear with navy. Sheer and service weights.



NECK WEAR Try a bit of white pastel fluff on your navy. smart. Some have cuffs.



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Give us your support, and we will give you service. See the carrier, or leave orders at Simpson's Drug Store.

OFFICIAL STATEMENT OF FINANCIAL CONDITION OF THE First State Bank

At Matador, State of Texas, at the close of business on the 4th day of March, 1935, published in the Matador Tribune, a newspaper printed and published at Matador, State of Texas, on the 11th day of April, 1935.

Table with financial data: RESOURCES. Loans and discounts, on personal or collateral security \$304,071.00. Overdrafts 1,061.42. Securities of U. S., and State or political subdivision 20,936.92. Other bonds and stocks owned 1,900.00. Banking House 10,000.00. Furniture and Fixtures 5,300.00. Real Estate owned, other than banking house 4,218.00. Cash and due from approved reserve agents 36,672.79. Due from other banks and bankers, subject to check on demand 141,822.72. Stock and/or assessment Federal Deposit Ins. Corp. 1,079.45. TOTAL \$427,262.30. LIABILITIES. Capital Stock \$ 37,500.00. Surplus Fund 25,000.00. Undivided Profits, net 9,720.42. Individual Deposits subject to check, including time deposits due in 30 days 347,620.15. Time Certificates of Deposit 4,144.25. Cashier's Checks Outstanding 3,003.14. First State Bank, Roaring Springs, Tex. Liquidating 274.34. TOTAL \$427,262.30.

STATE OF TEXAS, County of Motley—We, A. B. Echols, as President and Elmer Stearns, as Cashier of said bank, each of us, do solemnly swear that the above statement is true to the best of our knowledge and belief. A. B. ECHOLS, President. ELMER STEARNS, Cashier. CORRECT—ATTEST: C. D. Bird, Harry H. Campbell, J. C. Burleson, Directors. Subscribed and sworn to before me this 10th day of April, A. D. 1935. M. S. Patton, Notary Public, Motley County, Texas.

Advertisement for Frigidaire's Spring Parade. Includes text: 'Right now we are holding a Spring Parade of Frigidaire's 16 beautiful new models—each with the marvelous Super Freezer. The Super Freezer makes possible a complete refrigeration service. It provides the right kinds of cold for every purpose—all in the same cabinet. There's fast freezing for making ice cubes and desserts; frozen storage for meats and ice cream; extra cold storage for vegetables and fruits; and normal storage under 50° for foods requiring dry, frosty cold. Visit our showroom and let one of our salesmen demonstrate the new Frigidaire '35 to you.' Includes an image of a Frigidaire refrigerator.

Advertisement for Western Dry Goods Co. Includes text: 'NEW DRESSES', 'NECK WEAR', 'EASTER BAGS', 'EASTER GLOVES', 'White Shoes For EASTER'. Includes images of a woman in a dress, a handbag, and a shoe.

West Texas Utilities Company

Matador, Texas, Thursday, April 11, 1935

Washington Digest

National Topics Interpreted by William Bruckart

National Press Building Washington, D. C.

Washington.—President Roosevelt has submitted to congress a list of bills which he deems necessary to have passed before the present session adjourns. He has divided it into two categories—"must" and desirable. If congress enacts only the list of "must" legislation and passes over the other group of bills which the President considers desirable, it is made to appear that the membership of the house and senate is due to suffer some of the torrid temperature and the uncomfortable humidity of a Washington summer. The President said he must have legislation extending the National Recovery administration, providing social security, eliminating public utility holding companies, increasing the loan-making power of the Home Owners Loan corporation, extension of the so-called nuisance taxes which expire by limitation of law on June 30, and revision of the banking laws.

In addition, the President made known that he would like to have enacted legislation to take the profits out of war, whatever that may mean. He previously had sent a message asking enactment of a law providing for expansion of the American merchant marine through the use of ship subsidies, and he also desires to have enacted legislation setting up machinery for the settlement of labor disputes. This legislation is in the congressional hopper in the form of a bill by Senator Wagner, of New York.

The President would like to have amendments to the agricultural adjustment act in order to eliminate some of the weaknesses which the AAA people admit exist. The air mail contract situation is another matter with which Mr. Roosevelt has been concerned.

Sensated observers recognize that this list of "must" legislation, not to mention the desired legislation, is sufficient to keep congress grinding away far into the summer. They recognize likewise that if the desired legislation later becomes of such concern that the President wants to place it on the preferred list as well, the membership of congress must be prepared to forego summer trips of any kind.

