

# Matador Tribune



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

MOTLEY COUNTY NEWS VOL. 17, NO. 14

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

TRAIL DUST

By DOUGLAS MEADOR

Silver embroidery to adorn the gown of memory, is traced on the dress by moonlight sifting through sequite leaves until a jeweled box to which time has emptied all its opulence garnered through the ages and the fine metal of beauty and the mines of eons in the mountain of darkness before the first breath of momentous life came to the infant world. Scattering clouds become coral islands in the warm current of an infinite sea and the rich glitter of stars in the prayer-beads on man's sary of dreams, worn small on the beach of space. Taciturnity, except for the hushed flutes of the night wind, is like a waxed aureol over creation, that it may remain immutable until the flame is melted away by the dawn. An austere spiritual relationship between life and the earth becomes cooperant in quick planning for more magnificent abodes to shelter the beneficiaries of ages yet to pass beneath the white dust of crumbling stars.

With his saddle for a pillow, the swabby traces the tallest grass by the water holes in the Milky Way and runs a wandering dogie back from the drift-fence strung along the breaks of the moon before the wishing of his hobbled night-horse's tail is silenced by weariness. Spurs still clinging to his boots by the low couch continue to chime in his heart as the trickle of clear water over rocks, and the scum of the worn chaps by his side, with a fresh horse to sweep him through the spirited drive on the range of dreams.

It is in these encampments so close to the mysteries of life, the crimson and purple horizons of twilight that his soul becomes washed and strong as flax on a staff in the resolute hands of destiny. When the plain fabric is woven on the loom of labor and secured with the wrap twisted from laughter and heartaches, it is placed as a rug at the affable portal of age.

It is not often that I think of him now, since the sound of his voice has become colorless and thin, dangling in the catacombs of memory. He was small and bald, always cleaning his gold-rimmed spectacles as if to be certain that not a single word passed his listeners. Somehow I always associated smelly boarding-houses with the soiled spots on his coat and vest, each day as he would start his address. But from the first sound of his voice the plank platform on which he stood became a throne where red plush tapestries were hanging and he the master of an empire. Words came with the ease of breathing, building, painting, crushing, and women sobbed unashamed, men clenched their fists, children were motionless. The crowd changed every day, but the effect was always the same. When he would finish, his listeners always jumped to their feet and fought to shake his hand. After they had gone he would polish his spectacles again and place them in his upper coat pocket, then walk slowly to his battered old automobile and drive away. He was the most successful failure I have ever known.

About the greatest disaster resulting from the run-away wagon of progress, is the passing season of the chicken and pie traveling in the wheat country. It was usually the baptism of adventure and travel for a farm boy, and some would follow the harvest as far as Kansas. I turned back three counties away on my first venture, when the menu changed to salt pork and plum pie. We had that at home.

Flattery is hardly to be despised except at the hand of one unskilled in deftness, for from whence else would showers fall upon our always thirsty vanities.

## Mrs. A. B. Echols Called By Death At Home Here Tues.

### Final Tribute Is Paid Early Pioneer Of Motley County

Throngs of grief-stricken friends and relatives paid final tribute to one of Motley county's early pioneers, when funeral rites were held yesterday for Mrs. A. B. Echols, 63, who died at her home in Matador at 6 o'clock Tuesday morning. Mrs. Echols had been in failing health for about four years and had been bed-fast for two years. Funeral services were held at the First Methodist Church at 10 o'clock Wednesday morning by Rev. H. L. Burnam, Baptist pastor of Silverton and interment made in Matador East Mound cemetery.

**Born At Whitesboro**

Mary Osborne Lisenby was born at Whitesboro, Tex., November 11, 1873. She moved with her parents to Montague county at an early age, later moving to Motley county, where she was married to A. B. Echols, January 23, 1895, their being the 21st license to be issued in the county. To this union three children were born, all of whom survive their mother. Mrs. Echols joined the Baptist church at an early age and lived a devoted, christian life.

Besides a host of sorrowing friends and other relatives, she leaves to mourn her passing, her husband, A. B. Echols, one son and two daughters, Miss Ollie Echols and R. C. Echols, all of Matador and Mrs. Frank Eiring of Plainview. Also one brother, John Lisenby of the Folley community, and four grandchildren, Mary, Dorothy and Bob Jr. Echols and Frances Eiring.

**True Pioneer**

Mrs. Echols was one of Motley county's true pioneers. She made her first home in the county at that time when the country was changing from cattle kingdoms to farming and stock raising and from the humble beginning witnessed the change in land values which was to alter the fortunes of those with courage, hope and vision. Her wholesome, friendly spirit, characteristic of the pioneer established lasting friendships and her passing brings sorrow to the lives of those who knew her. The

(Continued on Back Page)

## MATADORS FACE TOUGHEST GRID SCHEDULE 1936

### Nine Games; Four For Home Territory

Nine games have been arranged to complete the 1936 football schedule for the Matador Matadors. Four of the nine games will be played on home soil while five are planned to take place on invaded fields. The three conference games in the new schedule will include conflicts with Floydada, Spur and Paducah and the three skirmish clashes with Childress and Plainview to round out one of the toughest schedules ever arranged for a Matador eleven.

**Schedule Arranged**

September 18, Crowell, here; September 25, open; October 2, Childress, there; October 9, Plainview, there; October 16, Spur, there; October 23, Electra, there; October 30, Paducah, there; November 6, Turkey, here; November 13, Floydada, here; November 20, Lockney, here; November 26, District Championship game.

## Howard Traweck To Montana Park Job

Howard Traweck, son of Dr. and Mrs. A. C. Traweck, who was home for vacation from the University of Texas, where he is a law student, received a telegram yesterday to report immediately at Glacier National Park, Montana for government duty through the summer. Young Traweck had made application for summer employment at the park through the Department of Interior and had not been advised of consideration until he received the telegram. He left yesterday for Childress where he boarded a train for his new employment.

## VETERAN BONDS TO REACH HERE NEXT TUESDAY

### Postmaster To Make Delivery Quickly As Possible

Bonus bonds for payment to World War veterans in the vicinity of Matador will be mailed out of Dallas on the first train after midnight June 15 and will arrive here Tuesday, June 16, according to postmaster E. F. Springer. The bonds will be delivered immediately upon arrival as soon as veterans not known to the postmaster have been properly identified. Bonds will be sent to each post office in the county for delivery to veterans receiving their mail in each respective community.

### Money From Dallas

Veterans who wish to cash their bonds may apply to the Matador postoffice beginning June 17 to send bonds to Dallas for treasury checks which will be exchanged without any charge to the bond owner. The treasury checks will be mailed direct to these veterans and can be cashed the same as any other government check.

It is estimated that in the neighborhood of \$50,000 in bonds will be delivered to ex-service men in this county, with possibly \$80,000 to be delivered in this trade territory.

## JAKE EDWARDS ACCEPTS PLACE AT SWEETWATER

Jake Edwards, son of Mayor and Mrs. G. T. Edwards of Matador, has accepted a place as physical education instructor of the junior high school of Sweetwater and will begin his work there in September.

Young Edwards, who graduated from Howard Payne in 1934, has been teaching school at Eden, Texas for the past two years. He has been in Matador for the past two weeks visiting his parents and left Saturday for Dallas to see the Texas Centennial Exposition after which he will probably return here to remain until the beginning of his school work.

## MATADOR YOUTH GOES TO ARMY MEDICAL DEPT.

Hugh L. Slaughter, Jr. of Matador was among six youths who were sent to El Paso during the past week thru the Lubbock recruiting office and enlisted in the medical department, William Beaumont General Hospital, at El Paso. William A. Knapp, Jr. of Lubbock was assigned to the Medical department in the first cavalry division; David Clayton Senn Crosbyton; Medford H. Short, Tahoka; Truett T. Austin, Plainview; Paul G. Hildebrand, of Lubbock all were assigned to cavalry units of the first cavalry division with station at Fort Bliss.

After a period of six weeks during which recruiting was suspended, enlistments will now be made. Those who want to try out for enlistment should apply immediately.

## Merchants Stress Low Prices Here

In a concentrated cooperative movement, Matador merchants are stressing the advantages of trading here since the lower freight rates made possible through motor truck service after the abandonment of the branch line rail service. Under a heading of "Matador Bargain Day Specials", several merchants are including extra special values in their regular advertising this week while others expressed their intention to enter the plan. It was pointed out that more than ever before, Matador is in a position to serve this territory with better values in merchandise through obtaining faster service and lower hauling rates. The special values listed in the regular advertising apply only for one day, Saturday, June 13.



MRS. STELLA FLOYD

Mrs. Stella Floyd, above, who will conduct a cooking school at the Methodist Church basement Thursday afternoon between 2:30 and 4:30 and Friday morning between 9:30 and 11:30. Mrs. Floyd, an electric cooking expert, is a representative of the Hot Point Electric Company and the cooking school is sponsored by the local West Texas Utilities Company.

## MODERN METHOD COOKING SCHOOL HERE TWO DAYS

### Skilled Teacher Will Conduct School At Methodist Church

Homemakers attending the Modern Electric Kitchen School Thursday afternoon and Friday morning at the Methodist church basement under the auspices of West Texas Utilities Company, will receive expert instruction in modern cooking methods from one thoroughly skilled in the teaching of this fascinating subject. The sponsors have secured Mrs. Stella Floyd, nationally prominent home economist to conduct the 2 day meeting.

Mrs. Floyd knows her subject. Years of institutional training, research work in the experimental kitchens of the Edison General Electric Appliance Co., makers of the Hotpoint range, with which company she is now associated, and experience in conducting schools through the nation, have qualified her as an authority in producing cooking miracles with electricity. She has directed Electric Cookery Classes in many leading Universities and Colleges.

### Accurate Cooking

"Electricity," Mrs. Floyd says, can be measured so accurately that it has replaced tools in industrial laboratories for measuring machinery to infinitesimal degrees. Since electric cookery involves the use of electricity for heat, homemakers now are able to regulate cooking heat on their ranges to a degree of accuracy never before known. Accurately controlled, measured heat means attention-free cooking on surface units and one-step baking—it means carefree assurance for the housewife.

In addition to her demonstrations in electric cookery Mrs. Floyd will bring to her audience a number of excellent and novel recipes each dish well-balanced and nourishing, appetizing and attractive. In dramatized fashion she will offer housewives up-to-date ideas in modern homemaking.

## Whiteflat Grocery Closing Out Stock

Announcement is to be found elsewhere in this issue of the Tribune with regard to the closing out of the stock of the Sims Grocery stock at Whiteflat. Special prices will be featured on the merchandise until it is sold. Geo. Sims, manager of the store, declared. All merchandise will be sold for cash during the closing-out sale.

Mr. Sims said that he expects to sell the stock as soon as possible and close the store, while he investigates new location possibilities.

Miss Maybelle Thornton of Spur visited friends and transacted business here this week. Miss Thornton is a niece of the late D. R. Stokes.

## Man Crushed By Wheel Of His Tractor

### Narrow Escape After Engine Is Started While In Gear

Emmitt Lawrence, prominent farmer of the Fairview community narrowly escaped with his life Thursday afternoon when he was run over and crushed by his tractor, cranked while in gear. He was rushed to the Traweck hospital here as soon as possible after the accident where treatment and examination revealed that his shoulder was broken and that he was badly crushed. Attending physicians despaired of his chances of recovery. Friday night his condition was declared critical after complications had set in, but an improvement was later indicated and doctors said yesterday his chances for recovery were excellent provided no unforeseen complications tend to interfere.

Complete details of the accident were not immediately available but it is stated Mr. Lawrence stepped in front of his tractor to crank it, while the transmission, in some manner had become engaged. He was run over and crushed before being able to get out of the way.

## POPULAR YOUNG COUPLE MARRY

### Fudor-Campbell Vows Read at Home

In a single ring ceremony performed by Rev. D. D. Denison, pastor of the local Methodist Church, Miss Geraldine Tudor became the bride of Forrest Campbell Monday evening at five-thirty June 8, 1936 in the home of her mother, Mrs. Annie Tudor.

Mrs. Campbell, who was reared here, is a graduate of the Matador High School in the class of 1934, after which she was enrolled at Texas Technological college, Lubbock, for one term. Her sunny disposition and pleasing personality have endeared her to all who know her.

