

Every man owes something to the upbuilding of his 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. 36

Matador, Motley County, Texas, Thursday, November 12th, 1936

Motley County News Vol. 17, No. 86



TRAIL DUST

By DOUGLAS MEADOR

Coughing as an old infirm man, the creaking derelict automobile halted by the side of the road, a trembling mass of tin and rusting iron which belonged to the peace and dignity of forgotten things. Scattered pieces of hard snow blown out of the shivering clouds by the norther, pelted six passengers who tried to shield themselves with a stained and ragged cotton sack. Three youths huddled as sheep against a blizzard in the rear compartment while a grimy, frosty-whiskered man wearing patched overalls and a flopping hat manipulated the failing instruments of the machine. By his side a silent, red-faced woman held a small, sobbing child tightly in her arms. The child was begging for warmth and shelter but there was no more clothing, nor bed covering to stay the relentless chill in the wind. The world had its many doors quite firmly shut and its many doors quite firmly open in suffering. It was the smoldering fire of poverty which burns so close to so many lives suddenly bursting into flames.

Perhaps my friend is happy with his wife who is fat, forty and faithful, since he seems so resigned to watch the flames in a wide fireplace at the end of a cozy room. However, there is a quality in the manner in which he watches the fire and a look in his deep gray eyes that stare into the silence which lacks something of being convincing. When he was younger he was possessed of the heart of a dreamer and a poet—as one destined to be a vagabond across the trackless places of the earth—eager to seek and never to find an ideal to pursue the end of a rainbow of finely chiseled dreams. But his character is tough tempered steel and he will not seek clemency to leave the unlatched doors even though he should have failed to observe that the glittering hours we live are seldom associated with reality.

Now as a willing prisoner in the battle of domesticity he listens to a muffled beating of wild drums in his soul and haunting music from the dusty harps of old thoughts as his never-lived life passes muster during a winter evening.

Paradoxical as it appears, some of the world's best and greatest men are forced to fight daily with the demon of drink to achieve enough victory for a place in society and a slightly shadowed respect in their homes. They pay a very dear price for the profound liberty of their wills.

While I have looked at the bottoms of many bottles, mostly those of my friends, I never see an empty liquor container without being reminded of an empty pocket-book which at one time had held the medium of exchange used in the purchase of a soul.

Cowboys often talk of the tall, black-haired rider who kept on smiling while he dusted off the spirit of the worse bronch in the remuda and they remember that he could distinguish a brand at thrice the length of a lariat rope. He is married now and farming some red hills which he has paid for out of their earnings and the sweat of his brow. A few weeks ago he was riding a pot-bellied mare bare-back to drive the mules out of the cane patch—his saddle was hanging in the shed but his saddle-blanket, washed soft and clean, was being used in a cradle at the house.

Love is a slave ship with black and silvery sails swollen in the monsoon that churns the sea of lonely hearts and often a smile or a gently lowered eye-lash will cause the anchor to be dropped long enough to prod more passengers aboard. The passengers, lashed with bright chains to the gunwales see the coral islands of liberty vanish in the blue and crystal sea after the anchor is hoisted but a terror of something fashioned in powerful beauty stifles their cries.

Floydada Conflict To Open New Grid Field Here Friday

Matadors Ready For Defense Of Claim To Place In Year's Conference

The Matadors will wind up their football season here Friday afternoon against the Floydada Whirlwinds. The game will be played on the Matadors' new field west of the High School building, with the contest scheduled to get under way at 2:30 p. m.

With two week's rest, the Matadors are all set to kick the dope bucket over the fence and spill the favored Whirlwinds.

From all reports the Whirlwinds are coming to town Friday, with blood in their eyes, seeking revenge for the 19 to 13 licking the Matadors handed them last year and above all, to even things up with their former coach, R. P. Terrell, who coached at Floydada for three years.

A Floydada victory would leave the Whirlwinds in the conference race and the Matadors in the cellar.

Red Cross Is Organized To Canvass City

"Mother" Burleson Is First To Purchase New Membership

Mrs. A. D. (Mother) Burleson, distinguished pioneer of the county, has the honor of being the first citizen of Matador to join the Red Cross in its 1936-37 drive which started yesterday, according to B. F. Harbour, Motley county Roll call chairman.

Matador workers in the spirited drive for enrollment include Messdames Bob Echols, E. C. Stearns, E. W. McKenzie, Wiley McCown, Jack Robinson, Henry Ford, J. R. Whitworth, Claud Harp, F. A. Buckley, A. L. Fryar, R. E. Donovan, Marvin Patton, W. W. Clements, and Misses Lucille Meador and Sibyl Seaff.