Pets of Their Own

Since a good many members of congress have grown tired of being called rubber stamps for the administration, they naturally have turned attention to legislation which they think will be helpful to themselves personally or from a party standpoint. Thus there have been promoted numerous pieces of legislation for which some individuals, at least, entertain greater fervor than they do for measures that were drafted by President Roosevelt's official family and transmitted to congress as administration legislation. It is the general observation that an individual, representative or senator, frequently will go much further in fighting for legislation that is his own brain child than for legislation placed before him on a silver platter such as administration proposals have been. Consequently, individual or group measures are constantly cluttering up house and senate legislative calendars. This is a factor meaning delay for administration bills.

It is to be remembered, as has been reported in these columns, that Mr. Roosevelt is unable to ward off criticism of some of his proposals. Indeed, there have been Democratic criticisms and Democratic opposition to a greater or lesser degree to all of the legislation he has proposed since congress convened last January. All of which is by way of saying that congress faces weeks of committee work and floor debate despite the fact that the house Democratic leaders still retain rather solid control of a sufficient majority in the lower house of congress to drive through any pet measures for the administration. In the senate the situation is decidedly different.

Included in the legislation being fostered by individual members is the bill that would permit cabinet officers to appear on the floors of congress for questioning and explanation, such as occurs under the British and French parliamentary systems. The administration does not want this bill. It will have to exert some pressure to avoid passage. The reason is that the Roosevelt administration is no longer one in which the cabinet is dominant. Cabinet officers are only part of the scheme, and if congress wanted to inquire about the handling of relief money, it must talk with Mr. Hopkins. Mr. Hopkins is not in the cabinet. The same is true of NRA and to some extent to the AAA, although Secretary Wallace of the Department of Agriculture theoretically is a superior officer to Administrator Davis. The administrator is definitely opposed to the passage of bonus legislation for the former

soldiers, sailors and marines and it looks like a Presidential veto will be necessary there. The same is true of inflationary proposals of which there are many. The situation is one, therefore, in which Mr. Roosevelt must be constantly on his guard to prevent action which he does not want as well as being fortified at all times with pressure to be described as necessary. Thus it is seen he is confronted with many complications which did not disturb him in the first two sessions of New Deal congresses and these complications mean a longer life for the current session.

Some "Must" Legislation

Let us examine the status of the legislation which the President said must be passed. The outlook is something like this: The extension of the National Recovery administration is still far off. Senate hearings are just ended and the house is still further behind. No action can be expected in either body for several weeks. The present law expires June 16.

Recently Mr. Roosevelt sent to congress a very bitter message denouncing public utility holding companies and demanding legislation eliminating them from our economic structure. The house committee considering this legislation is just winding up its hearings and the senate committee which will have jurisdiction has taken no action at all. It must be said that a hard fight is in prospect if and when this legislation reaches the stage of debate because investors in these companies are not going to have their equities destroyed while they sit idly by. These investors are doing more than just making faces at congress and the volume of letters which members are receiving in opposition to the holding companies legislation transcends anything that ever has happened in the memory of this correspondent.

The banking legislation which Mr. Roosevelt has proposed, or which was proposed for him by Governor Eccles, the New Deal and radical governor of the federal reserve board is faced with opposition equally as bitter and as well organized as that confronting the holding companies bill. Perhaps it can be said that opposition to the banking legislation is even stronger because in that fight the President will be opposed by Senator Carter Glass of Virginia, who must be regarded as the most virulent of all the Democrats in the senate. The house bank committee has about done its job with hearings on this bill but the senate committee where the full force of the Glass opposition will be felt has not even set a date for committee consideration.

The social security bill about which Mr. Roosevelt has done much talking, because it is distinctly a reform measure, has finally been re-drafted in the house while senate leadership is unable to get together on any policy respecting it. Some senators want to split up this bill and pass the section providing for old-age pensions, allowing the other parts of the bill to die a slow death.

The legislation to increase by \$1,750,000,000 the loan-making power of the Home Owners Loan corporation probably will get through the senate without much more ado. The house passed the bill because it could not do otherwise with individual members realizing that there was a chance that some of this money would go into their particular districts.

About the Future

Deal and for President Roosevelt's personal political future. In fact, some hard-boiled observers lately have been heard to say that Mr. Roosevelt is suffering from too much ballyhoo. He was put up on a pedestal that made him in the eyes of many persons something of a superman. He himself is regarded as having contributed to this condition by his many campaign promises, some of which he has found absolutely impractical as remedies in leading the country out of the morasses and on to a more satisfactory economic plain. In truth, the President's own political colleagues have continued to depict him as an individual capable of things which no human can accomplish and this combination of circumstances is declared by many keen-minded persons as likely to bring, if indeed it has not already brought, a definitely bad political reaction from the President's standpoint.