The groom, a son of Mr. and Mrs. R. E. Campbell, has resided here with his parents the past seven years, and has won the admiration and friendship of the entire community. He graduated from the local high school in 1933 and immediately began his work in Texas Technological college, Lubbock, for a Bachelor of Science degree in electrical engineering, which he obtained, with other graduates in the exercises held there Monday morning, completing his course in less than four years.

### School Day Romance

Attending the wedding were the parents of the young couple, together with other relatives including Mrs. Tudor, Mr. and Mrs. R. E. Campbell, R. E. Campbell, Jr., Mr. and Mrs. Pat Sheridan, George Gray and Judge C. B. Whitten.

The marriage of this young couple, which terminates a courtship dating back to pre-high school days, comes as no surprise to their many friends, whom the Tribune joins in extending congratulations.

Mr. and Mrs. Campbell left immediately following the wedding ceremony, for Lubbock, where he has been offered a position with the Texas Utilities Co., and where they expect to make their home.

## Lions To Name New Officers Next Tues.

New officers of the Matador Lions Club will be announced at the next meeting which will be in the basement of the Methodist Church Tuesday, June 16. The last meeting of the club was also held at the same location since arrangements have been made between the two circles of the Baptist and Methodist churches to make the change.

Lion Secretary Whitworth wishes to urge every member to attend the meeting Tuesday in as much as it will be of special importance. Announcement of the nomination committee will be made directly following the luncheon.

Go To Church Sunday

## Matador Receives Lower Haul Rates Effective June 15

### PRESTO, CHANGE-O

One highly harassed foreman on the Chrysler Hall of Transportation. Just completed at the Central Exposition in Dallas, was greatly put out last week when a truck bearing material for an exhibit was driven into the building.

Unleaded so fast do the zealous workmen labor that a wall was built across its exit and when the time came to leave, lo! the truck was entirely hedged in. The outraged foreman had to give orders to tear down the newly built partition.

Bystanders say he swore softly.

## Association Will Meet Here Tuesday

The Baptist W. M. U. of the Floyd County Association will meet here as guests of the local societies, Tuesday, June 16 at 9:45 at the Baptist Church, at which time the ladies of the Floyd county association will be hostesses to the Dickens County Association.

Prominent speakers who are expected to attend will be Mrs. J. E. Leigh of Dallas, Texas, who is president of the association, and W. M. U. Corresponding Secretary of Texas, and Mrs. Tom Campbell of Lubbock, District President of Lubbock. George J. Floyd, Mrs. George J. Floyd, Mrs. George J. Floyd, District President of Lubbock, will preside at the all-day meeting which will include interesting programs throughout the day. Luncheon will be served at the church at the noon hour.

The Floyd County Association is comprised of W. M. U. circles of the Baptist Churches of Motley, Floyd, Briscoe and Crosby counties.

A cordial invitation is extended to the ladies of the town to attend the meeting.

## Dr. McKenzie Buys Newest Equipment

Dr. E. W. McKenzie, local dentist has installed some of the most modern dental office equipment on the market, including an instrument manufactured by the General Electric Corporation for the electro-surgical treatment of pyorrhea. Treatment of the dreaded disease is effected through the coagulation of frequency electric current, the result of years of experimental work and research. The instrument has been on the market only three months. Dr. McKenzie declares that he believes the treatment to be the most successful so far perfected and in cases not too far advanced the results are very gratifying. Other new equipment includes a modern design dental cabinet and x-ray picture projecting machine.

Dr. McKenzie's office is located at his home in south Matador.

## Local Youth Gets Engineers Degree

Forrest Campbell, son of Mr. and Mrs. R. E. Campbell of this city was one of the 243 graduates comprising Texas Technological college's largest graduating class to whom degrees were granted Monday morning in the college gymnasium at Lubbock, Campbell received a Bachelor of Science degree in Electrical Engineering.

Harry Hines of the state highway commission, delivered commencement address. Taken from outside academic ranks, Hines spoke to the graduates minus "academic garb."

This year's class increased the total number graduated from the college since its establishment to 2,002 persons.

**From Matador**

Attending the exercises from Matador were: Mr. and Mrs. R. E. Campbell and son R. E. Jr., Mr. and Mrs. Pat Sheridan, Mrs. Annie Tudor and daughter Miss Jerry Tudor.

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## Spirited Chamber Of Commerce Meeting Held Tuesday

The lowest freight rates ever offered to Matador will go into effect about the 15th of this month or as soon as the authorized reduction is received from the Railroad Commission, it was declared by P. D. King of the Miller and Miller Motor Freight Lines at a meeting of the Matador Chamber of Commerce held at the Motley Hotel Tuesday. "We expect the new rate," Mr. King said, "within the immediate future, or as soon as action can be made by the Railroad Commission with regard to the differential removed since the abandonment of the branch line rail service. The rate will amount to about 6 cents per 100 lbs on first class freight, but because of the shorter mileage by truck the rates will in some cases be reduced as much as 18 cents per 100 lbs."

### Possible New Service

An additional daily truck service from Amarillo loomed as a possibility through Mr. King's address. At present the truck service from Amarillo is only every other day. The cooperation of local business men will probably bring the new daily service into a reality as soon as arrangements can be made.

While the second meeting of the reorganized Chamber of Commerce did not have a large attendance, the representative business men held a spirited session, intent on the future welfare and progress of the city.

R. E. Campbell was elected 1st vice president. George Springer, 2nd vice president and secretary. Fay Jacobs was vested with the duties of treasurer. After the report of various committees the club pledged support in the continuation of the membership drive.

## Local Firemen To Ft. Worth Meeting

Fire Chief, C. B. Groves left Matador Monday afternoon to attend the annual Texas Fire Marshals' Convention which started at Ft. Worth, Tuesday and will end this evening. Chief Groves was joined by firemen Julian Edmondson, G. N. Fuller and Clay Gilbert who left Matador for the convention city Sunday.

The Matador delegation expects to attend the Texas Centennial at Dallas before their return home this week-end.

## Wilburn Cox III In Lubbock Hospital

Friends here will regret to learn of the recent illness of Wilburn Cox which necessitated his removal from his home in Spur, to the Lubbock Sanitarium, where he is receiving medical treatments. Although his condition was made critical due to an enlarged heart ailment, he is reported to be improving.

Mr. Cox is a brother of Mrs. R. W. Cudd here, and a former resident of Matador.

## Farmer Short Course To Start on July 20

The Annual Farmers Short Course of Texas A&M College will be held at College Station July 20 to 24, according to a recent announcement by the Short Course committee. Due to the large crowds which attend this popular affair, housing facilities will be taxed to capacity. Anyone in Motley county who plans to attend should notify County Agent Frank A. Buckley by July 1, so that arrangements for accommodations may be made in advance.

## TO WICHITA FALLS

Deputy Sheriff H. H. Courtney was called to Wichita Falls Monday, to the bedside of his mother, Mrs. R. J. Courtney, who sustained a stroke of paralysis. He was accompanied on the trip by his son, Hal.

Mr. Courtney reported his mother's condition to be improved Tuesday.

**Northfield News**

The young folks of the community enjoyed a party at the home of Mr. and Mrs. Frank King Saturday evening.

Marvin and Bille Kennedy of Meadow, are visiting here with their grandparents, Mr. and Mrs. D. T. Florence.

A number of Northfield people attended the Singing Convention which was held at Childress Sunday. Included in the delegation were: Mr. and Mrs. Bake Simpson, Mrs. A. J. Matlock, Mrs. C. M. McDonald, Misses Charlsie Payne, Lela Payne, Ruby Payne, Dorothy McDonald, Ann Florence and Clyde Kincannon, Marvin Thompson, Ralph Collins, Wood-

row Kincannon. Miss Maye Florence is visiting in Matador this week.

Mr. and Mrs. Fay G. Tipton entertained friends in their home Sunday night, at which time the group enjoyed an evening of singing.

W. W. Bain transacted business in Matador Tuesday.

**BANK CHARTERING POLICY REVIEWED**

**State Official Declares Sound Principles in Licensing Banks Are Essential**

PHILADELPHIA—Sound public policy in chartering banks was discussed by Carl K. Withers, Commissioner of Banking and Insurance of the State of New Jersey, before the Eastern Conference on Banking Service, held here recently under the auspices of the American Bankers Association. He declared that "few questions bearing on the future stability and security of our banking systems loom as more important than that of a sound policy to be pursued in bank chartering."

Alluding to competitive policies of both state and national banking authorities to charter the most banks in the past, he said that "this country was over-banked, and that aside from any other consideration, economic or otherwise, this condition was brought about largely through an unwise, unsafe and unthinking charter policy, alternating between the state and national systems, which has marked and hampered banking progress in this country since its very inception."

Political influence

He derided political considerations in connection with the chartering of banks saying: "Political influence has no more place in banking than it has in the deliberations of our highest tribunal—the Supreme Court of the United States. Until this is recognized and brought into being within both our state and national systems, we may never feel safe against the shifting sands of political expedience and favor."

As to the "element of sometimes ridiculous competition heretofore existing between the state and national systems," he said that much may be said in favor of the progress made in recent years. In many states there exists a practical working agreement between local supervising authorities and the federal authorities, whereby all charter applications are mutually considered on a basis of community need rather than competitive advantage as between systems. In some states this arrangement goes even further in the refusal of the one authority to even consider a charter while pending with the other.

Aside from the competitive and political aspects of our future charter policy, he continued, there are several others more individual and local which merit consideration. Among these he mentioned honesty of purpose, community need, the character of management and adequacy of capital.

Most state laws make reference to the "character, responsibility and fitness" of the incorporators of a new bank, he said, continuing: "So important do I conceive this factor to be, that I place it first among those for consideration, for unless the motive is sound, honest and sincere, there is little likelihood that the resultant institution in its service to the community will reflect other than the spirit of its founders."

The Lessons of the Past

"Too often in the past have charters been granted to promoters pure and simple—not always pure, and by no means simple. The country was dotted with such. The experience has been costly and, it is to be hoped, the lesson well learned, not only by chartering authorities, but by the general public well."

Other factors to be considered as among the most important in granting new bank charters, he said, are the number of institutions already serving the area, the record of earnings of existing institutions, the number of failures since 1920, and the reasons therefor, public convenience and advantage, the reasonable prospects for growth of the community, expectation of profitable operation and whether a branch of an existing institution could serve as well.

"Sound public policy demands that no new banks be chartered unless there is a definite, necessitous and permanent need," he declared. "Sound mergers, consolidations and the sensible extension of branch banking are much to be preferred to any general movement toward a flood of new charters. But here again we must guard carefully against monopoly or unbridled branch competition, either of which might become as dangerous as the organization of new banks."

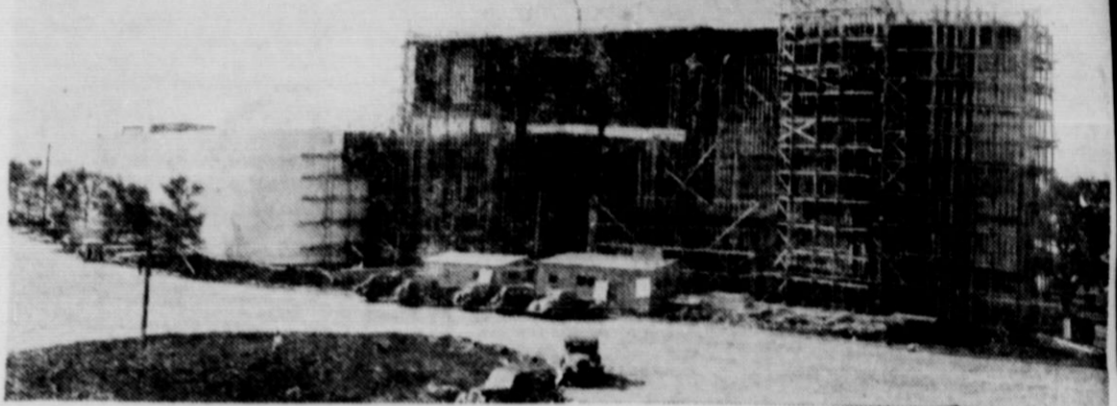
Public Confidence

Challenging a recently published statement that there is an "apparent loss of public confidence in banks," William A. Boyd of Ithaca, N. Y., asks why, if this were true, bank deposits are constantly increasing. "I maintain that any banking institution which has continued to serve its community since the trying days of 1929 must be enjoying the respect and confidence of that community, and I am sure that the very large majority of banking institutions which have come through this depression have never had to 'regain' public confidence," he says.