The ladies will work together in units, dividing the town into sections in order to insure solicitation of the entire city.

Other Communities

Completing the list of Sub-Chairmen to serve in other communities in the county, Mr. Harbour advises that these will be in charge of the drive at the designated points:

S. D. Rattan, Flomot; Mrs. J. D. Mitchell, Roaring Springs; Hubert Taylor, School Supt., Whiteflat; Miss Elizabeth McMahan, Whitestar; Miss Addie Lee Lawrence, Fairview; Jim Nall, Folley; Mrs. Nannie Turner, Flag Springs; J. A. Tipton, Northfield; Elmo Kingery, Darden Canyon; Mrs. L. W. Guthrie, Barton.

The solicitors selected in the Roll Call drive for memberships have already begun an intensive drive for this week in all the communities, with a follow-up drive to be planned for next week.

Among those from Matador who attended the funeral of Isom Lynn at Spur last week were, Mr. and Mrs. Claud Jeffers, Ed D. Smith, W. H. Morraves, Mrs. D. P. Keith, Miss Mary Keith and M. S. Patton.

In the marts of the world the eternal barter is extended as the auction hammer rises and falls with the pairs of prisoners being led away to the mines of necessity. Now and then one in rebellion will escape and swim back, usually for the experience of another voyage.

Death Claims Young Woman

Mrs. Tom Vivian Dies At Whiteflat Home

Funeral services were conducted at Whiteflat, Wednesday, November 4, for Mrs. Tom Vivian, 22, who died at her home there, Tuesday evening at 9:25, following a prolonged illness resulting from inflammatory rheumatism. Services were held in the Baptist church, by the pastor, Rev. H. T. Harris.

Edna Bernadine Humphries was born at Lydia, Texas, April 5, 1914 and moved with her parents to the Whiteflat community at an early age, where she grew to womanhood. She received her education in the Whiteflat school. On October 6, 1934, she became the wife of Tom Vivian, of Matador, in a marriage terminated after two brief years, by her untimely death.

Pall bearers were: H. F. Pipkin of Matador, Coyt Carlisle, Victor Smith, Tom Spray, Joe Bloodworth and Reagan Bryan. Seven school girls acted as flower girls.

Survivors

Besides a host of sorrowing friends, Mrs. Vivian leaves to mourn her passing, her husband, Tom Vivian, her parents, Mr. and Mrs. E. P. Humphries all of Whiteflat; 4 sisters, Miss Ocie Humphries Lubbock; Miss Katalynn Humphries, Amarillo; Mrs. A. W. Wallace and Mrs. W. H. Shackelford, both of Whiteflat; three brothers, N. H. of Littlefield; H. E. of Boxelder, and Bill, of Lubbock.

Two half-sisters, Mrs. George Pettigrew, Lubbock and Mrs. A. K. Wilkinson, Whiteflat, also survive, as do two half-brothers, C. E. and R. L. Litchell, both of Whiteflat.

MRS. U. L. WILIE TO SAN ANTONIO

Mrs. U. L. Wilie left Saturday for San Antonio where she is attending the 39th annual convention of the Texas Federation of Women's Clubs held there this week.

Mrs. Wilie was accompanied to Lamesa by Mr. Wilie and their daughter Clotee. There, she joined Mrs. W. P. Avriett, President of 7th District, whom she is assisting in her race for the office of State vice-president of Texas Federation of Women's Clubs.

Among prominent speakers at the convention was Mrs. Edward Hammett of Sheboygan, Wis., chairman of the committee on safety of the General Federation of Women's Clubs. Gibb Gilchrist of Austin, State highway engineer appeared on Tuesdays' program, praising clubwomen for their efforts at roadside beautification, and Leon Harp, the chairman of the Texas Securities Commission, told how his department had either sent to prison or driven from the State every organized gang of stock swindlers.

Next Lions Meeting At Baptist Church

The next meeting of the Matador Lions Club will be held at the local Baptist church, Lion secretary Randal Whitworth announced yesterday.

The entire membership is urged to be present for the meeting as an interesting program has been arranged and the usual enjoyable banquet is assured.

"Regarding the meals served to the Lions Club," secretary Whitworth declared, "it is impossible to estimate the value the delightful meals served by the ladies of two local churches, to the attendance and the success of this club. One has only to visit another club to be reminded of our fortunate situation."

GO TO CHURCH SUNDAY

Town Closes As Armistice Tribute Paid

Businesses Are Shut At Eleven O'clock For Holiday

Matador closed its doors promptly at 11 o'clock yesterday morning in tribute to the ending of the World War 18 years ago. At the sound of gin whistles blowing in commemoration of the victory which was attained in Europe on the eleventh hour of the eleventh day of the eleventh month in 1918, this city quietly began its holiday which was to extend until this morning. The two Matador lumber yards did not open their doors yesterday. Filling stations, drug stores and restaurants were the exception. Very few people were in town during the afternoon.