BRISBANE THIS WEEK

War? Who Knows? Strange Hanging How Old Is Craft? What Are Life and Death?

Lloyd George says there will be no war "this time," but some in Europe do not agree. Mussolini wants France and England to join him in an agreement to suppress any outbreak affecting them.

France is said to have moved troops for defense to the German frontier, although it is hard to guess what those troops could do. If Germany declared war it would be with planes dropping explosives and poison gas on Paris. No nation at war will sit in trenches for four or five years, now that flying is real. Britain, going a long way around, wisely, sends a suave statesman, Captain Eden, to Moscow to see Stalin of Russia. The talk, not published, may have been like this: If England agrees to help you fight Japan, will you help against Germany, in case of need?

A British naval officer cut the throat of a shipmate. In England they hang you for that. When hanging time came, Mrs. Violet Vanderviel, prosperous widow, opposed to the death penalty, hired two planes to fly back and forth above the gallows, trailing banners reading, "Stop the death sentence."

While airplanes flew overhead, trucks drove back and forth before the jail, with loud speakers bellowing "Abide With Me."

The man that "killed his comrade sleeping," or however he did it, did not "abide." He went through the trap.

Graft and dishonesty are old, as old as human need and cunning. A papyrus written 1,200 years before Christ tells of three men tried for robbing a royal tomb. Egyptian kings were descended from the gods; to rob their tombs was sacrilege, the punishment death.

A dishonest jeweler, putting base metal in a supposedly "pure gold" crown for King Hiero, was exposed by the great Archimedes, who thought out a method in his bath, and started the word "eureka" down through the ages.

Michael Angelo, building St. Peter's at Rome, complained to the pope of the materials furnished by contractors, reminding his holiness that he, Michael Angelo, would make no profit from St. Peter's except "benefit to my soul," and urged the pope to punish the grafters. There is even graft now in this modern, enlightened republic.

What is life? What is death? What are we? An English gentleman "dies"; doctors pronounce him dead. He returns to life, says he has been in heaven, tells what he saw—a dull account, clothing the same as we wear here. How far, how fast, did his spirit travel while he was "dead"?

What does the soul do while the body is supposedly dead? Does it go away and come back, or just wait around inside the body? What is death? Some say it is only a "better," and there is no such thing.

In New York's American Museum of Natural History is shown a drawing of the largest land mammal that ever lived, named Baluchitherium. This huge animal, which vanished from earth 25,000,000 years ago, stood 17 feet 9 inches high at the shoulder, was as big as two big elephants, weighing 20,000 pounds or more. It was not as big as a dinosaur, but the dinosaur laid eggs and was no mammal. A food problem might be solved if the "biggest mammal" could be brought back and raised by cattlemen. It ate 500 pounds of food a day; that must be considered.

Sir John Simon, returning from an unsatisfactory talk with Hitler, reports "certain divergencies" of opinion. That is going pretty far for a British statesman. There is a bigger fly than that in the ointment: Sir John learns from Hitler that Germany "already has a larger air force than that of Great Britain." Britain thought Germany had only half as many planes. A wise statesman gets his fighting air-planes ready before he starts to fight.

In France three persons "sterilized" at their own request by "a mysterious Austrian doctor" because they did not want to have children have been arrested.

France, striving for more population, believes that "sterilization" can be overdone. That of Great Britain is mysterious. The Austrian performed 15 operations on men and women before disappearing.

Germany Again Aims at Military Supremacy



Left, Defense Minister Von Blomberg and Chancellor Adolph Hitler. Right, Top, General Von Blomberg. Who Prepared the Plans for German Rearmament. Below, Type of Youth From Which Germany Will Conscript Its New Army.

By WILLIAM C. UTLEY

A FEW weeks ago—mid-January, to be exact—all Europe sat on a volcano awaiting the outcome of what was considered one of the world's most important events since November 11, 1918. It was the Saar plebiscite.

"The Saar is a volcano," said students of international affairs. "War is imminent, almost no matter what the outcome. Another war is unthinkable. It will be the end of European civilization."

On January 13, the Saar, as expected, voted to re-unite with Germany. The plebiscite was a peaceful, orderly affair. The volcano proved a dud. Europe breathed easier and returned to its less spectacular war against the depression.