Ralph Collins, Dorothy McDonald and Dorothy Thompson enjoyed a trip to the Matador chuck wagon Sunday evening.

Subscribe For The Tribune

**Ford Exposition to Show How Southwest's Products Are Employed in Manufacture of Modern Motor Cars**



The opening in Dallas June 6 of the great Ford Exposition will show to the Southwest how its own products make the Ford, the Lincoln and the Lincoln-Zephyr automobiles possible. This unusual photograph showing how importantly Southwestern raw materials enter into the making of modern cars.

The huge Ford Exposition building, erected especially for the Centennial Exposition in Dallas, Texas, opening June 6, will be devoted largely to showing how importantly the raw materials of the Southwest enter into the manufacture of Ford V-8, Lincoln and Lincoln-Zephyr motor cars.

Forty-three thousand of a total of 35,000 square feet in the great air-conditioned structure will house an interesting group of manufacturing and testing exhibits, a pageant of transportation, dioramas showing the use of raw materials in the Ford plants, and an exhibit of the Henry Ford trade school at Dearborn, Michigan.

Displays carrying out the principal theme of the Ford Exposition show how such Southwestern products as cotton, mohair, wool, corn, cattle, soy beans, resin and rice are

employed in the making of Ford and Ford-sponsored automobiles.

Five hundred and fifty-eight thousand acres, producing 160 pounds of cotton per acre, annually more than \$7,000,000 pounds of cotton. How some of the millions of pounds of cotton used by the Ford Company is processed in its final stage at the factory will be shown in the demonstration of the machine known as the "multi-plier."

Used in making seat cushion tops and backs, the multiplier can sew at one time as many pleats as desired. In producing Ford V-8 cushions, eight pleats are made simul-

aneously. At the same time, cotton batting is fed into the machine cover is sewed to the cotton sheeting. The machine in regular production makes 24,000 stitches a minute and turns out 12 to 14 cushion tops every sixty seconds. This machine is but one example of how Southern agriculture contributes to the automobile industry.

With the Firestone Tire & Rubber Company exhibit in the Ford Exposition building showing another important use of cotton, the making of fabric for tires, it is further revealed that for one million Ford units, 25,000,000 pounds of cotton are required. It has been estimated that in production of Ford units this year, approximately 116,000,000 pounds of cotton will be used.

**FORD V-8 ECONOMY MEANS HIGH "Dollar Mileage"**  
(MORE MILES PER DOLLAR)



ONLY THE FORD V-8 GIVES YOU ALL THESE FEATURES

1. V-8 ENGINE PERFORMANCE WITH ECONOMY
2. SUPER-SAFETY MECHANICAL BRAKES
3. SAFETY GLASS ALL AROUND AT NO EXTRA CHARGE
4. WELDED STEEL BODY—STEEL STRUCTURE AS WELL AS SURFACE
5. CENTER-POISE RIDING COMFORT

**NO MATTER** how you classify your expenditures for car up-keep—it's your total expenditure that counts. How much "dollar mileage" is your car giving you?

Dollars do go farther in the Ford V-8. Modern improved carburetion gives you unusual gasoline mileage with brilliant V-8 performance. Most owners of today's Ford change oil only every 2000 miles and add none between changes.

And after the first few thousand miles you begin to understand what Ford V-8 "dollar mileage" really means.

It gives you more miles per dollar because it gives you all-round economy—low first cost, low up-keep cost, low depreciation and long life—as well as low gasoline and oil consumption. All these are big items if you aim to buy the most economical car.

**FORD MOTOR COMPANY**  
**Ford V-8**  
A GOOD CAR AT A LOW PRICE

\$25 A MONTH, after usual down-payment, buys any model 1936 Ford V-8 car—from any Ford dealer—anywhere in the U. S. Ask your Ford dealer about the new Universal Credit Company 1/2% per month Finance Plans.

farm washing IS A JOB FOR A rugged washer!

the **MAYTAG** gasoline multi-motor

• Not only is the Maytag a rugged washer, but it is powered with a sturdy engine for homes without electricity. The Maytag Multi-Motor, the first washer engine built, is also the simplest, most powerful washer engine—and it is designed for a woman to operate.



Also consider the one-piece, cast-aluminum tub, and other long-life features of the Maytag. Then you will know why it is used by more farm homes than any other washer. Electric models for homes on the power line. Terms that make ownership easy.

Free demonstrations in city or country

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ROARING SPRINGS, TEXAS  
**MATADOR HARDWARE & FURNITURE CO.**  
MATADOR, TEXAS

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**Steer No. 73 Will Be Problem Of Riders**

Among the spectacles of Col. W. T. Johnson's rodeo at the \$25,000,000 Texas Centennial Exposition will be efforts of champion riders to stay on Steer No. 73, which has been ridden but twice in six years of effort and O Whirlingig, a mule which has never been ridden. The first rodeo will run from June 6, opening day of the Exposition to June 21.

**Season Now Open**  
**ROARING SPRINGS SWIMMING POOL**  
Swim and Enjoy Life

**Special for Fri. & Sat.**  
We are doing our part to make shopping in Matador as profitable to you as possible.  
To build a better Matador Trade In Matador!

<b>GALVANIZED WARE</b>	<b>ICED TEA GLASSES</b>	<b>Dress Print</b>
No 2 tub 59c	A large selection of styles	We are offering our regular 19c prints and gingham at 15c <sup>yd</sup>
No 3 tub 69c		
10 qt. pails 20c	6 for 50c	
Rub Boards 39c		

**Going To The Centennial ?**  
We have many items that will make your trip a pleasure.  
Centennial Hats 49c and \$1.95  
Centennial Kerchiefs 25c and 50c  
See us for luggage—Our prices are right

**Special—All remaining Summer Hats for Misses and Ladies Now 1-2 price**

**MATADOR VARIETY**  
Get The Habit

Matador, Motley County, Texas, Thursday, June 11th, 1936

**Citation By Pa**

THE STATE OF TEXAS

To the Sheriff of a County of Motley County—

You are hereby summoned to appear in court at the residence of Frank Cate in each week for four weeks previous to the date hereof, in some new publication of this Court in the next regular session of the Court at the 11th District Court House thereof, in Matador, Texas, on the 4th Monday of July A. D. 1936, to answer to the charge of

**Let's**

High F

**L. E. Commissi**

Citation By Publication

THE STATE OF TEXAS To the Sheriff or any Constable of Motley County—Greeting:

You are hereby commanded to summon Frank Cates by making publication of this Citation once in each week for four consecutive weeks previous to the return day hereof, in some newspaper published in your County, to appear at the next regular term of the 110th District Court of Motley County, to be held at the Court House thereof, in Matador, Texas, on the 4th Monday in July A. D. 1936, the same being the 27th day of July A. D. 1936, then and there

to answer a petition filed in said Court on the 23 day of May A. D. 1936, is a suit, numbered on the docket of said Court as No. 947, wherein Winnie Cates is Plaintiff, and Frank Cates is Defendant, and said petition alleging: That on or about the 27th day of October, 1933, Plaintiff was duly and legally married to defendant in the State of Georgia and continued to live with him as his wife until about the 1st day of December, 1935.

Plaintiff has been an actual bona-fide inhabitant of the State of Texas for a period of 12 months and has resided in said County of Motley, where this suit is filed, a period of six months next preceding the filing thereof.

At all times while married to defendant, plaintiff conducted herself with propriety, doing her duty as a wife, has at all times treated defendant with kindness and forbearance and has been guilty of no act bringing about or causing the hereinafter described acts, omissions and conditions on defendants part.

Defendant disregarding the solemnity of his marriage vows and his obligations to treat plaintiff with kindness and attention within about one year after their said marriage commenced a course of unkind, harsh and tyrannical conduct toward plaintiff which continued with very slight intermission, until plaintiff finally separated from defendant on or about the 1st day of December, 1935. On divers occasions while aforesaid, defendant was guilty of excesses, cruel treatment and outrages toward plaintiff of such a nature as to render their living together insupportable.

Defendant is a man of violent passions and of ungovernable temper and during the year 1935 would often get drunk, curse and abuse plaintiff. Would go away at times and stay away for several days and would not let plaintiff know of his whereabouts, leaving her destitute to provide for herself as best she could. Plaintiff picked cotton during the months of October and November, 1935 to get money to buy her some clothes and defendant got drunk, took her money and left the country, and has not offered to support her or to provide any means of support and she has been forced to go to the home of her father for his protection and support. That said conduct on the part of defendant toward this plaintiff has caused her great mental anguish and worry and the said cruel treatment has rendered their further living together insupportable, premises considered.

That during said marriage there were no children born as issue of said marriage; that Plaintiffs maiden name before she was married to defendant was Winnie Johnson and it is her desire that she be restored to her maiden name.

WHEREFORE plaintiff prays that defendant be cited to answer this petition; that on final hearing judgment of divorce dissolving the marriage between plaintiff and defendant and that she be restored to her maiden name, Winnie Johnson, and for such other and further relief as the Court shall deem proper to grant.

Herein Fail Not, and have before said Court, at its aforesaid next regular term, this writ with your return thereon, showing how you have executed the same.

GIVEN UNDER MY HAND and the Seal of said Court, at office in Matador, Texas, this the 27th day of May A. D. 1936.

Jack Robinson, Clerk, District Court, Motley County By Lillie Seay, Deputy.

GADGET LETS AUTOIST TEST MOTOR OILS

PONCA CITY, Okla., June 8—A simple, five-minute film strength, and oilness test for auto lubricants, long sought by oil men, has been perfected here by members of the technical staff of the Continental Oil Company, it was announced today. The test is made by a pocket-size device closely resembling a household nutcracker.

A stock pin and bearing are lubricated with a given oil and placed in the "nutcracker" jaws, on which accurately measurable

pressure can be exerted. The maximum pressure under which the pin can be turned smoothly in the bearing is taken as the measure of the film strength and oilness of the oil.

Continental spokesmen said extensive "nutcracker" tests in the laboratory have shown wide variations in the load-carrying capacity of commercially branded oils, and have thrown new light on the performance of the so-called "alloyed" oils. Methylchlorostearate, a synthetically prepared substance used in the blending of one of the commercial alloyed oils, is said to have set up a film which gave no indication of "grabbing" at the maximum "nutcracker" pressure of 9,000 pounds.

The testing device, it was said, is being distributed to all company service stations so that motorists may experiment with it.

MOVIE CHATTER

By A Rogue

This Is The Life

Thursday night fare for movie fans will be that breath-taking, hair-pulling little miss last seen in "Gentle Julia", in one of her gayest, rowdiest hits, "This is the Life", with John McGuire. She'll thrill you as never before and win your heart forever. You'll miss it if you miss it.

Robin Hood of Eldorado

Robin Hood will come out of the Greenwood forest in the form of Warner Baxter in just the kind of role that made him famous. The story is taken from the life of Joaquin Murietta, factual bandit, but now regarded as one of California's most romantic semi-legendary heroes. The picture was filmed in the beautiful Sonora country scene of Murietta's exploits, it is the story of a man who, when his farm is ravaged and his wife slain, starts on a career of revenge. Follow Warner Baxter in this trail of a Mexican bandit. Ann Loring and Joseph Calleia (of Tough Guy) are others in the cast.

Our Little Girl

Shirley Temple will be on the screen Sunday and Monday to cheer the hearts of all who see her in "Our Little Girl", with Joel McCrea. This is not Shirley's latest picture, nevertheless a picture that you'll want to see. Many who have seen it regard it as one of her best, so be at the Rogue Sunday and Monday only.

Honoring Mrs. W. M. Goodlett, founder of the Daughters of the Confederacy, that organization will observe September 10 as official reassembly day at the Texas Centennial Exposition in Dallas.