Perhaps Spur claimed the largest number of local residents in cooperation with the planned program of American Legion posts of Paducah, Matador and Spur. One of the large attractions of the afternoon was the Paducah-Spur conference football game at the Spur Jones Memorial stadium yesterday afternoon.

Paducah Is Winner

The Paducah Dragons loom in the District 4B conference after they defeated the Spur Bulldogs 6-0 Wednesday afternoon in what is described as one of the most hotly contested games of the season. Many local fans as well members of the Matador Matadors squad attended the game.

The grand parade of the three counties American Legion Posts started in Spur at 10 o'clock yesterday morning and was led by Mr. and Mrs. C. D. Bird, prominent citizens of the county and pioneers of this section of the Panhandle. A number of patriotic floats formed units in the parade line.

The Matador schools dismissed at 12 o'clock yesterday in order that students might have a half holiday and also see the Armistice Day football game between Spur and Paducah.

GENEVA COOPER HAS 'B' AVERAGE

FORT WORTH, Nov. 4.—Miss Geneva Cooper of Matador, daughter of Mr. and Mrs. J. J. Cooper and a freshman at Texas Wesleyan College, Fort Worth, was one of a group of thirty-two freshmen who made at least a "B" average on work completed during the first month according to announcement of Miss Rose Ellen Williams, registrar.

Miss Cooper resides at Mulkey Hall and is a recent pledge of the Susan M. Key Literary Society.

Floydada To Be Host To Church Delegates

FLOYDADA, Nov. 8.—Floydada will be host Tuesday, Nov. 17, to delegates from Christian Churches over a district covering an area as far south as Lamesa and Snyder, east to Paducah, and Plainview on the north, in a one-day convention, it has been announced by Gordo G. Voight, pastor of the First Christian Church here.

Lon M. Davis of Floydada is president of the district organization.

CELEBRATE GOLDEN WEDDING HERE



Mr. and Mrs. M. L. Patton, above who celebrated their Golden Wedding Anniversary at their home in Matador on November 1st, 1936. The pioneer Motley county couple were married on November

Hearing Date On Highway Is Announced

Meeting To Be Held On Pampa To Del Rio Highway

Prospects for action on Highway 18 north from Matador to Clarendon and thence to Pampa were intensified this week when it was announced that a hearing before the Highway Department in Austin had been granted for November 16th. The plan of the proposed road includes a cardinal highway from Pampa to Del Rio and would require the building of new road north from Turkey to Clarendon and a bridge across Red River. Henry Pipkin, chairman of the highway committee of the Chamber of Commerce, received a letter this week from the Pampa Chamber of Commerce asking that Matador send a delegation to Clarendon today to represent the county in a meeting to be held there. At the meeting of the Matador Chamber of Commerce Tuesday, Judge W. R. Cammack and Henry Pipkin agreed to attend the highway meeting in Clarendon today.

Stumbling Block

Those familiar with the Highway 18 situation declared that the right-of-way across Hall county was proving the stumbling block in securing state sponsorship of the project. The principal purpose of the Clarendon meeting today, it was declared was to eliminate all problems that might halt favorable action from the Highway Department hearing next Monday.

It was pointed out by local business men that the completion of the road would mean great advantage for Matador and surrounding territory.

BAPTIST NAME TIDWELL AGAIN

Baylor Professor Is Elected Convention Chairman

MINERAL WELLS, Nov. 10.—Dr. J. B. Tidwell head of the Bible department at Baylor university in Waco, was re-elected president of the Baptist general convention by acclamation tonight at the opening of the state convention before more than 3,500 Texas Baptists. Dr. Tidwell then called the convention of the world's largest Baptist group to order, in an address to messengers representing 3,153 churches.

Among the prominent speakers at the convention was Atty. Gen. William McCraw. The Keyes quadruplets, co-eds from Baylor university, sang two hymns during the program.

W. M. U. Elects

Mrs. A. B. Copsis of Seminary Hill was re-elected president of the Women's Missionary union, among other officers named were: Mrs. J. E. Leigh of Dallas, corresponding secretary.

New vice presidents of the W. M. U. included, District 9, Mrs. Tom R. Campbell, Lubbock; district 10, Mrs. D. A. Grundy, Memphis; district 11, Mrs. T. J. Furniss Throckmorton; district 12, Mrs. Clarence Kaker, Bridgeport.