Today—only three months later—Europe sits on another volcano like makes the Saar situation seem like a Fourth of July firecracker that has been left out in the rain. And Europe only sits and talks.

Except Germany. Germany is too busy to talk, too busy tearing up "scraps of paper." You remember what happened the last time Germany tore up a "scrap of paper." That one was the Belgian neutrality treaty. The present one is the armament section of the treaty of Versailles.

Germany has thrown her hat into the ring of struggle for military supremacy. The hat is a steel helmet like soldiers wear when they fight. It is a helmet that will kill people. She is conscripting an army variously estimated at 540,000 to 750,000. Facing the call to arms are 8,500,000 men and boys.

"You can't do that," says Great Britain. "You can't do that," says Italy, France, Russia, Poland, Rumania, Czechoslovakia. Like the man who screams, "You can't put me in jail!"—from behind the bars, The turkey says, "Tell it to the judge." Germany says, "We've already done it."

Germany's army was limited to 100,000 men by the treaty signed at the conclusion of the world war. That is about equal to the man power of the American army, which will be increased by about one-third under the new defense plans recently announced by our government.

Hitler Hurls Thunderbolt. On March 16 the reich, spurred evidently by the final ruff bursting of Fuehrer Hitler's patience with the continued re-arming of co-signers to the Versailles treaty, which has been known to have been progressing for years, broke the reins.

tion of 3,500,000 residents of Czechoslovakia and cession of certain Czech territory; a navy of 400,000 tons, and economic union with Austria.

The reichewehr will start with an army of about 375,000, to be increased to 500,000 in a few months, according to the plan announced by Gen. Von Blomberg. It is thought that the annual contingent will fall somewhere between 300,000 and 400,000, giving Germany a trained reserve of approximately 4,000,000 in ten years. If special training periods are adopted for the next few months—and this has been rumored—and the state police, which number 150,000, and Nazi labor camps are included, the personnel would reach 700,000 by the end of the present year.

Germany, according to correspondents, now possesses between 600 and 1,000 fighting airplanes and is equipped, under stepped-up schedules, to produce new ones at the rate of 125 a month. At this rate it could approach the air strength of France or Russia within a year.

France maintains a peace time army of 600,000 men, as compared with 700,000 in 1914, when it placed an army of 1,800,000 in the field in a little more than two weeks. In addition to the 30 peace-time divisions there are 20 divisions of reserves. There are more than 3,000,000 trained reserves available for fighting.

Although the completion of underground fortresses on the German and Belgian border would seem to make France safe from attack by land, her army itself is not as well mechanized as it might be. Forty per cent of the artillery is mechanized and one out of six cavalry divisions is motorized and mechanized completely. There are 25 tank battalions, some in the colonies. France has 3,000 fighting planes.

Since 1925 Soviet Russia has expanded its army of 500,000 men to 900,000, the largest in the world. Its war strength could be increased to 2,000,000. Annually it passes into service 600,000 recruits from a conscription of 1,200,000. Mechanization has progressed to a high degree of late years, although the Soviet government has guarded it as a military secret. In two years the air force is said to have increased 330 per cent; in four years the number of light tanks has increased 750 per cent, heavy artillery 210 per cent and machine guns for infantry and cavalry 275 per cent.

The Italian peace time army has varied with the seasons—450,000 in spring and summer, and 270,000 in fall and winter. There are annually about 200,000 called for service. In addition to the regular army 375,000 Fascist militia and 92,000 others are organized on a military basis. From those figures it follows that Italy could put about 900,000 men in the field of battle in case of war. But reports have circulated that if Duce is even now mustering an army of 1,000,000! During recent months the 1934 air strength of 1,000 planes has been augmented.

In Europe Great Britain alone has a professional army. Not including the troops in India, it numbers 140,000, with 125,000 additional officers and men available in case of war. Special experts and technicians number another 20,000 and there is an independent territorial militia of 132,000. A few months ago His Majesty's government announced a building program of 400 planes, to bring the total to 1,320 in five years.

Of the smaller nations on the continent, the peace time army strength is distributed as follows: Poland, 266,000 men; Czechoslovakia,

130,000; Yugoslavia, 107,000; Rumania, 141,000; Spain, 158,000; and Belgium, 67,000.

Leads in Industry.

Germany is the leading industrial nation of Europe. She has great iron and steel industries. Her chemical and automotive plants, added to the iron and steel, make hers one of the great industrial systems of the world. In addition she is noted for her scientists and inventive minds.

These inventive minds are credited with having devised some of the most terrible engines of destruction ever conceived by the mind of man—weapons which could wipe out the entire population of Europe and even threaten other continents, without ever leaving Germany.