In a period of 28 months the Texas Highway Department has

spent \$52,004,528 to construct, widen and otherwise improve the state's highway system. A major share of this fortune has been expended on traffic arteries leading into Dallas where the \$25,000,000 Texas Centennial Exposition will open June 6.

Good Lighting Pays Eye Health Dividends

By Jean Prentice

Eye protection need never be sacrificed to the decorative scheme. The lamp shown here—one of the Better Sight type—provides plenty of well-diffused, glareless light, yet blends perfectly with the room furnishings.



FRINGED shades, bare lamp bulbs, and pools of light are as out of date as plumed hats and projecting petticoats. Modernity demands good taste in lighting, and good taste is always based on sound principles. In home lighting today, these principles involve portable lamps and lighting fixtures designed not only for decorative harmony, but for lighting results and seeing effectiveness as well.

It has been estimated that today we are using our eyes for severe visual tasks 30 per cent more than was common a generation ago. Yet in comparatively few homes does the lighting meet present-day requirements.

Lighting Neglect Harmful It is sad but true that in many homes where much thought and money has been given to furnishings, there is often the least consideration given to lighting. Light bulbs of wrong type have been put into fixtures incorrectly designed in the first place, then placed where they do little good, if not actual harm. When the eyes are punished by poor lighting, they pass along their afflictions to the nervous and physical systems. The action of the heart, for example, is definitely slower under smaller amounts of light. The focusing muscles of the eye become three times as tired under one footcandle of light as under one hundred footcandles. (A footcandle is the amount of light a candle casts on a surface one foot away). Young eyes mistreated by insufficient or improper light become a handicap to good scholarship. Poor lighting makes for restlessness, inattention and fatigue. Actual scientific research has demonstrated this fact.

Bulbs Should Be Checked Wouldn't it be a good idea to check the bulbs in the reading lamps you use constantly? In a single socket lamp, use a 100-watt bulb. In a double socket lamp, use two 60-watt bulbs. In a triple socket lamp, three 40-watt bulbs are recommended.

If you will refuse to read very fine print for long periods of time, if you will have your eyes examined regularly, and if you will make certain that there is abundant glareless light whenever you do close eye work, you can in some measure compensate for the burdens imposed upon our eyes by modern civilization.

Let's Go with Conoco. Mohon Service Station, Dobbs City Merc. Co., Dalton & Ashford, Bob's Oil Well, York's Service Station, Highway Service Sta.—Flomot, Fairview Service Station. L. B. Robertson, Commission Agent, Matador, Texas

OIL MARRIES METAL. And your engine becomes Oil-Plated. Yes, patented Conoco Germ Processed oil—first alloyed oil—definitely joins to all moving parts. It does not merely squirt, but Plates on! This durable Oil-Plating cannot seep down, scrape off, heat away, or lump into carbon and sludge. Even before you touch the starter, Oil-Plating is up on its job. And there it stays Plated, to stave off your next stop for oil... and your next trade-in. Get the one oil that Oil-Plates your engine... CONOCO GERM PROCESSED OIL. CONTINENTAL OIL COMPANY CONOCO

Attend the Free Electric Cooking School. Date: June 11-12. Time: 2:30 - 4:30, Thursday; 9:30 - 11:30, Friday Morning. Place: Basement Methodist Church. Demonstrations of Miracle Cookery. You are cordially invited to attend the Miracle Cookery demonstration, under the personal supervision of Mrs. Stella Floyd, prominent Hotpoint Home Economist. Although nationally recognized as an outstanding Home Economist, Mrs. Floyd is a native of West Texas. Her thorough understanding of West Texas home making problems and rare ability qualifies her to conduct schools of this nature. Plan now to attend and bring your friends. You are sure to profit and enjoy the free, educational Miracle Cookery demonstrations. West Texas Utilities Company. MRS. STELLA FLOYD

**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

National Editorial Association  
MEMBER



**MEMBER**  
West Texas  
Press Association

**SUBSCRIPTION RATES:**  
\$1.60 Per Year, 3 Months 25c  
CASH IN ADVANCE

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

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

**GIVING WEST TEXAS FACTS**

If West Texans like to do some-  
thing better than boast about their  
own section of the state, it un-  
doubtedly is to boast in front of

**POLITICAL  
ANNOUNCEMENTS**

We are authorized to announce  
the following names for public  
office, subject to the Democratic  
Primary, July 23, 1936.

**For Representative:**  
Bob Alexander, re-election  
S. R. Hodges

**For State Land Commissioner:**  
W. H. (Bill) McDonald

**For District Attorney:**  
Alton B. Chapman, re-election

**For Sheriff and Tax Collector  
and Assessor:**  
Walker Williams  
G. W. Green  
J. E. (Edd) Skinner, re-election  
L. A. Carlisle  
J. Floyd Jordan

**For County Judge and Ex-Office  
County Superintendent:**  
W. R. Cammack, re-election

**For County Treasurer:**  
Mrs. John Smith, re-election  
Mrs. Carl Sanders

**For County Clerk:**  
Jack Robinson, re-election

**For Co. Commissioner Prec. No. 1**  
J. S. Lambert, re-election  
A. A. Groves

**For Commissioner Precinct No. 2**  
A. K. (Kim) Wilkinson  
(Re-election)

**For Commissioner Precinct No. 3**  
A. B. Simpson

strangers.  
Whether any West Texans stand  
around their exhibits at the Cen-  
tral Centennial exposition at Dal-  
las, or the Frontier Centennial at  
Fort Worth, thumbing their vests,  
the displays will be there silently  
boasting for them to the world at  
large.

Even West Texans sometimes  
just have an idea of the imposing  
array of statistics which can be  
gleaned from their stomping  
grounds. At the Fort Worth celebra-  
tion, for example, the agricul-  
tural development exhibit planned  
by West Texas Chamber of Com-  
merce District 2, including 20  
counties surrounding Lubbock,

will emphasize such statistics as  
these:

All of West Texas comprises a  
territory of more than 153,000  
square miles, more than twice as  
large as the entire New England  
states with Indiana included.

West Texas crops have an aver-  
age value of \$325,000,000 with an  
acre yield of \$23, more than the  
favorable average of \$20 for Calif.

With 60,000,000 in farm lands  
more than half the total acreage  
of 104,000,000 is under cultivation.

That information and more pro-  
mised by D. A. Brandeen of Stam-  
ford, West Texas Chamber of  
Commerce manager, may bring  
home a point or two to the most  
casual observer.

Should there be any doubters in  
the crowd, some might journey  
westward to verify the figures. If  
there is found any variance, it  
will, happily, be in favor of this  
section. Figures have a habit of  
getting bigger and bigger from  
month to month in a developing  
resourceful and progressive land  
such as this.

West Texas exhibits at the two  
highly publicized celebrations may  
prove of more benefit than the  
average individual believes in let-  
ting outsiders know that the sur-  
face has hardly been scratched—  
and the statement applies equally  
as well to industry as agriculture.  
—Lubbock Avalanche Journal

**Streets Of Paris  
Gain Favor Place  
Texas Centennial**

DALLAS, Texas, June 9.—The  
Streets of Paris with its sensation-  
al picturization of Gay Paree bids  
fair to be the most popular spot on  
the entire Texas Centennial  
grounds. Fashioned after the  
Latin Quarter of Paris, with a  
replica of the SS Normandie as  
the central piece in the place, it  
is attracting more attention than  
any other attraction on the  
grounds.

Located aboard the SS Norma-  
ndie is the Centennial Club where  
royalty will be entertained, if  
royally attends the Centennial  
Exposition. Three decks of the  
Normandie are devoted to Cen-  
tennial Club Rooms, two of these  
being air conditioned.

**Famous Attractions**  
Famous for its peep shows, its  
grisettes, its sidewalk cafes, its  
casinos and dance pavilions, the  
Streets of Paris opens the Centen-  
nial with a bang. Featured as the  
stage show in the attraction is  
Andre Lasky's French Revue, with  
45 Continental Artists and 24  
Parisienne models. Another feature  
will be Francis Dittrich's Art In-  
stitute, where living models will  
be sketched by visiting artists.  
Rooms will be reserved for spec-  
tators who seek to see how an art  
institute is run. Thirteen promi-  
nent artist models from Chicago  
have been brought here for this  
feature of the Streets of Paris.

Many sensational acts have been  
signed for the Streets of Paris to  
augment the French Revue. Among  
these are four diving acts. Maudin  
the world's most famous high  
diver. Another act is the Venus in  
the Shell, and many other famous  
acts.

**Beauty Specialist  
At Simpson's Drug**

Miss Pauline Milner, personal  
representative of the Princess Pat  
Superior Beauty Aids, is offering  
corrective skin treatment and  
private consultations at Simpson's  
Drug Store throughout this week.

Miss Milner is offering an hour  
of individual attention without  
charge or obligation to a limited  
number of those who register im-  
mediately.

Complimentary with each pur-  
chase, a sample bottle of Princess  
Pat Almon Lotion and a booklet for  
your Exquisite Beauty, is  
offered. Appointments may be  
made by telephoning 33.

Simpson's Drug Store is the ex-  
clusive agency in Matador for the  
Princess Pat line of cosmetics and  
beauty aids.

**Texas Mills Have  
Centennial Kitchen**

Mrs. Ida M. Chitwood, well  
known exponent of cookery, will  
conduct the Southern Laboratory  
Kitchen in the replica of the old  
Texas water powered mill which  
will house the exhibit of the Flour  
Milling industries, it has been an-  
nounced here by Jack P. Burris,  
chairman of the enterprises which  
are participating.

Appointment has recently been  
made of Mrs. Chitwood to the  
position of Director of Home  
Economics for the flour milling  
industries a department which  
will be permanently established  
in the old mill at the Centennial  
Exposition grounds.

Mrs. Chitwood will lecture  
throughout the entire day and  
will direct the preparation of  
dishes made from flour products.  
At the close of each lecture, these  
dishes will be presented to the  
audience.

A recipe book containing one  
hundred of her most famous re-  
cipes has been compiled by Mrs.

**METHODIST CALENDAR**

Sunday School ..... 9:45  
Church Services ..... 11:00  
League ..... 7:45  
Evening Services ..... 8:30  
Prayer Meeting, Wednesday  
evening at 8:00 o'clock, followed  
by Choir Rehearsal

**First Casualty at Exposition**



**RANGERETTE QUITS OPENING DAY**—Helen Stamps, Texas Cen-  
tennial Exposition Rangerette, flew 10-gallon hats to Washington for  
President Roosevelt's party to wear to Dallas June 12. Opening day  
she wired Exposition officials she had been hired as a New York model.

**STYLISH  
SUMMER  
HATS**  
Felts and Straws

**NEW FELTS**  
We have just received a  
large shipment of new felt  
hats, in a variety of shades  
and styles. No hat is as  
comfortable as a felt—no  
hat as dressy this season.  
Get a new hat to wear to  
the Centennial.

2.95 to 3.95

**MEN'S OXFORDS**  
Whites - Blacks  
Tans

You do not need to pay high  
prices for quality dress shoes.  
We have an extra large shoe  
stock, making it possible for  
us to offer our customers ex-  
actly the style and price shoe  
desired. Three shades: Whites,  
Blacks and Tans and all in  
the newest designs.