Cost Paving City Streets Outlined At Tuesday Meet

C. Of C. To Pursue Definite Action In Securing City Improvement

PUBLISHERS NOTE:—The Tribune believes that Matador wishes to progress and that unpaved streets create its greatest handicap. It desires to create a forum of the citizens as to whether or not they want the improvement. Signed letters debating either side of the question addressed to the editor, will be published and the name will be omitted in the newspaper article if the writer so prefers.

The Matador Chamber of Commerce in its regular meeting at the Texan Cafe Tuesday secured an estimate on the cost of paving the city's principal street through the cooperation of figures furnished by Tom Harris as chairman of the street paving committee. The type of street under consideration embraces a four inch oil coat over the present material now on the thoroughfare and considered the most inexpensive treatment of practical value. The Texas Highway Department has recently completed the same style of paving through Knox City and it is proving successful. "The cost," Mr. Harris said, "would be about \$1.40 per running foot on either side of the street and would include the intersections and alleys. For instance the paving 25 foot cost for an owner of a 25 foot frontage, about \$35. These figures are believed to be liberal, however, they were made with view of using the paving equipment of the highway construction company now located here and would be higher if the machinery was moved away, to later be returned."

Rev. Denison Returns Here

Methodist Pastor To Begin Third Year In Matador

Rev. D. D. Denison, pastor of the local Methodist church for the past two years, has been re-appointed to continue his service here according to the list of appointments for the Plainview district read Sunday night at the close of the joint meeting of the five Texas conferences at Houston, held there last week.

Rev. Denison's loyal and consecrated work in Matador during the past two years has been greatly appreciated by the entire community, and his re-appointment to the pastorate here will no doubt be joyfully received by local townpeople.

Rev. and Mrs. Denison returned home last night from their trip to the conference.

PLAINVIEW DISTRICT

Presiding elder, E. E. White; Abernathy, M. B. Norwood; Aiken, J. R. Bright; Amherst, R. R. Gilbreath; Biale, C. P. McMaster; Earth, L. L. Hill; Floydada station, J. E. Eldridge; Floydada circuit, W. V. O. Kelly; Hale Center, W. R. Burnett; Hart, A. C. Jones; Kress, Marvin Williams; Littlefield, Ed A. Tharp; Lockney station, H. H. Hamilton; Lockney circuit, J. L. Henson; Matador, D. D. Denison; McAdoo, Frank Beauchamp; Muleshoe, R. S. Watkins; Olton, J. E. Stephens; Petersberg, Ollie Apple; Plainview, C. R. Hooton; Plainview circuit, Cecil Tule (supply); Silverton, A. A. Peacock; Sedan, L. M. Brown; Sudan circuit, M. D. King; Tullia, S. A. Thomas; Tullia circuit, Adam Forch (supply); Whiteflat, L. O. Barnett.

Rev. Joe E. Boyd, former Matador pastor during 1931-1932, was appointed to fill the pastorate at Paducah.

STANFORD HAS CHAMPION TEAM

With the final conference play of the season, in which his Wildcat team was victorious over their opponents with a score of 13-0 at Reno, Nevada on November 7, coach Harvey Stanford has virtually bagged the state championship of Nevada for high school teams. One more possible game might be necessary before a final decision is made, according to recent communication from Stanford, former Matador coach, now of Las Vegas, Nevada.

Stacking up a total of 215 points as against 14 gained by opposing forces, Stanford's Wildcats attained the distinction of an undefeated season. The record is held by one other high school squad, and a possible match between the two teams would determine the holder of the state championship.

VISITS HERE

W. H. Reynolds of Henrietta, Oklahoma visited here Tuesday evening in the home of his half-brother, L. B. Robertson and family.

Mr. Reynolds is engaged in the grocery business in Henrietta.

Subscribe For The Tribune

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It was suggested that in event enough interest and finance is not (Continued on Back Page)

Cowboy Finds Ancient Bits Near Matador

Lone Line Rider Has Private Museum At Ranch Camp

A crumbling steel bit, believed to be of a type used by the Spaniards during the adventures of the Conquistadores as they searched for the fabulous Seven Cities of Cibola, was found by Ed D. Smith, a cowboy on the Matador ranch, near the city of Matador recently. The bit, while in a fair state of preservation, is eaten by pockets of rust into the brittle steel. Inside the mouth-piece is a large steel ring which fit into the horse's mouth and is declared to check the most vicious bronch. Mr. Smith, who is now stationed at a line camp for the winter, has added the curio to his private museum which he maintains at the camp.

Has Large Collection

With several rooms of an old house at his disposal, since a cowboy rarely needs more than one room for himself, Mr. Smith has collected and constructed many curios of the cattle country. Perhaps one of the most interesting additions to the private museum is a wild-cow trap constructed according to scale and of identical material used in the device before the advent of modern construction in this country.

