

Every man owes something to the upbuilding of that profession to which he belongs.
—Theodore Roosevelt.

Matador Tribune

"Where there is vision, there is tolerance; and where there is tolerance, there is peace."
—President Roosevelt.

Tribune Vol. 10, No. 35

Matador, Motley County, Texas, Thursday, November 5th, 1936

Motley County News, Vol. 17, No. 35

TRAIL DUST

By DOUGLAS MEADOR

Looking into the speculum of years since the drums of war were silenced after their harvest of death, glory is either washed out or faded from the army blouses that men now wear for the warmth that is left in them. The emblem of danger's filigree has become pathetic and ragged tinsel under the wheel of time and only a billous colored cloth coat remains. A coat fitted for young men whose shoulders were wide in the embrace of duty has now become a raglan for those who walk slower with less of the fire in greying eyes. Tragedy is woven into the fabric of a cloak worn too long after the ball-room is silent under the arc of reality shining from the zenith of another day.

The world never seems as secure as at noon time on a warm summer day when a hen cackles spasmodically in a barn yard where the milk-pen calves are stretched motionless in the sun. The sound is like a clear spring bubbling under a tranquil lake of silence.

At this time of the year when each gust of wind sweeps a flurry of golden leaves reluctantly from the protesting trees, there comes to our country a sad-eyed man with knee-pads sewed upon his worn overalls. There is something spiritual in his face, as if he might use the accessory to his apparel for the purpose of often prayer instead of picking cotton. However, it may be that labor is a prayer of action rather than words.

Seeing my reflection in the chromium finish of a new automobile recently, I was obsessed by the thought of an incident that occurred during my youth, the next year after I mastered the art of chewing tobacco. A picture and description of myself which I had sent to a social correspondence organization was returned with the advice that I send it to another agency. I had never before suspected of them of rascality.

When we were boys, my brother and I cried the day the cattle-buyer drove our pet bull calf away. Nature, in her rigid economy, allows many tears for the young because later grief may be barred from escape by dry, swollen eyes—a burning in the throat from the heavier fires in the heart.

Cowboys ride apathetically through the nebulous starlight which blankets the restless herd, and witness the refracting flash far in the horizon as a train thunders on in its conquest of distance. The hissing meteor invades the riders' night but to leave the prophetic effigy for a measured instant against the sky as a scout for oblivion locating quarry and going away. The cattle continue their bawling and the clatter of horns and hoofs while above the din rises a whispered ringing of spurs. Like a silver clock on some fantastic ship of dreams. When day saddles the sun to point the herd toward its destination, the apprehensions of the night become mavericks ranging in the canyons of the heart, but in late afternoon the shipping corrals and a waiting train loom in the foreground like familiar ghosts camped in a suddenly limited world.

Finally the corrals are empty and haunting in the semi-darkness and the train with its pleading cargo moves away. Silence is oppressive as it pours into the changed channels of echoes reluctant to follow the red light of a sobbing quivering in the darkness.

Hiding back over the complacent hills and valleys now drained of their growth, there is squeaking saddle leather and the sound of hoof-beats above the symphony of jingling spurs, the men talking at intervals to hide their desires of silence. From a shrill flute far away there comes a terrifying note on the soft sage-scented breeze—the cattle train outward bound from the range.

Nation Acclaims Roosevelt Its President

Spur Celebration To Be Galla Affair On Armistice Day

Matador and Paducah Legion Posts Will Enter Parade

In observance of the 18th anniversary of the Armistice, ex-soldiers from Cottle, Motley and Dickens counties will march in parade on November 11, through the streets of Spur, host city of the celebration, according to Adjutant Marvin Patton of Fleming Post No. 337, Matador, who attended a meeting of the Pat Williams Post at Spur, Monday evening when plans for the day's entertainment were disclosed. Capt. Parr of the Spur organization, who will be in charge of the activities, urged all ex-service men to participate in the affair, regardless of whether or not they are members of the American Legion.

The grand parade, which will be led by Mr. and Mrs. C. D. Bird, prominent citizens of this community and pioneers of this section, will begin at 10 o'clock, with the Paducah legionnaires, in charge of Pat Sevel, at the head of the ex-soldiers, Fleming Post and the Spur division will follow, with the Spur Pep Squad and a number of patriotic floats forming units of the line.

Senator Mahon To Speak
The enthusiastic marchers will come to a halt in the vast arena of the Jones Memorial stadium, just north of the city, where the Hon. George Mahon, United States Senator will address the crowd as principal speaker. Following Senator Mahon's address, the student body of the Spur High School will present a patriotic program.

A free barbecue to be served at the noon hour, is included in the hospitable arrangements of the Pat Williams Post, made possible through generous donations from various parties.

Football Game
Climaxing the day's celebration, the much-heralded conflict between the Paducah Dragons and the Spur Bulldogs will come to a head, the result of which will determine the status of the teams' standing in the conference.

Matador Youth Has Class Staff Place

ABILENE, Nov. 2.—R. E. Campbell of Matador was elected last week as secretary of the freshman class at Hardin-Simmons university, the president's office reports.

The Matador freshman will serve with a class staff that includes Brown Dority of Shreveport, La., president; and Bonnie Gable of Wichita Falls, vice-president.

Campbell, in addition to being secretary of the class, is regular starter on the fresh football eleven and captained the team in its battle last Saturday against Howard Payne.

The junior ranchers lost by a 12 to 6 score.

PUBLIC TO SEE NEW CHEVROLET FIRST TIME SAT.

The motoring public will see the new 1937 Chevrolet automobile here for the first time Saturday, November 7th, according to announcements. Farris Fish, Chevrolet dealer here said the new cars were received last week and that they are being kept under cover so as to allow the public equal chance at the first showing set for November 7.

The new automobile is declared to be changed in almost every respect, representing the highest development in the automobile industry.

Advance pictures of the new car to be found in this issue of the Tribune show a very great change in the appearance.

Lionism Made Speech Theme Tuesday Meet

Club Benefits Cited In Address Before Membership

"Lionism," former Boss Lion B. F. Tunnell declared in an address at the regular meeting of the club Tuesday, "substitutes cooperation for competition; fellowship for prejudice and friendship for acquaintance." Continuing his discourse on Lionism as a feature of the program being sponsored by Lion W. F. Jacobs, Lion Tunnell said, "Any movement being sponsored by the Lions club in Matador immediately receives the complete support of the community because it has become established as an organization with but one purpose and that of cooperation for the betterment of worthwhile projects. It is also well known that the most enterprising group of men to be found in the community constitute the membership of the club."

Two Members Welcomed
Two new members of the club, Earl Laughlin and E. F. Springer were welcomed into the club and presented with the Lions emblem. Highest ranking students in the Matador High school and grammar school were introduced as guests of the club.

Mrs. Hamilton Victim Truck Car Accident

Serious Injury When Collision Happens Near Roanok

Mr. and Mrs. G. E. Hamilton, enroute to Houston from their home here, were in a serious automobile accident Tuesday afternoon near Roanok, Texas, in which Mrs. Hamilton was rendered unconscious in being thrown from the automobile. Unconfirmed reports declared the Hamilton automobile struck a truck in a head-on collision. Mrs. Hamilton, after being rushed to a Fort Worth hospital, did not regain consciousness until about six o'clock Wednesday morning, it was declared. Mrs. Hamilton received a severe laceration on the head during the impact. Mr. Hamilton was reported to have escaped serious injury.

Car Demolished
The new Ford V-8 coup occupied by Mr. and Mrs. Hamilton was reported to have been demolished. Miss Mary Hamilton, rushed to her mother's bedside as soon as she was notified of the accident. County attorney John Hamilton, in Austin at the time of the accident, was located by his father on a homeward-bound train in Fort Worth Tuesday night and immediately went to his mother's bedside.

It was impossible to secure full particulars regarding the accident yesterday but a telephone message reported that Mrs. Hamilton's condition was not as serious as at first feared.

Pioneer Buried At Guthrie Wednesday

Funeral services were held yesterday at Guthrie, in King county, for Isom Lynn, prominent pioneer of west Texas, who died at his ranch home Tuesday.

A number of people from this community attended the funeral.