2.98 to 5.00

**Matador Bargain Day Specials**  
Good only Saturday, June 13th  
DOMESTIC unbleached yd. 7 1/2c  
TOWELS Turkish 20 x 40 ea 15c

**WESTERN  
Dry Goods Company**

**Compound**  
Bird Brand  
Vegetole  
Wilsco  
8 lb carton 98c

**Canned Food**  
Tomatoes NO. 2  
Green Cut Beans CAN 25c  
Mustard Greens 3 for  
Field Corn  
Spinach

**SYRUP**  
1 gal. East Texas Sorghum 49c  
1 gal. East Texas Ribbon Cane 59c  
1 gal. Brer Rabbit 59c

**Flour Special**  
Closing Out Moore Mills Flour  
48lb. Home Enterprise \$1.65  
12 lb. Home Enterprise 49c  
6 lb. Home Enterprise 25c

W-P Salad Dressing 32 oz jar 23c  
MUSTARD qt jar 9c  
CATSUP 14 oz 13c  
PICKLES qt dill or sour 21c

**Fresh Vegetables  
and Fruits**  
Everything obtainable will be  
offered you at prices you can  
afford to pay

**MARKET  
STEAKS**  
T-Bone, round or loin lb. 23  
All other cuts 19c

**PORK SAUSAGE 23c**  
Properly Seasoned

Long Horn Cheese lb. 18c  
Hot Barbecue Cooked Daily 25c  
BACON fancy sliced 27c

**FREE ICE WATER**  
We have just installed a water cooler at our  
store, bring the kiddies here for ice water

**BOB'S  
FOODWAY**

**"VACATION?"  
We're taking Ours  
At Home**  
—there's plenty in this Big  
State We Haven't Seen—

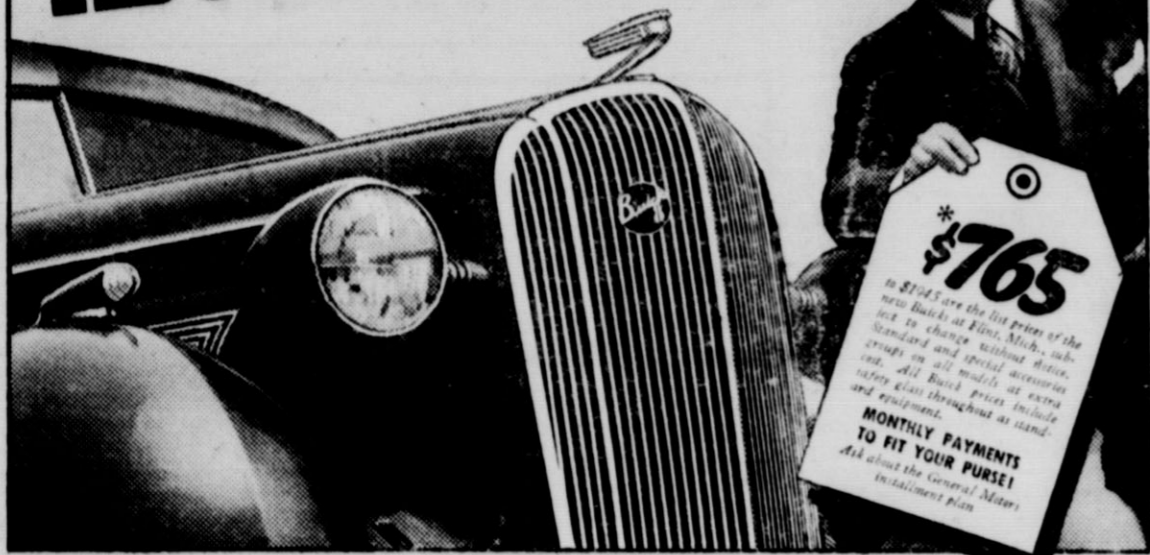
**VISIT THESE INTERESTING  
CENTENNIAL  
CELEBRATIONS**  
(June 8 through  
July 4, Revised to  
June 1)

**JUNE 6-NOVEMBER 29—DALLAS**—Central  
Exposition  
**JUNE 7-14—CORPUS CHRISTI**—Exposition  
and Water Carnival  
**JUNE 11—FAYETTEVILLE**—Centennial  
Exposition  
**JUNE 11-13—FORT STOCKTON**—Water  
Carnival  
**JUNE 13—WOODVILLE**—Tyler County  
Centennial  
**JUNE 15-18—WILLSBORO**—Centennial  
Exposition  
**JUNE 18—MATAZORDA**—Centennial  
Exposition at Episcopal Church  
**JUNE 19—NORMAN**—El Comite Real  
Exposition  
**JUNE 19-30—MENARD**—Menard County  
Centennial  
**JUNE 19-25—WHEELER**—June Twentieth  
Exposition  
**JUNE 20—ELECTRA**—Oil Exposition  
and Centennial Jubilee  
**JUNE 20-22—WHEELER**—Exposition  
and Centennial Jubilee  
**JUNE 22-23—FORT AMY NEAS**—Texas Ter-  
ritorial Exposition  
**JUNE 23-24—GALVESTON**—Oleander  
Exposition  
**JUNE 23-24—BROWNWOOD**—Cen-  
tennial  
**JUNE 23-24—MT. PLEASANT**—Milk Fair  
and Exposition  
**JUNE 24-27—SHINER**—Centennial of Agri-  
culture  
**JUNE 25—CHILDRESS**—Texas Under Six  
Flags Pageant  
**JUNE 25-26—MIDLAND**—Rodeo and Fair  
**JUNE 26-28—MIDLAND**—Golden Anni-  
versary  
**JUNE 29—TEMPLE**—Pioneer Day and  
Centennial  
**JUNE 30 JULY 4—PORT ARTHUR**—Cen-  
tennial  
**JULY 1-4—BRADY**—July Jubilee and Cen-  
tennial  
**JULY 1-5—FREETPORT**—King Fish Rodeo  
**JULY 1-5—PORT WORTH**—Centennial  
Exposition  
**JULY 2-4—PECOS**—Cowboy Reunion and  
Rodeo  
**JULY 2-4—FALFURRIAS**—American Legion  
Rodeo  
**JULY 2-4—CANADIAN**—Aunt Fannie Rodeo  
and Cowboy Reunion  
**JULY 2-4—BAZAR**—Centennial  
Exposition and Celebration  
**JULY 2-4—AMERICAN LEGION**—Centennial  
Exposition  
**JULY 2-4—CROCKETT COUNTY**—Rodeo and  
Stock Show  
**JULY 2-4—JUSTIN**—Ameri-  
can Legion Centennial Celebration  
**JULY 3-4—HOCK SPRING**—Livestock Ex-  
hibition and Rodeo  
**JULY 3-4—COTILLA**—Centennial  
Celebration  
**JULY 3-4—LACLETS PASS**—Border Jubilee  
**JULY 4—MATHIS**—Centennial Reception  
**JULY 4—CLARENDON**—Centennial  
Exposition and Pioneer Round-Up  
**JULY 4—MELTON**—His-  
torical Celebration and Rodeo  
**JULY 4—BOWIE**—Pioneer  
Pageant and Celebration  
**JULY 4—KERRVILLE**—Historical  
Celebration  
**JULY 4—MCCLELLAN**—American Legion  
Celebration  
**JULY 4—CISCO**—Golden Jubilee  
Celebration  
**JULY 4—SLATON**—Silver Anniversary  
Celebration  
**JULY 4—COMFORT**—Rodeo and  
Pageant  
**JULY 4—BANDERA**—Centennial Rodeo  
and Banquet

For dates beyond July 4 write  
State Headquarters  
TEXAS CENTENNIAL CELEBRATIONS  
Dallas, Texas

**TEXAS  
CENTENNIAL  
1936**

# THE ONLY SMALL THING ABOUT A BUICK



LOOK high and look low throughout this smart and spirited Buick SPECIAL, and you'll find only one thing about it that's anything but big. It's big in its inches, length and breadth—big in the ample, stretch-out space it supplies to driver and passengers alike. It's big in its power—it hasn't found a hill it couldn't easily master, or a driver it couldn't thrill by the fervor of its quick response the smoothness of its stride. It's big in the measure of its quality, seen and unseen—every nut and bolt and strut and part is eloquent testimony to Buick's insistence that the best alone will do. It's big in the pleasure it can bring you—pleasure that comes from handling a sparkling and superior performer—pleasure that's yours from owning a car so obviously better

than mere transportation requires. It's big in the satisfactions it yields—from the smartness of its valid streamline style, from the surety of its comfort, and your knowledge that the family couldn't be safer in a car. It's big in every way, until you reach for the tag that names the price—then you find that it's only a short step up from the lowest-priced field to the Buick of your dreams. \$765\* and up, list at Flint, the price tag on the Buick SPECIAL Series 40, reads, and the terms are within anyone's reach.

BUICK invites you to hear Owen McCarthy and Edwin C. Hill Broadcast the LOUIS-SCHMELING FIGHT Red & Blue Networks, N. B. C. Night of June 11

**"Buick's the Buy"**  
A GENERAL MOTORS PRODUCT

## MATADOR MOTOR COMPANY

57 Main Street

Matador, Texas

## CLOSE OUT SALE OF GROCERIES

We are going out of business and offer our grocery stock at reduced prices. Listed below are a few examples of our values. These prices good only until present stock is exhausted.

ALL SALES MUST BE FOR CASH

Shortening	8 lb. carton	89c
Tomatoes	no. 2 cans doz.	85c
GALLON PRUNES		27c
PINTO BEANS		lb. 4c
Peaches	No. 2 1-2 can Packed in syrup	14c
SPINACH	Del Monte no. 2 can	11c
SALMON	Pink tall can	11c
PRINCE ALBERT	can	10c
MUSTARD	quart jar	10c

## Sims Grocery

WHITEFLAT, TEXAS

### Whiteflat News

Mr. and Mrs. H. W. McCary left Tuesday of last week for San Angelo, where they will make their home.

Mrs. P. W. Martin returned recently from a visit with her daughter, Mrs. Jim Clawson at Vernon.

Mrs. H. B. Stephens is visiting her son, Dan Stephens at Skelleytown.

Mrs. L. R. Browning was called to the bedside of her brother, Cliff Jay, of Roby, Tuesday of last week. Mr. Jay had suffered a stroke of paralysis and had passed away before Mrs. Browning arrived. She was accompanied by Mr. and Mrs. Bruce Browning, Mr. and Mrs. G. F. Loyton of Auburn, Washington and Mr. and Mrs. George Murray were recent visitors in the home of Mr. and Mrs. F. C. Harrow.

Thursday afternoon, June 4th, Mesdames Tom Edwards and Ed Whitaker honored their little sons, Jerry Thomas and Lovell Don, with a birthday party in the home of Mrs. Whitaker. Many lovely gifts were presented the young hosts and the mothers of the little guests assisted the hostesses in entertaining them with various games. Cake and lemonade were served to the following guests: Mary Bernice and LaVerna Murphy, Elwanda and DeWayne Martin, Bob and J. C. Murphy, LaNell Rattan, Jolene and Rose Mary Bloodworth, Kenneth Rea Bryan, William Curtis, Wanda, Jody Wayne and James Melvin Graham Dorothy Jean Henderson, Royella and Bobby Jay Browning, Rose Mary Edwards, Ernestine and Annette McWilliams, Mary Helen Stephens, Warren Earl and Dan Lamar Tilson.

On Friday afternoon, June 5th, Mrs. Verne Austin entertained a host of little folks in celebration of the third birthday of her little son, Calvin Duane. Each guest presented Calvin with a gift as they arrived and following a number of games, Mrs. Austin served as refreshments, cake and ice cream to: Walter and Joe Spray, Florence, Fred and Moseille Elmore Alton Dale Wallace, Norman Chole Casey, Mary Janice and Gwendoline Wilkinson, Jolene and Rose Mary Bloodworth, Peggy Jean and June Spray, Allen and Vernell Higginbotham, Travis Clifton, H. A. Stephens, Helen, Stanley and Joy Redwine, Ernestine and Annette McWilliams, Gerald Spray, Glynell McCary, Kenneth Rea

Bryan, Bobby Jay and Royella Browning, Dorothy Jean and Mary Frances Casey.

### Good Night's Sleep Important To Life

AUSTIN, June 8.—Sleep is a necessity of life and health and habitual loss of sleep will tend to retard the body's recovery from the fatigue of the day's activities, advises Dr. John W. Brown, State Health Officer.

"The average healthy adult," he said, "spends about one-third of his life in sleep. Far from being a waste of time, this one-third of your life spent in restful sleep will make possible a happier, healthier and longer life."

"We may be able to go without sleep for a night or two, but too little sleep for a prolonged length

of time will undermine the health of a rugged person and turn a cheerful individual into a cross, irritable one. When good health can be maintained to such a large

degree by merely sleeping and thus allowing overtaxed bodies and minds to regain a proper balance.



### BE THRIFTY

Save time, worry, money and your clothes by having us do your laundry. Summer is at hand and you will want more time to be out of doors—More freedom from the worries of Wash Day.

Call our driver today and let us show you the economy of quality work.