Most terrible of all is the reported "stratosphere" rocket. This, fired up into the thin air of the stratosphere, is guided by radio, loaded with explosives or germs, and caused to drop to earth, with its load of death and disease.

There is the "Z-ray," so fantastic that it might have come from a modern dime novel. The ray pulverizes all iron and steel in its path, destroys bridges and the structural work of buildings, melts guns, temporarily paralyzes human beings. It requires enormous electrical currents, and special general equipment for its supply is said to be already completed along the Rhine.

The "Halger-ultra" bullet, invented by Dr. Max Gehrich, is being turned out in German factories at the rate of 480,000 a day. It will pierce steel armor six inches thick. Said to be in production in the famed Krupp plant are 2,000 "rotative" guns. These guns, huge cannons, have five rotating barrels and fire 5,000 giant shells a minute.

One of the most deadly of all infantry weapons is the German Stange machine gun. Weighing only 18 pounds, it can be carried and handled by one man. It fires 600 rounds a minute.

All of this great military machine Germany is building under the guise of preserving the peace of Europe and the world. Hitler felt that Germany had made noble sacrifices in carrying out the treaty of Versailles.

Meanwhile the diplomats of the other nations make hurried and frantic "agreements" and "pacts" in each other's capitals, send dignified, if indignant, notes to Hitler. He tosses them aside with the comment that they are not in accordance with the facts. Sir John Simon, British foreign minister, who seems to have taken it upon himself to plead the cause of the allies, goes to Berlin to talk with Hitler, and sits dumbly by while the Fuehrer talks to him—straight from the shoulder. Sir John accomplishes little more than nothing at all. The United States in one breath expresses herself as determined to stay out of European controversy, in another she says she will insist on treaties being kept, including Germany's arms pact with us.

France, in desperation, appeals to the League of Nations to do something about it. The league, as it often has been of late, as it was indeed created to be, finds itself again "on the spot." It has called an extraordinary session of the council at Geneva. There will hardly be a war as the outcome of that. It takes a unanimous vote of the league council to declare war.

More than anything else, the member nations would like to get Germany back in the League of Nations. And Germany will return, says Adolf Hitler, only if she is given back possessions taken from her after the World war.

Says WILL ROGERS

BEVERLY HILLS.—Well all I know is just what I was reading in the newspapers, or what I see either and you. I was a setting around home a week or so ago, and it all at once dawned on me that Mrs. Rogers and Mary were coming in from a Mediterranean cruise off the beautiful boat the "Flex" so I hops me a sky rattler and away I hies myself to N.Y. to meet em. They beat me to the hotel by an hour, and they have a lot of news to tell me of their trip. They been gone just one month but they have covered a lot of land and water, Gibraltar, ports along the Riviera of France, ports in Italy, then across over into the Holy Land, Jerusalem, Palestine, Mount of Olives, Ninevah, Bethlehem, and well, many you have read the book.

They said that Jerusalem was pretty dirty, and that they worked the Great Shrine of Our Saviour as pretty much of a racket. That it took a lot away from the impressiveness of the place. But anyhow it was great, even if a lot of it was evidently faked. I circled the town in a plane one time, but I never was there. In fact I didn't think you could land there, but Mama and Mary says they flew out there to go to Cairo. They must have found an awful big flat rock to take off from.

They say Mr Rockefeller has done a lot of fine work there, that he has built a great museum, and a Y.M.C.A. and a lot of things, and that there is a fine hotel there. But the Y.M.C.A. didn't turn out so good on account of it having some sort of religious tinge to it, and that there was constantly an argument over it. Can you imagine our Saviour dying for all of us, yet we have to argue over just whether he did it die for us personally, and not for you. Sometimes you wonder if his lessons of sacrifice and devotion was pretty near lost on a lot of us.

Well just think of being on such hallowed ground, I felt a thrill just flying over and circling it. Then she said they went to the Dead Sea, Galilee, and River Jordan. Then imagine flying across into Egypt, where in Biblical Times they were months and years marching out of. That was my trip too by air, but I was coming all the way from China on the plane I was on.