Mrs. L. J. Barkley and daughter Myrna, accompanied by Mrs. Jeff Daffern and daughter Kathryn, also Miss Ragnie Patton, Cora Ann Craven and Mrs. Ora Patterson, made a trip to Floydada Saturday evening.

Bearded Man Begging Way Is Arrested

Farm Wives In North Section Of County Are Terrorized

Acting on numerous complaints from the north section of Motley county that a strange appearing, heavily bearded man was going from farm to farm begging a nights lodging and meals, sheriff J. E. Skinner arrested a man giving his name as Hiram Gay, Monday afternoon. The arrest was made as sheriff Skinner and several Flomot citizens came upon the man as he climbed up the sandy bank of Quitaque river. Gay is described as weighing 145 pounds, 6 feet tall, slender built, brown eyes and auburn hair.

Officers first heard of him last week after he had spent the night in the home of W. L. Nall, later Friday after he had spent the night in the home of the Welsh brothers in the edge of Floyd county.

Local Bakery Now Formally Serving Area

The Eddie's Bakery which was recently purchased by Eddie Jay of Roby and moved to the new Graham building on the west side of the square, has completed the installation of new bakery equipment and is now ready to supply Matador and surrounding territory with bakery products second to none. Roy Smith, manager of the bakery announced yesterday that practically all improvements will be ready by tomorrow and that a full line of bakery products including quality bread, pies, cakes and all types of pastery will be kept in stock. A new Ford V-8 delivery truck has been placed in service and Whiteflat and Roaring Springs will be supplied with fresh products daily.

Large Oven Installed

A large oven, baking 88 loaves of bread at one baking and heated by compressed natural gas, has been installed. Roy Carlisle of Aspermont will assist Mr. Smith in the enterprise.

The management of the bakery wishes to express appreciation to local merchants for their loyalty in continuing the patronage of locally produced products when improvements have been under way. They wish to assure the public that dependable service will be offered at all times since the equipment is now in place.

Equipment Is Ready To Supply Trade

The management of the bakery wishes to express appreciation to local merchants for their loyalty in continuing the patronage of locally produced products when improvements have been under way. They wish to assure the public that dependable service will be offered at all times since the equipment is now in place.

ELECTED KIWANIS HEAD

Among the new officers of the Wellington Kiwanis Club, installed at regular meeting on October 30, was Floyd Bond, newly elected president of the organization.

Mr. Bond is a former Matador resident, having been manager of the local West Texas Utilities office, prior to his move to Wellington.

County Joins Parade With Only 66 G. O. P. Votes Cast Tuesday

STATE BALLOTS EIGHT-TO-ONE FOR ROOSEVELT

Amendment To Make State Liquor Set-Up Is Defeated

DALLAS, Nov. 4. (Special)—Joining in the "big parade" and contributing the not-to-be-sneezed-at number of 23 electoral votes, Big Texas yesterday cast its vote for a continuation of the New Deal and another four years of Franklin Delano Roosevelt and its own son, John Nance Garner.

At the same time it gave a whacking big majority—bigger than that of the President—to its youthful Democratic gubernatorial nominee, James Victor Allred.

All was "Democratic again" in Texas as the state moved for the second straight national election time to wipe out its 1928 proclivity for a Republican nominee, Herbert Hoover.

Five Amendments Approved

Texas, at the polls, did more than give President Roosevelt and Governor Allred a pat on the back. They marked their ballots in favor of five of six proposed amendments to the state constitution—and in no uncertain terms. The only one of the half-dozen proposed amendments to lose was that which would have put the state into the liquor business. That amendment was bull-dogged, roped, tied and branded almost from the end of the state to the other.

Matadors Get 7-7 Draw With Paducah Fri.

Fighting eye for eye and tooth for tooth, the Matador Matadors and Paducah Dragons battled to a 7-7 draw last Friday at Paducah in a bruising 4B conference game. Both teams had the same number of 20 yards penetrations, with the Matadors out classing the Dragons in first downs, 10 to 4.

After a scoreless first half, the Matadors drew first blood in the third period, Scuff scoring on a 15 yard run after taking a lateral from Groves. The Matadors had three tries for the extra point when the over-anxious Dragons were offside twice. The third attempt

Tilt With Floydada To Be Played On New Field Here

The new 1937 Ford automobile will be shown here on Saturday, November 14th according to C. M. Glenn of the Matador Auto Co., local Ford agency, who left Matador Tuesday for Detroit where he will meet with other dealers throughout the country.

D. E. Pitts, affiliated with the automobile agency, said yesterday that a representative of every agency in the county would meet in Detroit to view the new car and for a general sales meeting.

Mr. Glenn went to Dallas where he joined a special train made up of dealers from that branch of the organization.

No announcement regarding the new model car has been made.

LANDON HOPES FALL BENEATH TIDE OF VOTES

Kansas Thumbs Down Proposed Change From New Deal

The people have returned the New Deal to office for four years more by an electoral plurality which may be the greatest in American history.

Riding a great flood-tide of ballots, Franklin D. Roosevelt was leading for re-election early today in forty-five of the forty-eight states. A possibility remained that he might capture the forty-sixth.

RIDES THE TIDE



His Republican opponent, Gov. Alf M. Landon, conceded defeat early Wednesday and congratulated the victor in a message declaring "Every American will accept the verdict, and work for the common cause of the good of our country."

As the governor's message clicked over the wires eastward, his electoral fortunes were at the lowest ebb touched by the candidate of a major party in generations. He had less than Hoover had in 1932—just comfortable leads in the states of Maine and Vermont, and a more precarious margin in New Hampshire. At that moment, if the indicated state totals held, Roosevelt would have 523 of the 531 electoral votes; Landon 8.

Before midnight struck, the president-elect would have 523 of the 531 electoral votes; Landon 8.

(Continued on Back Page)

NEW FORD WILL BE SHOWN HERE ON NOVEMBER 14

The new 1937 Ford automobile will be shown here on Saturday, November 14th according to C. M. Glenn of the Matador Auto Co., local Ford agency, who left Matador Tuesday for Detroit where he will meet with other dealers throughout the country.

D. E. Pitts, affiliated with the automobile agency, said yesterday that a representative of every agency in the county would meet in Detroit to view the new car and for a general sales meeting.

Mr. Glenn went to Dallas where he joined a special train made up of dealers from that branch of the organization.

No announcement regarding the new model car has been made.

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



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

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

VALUE OF THE SOY BEAN
The commercial crop of soy beans in the United States in 1935

amounted to 40,000,000 pounds. This is twice as great as any previous crop. But the same year the factory consumption of soy bean oil was 91,166,000 pounds.

"The plant is valuable for three distinct purposes. In the first place it is a fine food for human or animal consumption. It has the highest calory content of any known vegetable.

"In the second place, the soy bean is the most effective nitrogen fixation agent known. A farmer can harvest the beans and then plow the plants under and be assured of a decided enrichment of the soil.

"In the third place, soy beans are becoming more and more important in industry. Today many parts of one of the most popular makes of motor cars are made entirely from soy bean plastic. Steering wheels, gear shift knobs, light and horn switch buttons, distributor coils, and other parts.

"Soy bean oil is for many purposes more efficient than linseed oil. It is being used instead of linseed oil in the paint used on at least one motor car. It is used extensively in making soap, and printing ink, oilcloth, linoleum, and many other products.

"One motor company alone is growing 16,000 acres of soy beans this year, yet this will supply only one-third of the soy beans used by the company itself.

"Booth Mooney, writing in The Texas Weekly, refers to most of these facts about soy beans for the purpose of urging Texans to grow more of them. But the arguments he uses should be quite as convincing for other parts of the country where soy beans can be grown profitably."

Women's Hats Funny? Hearken Back, Men!

The time seems to have come for a serious, heart-to-heart talk about the feathers on women's hats.

There are feathers that go straight up, feathers that go sideways, and feathers that take a perky jab to the south-southwest. Some of them emerge from little slap-dash affairs of hats and some of them are the crowning glory of tall but shaky edifices of felt and fabric that would make a Zulu chieftain proud.

Some women look very elegant in them and some, alas, look like nothing human; and the harassed male, once again, gets a chance to

And Can They Harmonize!