## Spur Laundry

### We Appreciate

### Your Business . . .

### Sinclair Oils and Gas

Tires and Accessories

### Sinclair Service Station

A. P. HODGES, Manager

**CHEAP PAINT . . .**  
is entirely TOO EXPENSIVE

Low-grade paint always costs far more in the long run than high-grade paint. That's because good paint—like Lowe Brothers High Standard—covers more surface to the gallon, retains its finish much longer, cuts down painters' time and looks better. Before you paint come in and get the facts about paint economy. We can save you money.

### Burton-Lingo Company

"PIONEER LUMBER COMPANY OF WEST TEXAS"

## VETERANS

### Dress up in new togs

Money goes a long way when you buy clothing at the Matador Dry Goods and you will appreciate the style and quality . . . Come in today and let us fit you out in new togs . . . For pleasure and work . . . New, cool stylish apparel at moderate prices.

### Work & Vacation Clothes

Serviceable, well made and comfortable  
KHAKIS CHECK  
Shirts and Pants To Match  
New Patterns

Shirts at \$1.35

Pants at \$1.50



COMFORTABLE  
Long-Wearing Khakis  
Pants and Shirts  
To Match

Famous  
**HAWK BRAND**  
Fine for Vacation

PANTS AT \$1.50

SHIRTS AT \$1.25

## Matador Dry Goods Co.



COOL HATS FOR SUMMER DAYS

Dress Straws \$1.00 to \$1.95

Selected for appearance, for durability and for comfort in a style and shape to suit every head and face. Hats that can take it no matter how you look at them. Ideal for summer business and social wear.

### Genuine Hawley TOPPERS

Rain and Sun Proof

Boys 45c  
Mens \$1.00 to \$1.95

Wool DRESS PANTS  
Tropical Weave, Cool, Well-Tailored and Stylish  
\$2.95 to \$4.95

A large selection of new Dress Shirts.



**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.

An aspersion has been cast on the masculinity of a bull-calf who 'acted' in a picture recently. He was called "Phoebe" right to his face, in the presence of many witnesses and he resented it greatly and in no uncertain terms. Furthermore, to add insult to injury, about his neck was hung a card stating—"This is the great, great, Granddaughter of the cow that dash brought into chapel".

The occasion on which this contretemps took place represented a reunion of college alumni in their

Frat Cellar. Laughing, drinking, smoking, story-telling and reminiscing was the order of the evening. Then the calf was brought in as a climax to the evening's hilarity.

It seems that before the scene was shot, a couple of calves—no sex mentioned—had been ordered to stand-by. The better of the two was to have the questionable honor of acting in the films. The first calf was brought on, was jet black and of the gentler, feminine persuasion. But she soon proved she was too blash and furthermore, her photographic potentialities were practically nil. So the bull-calf was brought on. You could soon see he was imbued with the divine spark—he was full of life and as for his photographic possibilities, he was great, thanks to his tan and white coat. No time could be spared to paint another sign to hang about his neck, so the original one designed for the feminine member of the bovine tribe was brought into requisition and placed about his neck. Nor did his ignominy stop at that, for the human actor—Charles Butterworth—had to address the calf as "Phoebe" and make endearing passes at it. Hereupon the bull-calf rolled his eyes in a wild frenzy of emotion and he tugged viciously at his halter—he wanted to break away and dash for wide

**Rangerettes Bound by Traffic Instructions**



Preparing for a drive about the Texas Centennial Exposition grounds in a Ford V-8, two Rangerettes Miss Helen Stamps (at wheel) and Miss Enid Busby, received traffic instructions from George Palmer, Ford service employee, who in turn was told how visitors to the Exposition will be accommodated. The trio conferred in front of the Ford Exposition building, opening June 6.

open spaces where lurked freedom from insults and acting. Some really did not understand his deep emotions thought he was just frightened, what with all the bright lights, the strange surrounding, the actors, but there were others who thought he had resented keenly to be called "PHOEBE" when he was such a gentleman and wanted to get away from it all.

So you see acting in the movies is not always 'beer and skittles'—not only for the human actors but it applies to the animal kingdom also.

A blood-curdling crescendo of the siren was heard the other day on the studio lot. Heretofore, one had always associated the siren's shriek with either a fire or a clearance for an ambulance. Is it any wonder then, that when we heard the siren's shrill blast, we thought the studio was on fire, or that some one had been seriously hurt. Such was not the case, however, the siren's call only proclaimed the arrival of the star on the set. We were all properly impressed of course—how could we ignore publicity's stentorian tones. Hollywood got the idea from Europe, I think. The arrival of

Majesty was always announced by the booming of guns.

The generosity of Marion Davies might well be emulated by some of the other stars. Her generous contributions to the Crippled Children's Home, to the people associated with her on the set, her annual Christmas parties, when thousands of poor are given the wherewithal for a fine Christmas dinner and their children are all remembered with many fine gifts, not to mention fruits and candies, all these various charities are but a few among many others.

Many stars are inclined to be very selfish, never do they contribute one cent toward charity and if they do, not in the right spirit. If they give fifty dollars they expect five hundred dollar's worth of publicity from it. The finest charities are those that flourish best concealed from the light of publicity.

Everything one does boomerangs back—both good and evil—so let us cast our bread upon the waters, so they may return to us as sandwiches.

About the ranch at San Simeon, California, the most imposing and finest of William Randolph Hearst's estates.

It is five times as large as the District of Columbia, including the city of Washington.

It has thirty miles of sea coast and fifty miles of mountain ranges. It has an airplane landing field, a golf course, private telephone exchange, a private harbor large outdoor swimming pools, the preserves are stocked with all sorts of rare animals: Bison, guns, giraffes, zebras, llamas, kangaroos etc.

It is fifty miles from the railway station (San Louis Obispo) to the entrance of the house on the summit of the hill.

The entrance is of white marble, richly embellished with sculpture reminding one of the French Chateaux one sees in the Loire region of France.

The interior is sumptuously furnished with antiques and various objets d'art garnered from Europe by experts—Gobelin tapestries, Italian primitives, carved furniture, rare carpets and rugs, embossed silverware, gold plate, iron grilles taken from old Spanish cathedrals of the 14th Century, carved choir stalls from the Middle Ages, suites taken in tact from the Doges' Palace at Venice, etc.

Besides the Assembly Hall, the Roman baths, Mr. Hearst's terraces, the Library, perhaps the most famous room of them all is the Refectory.

This immense Dining Hall recalls the refectory of a feudal palace and is large enough to accommodate 150 guests at one time all seated before a long table, in chairs that were carved choir stalls of an old European cathedral. Overhead a multitude of Sienna flags are in evidence and the ceiling is a great work of art. Each panel has a figure or heraldic design in the center, carved in high relief. This ceiling is made of pine unpainted but waxed and was imported from Europe. The view through the iron grille (Spanish, 14th Century) of this room is one that all visitors remember the best.

All this pile of historic grandeur was conceived as a childhood

**Lovely "Sweetheart of Texas"**



To millions of people throughout the nation, who have read with interest the Texas Centennial's booklets describing the beauties of Texas, lovely Janice Jarratt was known simply as the "girl on the cover". But in response to a wide public demand Centennial officials revealed her identity as the San Antonio girl who won fame in New York as America's best-loved model and became ranked as one of the world's most beautiful women. Back to Texas she came last week, and in an elaborate ceremony attended by hundreds Governor James V. Allred bestowed upon her the official state commission as "Sweetheart of the Texas Centennial." It will be her duty to reign with charm and gracious distinction over many of the scores of Centennial celebrations being held throughout all Texas.



**YOUR NEIGHBOR WILL TELL YOU ABOUT THE FLOYDADA LAUNDRY**

Your neighbor can tell you about the satisfaction, service and economy of having your laundry done by the Floydada Steam Laundry.

Why not start today and provide yourself with more leisure and entire freedom from washday worries, by calling our driver

**FLOYDADA Steam Laundry**



**You must See The NEW AIR CONDITIONED ICE Refrigerators**

They are the most beautiful ever built . . . streamlined . . . super-insulated . . . and the gleaming white finish, inside and out, will never crack or discolor.

The ice compartments are scientifically built to save ice, give the proper uniform, low temperature and create and maintain the necessary circulation of moist air, without which safe, efficient refrigeration is impossible.

The food compartments are arranged for maximum convenience. You can keep more food per cubic foot . . . and keep it fresher, longer.

The purchase price of these new refrigerators is only 1/4 to 1/2 of what you would expect to pay and, of course, they cost much less to operate.

You must see the New Air Conditioned Ice Refrigerators TODAY!

**Leon Independent Ice Company**  
Phone 67 Matador, Texas

dream of the owner, who called it "La Cuesta Enchantada"—The Enchanted Hill, perhaps the most imposing private home in America

In other cities, one sees people going to work in either overalls, or else in their business suits. The other day, in Hollywood, I saw scores of them coming to work in their pajamas.

Wheeler and Woolsey were making a comedy at the R. K. O. Studios which necessitated all these people garbed in their night clothes. The scene represented an ocean liner which had been ram-

med at sea in a dense fog and all these people represented the travelers on this ocean liner who had been suddenly awakened out of their dreamy sleep to rush pell-mell on deck in the greatest, wildest confusion.

The fog was well simulated. A mineral oil was forced thru an ice cold container, chilled by dry ice. This made clouds of mist issue forth, which in the picture will represent the fog. It was not at all unpleasant, so unlike scenes where sulphur smoke is used which is often so strong as to be almost suffocating.

**For Really DELICIOUS Meals**

We wouldn't tell you about the excellence of all our cooking if our patrons hadn't already told us the same thing. Try us today-for any meal. Change of Menu

Daily LOWER PRICES — BETTER FOOD

All Kinds of Short Orders  
Good Coffee

**JOE'S CAFE**

Joe Jeffers, Mgr.



You are cordially invited to call at our store or telephone for a complimentary corrective skin treatment and private consultation with

**MISS PAULINE MILNER**

Personal Representative of

**Princess Pat Superior Beauty Aids**

Your skin is an individual type and should have individual care. This specialist will give you a complete Skin Analysis and also expert advice on personality make-up.

She will give you an hour of undivided attention. There will be no charge or obligation and only a limited number can be registered.

**SIMPSON DRUG CO.**

Exclusive Agency In  
Matador, Texas

JUNE 8th to JUNE 13th

Complimentary with each purchase, a sample bottle of Princess Pat Almon Lotion and booklet for your Exquisite Beauty.



**GOING TO THE CENTRAL EXPOSITION?**

Play Safe. Stop in Fort Worth. Be sure of accommodations. Your mind at rest, you'll enjoy the short, pleasant drive to and from Dallas and the FRONTIER CELEBRATION IN FORT WORTH.

The Worth gives you the MOST for your money. A cordial atmosphere of friendly hospitality. Every room with bath or shower . . . rates as low as \$1.25 a day.

JACK FARRELL, Manager  
18 floors of cheerful Guest Rooms

AIR-CONDITIONED  
Coffee Shop—Dining Room

**WORTH Hotel**  
FORT WORTH

**Athlete's Foot**

BROWN'S LOTION is guaranteed to cure ATHLETE'S FOOT in from 5 to 14 days.

Sold with money back guarantee. 60c and \$1.00 sizes at

CITY DRUG STORE

**Roper**



SECRETARY ROPE... Roper is shown at opening of the \$25,000... greeted by Gov. Ja... opening ceremonies.

**Warns Soldiers Receive Bon... Regard To**

(Following is a... Wright Patman of... house of Represent

**When**

Houston will... Jacinto Centennial... will witness... most highlight... site of the old... Day 100,000 wh... ceremonies to... At the right is... in honor of the



**We ANYTIME hour d... cure re**

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**Roper Greeted at Exposition**



SECRETARY ROPER AT FAIR.—Secretary of Commerce Daniel C. Roper is shown above, left, as he arrived in Dallas June 8 for the opening of the \$25,000,000 Texas Centennial Exposition. He is being greeted by Gov. James V. Allred, with whom he participated in the opening ceremonies.

**Warns Soldiers Who Receive Bonus With Regard To Schemes**

(Following is an address by Wright Patman of Texan in the house of Representatives regard-

ing the soldiers bonus payments. Mr. Patman was one of the most ardent workers for passage of the bonus payment bill).