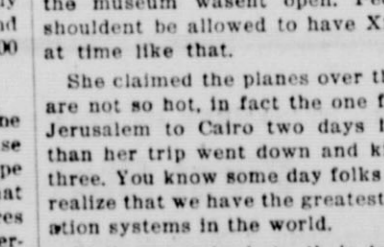
I only stayed one night in Cairo, and then flew to Athens, Greece, but they were there longer, and Mrs. Rogers flew up the Nile to Old King Tom's. She said that was the greatest trip she had, that the Nile and its very fertile valley, and its surrounding desert was a great sight. Said they told her the King of Egypt owned a great many of the fine farms along the Nile. You remember away back in biblical times it tells of what they raised along the fertile valley of the Nile. She said there wasn't much in the Tombs now, that most of the stuff had been removed, and was down in Cairo in the museum. But on account of it being their Xmas, (it was then in March) the museum was open. People shouldn't be allowed to have Xmas at time like that.

She claimed the planes over there are so hot, in fact the one from Jerusalem to Cairo two days later than her trip went down and killed three. You know some day folks will realize that we have the greatest aviation systems in the world.

Well to get back to their travel talk, they were to go from Egypt to Greece, but Greece was having their annual fry, so they landed at an island of Italy and they are on the boat that picked up Venizelos, the old Premier and revolutionary leader of Greece who was fleeing to Italy. She said they had him and about 150 of his officers on board. No one was allowed to see em. Then of course she and Mary had a lot of gabbing about Rome, Naples, and Genoa. She says that Mussolini is going to make Genoa the finest port in the World, that he is making all a new harbor, and new buildings that you will see as you come in. She said all the Italians are very proud of their great boats, and all that has been done to make their country what it is. Its very clean and all looks great.

His kinder as I heard a very learned American man one time say, "Dictatorship is the greatest form of Government there is, provided you have a good Dictator." Well ours is doing better than a lot of folks think. They accept everything he does for em, but they dont think he does enough. I got to get back over there some day and see what it all about.

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THE MATADOR TRIBUNE

Matador, Texas, Thursday, April 11th, 1935

LOCALS

MONUMENTS—Will appreciate the opportunity to show line of high-class monuments, markers, coping, etc. All work guaranteed. C. D. Pipkin.

SEE the newest New York and Paris styles in Janalene dresses. Issued monthly, on display in my home. Mrs. T. E. Williams Agent 2 T-P-4-11

SEWING for limited time I will make ladies dresses 50c up, childrens 35c. Mrs. Victor Cliett. One block north Bobs Oil Well. pd-2T

Mr. and Mrs. Gilbert Keith and family of Pep, visited relatives here during the week-end.

Mr. and Mrs. Vance Gilbreath and Mrs. W. A. Ford, of Crosbyton were week-end visitors in Matador.

Scott Bolton visited his mother and transacted business in Turkey last Saturday.

Mr. and Mrs. P. L. Massingale and daughter Eloise, visited in Paducah Saturday.

Rev. D. D. Dennison, pastor of the Methodist church is assisting in a revival meeting at Floydada this week.

Mrs. Alvin Stearns of Meadow, visited relatives and friends here this week.

Miss Ruth Groves accompanied J. A. Goodwin of Spur and Miss Wilma Thacker of Roaring Springs to Wichita Falls Sunday after Mrs. Goodwin and Mrs. J. R. Thacker, who have been visiting there.

A. M. Parker, of Paducah, was transacting business here Monday.

Mrs. Ruby Foster and Miss Ruby Futrell of Paducah were business visitors in Matador Monday.

Mrs. J. N. Murrell and son James Henry, of Lubbock, former residents of Matador, visited here Sunday.

Mrs. Richard Seay, accompanied by Mrs. D. A. Falkerson, and Misses Mary Ruth and Viola Wagley, drove to Paducah Sunday.

Mr. and Mrs. Raymond Davis son Don Carlos, and Miss Lena Mae Davis, who have been visiting in Ft. Stockton, returned home last Friday.

Mrs. F. A. Stubblefield, who has been visiting relatives here returned to her home in Fort Stockton last week.

Mrs. L. F. Davis and Mrs. F. A. Stubblefield visited their sister, Mrs. A. E. Herring, at Kress last Friday. They were accompanied by their nieces, Mrs. John Hamilton and Mrs. John Russell.

Hubert Gilbreath of Brady, was a business visitor in Matador Tuesday.

Claud Wilson, accompanied by a Mr. Ferguson, of Sweetwater, District manager of the Burton-Lingo Lumber Co., made a business trip to Plainview Wednesday of last week.

Mr. and Mrs. Henry Ford visited Mrs. A. W. Ford and Mr. and Mrs. Vance Gilbreath at Crosbyton last Wednesday.

Mrs. Elmer Stearns and Mrs. R. E. Donovan drove to Childress Saturday.