They're not "lone cow hands," not when they get together for a little real harmony. They visited the Texas Centennial Exposition and during their stay in the Ford building, played to big audiences. From left to right: Don L., aged six; Bobbie, eight, and Billy, nine, sons of Mr. and Mrs. J. R. Beeman, of Pampa, Texas. Billy has had a few music lessons, but his brothers play entirely by ear. They have appeared on radio programs since they began playing as a trio.

announce that there is something fundamentally out of whack with a sex that periodically goes in for such irrational adornments.

For it does come in waves. Every so often some natural law or other makes it necessary for women to adopt a hat style that is just naturally gosh-awful, and we seem to be on the verge of one of those periods right now.

There is nothing for it, probably, but to dig in, hope for the best, and wait until the haters decide to let up on us again.

Do you ever get out the family photograph album and take a look at the snapshots of 1910, which show Mother moving about uneasily beneath a sky-scraping concoction of feathers, flowers, and preserved fruit? Or do you, by any chance, recall the era of the Merry Widow?

But if you do remember these things, and are a man, you might do well to pause and reflect before announcing that women have a monopoly on odd styles.

Dig out that family album once more and study the hats you yourself wore back in the far-off pre-war days. Remember them—those flat-crowned, narrow-brimmed things that tried to make sober men of affairs look like innocent lads on the way to Sunday School. And do you remember the collars that were in vogue at that time—those three-inch-tall things that looked awful, felt awful, and were well-nigh impossible to fasten?

And how about the rest of the outfit men used to wear? Surely you can remember the era of peg-topped trousers, when the male form was ennobled by pants that were 18 inches too wide across the hips and six inches too short at the ankle? And the buttoned shoes with fatty tumors on the top of the toes? And, heaven help us, the floppy sailor-style breeches of post-war years?

The male has scant reason to

point the finger of scorn. He togs himself out in some pretty weird duds now and then. If women follow queer styles occasionally, they at least never went in for the fad of letting their socks flop down carelessly around their ankles.

The truth seems to be that these changing styles victimize us all. We are not the rugged individualists we like to imagine ourselves.

Instead, male and female alike, we are regimented within an inch of our lives by the stylist—and all we can do is take it and try to like it.—Wichita Record News.

Topsy-Turvy Marriages Are Tragic, Not Funny

It sounded like a joke, when a Los Angeles husband sued his wife for divorce, asked for alimony, and told of an "inside-out" marriage in which the man did the housework while the woman earned the living.

For nearly seven years this man has been employed only periodically. For the last year and a half failing health has kept him at home. His wife, meanwhile, had a good job teaching school; so he became cook, bottle-washer, and housekeeper, while she acted as breadwinner.

One of the clauses in his divorce suit complains that she criticized his housekeeping, refused to take him to places of amusement, and got angry because he failed to darn and mend her clothing.

All this, in our careless conception of humor, adds up to a good joke. A vaudeville comedian or a radio wisecracker could have a good deal of fun with it.

But underneath the surface it is anything but funny; and it reflects the kind of tragedy that must have been all too common in the depression years.

We have gone a long way from the old-fashioned conception that woman's place is in the home and nowhere else. Many and many a family has been held together during the hard depression years only by the fact that the wife managed to get or keep a job when the husband couldn't.

But any such arrangement, no matter how necessary it may be, puts a terrific strain on both parties involved. That it leads occasionally to the divorce court is not surprising.

The wife's position, first of all, is unnatural. The responsibility of keeping the family in funds, of facing the worries, the competition, and the rough breaks of a business career, is hers instead of her husband's.

She is compelled to fill a role for which training and tradition do not in the least prepare her. If, now and then, all this makes her irritable, too critical, and generally ill-tempered, who can wonder at it?

And if it is a hard role for the wife to fill, how much harder is the lot of the stay-at-home husband! The whole arrangement must constantly make him feel a dismal failure. Instead of being the family's protector, he is a sort of fifth wheel.

He cannot help feeling that washing dishes, getting meals, and keeping the house in order is a sorry excuse of a job for a grown man. Beginning by despising himself, he is quite likely to wind up by despising everyone connected with the arrangement.

All in all, it is a set-up made to order for the production of unhappiness. It speaks volumes for the patience, the self-control, and the good sense of the average American that in so many homes such an arrangement has been carried through the depression years without causing an explosion.

No, there's nothing funny about that Los Angeles story. It is just one more glimpse at the way economic collapse can destroy human happiness.—Wichita Record News.

THANKSGIVING TURKEY CHEAPER THIS YEAR

CHICAGO, Nov. 2.—His majesty the big brown turkey on this year's Thanksgiving table may be 4 to 8 per cent cheaper than a year ago if the current price relationship on the Chicago wholesale market remains unchanged.

Comparison of turkey prices on the week old dressed market today showed 1 to 2 cents a pound has been lopped off of the bird's value since the 1935 season.

The largest turkey crop on record is now being fattened for the fall and winter trade poultry authorities said. This, in addition to the fact that there is a heavy sup-

ply of other poultry in storage was largely responsible for the lower price, they said.—Wichita Record News.

The Red Cross year-round service of health education and conservation, as well as the general emergency relief activities, are made possible through Red Cross membership dollars received by the local chapter during the annual roll call campaign. It is a gesture of civic interest to join the Red Cross in the period from Armistice Day to Thanksgiving.

GO TO CHURCH SUNDAY

PIONEERS—OLD TIMERS OF MOTLEY COUNTY, TEXAS

The Matador Tribune is compiling a list of all living pioneers and old-timers in Motley County—those who have lived in this county for the past twenty-five years or more. Every reader is invited to send in his or her name, if a resident of Motley for twenty-five years or more, or the name of any relative, neighbor, or friend who might be qualified to enter our list of Motley County Pioneers. We also will welcome any stories of old times, either about pioneers of the county, or any other residents, and about old landmarks, and so forth. These stories may be sent in to the office, or given to a member of the Tribune staff.

Along with the names submitted, the Tribune would like the following information:

Full Name _____
Maiden Name, If A Woman _____
Where Born _____ Date of Birth _____
When and Where Married _____ Date Came to Texas _____
Date Moved to Motley County _____ Occupating _____
Other Details of Interest _____

FOR A QUICK GETAWAY TRY A TANKFUL OF **TEXACO** Fire Chief Gasoline TEXACO OILS AND PRODUCTS
Shorty's Texaco Service
Formerly Gulf Service Station
Phone 17-M

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 \$2.00 a day.
JACK FARRELL, Manager
18 floors of cheerful Guest Rooms
AIR-CONDITIONED
Coffee Shop—Dining Room
WORTH Hotel
FORT WORTH

No Wood Hauling

We regret our inability to extend wood privileges, and this is notice to the public that no permission is granted in any of our pastures to obtain wood of any sort.

Matador Land & Cattle Company

NEVER AGAIN...

WILL WE BE ABLE TO OFFER READERS OF THE FORT WORTH STAR-TELEGRAM AND MATADOR TRIBUNE A CLUB PRICE OF BOTH NEWSPAPERS ONE FULL YEAR FOR

ONLY \$7.10

Star Telegram 1 Year (Daily and Sunday)	\$6.95
Matador Tribune 1 Year	\$1.00
Total Value	\$7.95

You Save 85c

Cost of publication is making it necessary that we increase the subscription price of the Tribune to \$1.50 and \$2.00 (outside of the county) in the future. Take advantage of the above offer now. Do not wait until your subscriptions have expired. It may be too late.

Matador Tribune
"YOUR HOME PAPER"
Phone 123

Wells V Second Throu
"Wherever the scenery That, in s slant on the Sunday, Nov into detail audience wi land where between and second Con

Trains, Buses, Autos Carry Texas Children to Exposition



Happy and carefree, school kids by the thousands are forming a modern cavalcade to the Texas Centennial Exposition in Dallas these autumn days. They come by train at half cent a mile, they come by bus and in private autos. They get in for half price, they see the shows for half price and they view free attractions that educators have declared are worth weeks spent in school. One hundred thousand children have visited the exposition since the invasion began. None has been hurt, none has lost a piece of luggage, all have been comfortably housed. Officials expect half a million before the exposition closes November 29.

BANKERS WILL MEET IN ANNUAL COUNCIL

Business Men Also Invited to Present Their Views on Services of Banks to the Public

WASHINGTON, D. C.—Robert V. Fleming, President American Bankers Association, has announced that the organization's annual convention will be held at San Francisco, September 21-24, and its program will call in not only bankers but speakers from various lines of business to present their viewpoints and advice.