Another interesting replica is that of a chuck-wagon with bedrolls cowboys and saddle horses. All of the work has been done with a pocket knife and crude materials, Mr. Smith declared. Added to the collection is that of newspaper clippings and pictures of a waning cattle empire which the lonely line rider has preserved during the last fifteen or twenty years.

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 DIE A TEXAN."

TOO LATE TO CLASSIFY

FOR SALE: Large acreage of sunflowers, badly damaged by the heavy freeze of Nov. 3. Very, very cheap. Alf Landon.

WANTED: Several pairs of hobnail shoes; something that will last me for the next four years while I am walking. Al Smith.

Wanted: A home during the cold, bitter weather of 1936-40. Our adopted home among the Republicans is very uncomfortable, and Mother Democracy has not invited us back home. Texas Jeffersonian Democrats.

FOR RENT: Some mighty brilliant campaign ideas; used only twice; but somehow they failed to work. Herbert Hoover.

FOR LEASE: Slightly used, but badly missed campaign speeches, campaign promises and campaign headquarters for the next four years, and may—longer. John Hamilton.



WANTED: A contented and satisfied nation for the next four years as I intend asking for a certain high office in 1940. Jim Farley.

CARD OF THANKS: My friends I have just started this fight for your interest. I am grateful for your overwhelming endorsement. F. D. Roosevelt.

LOST: 46 states. When last heard from they were comfortably nestling on the shoulder of the New Deal, riding on the wheels of progress. Father Republicanism.

WANTED: A better batch of suckers who will believe what we say, and do as we say. Lemke, Townsend & Coughlin.

LOST: One golden opportunity to film the people of the United States into starting another nice profitable war. DuPont, Morgan & Co.

STRAYED: Several million voters whom we had corralled safely in the Republican fold. Literary Digest.

LOST: The prestige of setting a national pace. Would it be awful in the future to hear, "As Maine goes, so don't go the rest of the nation." Republican Maine.

PERSONAL: To our 46 brothers and sisters: Won't you please, please come home. We love you so much, but are lonesome to see you back in the old GOP Party. Maine and Vermont, Inc.

Democrats To Ask More Aid Of Texas

AUSTIN, Nov. 10.—Contributions of Texas Democrats to the Roosevelt-Garner campaign fund exceeding those of any other state in the nation with the exception of New York, State Campaign Director Roy Miller announced here today.

With this state's contributions already approximately \$275,000, or \$25,000 in excess of the quarter-million-dollar quota fixed by the Democratic National committee, each mail delivery brings more funds from rural sections of the state.

But a national party deficit of approximately \$500,000 exists, Mr. Miller was notified by national headquarters in New York, and Texas Democrats will be asked to do their share by helping to balance the Democratic party's books.

"I have not yet been notified of the exact amount this state will be expected to raise, but I am certain that we shall have little trouble in raising it, if our campaign is as successful as the prediction drive for funds," Mr. Miller declared.

John: "My brother thinks a football coach has four wheels." Albert: "Ha! Ha! And how many wheels has the bally thing?"

DR. E. W. MCKENZIE

DENTIST

OFFICE AT RESIDENCE

Church News

BAPTIST CHURCH Rev. H. M. Weldon, Pastor Morning 9:45 Sunday School Church Service 11:00 Evening 7:30 B. T. U. 6:30 Church Service 7:30 Wednesday evening, 7:30 regular weekly Church service.

METHODIST CHURCH Rev. D. D. Denison, Pastor Morning 9:45 Church School 11:00 Worship 6:30 Epworth League 7:15 Evening 6:30 Church Service 7:15

Prayer Meeting and Choir Rehearsal every Wednesday evening at 7:30 o'clock.

Group Meets With Mrs. Pipkin Mon.

The Henrietta Shook circle met Monday afternoon, November 9, with Mrs. Bill Pipkin, for a continuation of the study of the book of Matthew. Mrs. J. D. Craven, chairman, presided, with Mrs. Vernon Doss leading in devotional, assisted by Mrs. Claud Groves.

Mrs. C. B. Groves lead a discussion of the 4th and 5th chapters of Matthew, followed by the closing prayer by Mrs. Earl Laughlin. Refreshments were served by the hostesses to the following ladies: Mesdames Earl Laughlin, C. B. Groves, J. D. Craven, Joe Martin, B. F. Harbour, Claud Groves, W. F. McCaghren, Morris Gates, and Vernon Doss.