Mrs. C. W. Pearson and Mrs. Miles Ackerman, of Paducah, visited here Saturday as guests of their brother and family, Mr. and Mrs. Harry Willett.

A. L. Fryar and L. J. Barkley drove to Lubbock Sunday.

Mr. and Mrs. Less Guthrie of the Barton community, were transacting business and visiting here Saturday.

Mrs. J. R. Whitworth and Mrs. Henry Ford made a trip to Childress Friday.

Miss Sally Rattan, teacher in the Afton school, visited here Tuesday evening.

MOVIE CHATTER
By A. Rogue

Folks, you're doing yourself a favor by carrying the Rogue's Thrift Card, because each card is a winner—none blank. Mr. H. H. Schweitzer is the first to receive a cash award of \$2.50, while Elmer Tibbett won four free passes.

"Strawberry Roan"
Did you ever sing the song of a "Strawberry Roan" or read the story? Those of you who are familiar with cowboy tales and songs have surely heard of the Strawberry Roan. Yessir, the Roan is a horse of strawberry color and if you liked Will James "Smoky" you will certainly like "Strawberry Roan", with Ken Maynard and Ruth Hall. And let me tell you, Ruth Hall is little girl that's not hard to look at (you'd never be guilty of comparing her to the leading lady of last Friday and Saturday's picture) cause she's just not built that way!

Mr. and Mrs. A. E. Jacobs are the proud parents of a ten pound baby boy.

C. S. Williams attended the district track meet at Childress Saturday. He was accompanied by Duane Wedeman, Charlie Brown

"The Little Minister"
R. K. O. presents, for your pleasure, "The Little Minister" by Sir James M. Barrie. Here Katharine Hepburn plays the leading role of Bobbie, the whole world's stony eyed darkeyed, gypsy sweetheart, supported by Alan Hale, who plays the part of "little minister". Hepburn plays her part in this picture as no other actress could. If you liked her in "Little Women" or "Spitfire", then don't miss her in her greatest role—"Little Minister", at the Rogue Sunday and Monday.

FLOMOT NEWS

Joe L. Speer was on the sick list Monday.

Dick Washington and Harley Gunn were named as new members of the Flomot school board in Saturday's trustee election.

S. D. Rattan, accompanied by Arthur Tanner, Wilson Bourland, Thane Ammonette and Tolbert Brown, made a trip to Dallas Saturday, returning home Sunday.

W. C. Townes, architect, of Amarillo was in Flomot Monday.

Miss Lois Tanner who recently completed a course at Barnetley Draughn's Business College at Ft. Worth, returned home Sunday for a visit with her parents.

Mr. and Mrs. A. E. Jacobs are the proud parents of a ten pound baby boy.

C. S. Williams attended the district track meet at Childress Saturday. He was accompanied by Duane Wedeman, Charlie Brown

and Rudolph Pyron.

Ila Faye Webb, Texas Jackson and Miss Winnie Grace Hughes, accompanied Cecil Tanner to the district meet at Childress Friday, where the first two were contestants.

Jack Parnell, Tom Bynum and Robert I. Thomas made a trip to Amarillo Tuesday.

Elmira Deason and Eula Belle Stegall were shopping in Matador Monday.

Miss Lois Speer of Dickens spent the week-end visiting relatives here. She was accompanied home by Miss Lois Tanner.

Mr. and Mrs. Oscar Vinson of Matador, were Flomot visitors Tuesday.

H. S. Gilbert transacted business in Matador Tuesday.

A large crowd of young people from Flomot attended the district Epworth League meeting at Turkey Monday night.

J. K. Crews, Plainview banker, was looking after business interests in Flomot Friday.

Orlin Stark, banker from Quitaque, was transacting business here Thursday.

Spring football training is progressing very nicely on the local school grounds. Twenty-two new uniforms have been received, and everyone is enthusiastic over the prospects for a winning team.

John Kane of Pittsburgh paints box cars for a living, and pictures for recreation. One of his pictures

won the Carnegie Institute prize at an exhibition in his home city.

With so many government inspectors snooping about, it is rather easy for impostors to pull their stuff. In Nashville a bandit armed with a fake search warrant gained admission to two homes and robbed them of several hundred dollars.

A strange animal freak is described by O. C. Van Hyning, curator of the Florida State Museum. It is a turtle with two perfectly developed heads, which see,

"I Saw It in the News Review"

is a common expression among those who keep well informed on current events. They know that the "Weekly News Review," which appears regularly in this paper, they obtain a comprehensive interpretation of world events written by Edward W. Pezard, one of the nation's most widely-known news commentators.