The plans for the convention discussions take into consideration the fact, he said, that one of the major problems of banking today is to develop its operations along lines that will create greater public understanding of its methods and services.

"It is my earnest conviction that such public understanding of banking is not only an essential defense against attacks from whatever source, but is also requisite to re-establishing it upon a firm and satisfactory basis of profitable operations," Mr. Fleming said.

General Improvement Cited

"The improvement in general conditions which is now taking place should be of material aid to bankers in carrying forward a constructive program for increasingly useful relationships between banking and business, as well as one of more helpful personal business services to all our people. Sound banking conducted in ways the public need and understand must be the aim of successful bank management.

"How can the banker make his operations and policies more understandable to the people of his community? How can better and broader financial services be soundly provided? How can banking improve its operating methods and income? These and many similar questions demand the earnest attention of all bankers. They call for a fresh counselling together and a new interchange of experience and advice among the members of our profession.

"With these thoughts in mind, we have built the convention program with the view of also calling into our councils speakers from various lines of business to give us their viewpoints and advice. I can say without reservation that this is to my mind one of the most crucial years in the evolution of American banking and that we are passing through a period demanding, as never before, cooperation and mutual exchange of viewpoint among our members and others."

Wells Will Conduct Second 'Radio Tour' Through Old Mexico

"Wherever you go in Mexico, the scenery will astonish you." That, in short, is Carveth Wells' slant on things Mexican. But on Sunday, November 8, he'll go more into detail as he tells his radio audience what to see and do in a land where "tropical valleys nestle between snowcapped peaks"—the second Continental Oil Company

broadcast devoted to Mexico in the current "Exploring America with Conoco and Carveth Wells."

Briefly tracing Old Mexico's history, Wells will reveal the story of the Aztec town of Tenochtitlan—the Venice of the American continent several centuries ago, with canals instead of streets—upon which site modern Mexico City has been built.

With the capital of Mexico as a starting point, the popular explorer-reporter will conduct his radio tour to Chapultepec Castle and Park, Pyramids of the Sun, Caverns of Cacahuamilpa, and the towns of Xochimilco, Acapulco, Taxco and Cuernavaca. At Xochimilco, he says, one may hire a

gondola and drift through a labyrinth of canals lined with floating gardens. And a mecca for artists is the ancient town of Taxco, where modernization of any kind is prohibited by law.

Local listeners who wish to tune in on Carveth Wells Sunday, November 8, may do so by dialing station WFAA at 12:30 o'clock.

Red Cross Public Health nurses made more than a million visits to the sick during the past year. This is the work your membership dollar supports. Demonstrate your interest in the work by becoming a member of the Red Cross during the Roll Call period, November 11th to Thanksgiving Day.

CITY of MATADOR

MAYOR'S PROCLAMATION

The annual Roll Call for the Motley County Chapter of the American Red Cross will begin on Armistice Day, November 11th, and end on Thanksgiving Day.

There is little need for me to remind citizens of our community how vital the Red Cross is in the life of our country. During the past year, both from actual observation and from the accounts of work done which were carried in daily newspapers, we have seen just how important it is that we have an active agency of the American people to administer assistance when the need arises.

The frequency with which this need does arise has been demonstrated during the past twelve months when we recall the floods, the tornadoes, the hurricanes, and the epidemics that have been suffered in various parts of this great country, and the work that the Red Cross has done to relieve distress and actual suffering as a result of these catastrophes. Other but less spectacular work carried on by the Red Cross has been just as important.

The Red Cross comes to us now with another appeal for membership dues that will finance the work during the year ahead. Our Red Cross asks little from the community, yet contributes much to the general welfare of our people.

For this reason, I sincerely urge those who are asked to participate in this great program by paying the relatively small membership to respond in a spirit of good neighborliness. I hope all will take part in the work by becoming members of the society.

It gives me great pleasure, therefore, as mayor of Matador, to hereby set aside the designated period as the time when all past members will be asked to renew their membership and for those who have not enrolled before to add their names to the ranks of Red Cross members in our community.

(Signed) G. T. EDWARDS,
Mayor of Matador



HALL COUNTY'S FARMERS WATCH TERRACING HERE

Several farmers in the Turkey vicinity have been watching terracing work carried on in Motley County and are anxious for Hall County farmers and officials to adopt the terracing methods employed in Motley County. A meeting of farmers was set for Saturday of this week in Turkey to discuss the terracing work.

A number of farmers are anxious to have the county assist in the terracing work by furnishing

machinery and labor, with the farmers paying the actual cost of the terracing.

In Motley County, it is reported, the commissioners court has purchased terracing machinery and does work for farmers at a cost of approximately \$12.50 per mile. The money goes to pay for the machinery and for the operation expenses. Terracing of a quarter-section of land usually costs the farmer about \$100, according to a statement from John Sharp of Turkey, former Turkey banker and now manager of the Hughes Estate near Turkey.—Memphis Democrat.

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

Quality Foods Cooked In Wholesome Style

Bob's Cook Shack

— WE NEVER CLOSE —

PARTS! Complete Stock NEW and USED



PARTS FOR ALL MAKES AUTOMOBILES AND TRACTORS One Day Service On Out-of-Town Orders

SAVE MONEY ON GUARANTEED USED PARTS PHONE 910

LUBBOCK WRECKING CO. NORTH AVE. H J. A. MULLINS, Manager

ENTER CONFIDENTLY...



Engine is already oiled to start
IT'S OIL-PLATED

"Morning Drag" is unknown in this heatless garage. The car inside has its engine Oil-Plated for Winter. The owner outside is still six strides away from the starter button. But already his Oil-Plated engine is oiled to the top by its slippery Oil-Plating.

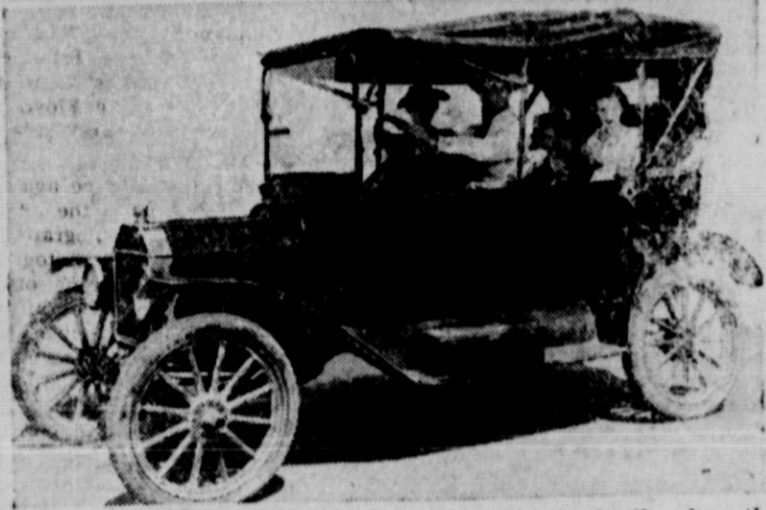
No waiting!

The Oil-Plating was left on last night, all over each part, from bottom bearings to topmost piston. This complete oiling in ADVANCE that kills starting risk, comes only from the Germ Process—patented.

Quit believing that a process means nothing but refining or over-refining to make an oil winter-THIN. Although perfectly free-flowing, Conoco Germ Processed oil is not needlessly thin—and weak. For in addition to just enough of the most approved modern refining this oil is alloyed! Or speaking still more scientifically, a patented "hyper-oily essence" is added. Nothing else lets oil join up direct with metal, to Oil-Plate your engine, pep your starter, and keep every quart hoarded. Continental Oil Company

CONOCO GERM PROCESSED OIL

This Ford's Old Enough to Vote



It's gone more than 300,000 miles, still carries the family where the family wants to go, and this year, its owner confides, it's old enough to vote.

WOULD PROTECT BANKING FIELD IN RURAL AREAS

American Bankers Association Would Combat Return of Excess Number of Banks

CITES LAX CHARTER POLICIES IN THE PAST

Finds a Chief Cause of Bank Failures Was Too Many Banks—Existing Sound Bank's Serving Communities Well

NEW YORK.—Existing sound banks, especially the small banks in the rural districts which are serving their communities well, should be protected from any return of the over-banked local conditions caused by former lax chartering policies.