Mr. Speaker, I am grateful for this early opportunity to issue a word of warning to the 3,518,191 American war

veterans who are to receive their adjusted service certificate bonds from the United States Government on Monday, June 15.

My warning to each of these men is to beware of the crafty chislers and scandalous schemers who are busily engaged throughout the country in devising slyster ways and means of getting their clutches on the veterans' bonus money.

**Attracts Unscrupulous**  
The \$1,924,000,000 that will shortly flow from the treasury into the hands of the exservice men, is a luscious lure that its attracting, the unscrupulous, who regard it as a field enormously rich and overflowing ripe for their picking.

I am humbly grateful for the privilege of fighting eight long years for the veterans; for the joy of living to see that day dawn when our federal government issues payment of its debt to the soldiers, sailors and marines.

By that same token I am fired with a stong fraternal desire to warn these, my buddies, against the blandishments of business bandits who would snatch the veteran purse and flee with it.

Now is the time to pause and consider the steps that will be taken by veterans and to urge caution in the disposal of their bonus bonds.

**Go To Banker**  
My strongest counsel is for each veteran to go to the bank with which he does business and discuss his personal problem with his banker.

I say the bank because it is the safest place for (1) the deposit of bonds proper in safety vaults, (2) the deposit of revenue yield of bonds that have been cashed and (3) because the United States government today stands back of the thousands of banks that have insured deposits up to \$5,000 through the Federal Deposit Insurance Corporation.

**Caution In Cashing Bonds**  
To those veterans who are obliged to cash in their bonds for needed immediate payment of obliga-

tions, I say: consult your banker first and then cash in only such number of bonds as may be actually needed to meet the individual financial emergency.

This word of counsel is given in warmest friendship for every veteran and for the cause that we have championed together. And it is because I have a firmly commu- ed faith in our American commu- nity banker that I say to the ex- service man: "See Your Banker First."

Unless veterans are wise in the disposal of their bonus bonds, there will be such a titanic torrent of money as to disintegrate the dam of common sense and economy, flood the thirsty sands of greed and leave nothing but a memory of things that might have been.

The primrose path of summer spending leads straight to poverty. But the man of common sense and vision will bank his bonds against the bitter cold of coming winter.

**Sound Bonds**  
These are not plain or ordinary bonds. They are sound and valuable. They may be redeemed at their face value at any time during the first year, but no interest will be paid if redeemed within a year. Those veterans who holds their bonds for one year or more from the date of issue, June 15, 1936, can redeem them at any time thereafter, not only for the face value but plus an additional three percent interest. This is extraordinary protection against fluctuation in value. All of these bonds will be dated June 15, 1936.

The bonds are not transferable and not assignable. They are not subject to attachment by legal proceedings. Every bond will run to June 15, 1945. Each bond is redeemable by the treasury of the United States.

General Frank T. Hines, administrator of veterans affairs, has told me that if the bonds to be issued were laid end to end they would reach from New York City across the dark Atlantic to London and thence almost to Moscow. The amount of money represented in the ultimate settlements will approximate the pay of 500 men who received \$40 a week continuously for the past 1935 years I believe the average payment will amount to \$536.

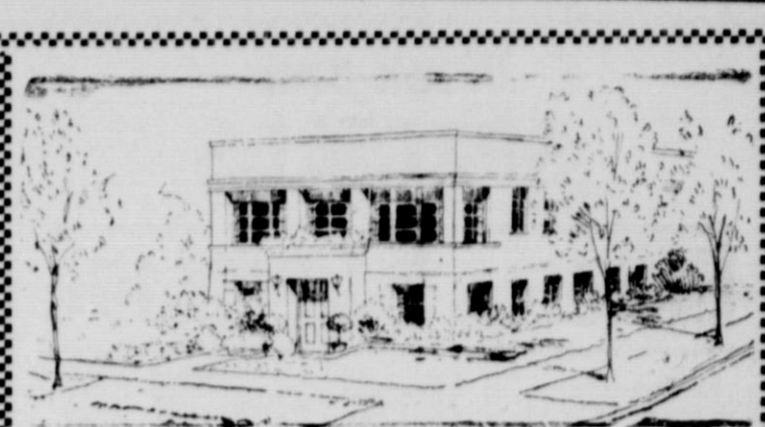
To hundreds of thousands of

veterans this will represent a nest egg from which, if properly guarded, a new start in life can be hatched and I cannot refrain from taking this timely opportunity to reiterate my urgent plea to each veteran who will receive a bonus bond: **SPEND CAUTIOUSLY . . . SEE YOUR BANKER FIRST.**

**FITCH REPRESENTATIVE GIVES DEMONSTRATIONS**

Mrs. Jack Drake, Beautician from Abilene was here this week, giving facials demonstrating the Fitch line of cosmetics, at the Sanitary Beauty Shop, owned jointly by Mrs. Solon Lea and Miss Dora Jameson, who carry the Fitch line in connection with their shop.

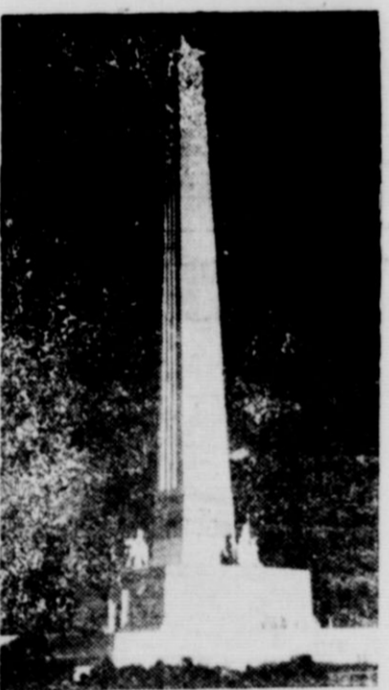
The American Society of Composers, Authors and Publishers has waived all copyrights for the \$25,000,000 Texas Centennial Exposition which opens June 6, E. C. Mills officer of the society has announced. The society controls between 200,000 and 300,000 compositions.



Completely Equipped For  
**OBSTETRICS, PEDIATRICS**  
And General Medicine  
Newest Type X-Ray Equipment  
**TRAWEEK HOSPITAL**  
Phone 59 Day and Night Service  
A. C. Traweck, M. D. Albert Traweck, Jr., M. D.

**Where Houston Celebrates Winning of Texas Freedom**

Houston will be host to thousands April 12-21 when the San Jacinto Centennial Celebrations hold forth for ten gala days. Visitors will witness colorful parades and pageants, and an entertainment highlight will be a public ball on Main Street in front of the site of the old capital of the Republic of Texas. On San Jacinto Day 100,000 will participate in a pontifical field mass and other ceremonies to be broadcast nationally over both major networks. At the right is the gigantic shaft to be erected on the battlefield in honor of the heroes of Texas' struggle for liberty.



HERE'S THE TIRE THAT GIVES YOU **43% LONGER NON-SKID WEAR**



**ALL-WEATHER**  
—a great tire on three counts  
1 THE GOODYEAR MARGIN OF SAFETY with tough, sure-gripping center-traction tread that gives 43% longer non-skid mileage.  
2 PATENTED SUPERTWIST CORD—insures greater blow-out resistance in every ply.  
3 LOWEST COST PER MILE with greater safety—proved by the experience of millions.

The World's largest selling tire because the World's experience proves it gives the longest wear—the safest mileage—for the money.

THE GREATEST NAME IN RUBBER  
**GOODYEAR**  
F F F  
Chevrolet  
Company  
MATADOR, TEXAS

**MR. MERCHANT . . .**  
Are You Familiar With The Matador Tribune's  
**MERCHANDISING SERVICE**

Through The Medium of Advertising  
**CONSISTENT ADVERTISING WILL . . .**

1. Sell more goods.
2. Create favorable impressions—build public good will.
3. Create a demand for goods people would not otherwise desire.
4. Sell the public on values offered by your store.
5. Increase public respect for the value of your store in the community.
6. Educate public to new styles and classes of merchandise which can be had at your store.
7. Inform the public where merchandise they have heard or read about can be obtained.
8. Protect your customers from buying inferior or old style merchandise.
9. Establish leadership for your store in your retail field. Keeping your store constantly before readers will make them think of yours as the leading store in the field.
10. Keep down new or unfair competition.
11. Enable you to reach new families not now customers of your store.
12. Keep your old customers sold on your store and the values it offers.
13. Draw trade to Matador instead of letting it go to rival towns.
14. Keep your salespeople informed of merchandise and store's policy.
15. Decrease operating costs and overhead through increased volume.

**MAKE MORE PROFITS**  
By Advertising Consistently in the Tribune. It Provides a Complete Coverage of Motley County, the Most Intimate Reader Interest of any Possible Medium.

**Trade Goes Where It Is Invited**  
**MATADOR TRIBUNE**  
COMMERCIAL PRINTERS  
PHONE 123

**Service any Time DAY OR NIGHT**  
We are glad to serve our customers **ANYTIME** so do not hesitate to call us any hour day or night when necessary to secure repairs or any kind of merchandise.  
We are always at your service

**Matador Bargain Day Specials**  
This Price Good Only on Saturday, June 13  
**No. 2 Wash Tub Galvanized 54c**  
**Fruit Set 7 pieces 33c**  
SEE THEM IN OUR WINDOW

**Matador Hardware**  
And Furniture Company  
"We Have It, Will Get It or It Is Not Made"

**Week-end SPECIALS**

**Bananas** Nice Yellow Fruit doz 19c

**Johnson's Deal** .74  
Reg. 75c can floor wax  
1 bot. furn. polish 25c for  
1 jar Silver Polish 30c

**Roast** Fancy Rib lb. 9c  
Beef Chuck lb. 12 1/2 c

**Fruit Cocktail** No. 1 Can 14c

**Beets** No 2 1/2 can fancy chipped can .9

**LIPTON'S TEA**

1/4 lb. 23c

1/2 lb. 45c

1 glass free with 1/4 lb. 2 with 1/2 lb.

**Flour** 48lb. sack - guaranteed to please you 1.44

**Peaches or PRUNES** gallon can .29

**Pickled** Onions or Cucumbers 17c  
sour lge. jar.

**Bacon** fancy sliced lb. 27c



**"VETERANS . . .**

**Consult Your Banker"**

Advice of Representative Wright Patman

"My strongest counsel is for each veteran to go to the bank with which he does business and discuss his problem with his banker. . . . I say the bank because it is the safest place for the deposit of bonds and because the United States government today stands back of the thousands of banks that have insured deposits up to \$5,000 through the Federal Deposit Insurance Corporation.

"To those veterans who are obliged to cash in their bonds for needed immediate payment of obligations, I say: consult your banker first and then cash in only such number of bonds as may be actually needed to meet individual requirements.

"This word of counsel is given in warmest friendship for every veteran and for the cause we have championed together. It is because I have a firmly grounded faith in our American community banker that I say to ex-service men: "See Your Banker First."

**First State Bank**

Matador, Texas

DEPOSITS INSURED BY The Federal Deposit Insurance Corporation WASHINGTON, D. C. \$5000 MAXIMUM INSURANCE FOR EACH DEPOSITOR \$5000

**Brownwood Visitor Guest Henry Pipkin**

Dr. Paul C. Ragsdale, optometrist of Brownwood left Tuesday for his home, after a week-end visit here as the guest of Henry Pipkin.

Dr. Ragsdale, veteran biblical scholar and teacher delivered the address at the evening services at the First Methodist church Sunday evening, and also talked before the assembly of the training school in progress, at its session Monday evening.

Messrs. Pipkin and Ragsdale drove to Lubbock Monday, where they were joined by the latter's grandson, Jackie Carlson, student at Texas Tech, who accompanied Dr. Ragsdale on his return trip to Brownwood.

**Early Pioneer . . .**

(Continued From Page 1)

Tribune joins the bereaved ones in this shadowed hour.

Active pall bearers were: E. C. Stearns, J. R. Whitworth, G. B. Bostick, John Lewis, J. C. Burleson and Houston Schweitzer.