SUNSHINE SCATTERERS NAME FOR NEW CLASS

At a recent meeting held in the home of Mrs. Earl Laughlin, the 15 and 16 year old girls of the Intermediate department of the Baptist Sunday School, the Sunshine Scatterers class was organized with Mrs. Laughlin as the teacher.

The girls chose as their aim: To be joyous Christians, and for a motto: "Laugh and the world laughs with you; knock and you go it alone. A cheerful grin will let you in, where a knocker is never known." Bible verse chosen: "Rejoice and be exceeding glad, for great is your reward in Heaven." Song: Sun Light; Colors, White and Gold; Flower, Daises.

These class officers were elected: President, Henrietta Bolling; first vice-president, Berdona Nelson; 2nd vice-president, Elmerine Russell; 3rd vice-president, Chloey Fuller; 4th vice-president, Mary Ola Tipton; Sec-Treas., Kara Belle Hunsucker; Assistant Sec-Treas., Opal Vivian; Reporter, Corine Briggs; Group Captains, Virginia Estes and Frances Carlson.

Baptists Attend General Session

Local representatives of the

Baptist church, who left early Monday morning for Mineral Wells where they are attending General Conference this week, were: Rev. and Mrs. H. M. Weldon, Mrs. J. L. Woodruff, C. L. Glenn, Mrs. A. D. Burleson and Mrs. Margaret Newman.

Mrs. Will Graham and son Burleson of Tulla, arrived here Sunday, enroute to the convention, and accompanied Mesdames Burleson and Newman, they being mother and sister, respectively, of Mrs. Graham.

Y.W.A. Give Banquet For Mothers Friday

Members of the Y. W. A. of the Baptist church honored their mothers with a banquet at the church, Friday evening, with a program which included the following:

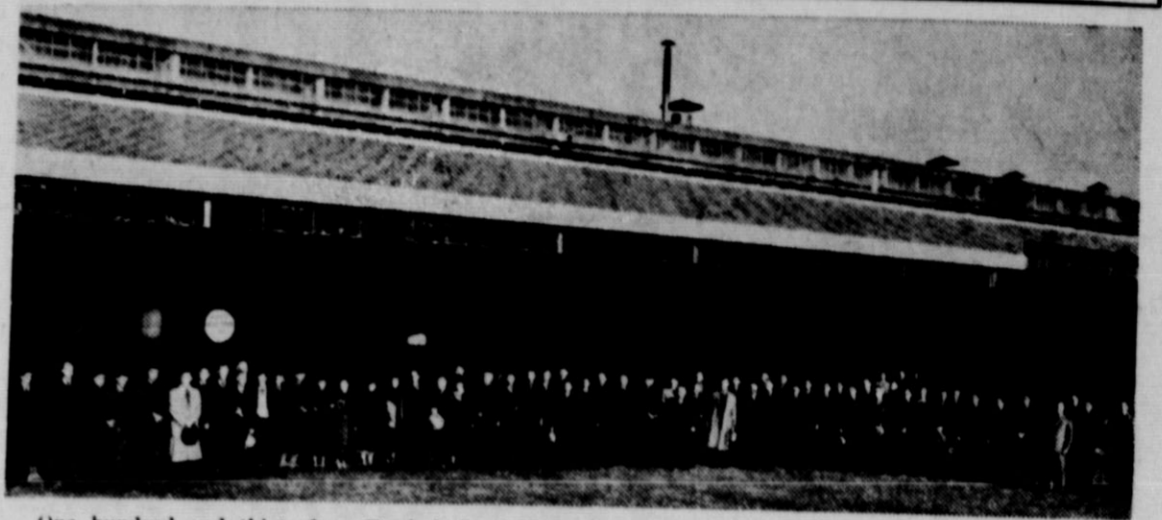
Introduction; Prayer; Song, by Misses Minnie Nixon and Amy Glenn; Tribute to Mother, Ruth Groves; A Mother Speaks, Mrs. A. D. (Mother) Burleson; Alma Mater, Grace Barton; O Motherhood, the Beautiful, Y. W. A.; Your Mother and Mine, Lucretia Estes; Closing prayer, Mrs. G. S. Craven.

Higher Quality Of Texas Cotton Crop Would Help Market

College Station—"The world supply of cotton is the largest in three years, according to the Outlook Report being released from Washington. Texas farmers as the principal cotton raising group in the world are vitally affected by that fact since the price of cotton is governed to a large extent by world conditions," W. E. Morgan, Extension Economist, stated in an interview here today.