The Commission's study gives an impressive revelation of how great a part mistaken public policies in the chartering of banks played in creating the unsound banking structure which finally collapsed with the Bank Holiday in March 1933.

Much Road Work In State Done By WPA

SAN ANTONIO, Nov. 2.—Works Progress Administration laborers have built and improved 6,233 miles of road in Texas during the past twelve months.

On the 9,957-mile network of Texas roads which have been included in the WPA program there has been employed a monthly average of 26,300 men.

A WINTER NECESSITY

The necessity for inside plumbing, with the advantages of a good bath room and kitchen sink, become more apparent with the approach of winter's bad weather.

Safeguard your family's health by giving them the protection and convenience of modern plumbing connected with the Sanitary Sewer System.

Southwestern Sewer Company Guardian of Community Health

Permanent Markers for Famous Old Cow Trail Suggested By Oklahoman

Bluebonnet Girl Points Way



Frances Nalle, official Bluebonnet girl at the Texas Centennial in Dallas, which closes November 29, is wearing a real blue bonnet here and a dress of the period when great herds of cattle were moved over the Chisholm Trail out of Texas.

Helping preserve the history of the old Chisholm trail, one of the most famous cattle trails in the United States, P. P. Ackley of Elk City, Okla., who as a youth worked as a cattle driver, is interested in a movement to mark the cattle route.

HOUSTON, Nov. 2.—In Montgomery county tonight they were talking about George D. Bender and his saddle horse and two hounds.

Faithful Horse And Dogs Guard Body of Master

The Pinehurst stockman's body was found about six miles from his home Saturday night and Justice of the Peace J. C. Browder said the horse and hounds had guarded the body four days.

The justice said the 54-year-old bachelor died of natural causes last Wednesday and that the horse, silent and apparently brooding when a searching party reached the body had not moved more than 50 feet from his master's body.

Bender's neighbors said the dogs apparently stayed with the body two days and nights and then returned home for a short while. They were seen at the rancher's home for a brief interval and then they disappeared.

The dogs led searchers to the body in the wilderness between Milk creek and Sandy creek.

Constable F. W. Smith and Rex Coe, a stockman, led the search. Coe blew a horn frequently and after a while there was an answer from the faithful hounds.

The searching party was organized after the stockman had been missing four days.

Bender was a man of considerable means and had lived alone.

—Wichita Record News.

Suspend Cemetery Work Until Spring

Work on the up-keep of East Mound Cemetery, which has been in progress since early this spring, will be suspended until next spring, according to recent announcement of the committee in charge.

The loyal support which the

at 3:30 o'clock. An admission of 25 cents will be charged to hear the review, and the proceeds will be turned over to the Matador City Library for use in its maintenance.

This plan of raising money for the library, which is sponsored by El Progresso and Sorosis study clubs of Matador, received popular reception when announced recently, and a number of townspeople plan to take advantage of the book reviews to be given from time to time.

Red Cross Places Aid Stations For Nation's Highways

Emphasizing the enormous death rate occurring each year as a result of accidents on the highways of the nation, B. F. Harbour chairman of the Motley county chapter, American Red Cross, yesterday described the system of highway first aid stations which has been put into operation by the Red Cross during the past few months.

"The immediate treatment of those injured on the highways is one of the chief needs in eliminating many deaths from automobile accidents," Mr. Harbour said. "We have found the chief danger spots to be in rural rather than urban areas, and our first aid stations on the highways from one side of the country to the other is our solution of the problem."

Over 900 Established Mr. Harbour said that the Red Cross had already established more than 900 of these first aid stations on the highways of America, where they have been set up in general stores, tourist inns, and rural police and fire departments and filling stations.

"It is our endeavor," Mr. Harbour said, "to eliminate the phrase 'helpless bystander' when ac-

idents are referred to. To do this we are trying to train enough citizens and especially those whose business keeps them close to the highways, so that we can have a first aider near the scene of these motor accidents.

On Main Arteries

"The program to create emergency first aid posts on main traffic arteries has developed into a primary Red Cross activity," Mr. Harbour continued. "Besides the 1,000 roadside stations already in operation in 45 states, 3,500 similar units will soon be set up. Trained Red Cross workers are in the field aiding chapters, plan others by conferring with state highway and police departments, selecting strategic sites, and planning for the training of suitable personnel."

To complement these stationary first aid posts, he explained, the Red Cross has also announced the formation of mobile first aid units which will be a new link in the vast chain welded to give emergency care to the injured. Several thousand trucks which regularly ply the highways in the course of routine work will be equipped with first aid kits. Drivers and crews on the trucks will have passed courses in both standard and advanced first aid and each truck so qualified will carry a marker identifying it as a Red Cross mobile first aid unit.

A Great Worthwhile Fight

"Some may feel that a national campaign for accident reduction such as the Red Cross is waging is something too remote, too general, to deserve their participation," Mr. Harbour said. "However, such persons will do well to remember that if the present rate of automobile accidents continues one out of every 20 persons in the United States will be killed or injured in a motor vehicle accident within five years."

"The Red Cross has entered the battle determined to win," Mr. Harbour concluded. "It is a great and worthwhile fight, and one in which we are calling on citizens everywhere to enlist to the finish. The Red Cross has a legion of

more than a million first aiders who have, during the past few years, been trained to render assistance where it is needed. However, we need many more, and especially do we need your help in our community in lowering the death rate and the list of permanently injured that we see rolled up each year. Now is the time to fight for safety on the highways."

Farmers Get Profit In Interest Saving

HOUSTON, Nov. 2.—Texas farmers who have refinanced their debts through the Federal Land Bank of Houston will profit by a gross interest saving of more than \$7,259,000 for the year 1936, a statement today from A. C. Williams, president of the bank, revealed. As nearly as can be estimated, says Mr. Williams, this benefit will be divided among the owners of 83,075 farms.

Through rewriting former mortgages with the land bank in the Farm Credit Administration's 10th district, the difference in interest rates yields an annual saving of more than \$3,500,000 to borrowers in this state. Because Congress temporarily has lowered further the interest rate to 3 1/2 per cent, to remain in effect until July 1, 1937, an additional saving this year of more than \$3,500,000 goes to borrowers in Texas.

"The Federal Land Bank of Houston and the Land Bank Commissioner have loans on about 16 per cent of the 501,017 farms in Texas," said Mr. Williams. "These loans represent approximately one per cent of the total value of all farm property in the state as determined by the census of 1935 and about half of the state's total farm mortgage debt. In 1935 the census estimated the debt at \$538,812,000."

Latest figures show that on October 15 the bank had outstanding in Texas 71,184 loans for a total of \$219,826,283.62; also 30,453 Land Bank Commissioner loans representing the disbursement of \$55,575,261.54.

NEW!



All-Occasion COATS

Here is our answer to your question: "What type of coat should I buy to serve me best, morning, afternoon, evening?" These coats possess an unmistakable air of good taste, combined with a logical sense of economy.

MANY OTHERS

Prices Start At

10.95

Harry Willett & Co.

"The Store of Friendly Service"

Ladies and Misses PAJAMAS

Materials of tuck-stitch and accordion knit that will not stretch. These pajamas are warm, practical well made and very attractive. Elastic waist on trousers. Exceptional value at this price.

COLORS: FLAME and BLUSH.