Weekly News Review

deals with the important happenings and their effect upon our country. It is more than news—it is an interpretation of the news, and therefore much more valuable to the person who wants to understand what is going on in the world today.

Read it carefully from week to week. You will find it interesting and helpful in your discussion of world events with your neighbors and friends.

O-R-O
Is now 67c. We guarantee to relieve your lewis of blue bugs, lice, and worms and dogs of running fits.
For Sale by
L. B. ARCHER

Tune in on
Ice Carnival of the Air
EVERY THURSDAY NIGHT AT 6 P. M.
On WBAP, WFAA, KPRC
Beautiful, new air conditioned refrigerator of latest design given away each week.
Tune in on "Ice Carnival of the Air" for full details.
New designs in COOLERATOR Ice Refrigerators—the air conditioned Refrigerator.
DURABLE AS WELL AS BEAUTIFUL
DeLuxe has rightly been called the outstanding development of all time in a refrigerator or finish. It combines the two essential qualities of a perfect finish, "Beauty and Durability."
FREE TRIAL!
Have a COOLERATOR just ten days—you will never be satisfied with any other kind of refrigerator. See us for full details.
The Ice Carnival of the Air is brought to you each week with the compliments of
LEA ICE CO.
MATADOR, TEXAS
Ice is the Only Conditioned Air Refrigeration

The Best of
Fresh and Cured Meats
AT MODERATE PRICES
Located in
Commercial Grocery
MEADOR MARKET
DOUG MEADOR, Mgr.

IN MATADOR...
I will be in Matador on Thursday, Friday and Saturday, April 18, 19, 20th to make
Pictures
Located at the Lockett Building
A. M. Parker
Paducah, Texas

NEW ARRIVALS

Specials
For
Friday and Saturday
We have just received a new shipment of smart bags for Easter... 79c - \$1
GIRLS AND MISSES' 25c ANKLETS 15c PAIR
BOYS Shirts and Shorts 25c Value 19c EACH

A large, new shipment of Boy's and Men's wash pants Neat Patterns 98c to \$1.95 Pair

Toeless Sandals
For the Miss who would be "CHIC" White and Red Elk \$1.98 Pair
KNEE HIGH
The new lase sensation
39c pair
MUCH ALICE SICK FOR MANY CHILD NEW ITEMS AND VALUES
Matador Variety
"GET THE HABIT"

Notice!
I have assumed management of the Matador Poultry and Egg Co., located across the street from Matador Auto Company.
We will pay market prices for all produce, poultry, eggs and cream.
YOUR PATRONAGE APPRECIATED
Matador Poultry & Egg Co.
JIM HAMILTON, Mgr.

POWER ZONE COMFORT ZONE ECONOMY ZONE

V-8 POWER **Comfort Zone Riding** **FORD ECONOMY**
With the introduction of the V-8 engine, Ford brought a new standard of performance to the low-priced field.
Gives the ease, smoothness and comfort of a "front seat ride" even to back seat passengers—an important engineering advance.
The 1935 Ford V-8 gives you the most economical car to operate Ford has ever built.
Why take less?
FORD has always aimed to make the automobile-buying dollar go as far as possible.
This year, the 1935 Ford V-8 gives you traditional Ford low prices, traditional Ford operating economy—and, in addition, riding comfort, body roominess, new beauty and new safety features that will satisfy the requirements of almost everyone.
Consider some of the major improvements in the Ford V-8 for 1935. Take Comfort: From this standpoint alone, what a completely rounded car this is! Comfort Zone Riding that gives "front seat comfort" even to rear seat passengers. Deep cushioned, high-backed, wider seats. Big, air-balloon tires. Easier steering and a newly-designed clutch that responds to the touch of your foot.
Consider safety: There's safety glass all around—on all models—at no additional cost. A new, welded all-steel body. New, more powerful brakes, with an unusually high ratio of braking surface to car weight. And a lower center of gravity that gives increased safety and stability on curves!
Why be satisfied to receive less than this for your money? Examine this new 1935 Ford V-8. Ride in it. You'll realize that it is truly a new automobile value.
AUTHORIZED FORD DEALERS OF THE SOUTHWEST
FORD V-8
FOR 1935
\$495 AND UP. E. O. B. DETROIT. Standard accessories group including bumpers and spare tire cover. Easy terms through Universal Credit Co., the Authorized Ford Finance Plan.
ON THE AIR—FORD SYMPHONY ORCHESTRA, Sunday Evenings—FRED WARING, Thursday Evenings—COLUMBIA NETWORK