"The increase in world supply is due to marked increase of cotton in Russia, Brazil, and China. In the face of a large world carry-over it is obvious if farmers in

Texans Leave to See New 1937 Ford Models



One hundred and thirty-four Ford dealers from the Dallas Ford Motor Company branch territory boarded a special train for Dearborn, Michigan, to see the unveiling of 1937 Ford V-8 models. More than 7,000 Ford dealers from all over the United States and Canada visited Dearborn to attend the gigantic meetine preceding the introduction of new models. Most of the Dallas territory dealers are pictured above.

America greatly increase production in 1937 they may expect to encounter lowered prices. This tendency toward lowered prices, however, would be offset to some extent if the general price level continues to rise, or if there is further improvement in demand for the staple.

Improved Quality "Improved quality of Texas cotton would tend to strengthen the competitive position of American cotton abroad and to make it more salable at home. This is a thought worthy of consideration.

"Government figures indicate that the cotton and supply situation is favorable to maintaining prices of cotton seed and cotton seed products at higher levels this season than last. As a part of the general outlook on cotton this fact is encouraging," Morgan said.

"Doctor, is there anything wrong with me?"

"Yes, out it's trifling."

"Oh, I don't think that's so very wrong, is it?"

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

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FOR EACH MEMBER OF THE FAMILY THE FORT WORTH STAR-TELEGRAM OVER 170,000 DAILY Amon G. Carter, President

BACTERIA ARE AS DANGEROUS

IN WINTER AS IN SUMMER ...KEEP YOUR FOOD BELOW 50°!

If you could see food under a microscope you would know why any refrigerator that cannot maintain temperatures below 50° is dangerous. For above 50° bacteria multiply by the millions—on meat, on leftovers, in milk. They endanger health, lower resistance to disease and waste your food money.

And don't be fooled by winter weather. Outside temperatures are varying and uncertain—but it's always summer in your kitchen. If the temperature where your food is kept is not in the Safety Zone—below 50°—all the time, there's danger.



ANGER—Above 50° bacteria multiply rapidly, causing foods to spoil.



SAFETY—Below 50° bacterial growth is effectively retarded.

FRIGIDAIRE WITH THE METER-MISER

PROVES SAFER FOOD PROTECTION ALL YEAR 'ROUND



Get positive proof of Safety-Zone food protection with a Food-Safety Indicator built right into the food compartment.

Come in, see the proof of how Frigidaire meets All Five Standards for Refrigerator Buying: Lower Operating Cost, Safer Food Protection, Faster Freezing—More Ice, More Usability, Five-Year Protection Plan. See how the remarkable Meter-Miser cold-making unit cuts current cost. See the most beautiful, usable cabinets Frigidaire ever built... wider, roomier, with every worthwhile convenience. Never before has it been so easy to own a Frigidaire. Buy yours now. For health, for economy, you can't afford to be without a Frigidaire all year 'round!

West Texas Utilities Company

The Capital Onlooker

By Charles E. Simins

AUSTIN, Nov. 10.—With the threat of highway fund diversion thrust, at least temporarily, into the background, the Texas Highway Department is making plans to place \$4,000,000 in federal aid projects under contract in November. Notice that bids would be received followed closely on approval of the federal aid program by the federal bureau of public roads.

Present indications are that another heavy letting will be held in January or December and that the average letting for the next 12 months will be about \$2,000,000. Had the diversion plan proposed in the legislature been carried out it is doubtful if the department could have made any substantial contract awards until March, when its revenues will be swelled by

payment of motor vehicle registration fees.

In addition to escaping fund diversion at the recent special session friends of an efficient highway system turned back another effort that would have caused considerable confusion. This was the novel proposal that rights-of-way of state highways be prospected for oil, the revenues to be paid to old age assistance funds. The traveler can readily imagine the difficulties he would encounter in a tour of the East Texas oil field, or any other major producing area, had this scheme been authorized. The motorist would have been forced to dodge guy wires, slush pits, drilling rigs and other impedimenta that attaches to drilling and producing an oil well.

The plan to authorize this type of oil development was ruled out of order by Speaker Coke Steven-

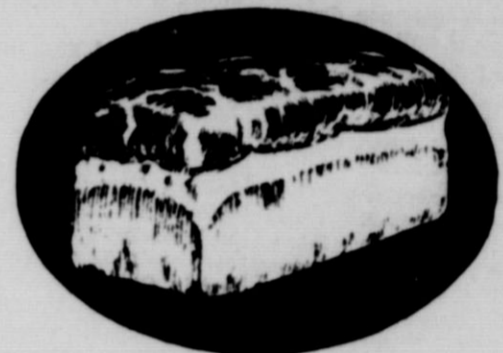
Ford V-8 de Luxe Touring Sedan for 1937



THE Ford V-8 de Luxe Fordor touring sedan pictured above is a roomy family type car especially suitable for touring. Baggage can be stowed away in the deep luggage compartment, leaving the interior of the car unobstructed. The new grille, new bumper, headlamps recessed into fender aprons and slanting V-type windshield that opens, highlight the car's new lines. Seats are wide enough for three. The rear compartment is