1.95



KNITTED GOWNS

Warm For Cool Nights

Knitted gowns for women and girls in accordion stitch, ribe and rayon. Comfortable, attractive sleeping garments for these cool nights. Pastel shades. You will recognize their value at these prices

1.19 and 1.49



SKIN TIGHTS

Short sleeve vests and knee-length panties . . . warm and brief . . . the vests and panties that fit skin-smooth . . . soft and clinging, knit from superior yarns

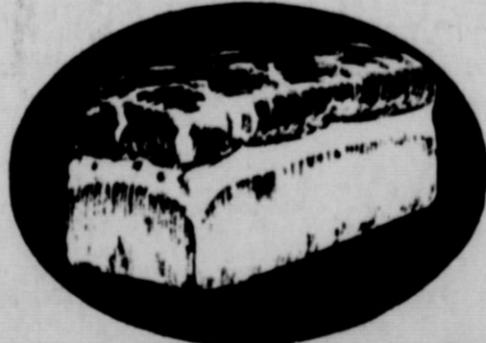
SHIRTS — TRUNKS

25¢

Each Garment



Announcing --- EDDIE'S BREAD ALWAYS FRESH Fine Bakery Products We Invite Your Patronage



MODERN EQUIPMENT SKILLED BAKER ASK FOR

Eddie's Bread ANY GROCERY IN

Matador, Whitelatt

Roaring Springs or Four Corners

Eddie's Bakery

New Graham Building

SAGA OF THE PRAIRIE

FRED G. SIMPSON, Editor THURSDAY, NOVEMBER 5, 1936 MATADOR HIGH SCHOOL

STAFF Editor-in-Chief: Fred G. Simpson Assistant Editor: Marjorie Moore General News: Jo Eda Berryman Girls' Sport Editor: Dan Browning Boys' Sport Editor: Clayton Titus Joke Editor: Lyman Campbell Sponsor: Pauline Rister

EDITORIAL To add variety to our school news to give our hard working reporters a rest, the news staff is going to have each of the classes sponsor an edition of the Saga of the Prairie. For each of these editions we have selected a special staff. The senior class, which will sponsor next week's edition, has Marjorie Moore for the editor and Joeda Berryman for assistant editor. Dorothy Jean Harp and Chas. Scaff will be responsible for the Junior class edition. Betty Jo Simpson and Houston Schweitzer will edit the Sophomore edition. Wandell Berryman and Jonita Smart are the editors of the Freshman edition. The next four editions of the Saga of the Prairie are sure to be good; let us not miss a one.

Before leaving my seat of high honor, I wish to ask the special editors acting in my place to be sure and hit the spot and not leave any tacks in the seat.

Liens Club Honor Students First Six Weeks 1936-1937

Freshmen: Keith Patton 93, Wandell Berryman 92 1/2, Elmer Gene Jameson 91 1/4, Myrnavae Barkley 91, Joe Willman 91 (tie), Amos Jones 90 3/4, Kenneth Simpson 90, Marie Hunsucker 89 3/4, Lela Carpenter 88 3/4.

Sophomores: Kara Hunsucker 92 3/4, Houston Schweitzer 92, Jimmie Lee Irby 90, Jeanette Jinkins 89 1/2, Vernon Chambliss 88 Juniors: Fred G. Simpson, Jr. 95, Jean Harp 91 1/2, Boyd Willett 91 1/4 (tie), Charlie Scaff 91 1/4. Seniors: Billie Lawrence 92 1/2, Marjorie Moore 90 1/2.

Honor Roll Freshmen: Lela Carpenter, Lena Mae Cudd, Marion Clements, Tom

Nell Darsey, Marie Hunsucker, Joe Willman, Elmer Gene Jameson, Amos Jones, Bennie Keltz, Keith Patton, Zona Ruth Scaff, Kenneth Simpson. Distinguished List: Wandell Berryman, Myrnavae Barkley.

Sophomores: Vernon Chambliss, Virginia Estes, Kara Hunsucker, Jimmie Lee Irby, Jeanette Jinkins, Betty Jo Simpson. Distinguished List: Houston Schweitzer.

Juniors: Stuart Dixon, Jean Harp, Grace Kimbell, Viola Jameson, Berndena Nelson, Maurice Reilly, Charlie Scaff, Curtis Taylor, Ray Dow Thompson, B. F. Tunnell, Jr. Distinguished List: Fred G. Simpson, Jr.

Seniors: Bob Gilmer, Lorene Kingery, Billie Lawrence, Fred Lawrence, Marjorie Moore, Eula Eals.

Wilkinson, Elva Rhea Willis. Those with a conduct record of 90-99 are as follows: Hubert Brown Buddy Davis, Louise Edmondson, Juanita Fuller, G. W. Fulfer, S. M. Guthrie, Carl King, E. D. Lawrence, J. C. McMahan, Jack Robinson, J. C. Murphy, Elmerine Russell, Dud Stafford, Curtis Taylor, Ray Dow Thompson and W. R. Tilson.

The Juniors who were perfect in attendance were Joe Campbell, Hubert Brown, Dan Darsey, Stuart Dixon, Louise Edmondson, Juanita Fuller, Jean Harp, Ruth McBride, J. C. McMahan, Berndena Nelson, Hulon Phillips, Elmerine Russell, Fred G. Simpson, Dud Stafford, Ray Dow Thompson, Mable Turner, Boyd Willett.

Sophomore Class The sophomores who have a perfect conduct are as follows: France Barton, Duward Allen, Vernon Chambliss, J. B. Cooper, Virginia Estes, Viola Floyd, Kara Hunsucker, Jimmie Lee Irby, Jeanette Jinkins, Orval Latimer, Dillon Mize, Houston Schweitzer, Opal Vivian. Those with a conduct record of 90-99 are as follows: Corine Briggs, Boby Echols, Bill Eggleston, Thurman Fulkerson, Mabry McMahan, Amos Mize, Betty Jo Simpson, Estell Stafford.

The sophomores who have a perfect attendance record are Vernon Chambliss, Corine Briggs, Viola Floyd, Virginia Estes, Thurman Fulkerson, Kara Hunsucker, Orval Latimer, Mabry McMahan, Betty Jo Simpson, Houston Schweitzer, Estell Stafford, Opal Vivian.

Freshman Class The freshmen who have a perfect conduct record for this six weeks are as follows: Audy Allen Alsip, Myrnavae Barkley, Wandell Berryman, Thomas Bourland, Edward Breeland, Grant Carlson, Lela Carpenter, Marion Clements, Lena Mae Cudd, Tom Nell Darsey, Bonnie Duncan, Mozelle Duncan, Mary Gaines, Mary Frances Halford, Lois Harkins, Joe Willman, Norman Harp, Harley Hill, Marie Hunsucker, Vernon Higginbotham, Bennie Keltz, Lloyd Latimer, W. T. Marshall, Evelyn Lea, Herby Marquis, Glenn Woodruff, Keith

Patton, Pauline Oden, Warren Patton, Raymond Ratton, Aileen Russell, Zona Ruth Scaff, Kenneth Simpson, Jonita Smart, Ellis Terry Lucille Webb.

Those with a conduct record of 90-99 are J. O. Bradshaw, LaVerne Frye, Wiley Fulfer, Maurine Hall, Elmer Gene Jameson, Amos Jones, J. D. Payne, G. W. Ratcliff, James Edward Russell, Mary Tipton, Harding Wilcher, Weldon Westmoreland.

The perfect attendance record reveals that the following freshmen are on the list: Myrnavae Barkley, Wandell Berryman, Lela Carpenter, Grant Carlson, Marion Clements, Tom Nell Darsey, Mary Gaines, Norman Harp, Marie Hunsucker, Lloyd Latimer, Evelyn Lea, W. T. Marshall, Keith Patton, Warren Patton, Raymond Ratton, Aileen Russell, Zona Ruth Scaff, Joe Willman, Glenn Woodruff, G. W. Ratcliff, J. D. Payne.

General News Marjorie Moore and Inez Pharis entertained the members of the junior and senior classes with a Halloween party in the Moore home. Mr. Gray is back in school after a two weeks' absence. Everyone is glad that he is able to be back. Assembly was held in the high school auditorium on Friday morning. After a few songs and a devotional, the remainder of the period was given to the pep squad who led the student body in songs and yells.

Senior Hobbies Lyman Campbell—"cutting up" W. J. Brian—Being Sarcastic Tom Tilson—passing compliments Louise Wright—singing in the hall Marjorie Moore—trying to act dignified Lorene Kingery—watching a certain junior boy Joeda Berryman—watching the Chevrolet Service Station Fred Lawrence—following Margie around Furman Vinson—enjoying Joe Berry's jokes

Joe Berry Meador—making wise cracks Geraldine Lebow—acting prissy Bob Gilmer—being critical Clayton Titus—flirting with all the girls Billie Lawrence—watching a certain senior football boy Henry Etta Bolling—studying Cecil Ray and Lawrence Rattton—playing cat and cat L. C. Groves—being a good football player Carl King—staying out of school Clotelle Willie—smiling at the boys Eldren Adams—talking to junior girls Tatt Harcrow—getting hurt in football practice Malcolm Morris—being lazy Inez Pharis—hugging people's neck Eula Seales—being quiet.