Honorary pall bearers were: J. M. Jackson, Joe A. Jackson, J. R. Moore, J. E. Russell, L. A. Stearns, C. D. Bird, B. F. Simpson, George Seigler, A. D. Beauchamp, R. P. Moore, R. C. Forbis, Joe Lambert, Charlie Morris, J. D. Morris, A. M. Bourland, C. Surginer, W. I. Cannaday, J. D. Starks, W. P. Jones, O. H. Smith, Bill Hyatt, Bill Stafford, J. K. Crews, W. J. Whitworth, H. H. Campbell, C. P. Waybourn, F. M. Jenkins, A. J. Fires, Sam Britt, J. H. Sample, W. B. Barton, John Sharp, P. B. Barton, H. Williams, I. F. Fish, W. M. Graham, C. L. Glenn, A. C. Traweck, W. T. Patton, M. L. Patton, R. J. Seay, Doug Meador and G. T. Edwards.

Flower Girls: Dorothy Willett, Virginia Edmondson, Helen Simpson, Adele Burleson, Mrs. Ray Patton, Sylvia Nell Patton, Dorothy Lisenby, Mary Louise Lisenby, Sibyl Daffern, Dorothy Jean Harp, Dorothy Fuller and Georgia Kathryn Bourland.

**Former Residents of County Are Married**

Friends here will be interested in learning of the recent marriage of Miss Ruth Irwin to William Bourland, they having formerly resided in Flomot and the White Star community northwest of Matador.

The groom is the son of Mr. and Mrs. F. S. Bourland of Flomot, where he has lived most of his life. He accompanied the Irwin family to Yuba City, California early in the year, where they have since resided. The young couple drove to Reno, Nevada, where the ceremony was performed.

At the time Mrs. Bourland moved with her brother, Walter Irwin and other members of their family to California to make their home, she was a popular member of the senior class of Matador High School.

**New WPA Rules Demand Workers To Re-Register**

All persons in Motley county whose names are listed on Works Progress Administration rolls, whether or not they are working on a WPA project, must fill out new registration papers in order to maintain their eligibility, the WPA district office at Lubbock

has announced.

Those who are at present not employed on WPA projects—including persons certified but not assigned to a project, persons assigned who have failed to report for work, persons who have reported for work and have left, or persons taken off a project to await reassignment to another project—are required to meet for interviews with WPA officials on June 12 at the Relief Office in Matador.

Those now working on a project are to be interviewed by their project supervisor or superintendent and are not to report as outlined, above, it was said.

**Cooperation Urged**

"Failure to cooperate with officials on dates set for the interviews will indicate that those individuals are no longer seeking employment through the WPA program," stated Miss Aeline Ziegenhals, Assistant Supervisor in the WPA division of employment. "Those who no longer wish their names on the WPA rolls should write to the WPA district office at Lubbock, stating the reason."

Letters have been sent all persons in this county stating the time and place of meeting for interviews and the letters should be brought along to serve as an introduction to interviewing officials, Miss Ziegenhals said.

County and city officials have been asked by the WPA district office to cooperate in the necessary effort to re-register all persons on WPA rolls, required for starting a new WPA program July 1.

**TEXAS' LIQUOR LAW TIGHTENS ON VIOLATORS**

**Fines Are Taking Up The Profits Made By Bootleggers**

AUSTIN, June 8 (Special)—Discouraged because they are finding it so expensive, bootleggers and other convicted of violating Texas' new liquor law have already paid out approximately \$50,000 in fines and court costs.

A number of others have gone to jail.

These facts were revealed this week in a preliminary survey by the Liquor Control board's enforcement division.

"If we can continue to make it so costly, the people who are breaking the law will have it impressed on them that there's no profit in what they're doing," declared Liquor Administrator Chas. B. Miller. "When we finally succeed in taking the profit out of their business, these people are going to fold up and quit."

Actual money paid in fines amounted to \$37,935.50, but an additional \$11,914 in court costs brought the total to \$49,849.50, Administrator Miller disclosed.

**TEXAS EXPO OPENED SAT.**

DALLAS, June 6.—The gates swung wide on Texas' \$25,000,000 Centennial exposition at noon today, as Secretary of Commerce Daniel Roper spoke the magic welcome. His words, girdling the globe, by telegraph, cable and radio, flashed back to the main gate two minutes later and sheared the ribbon stretching across the gap.

Thousands lined the street from

the center of the city to the exposition grounds, viewing the three-mile parade, "An Empire on Parade."

Governor Allred introduced Roper, who spoke into the microphone the globe-circling welcome: "The state of Texas sends greetings to all the people of the world on the occasion of the celebration of her hundredth anniversary and invites you to join us here in 1936."

**LOCALS**

Mr. and Mrs. Hal Drace of Floydada visited here Sunday and were accompanied home by his mother and sister, Mrs. W. J. Drace of Matador and Mrs. Lee Moore and children of Erick, Oklahoma, for a short visit.

Mr. and Mrs. J. R. Self and two sons of Quitaque, visited here Sunday with their daughters, Miss Hazel Self and Miss Adelaide Self, the latter being here for the weekend, from Lubbock where she is a student at Texas Tech.

Mrs. Leonora Luckett together with her daughter, Miss Julia Luckett, left recently for Waco to visit their daughter and sister, Mrs. Rowe Sams and family. Miss Luckett has also enrolled at North State Teacher's College at Denton for the summer term.

Mr. and Mrs. J. T. Spears and daughter Miss Ruby Spears, visited relatives at Levelland the latter part of last week.

FOR SALE CHEAP—34 acres of land located 8 miles north of Matador. Small down payment and terms. Mrs. V. E. Doran, 620 Van Buren, Wichita Falls, Texas.

Mr. and Mrs. L. J. Barkley and children, together with Mrs. Barkley's parents, Mr. and Mrs. M. L. Patton left last Friday for a visit in Mineral Wells.

Mrs. W. C. Hagan and Miss Hazel Self made a trip to Wichita Falls last Friday. They were accompanied on the trip from Childress, by Mrs. Hagan's sister.

Mrs. G. C. Mitchell and daughter Eleanor of Lubbock, former Matador residents, visited friends here during the week-end. They were joined by Mr. Mitchell Saturday, who accompanied them home Sunday.

Mrs. Raymond Davis and small son Don Carlos, returned to their home in Lubbock, Tuesday after a visit here during the week-end with relatives and friends.

J. C. McBride, together with his daughter and son, Ruth and Earl, and accompanied by his sister, Miss Lizzie McBride and father,

M. M. McBride drove to Roscoe last Thursday, returning home Friday, Miss McBride, her father and Ruth remained for an extended visit with relatives.

Misses Ora Givens and Rosa Lee Carter of Childress visited here Monday with Mrs. B. F. Moore and Miss Ruth Groves. They were enroute to Lubbock where they have enrolled at Texas Tech for the summer term.

Mr. and Mrs. Raymond Cudd and children drove to Lubbock Sunday, where they visited her brother, Wilburn Cox, a patient in the Lubbock Sanitarium. They were accompanied by Mrs. Flora Shira, Mrs. Cox's mother.

Mr. and Mrs. J. D. Craven and small daughter Cora Ann, accompanied by Mrs. G. S. Craven, Miss Rachel Patton and Arval Craven drove to Meadow Saturday evening, where they visited Mr. and Mrs. Alvin Stearns. They returned home Sunday evening.

Miss Ruby Spears left Tuesday morning to join her sister, Mrs. Belle Smallwood of Levelland, at Dickens from where they will proceed to Dallas to attend the Centennial exposition.

Miss Maggie Bryan visited relatives in Amarillo last week, returning home Friday.

Mrs. Bert Estes and small daughter Shirley, were recent visitors with relatives at Quanah. They returned home last Friday.

Mrs. W. W. McDowell of Goodnight, is visiting her parents, Mr. and Mrs. T. E. Cammack.

Mr. and Mrs. Gene Luker are visiting relatives at Levelland.

Billy Frank Patton, son of Mr. and Mrs. Frank Patton, formerly of Matador, returned to his home at Muleshoe, Monday after a visit here with relatives.

Mr. and Mrs. Robert Collier, accompanied by the latter's mother, Mrs. Pearl Moorman, drove to Lubbock Sunday where they visited Wilburn Cox, who is confined in the Lubbock Sanitarium.

Mr. and Mrs. D. E. Pitts and sons left Saturday for Dallas where they are attending the Centennial

expositions this week.

Mrs. L. E. Brown of Wichita Falls is visiting here in the home of her daughter and family, Mr. and Mrs. L. C. Harp.

A. L. Fryar accompanied his daughter, Miss Lorene Fryar, to Lubbock Monday where she will attend Texas Tech for the summer term.

Mr. and Mrs. Mose Damron left recently for Denton where she is engaged as instructor and he is enrolled in North Texas State Teacher's College for the summer term.

Special rate on the Star-Telegram—4 months for \$2.50 at the Tribune office.

Scott Bolton, together with his brother Blake Bolton of Dalhart, returned Monday afternoon from Dallas, where they visited the Centennial exposition, having been there for the opening last Saturday.

Mr. and Mrs. Joe Majors and daughter, accompanied by Mrs. Lula Majors and Misses Sara and Leila Majors all of Burkburnett, visited here Sunday in the home of Mr. and Mrs. Homer Sheats.

Mr. and Mrs. Mike Fronabarger of Abilene, visited here this week with the latter's mother, Mrs. J. D. Earnest and other relatives.

**ROGUE THEATRE**

Matador, Texas

THURSDAY WATCH NITE

Jane Withers IN This Is The Life

FRIDAY-SATURDAY

Warnen Baxter IN Robin Hood of Eldorado

SUNDAY-MONDAY

Shirley Temple IN Our Little Girl WITH Joel McCrea

Sunday Matinee, 2:30 P. M. NIGHTS 8:15 P. M.

**Hemorrhoids (PILES)**

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

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MATADOR, TEXAS

**CLEAN UP For Health's Sake**

Cleanliness, like charity should begin at home. You should clean up the trash, cans and other rubbish around your home that might cause a fire or health menace. This, however, is of minor importance compared to the unsightly, unsanitary outhouse or cesspool that exists in nearly every community.

Flies breed in filth and carry this germ-laden filth directly into your home. If your family is not already protected by modern plumbing connected to the SANITARY SEWER, CLEAN-UP and let them enjoy this comfort, convenience and health protection.

Insist on your neighbors helping you raise the Sanitary standard in your community.

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GUARDIAN OF COMMUNITY HEALTH

SEE THE CEN But Remember Y Seen Texas U The Panh

TRIBUNE VOL. 10. N

**TRAIL D**

By DOUGLAS M

..... Mother I

column in her letter Your pen portraits of and starlight and t strangely contented real of those days let write something ach full of houses left behi assignment to you o doors—I do get so h sun porch, Mother's t which she built to quiet days and to h shine and laughter and coax strength in the little boy who v came so frequently sortment of dogs ar made games of eatin drinking milk and v an unrelenting emp wake . . . . of the drummers and cowr interrupted their erra long enough for brie with strange and th sortment of little gi lived on these pla forty years and Jim my best friend's bu first time I've ever house"

"Then there w Dresden lady past and the lawyer who and graceful as a b many a time we r twenty miles to a d was ten during the b break and rememb that are now history in Missouri and Ne and uncle Frank, v eighty also, and h tales of driving sta tween Vermont and and the lawyer who . . . the government" . . . it wasn't just t and close friends a school who came to yet nicest of all, wa particular someone

"So write of hous We've all left inte for only brief inte "We live where we Glasgow's conclusi Sincerely, M. B. P

Dear M. B. P: Yo from the well of te beauty than my hu convey. Besides, th that some things t so close, perhaps the thought hurts ing driven under o white house mellow of cottonwoods, an with its rough w which I built with as a youth . . . where she waited summer twilight, comings, is still th . . . and life, too, P . . . please gr right to fill your re other memory ins a while.

Fire flowed thr glass where the against something see, and beat th wings to pieces, death. Only a fev door was open to cool air and kin Perhaps unseen d to us who have no the pinions of lif against the invisil improperly plann

Memory's chan from the rafters o comes lawless shadows are sharp of years. Pressed of time are the spent atop a co waiting for dayli horses and drive ral. Proud hopes t trying and sangc cure in their warr faith, established solitude as a san feet wet with dew fitted with shoe sapphire and cr render to the wh

Heartache is l with casks of li