Grade School First Grade (Miss Luckett) Distinguished List: Oneta Hendricks, Kenneth Baldwin. Honor Roll: Bobby Ray Griffin, Freddie Ralph Jones, Bob Rushing, La Nell Hardy, Lucille Brian, Nell Webb. Perfect Attendance: James Cooper, Kenneth Baldwin, Hal Courtney, Bobby Ray Griffin, Bob Rushing, Lucille Brian, La Nell Hardy, Oneta Hendricks, Almeda Irvin.

Second Grade (Mrs. Harbour) Dist. List: Betty Price, Martha Ray Cudd, Jolene Bloodworth, Joy Harris. Honor Roll: John Farris Fish, Gordon Russell, Wanda Marshall. Perfect Attendance: R. D. Clements, John Farris Fish, Nelson Peeler, Martha Ray Cudd, Joy Harris.

Third Grade (Miss Glenn) Dist. List: Harry Louis Willett, Billy Jo Archer, Imogene Archer.

Honor Roll Velda Mae Rattan, Lane Decker, Frances Marshall, Mary Joyce McMahan, Patsy Jean Matlock, Ruby Vivian, Charles Payne, Bobby Harp, Wiley Frank McCown, Stella Allen, Hervey Latham, Frances Duncan, Betty Henderson. Perfect Attendance: Walton Clower, Lane Decker, Murrell Latimer, Curtis Martin, Wiley McCown, Charles Payne, Harry L. Willett, Billy Jo Archer, Imogene Archer, Frances Marshall, Mary Joyce McMahan, Gladys Marie Springer.

Fourth Grade (Miss Reeves) Dist. List: Frances Seigler, Don Paul Keith, Jane Bishop, Mary Price, Ruby Burton. Honor Roll: Norma Plumlee, Anne Bell Hagler, George Doss, Glenda Nelson, Betty Jo Kingery, Willis Higginbotham, Barbara Ann Springer, Margie Marshall June Bishop, Thurman Irvin. Perfect Attendance: Vance Campbell, Betty Jo Kingery, Don Paul Keith, George Doss, Frances Seigler, Barbara Ann Springer, Math Barkley, Jane Bishop, Earl Smith, Glenda Nelson, June Bishop, Elwanda Martin, Margie Marshall, Thurman Irvin.

Fifth Grade (Miss Hamilton) Dist. List: Hazel Ruth Denison Oneta Whitaker, Norman Pitts. Honor Roll: June Barton, Juanita Cartwright, Jeve Daniels, Dorothy Hendricks, Ruth Evelyn Keith, Dorris Jean Peeler, Clyde Bartlett, James Dickey Denison, Tom Ed Jameson, J. L. Lea, John M. Russell, La Wanda Marr. Perfect Attendance: June Barton, Catherine Daffern, Hazel Ruth Denison, Tom Ed Jameson, Faustena Fuller, J. L. Lea, Betty Green, Ruth Keith, Alton Marshall, Norman Pitts, La Wanda Marr, John M. Russell.

Sixth Grade (Miss Fryar) Dist. List: Jimmie Lee Guthrie.

Honor Roll: Glen Allen, James Le Day, Marshall Lee Morton, Douglas Pitts Jr, Franklin Price, Ben Schweitzer, Billy Tunnell, Eli Mae Chambliss, Dorothy Kingery, Bennie Marshall, Wanda Nelson, Myrnavae Russell, Dorothy Wason, Johnnie Griffin. Perfect Attendance: Douglas Pitts Jr, Bennie Marshall, Franklin Price, Helen Stanfield, W. A. Rattton, Dorothy Wason, Junella Jackson, Freda Marie Jones, Dorothy Kingery.

Seventh Grade (Miss Casstevens) Dist. List: Frances Carpenter, Frances Stearns. Honor Roll: Alice Thompson, James Rufus, Alice Joyce Irby, Bobby Jones, Lucille Plumlee, Ruth Rushing, Pearl Heart, Juanita Mize, Frencha Brandon. Perfect Attendance: Ruth Rushing, Frances Carpenter, Alice Thompson, Frances Stearns, Frank Brian, James Rufus Fish, Byron Knight, Leroy Nelson, Lowell Barkley.

Across mountains, out to small islands along our coast, through mud and rain and snow, the Red Cross nurse carries on her helpful and live-giving work. You can assist her without sharing attendance discomforts. Support her work by joining the Red Cross during this Roll Call drive.

ROY BURLESON General Insurance First State Bank Building Matador, Texas

Winter Ahead! You Will Need A New FLORENCE OIL-BURNING HEATER To Keep Your Home Warm and Cozy SEE THEM TODAY OIL COOK STOVES Extensive WOOD HEATERS STOVE PIPE FLOOR BOARDS SHOVELS and COAL HODS VERY LOW PRICES Higginbotham Bartlett Co.

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

LAUNDRY SERVICE SATISFACTION... You are assured of being satisfied when you send your laundry work to the Spur Laundry and that your clothing will be delivered promptly. You will also have the satisfaction of knowing that they are thoroughly cleaned. Try this better and more inexpensive service today. Pick-up and delivery service in Matador each Monday, Wednesday and Friday. Spur Laundry

LADIES CONTEST... First Prize: 11x14 Tinted Photo Second Prize: 8x10 Photo Contest Starts November 7th Ends November 30th. Special Prices Three 3x5 Photographs One 5x7 Tinted Photo All for \$1.00. Floyd Studio West Side of Square

The... General Purpose John Deere Tractor BUILT to Last ALLOW US... To prove to your entire satisfaction that the JOHN DEERE Tractor will solve your Farm Problem. MAKE MORE MONEY From your acres with this tried and proven successful farm power. WE ARE GLAD TO SHOW YOU Lea Implement Co. SOLON LEA, Manager

IF You Enjoy THE BEST Eat With Us Every Day Regular Dinners — Short Orders Sandwiches — Chili — Coffee Good Steaks Home-Made Pies and Cakes. JOE'S CAFE On The Square Joe Jeffers, Mgr.

ANNOUNCING AMAZING TYPEWRITER BARGAIN FREE HOME TYPING COURSE. BRAND NEW MODEL No. 5 REMINGTON PORTABLE ONLY \$49.50 CASH. FREE COURSE IN TYPING & CARRYING CASE. Tribune Publishing Co. Phone 123 Matador, Texas

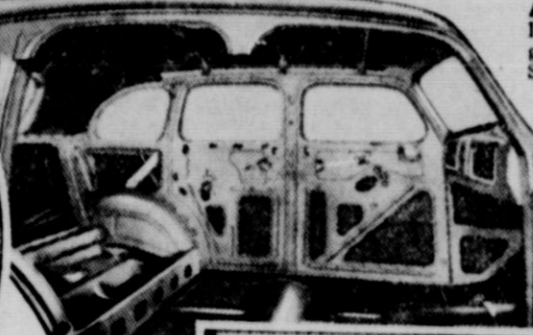
Performance, Beauty and Safety Mark Chevrolet's Completely New Cars



Chevrolet's 1937 engine is completely new, but adheres closely to time-proved Chevrolet engineering principles. It is of six-cylinder valve-in-head type, smoother, more powerful, more economical, and lighter.



Luggage capacity in Chevrolet's new trunk models has been greatly increased, as has interior luggage space in other models.



A representative model from Chevrolet's new line, typifying its beauty and grace—the Master De Luxe Sport Sedan with trunk. Note the distinctive "speed line" extending back from the side of the hood.

Unisteel construction joins the floor, coil assembly, panels, and Turret Top of Chevrolet's all-silent, all-steel body, to form an integral structure, welded in all joints, and reinforced and braced for permanent silence and safety.



Beauty and utility mark the new Chevrolet instrument panel. The windshield is of greater area, with narrow corner posts, affording better vision.

New power, economy, durability, safety and comfort, coupled with new beauty, characterize Chevrolet's new models Master and Master De Luxe, retaining identical appearance.

Chevrolet's fully-enclosed Knee-Action is furnished at no extra cost on the Master De Luxe models; and new Synco-Mesh Mass all around at no extra cost.

Northfield News

Mr. and Mrs. Nolan Thomas, recently married, were guests of honor at a miscellaneous shower and Halloween party Saturday evening, when Mr. and Mrs. Delmont Hays entertained a number of their friends. Following an enjoyable evening of Halloween spook games, refreshments were served. Many lovely and useful gifts were received by the young couple. The bride is the former Guaneth Moore.

Mr. and Mrs. Elbert Hardison announce the arrival in their home, of an 8½ pound daughter, who has been named Marjorie May.

Mr. and Mrs. M. A. Tate were Saturday night guests in the home of Mr. and Mrs. W. E. Thomas.

Mr. and Mrs. Tom Moore and children, accompanied by Mrs. Brown and Mrs. J. A. Tipton, were Matador visitors Saturday.

Mrs. May Berry shopped in Childress Saturday.

Elbert Hardison and family have returned to this community, from Childress where they have been living for the past month.

Mrs. C. M. McDonald was the guest Sunday, of Mrs. J. A. Tipton.

Those shopping in Childress from this community Saturday were, Mr. and Mrs. Bake Simpson, Mrs. Marvin Leary and Mrs. Sam Tosh.

Mr. and Mrs. J. D. Spray are moving back in this community, having made their home at Whiteflat.

C. T. Booth of Childress is here this week looking after his farm interests.

Mr. and Mrs. F. G. Tipton and son J. W. spent Sunday in the home of Mr. and Mrs. P. A. Simpson.

Mr. and Mrs. Pete Timmons of Cee Vee, are here looking after farming interests.

Mr. and Mrs. Tom Collins, accompanied by Miss Velma Collins, visited in Memphis during the week-end.

Mr. and Mrs. Tella Pistol of Cee Vee attended the Halloween party here Saturday night at the home of Mr. and Mrs. Delmont Hays, and were house guests of Mr. and Mrs. Sam Moore.

Rev. Gibson of Turkey, conducted religious services here Sunday afternoon, which were attended by a large congregation.

P. A. Simpson and F. G. Tipton are hauling cotton to Childress this week.

Mr. and Mrs. Herbert Hale visited in Estelline Sunday.

MOVIE CHATTER
By A Rogue

Jane Withers
At last the time has come for the Jane Withers' fans to enjoy

themselves as never before (and by the way, Jane has almost as many admirers as Shirley Temple). That long waited for picture, "Little Miss Nobody", starring Jane Withers, with Ralph Morgan will be at the Rogue Thursday night only. If you want to see this scrappy little miss in her best picture, then by all means see "Little Miss Nobody"—a picture for all ages. This picture was previously booked, but never shown.

The Milky Way
If you want to laugh, come out and see Harold Lloyd in "The Milky Way," with Adolphe Menjou, for Friday and Saturday. Harold Lloyd needs no introduction, but those who haven't seen this picture are in for a treat and plenty of laughs. The next three pictures for Friday and Saturday are westerns: Desert Gold; Nevada

and Wanderer of the Wasteland.

The Harvester
Sunday and Monday the Rogue offers its patrons that well-known book, "The Harvester", with Ann Rutherford, Alice Brady and Russell Hardie. A young farmer wants to marry an orphan, but his mother manages to force an engagement

DR. E. W. MCKENZIE
DENTIST
OFFICE AT RESIDENCE

with another girl. The tragic death of his grandmother makes him rebel and then is when things happen. Cora Sue Collins and Buck, the wonder dog, are also in the picture. Here is a show everyone will enjoy.

Use Of Sulphur On Cotton Pests Being Surveyed

FREEPORT, Nov. 2.—With indications that the 1936 Texas cotton crop will be considerably larger than that of 1935 when 2,849,750 bales were marketed, the Freeport Sulphur Company is completing a survey of the methods used by growers in the Lone Star State to increase yield through control of cotton insect pests and diseases.

Reports gathered by the company reveal interesting data regarding the use of sulphur in flea hopper control, results of one large-scale experiment showing a production gain of more than 160 pounds of seed cotton an acre.

Recognizing the flea hopper as one of the most serious of the cotton pests, the company has announced its intention of compiling as complete data as possible on the success of the sulphur method in controlling the insect and of making this information available to growers throughout the South.

Study is being made of the use of airplanes in dusting large cotton acreages and the company also said it plans to investigate the use of sulphur in the war against the cotton plant bug, which annually causes growers heavy losses in yield. Experiments made this last summer point to the success of the same method of controlling this pest as is used in controlling the flea hopper.

Also scheduled for intensive study is the cotton dauber, which attacks alfalfa as well as cotton. In several states, notably California, Alabama and New Mexico, growers report that sulphur dusting has to date proved the most effective method of control.

COTTON REPORT

Census report shows there were 1,765 bales of cotton ginned in Motley county prior to Oct. 18, 1936 as compared with 2,989 bales ginned to Oct. 18, 1935.

Very Resp.,
H. J. Marler


FORMER RESIDENTS

Earl Pipkin, who has been in Dalhart a number of months, has

accepted a position with the De Luxe Cleaners at Lubbock. Mrs. Pipkin, Monday will become home economics instructor in the Stratford schools.—Dalhart Texan.

"Help us fight this epidemic." Such is the call that comes to the Red Cross many times yearly, and help is always given. This is the sort of work you keep going through your membership in the Red Cross. One dollar goes a long way in such work.

BUY COAL NOW!



JUST RECEIVED
A New Car-Load
ROBINSON
Colorado Coal

More Heat for Less Money

L. R. BISHOP FEED STORE
We Buy Poultry, Hides and Cream
Phone 114J

New CHEVROLET 1937
The Complete Car - Completely New
ON DISPLAY SATURDAY, NOVEMBER 7



Put on **GOODYEAR** tires now—get 30% more mileage free—Ask us why!



GOODYEAR PRIZE VALUES

SPEEDWAY
A real Goodyear for little money

BEFORE YOU BUY CHECK OUR GREAT VALUES

TOP VALUE AT EVERY PRICE!

Get the world's most popular tires with Goodyear Center Traction. Superstix Blowout Protection in EVERY ply. Guaranteed by the Largest Tire Builder—the quality leader!

NEW HIGH-COMPRESSION VALVE-IN-HEAD ENGINE
Much more powerful, much more spirited, and the thrift king of its price class.

NEW ALL-SILENT, ALL-STEEL BODIES
(With UNISTEEL Turret Top Construction)
Wider, roomier, more luxurious, and the first all-steel bodies combining silence with safety.

NEW DIAMOND CROWN SPEEDLINE STYLING
Making this new 1937 Chevrolet the smartest and most distinctive of all low-priced cars.

GENUINE FISHER NO DRAFT VENTILATION
Eliminating drafts, smoke, windshield clouding—promoting health, comfort, safety.

ALL THESE FEATURES AT CHEVROLET'S LOW PRICES
*Knee-Action and Shockproof Steering on Master De Luxe models only. General Motors Installment Plan—monthly payments to suit your purse. Chevrolet Motor Company, Detroit, Michigan.

PERFECTED HYDRAULIC BRAKES
(With Double-Articulated Brake Shoe Linkage)
Recognized everywhere as the safest, smoothest, most dependable brakes ever built.

IMPROVED GLIDING KNEE-ACTION RIDE*
(At no extra cost)
Proved by more than two million Knee-Action users to be the world's safest, smoothest ride.

SUPER-SAFE SHOCKPROOF STEERING*
(At no extra cost)
Steering so true and vibrationless that driving is almost effortless.

SAFETY PLATE GLASS ALL AROUND
(At no extra cost)
The finest quality, clearest-vision safety plate glass, included as standard equipment.

ROGUE THEATRE

Matador, Texas

THURSDAY, WATCH NIGHT
Jane WITHERS
IN
"Little Miss Nobody"

FRIDAY-SATURDAY
Harold LLOYD
IN
"The Milky Way"
WITH
Adolphe Menjou

SUNDAY-MONDAY
"The Harvester"
WITH
Ann RUTHERFORD, Alice BRADY, Russell HARDIE
Sunday Matinee 2:30 P. M.
NIGHTS 6:45 P. M.

F F F Chevrolet Co. MATADOR, TEXAS

F F F CHEVROLET COMPANY MATADOR, TEXAS