was a good student, and we are proud of her. We could relate many similar instances. Why should you hesitate to get a diploma from Byrne College, which is a passport to a good position? Start now to secure a business education at Byrne College. Learn to keep books, operate an Electric, Posting Machine, Calculating Machine, Dictaphone, to write shorthand, typing, and to do general office work. Unless you are trained in business, business has no place for you. Yet business offers continuous promotion to one properly trained. Send a post card today to the Byrne Commercial College, Dallas, Texas, requesting literature.

Eddie's BREAD
ALWAYS FRESH
Fine Bakery Products



ANY GROCERY
IN
Matador, Whiteflat
Roaring Springs or Four Corners

Eddie's Bakery
New Graham Building

WHY NOT Send Them To Us
Our Expert Laundering Costs So Little!



Think how easy it is to pack up your soiled clothes, give them to our driver—and have them returned to you fresh, beautifully ironed and ready to use! Just give us one opportunity to prove to you that you not only can gain freedom from drudgery but also save money!

Spur Laundry

son in the house after it had been added as an amendment in the senate. The point of order against it was raised by Rep. Sidney Latham of Longview, whose district is in the heart of the great East Texas field.

Thirty-three construction projects, involving work in nearly as many counties, were completed in September by the Highway Department. The work included 189.7 miles of grading, small drainage structures, base work and various types of surfacing, eight railroad grade separations and one major bridge structure. The added mileage brought 29,797 the number of miles in the system of state maintained roads.

Prominently mentioned as a prospective appointee for the highway commission in capitol circles is Rep. Fred Mauritz of Ganado. During the special session a petition circulated in the house urging his appointment by Governor Allred was signed by more than 100 members. The petition was circulated by Rep. Morris Roberts of Pettus who will assume his duties as state senator next January. It was signed by four of the five house members who will become senators at the 45th regular session.

Mr. Mauritz said he was not an applicant for the post but that he would deem service on the highway commission one of the highest honors that could be conferred on any citizen. For years he has been

a road enthusiast and has contributed much in the campaign for an adequate highway system.

Coughlin Suspends His Radio Activity

DETROIT, Nov. 7.—The Rev. Charles E. Coughlin announced tonight his National Union for Social Justice, which he said was "thoroughly discredited" as the result of Tuesday's national election, will cease to be active and that he was "hereby withdrawing from all radio activity in the best interests of all the people."

His National Union, he said in a farewell broadcast, "is not dead; it merely sleeps. It will live as long as truth lives, because the sixteen principles (of the union) are immortal."

First Contracts In Big Road Plan To Be Let Nov. 23

Initial List Under \$15,500,000
Program Calls Total of \$2,440,000

AUSTIN, Nov. 8.—The first of the 1937 highway projects in the \$15,500,000 joint Federal and State programs will be placed under contract as a result of bids to be opened Nov. 23 and 24, it was announced Saturday. The initial list calls for an aggregate of \$2,440,000.

The hope of the department is to have all the program under contract by February. The second part of the project may be placed under contract by June. It will be on the 1938 program but the money will be available sooner.

With but few exceptions the list made public Saturday calls for closing gaps on many cardinal highways. This is the three-year plan of the Highway Commission. At the conclusion of the three-year expenditures the commission expects to have the principal highways completed as continuous arteries with no gaps. This has been its ardent desire for many years but lack of funds and demands in many places prevented its consummation.

Hungry Customer: "One roast beef sandwich."
Polite Waiter: "Will you eat it here or take it with you?"
Customer: "I hope to do both."

Loa: "Which do you think a girl should marry for, love or money?"
Lena: "It doesn't matter. She is likely to get fooled either way."

SHE WON

Recently a lady, accompanied by a friend, came into our office to make some inquiry about a course in shorthand and typing. After securing from our Enrolling Secretary the information desired, she was reluctant and undecided about taking the course for the reason that she feared she would not be able to find employment after finishing. She, being a widow with two small children and none too much of this world's goods, would naturally hesitate to put out the necessary money. Through the persuasion and encouragement of her friend, and the assurance of the secretary that she should have no difficulty in finding a position, and that our Employment Department would assist her, she made the start. She graduated in just two months and made good in every department of the work. At the time of her graduation a gentleman from one of the large construction firms came into our Employment Office in search of a stenographer and

secretary. He stated it was his custom to employ help from the open market just like he bought material. We introduced him to this lady and one other to interview. He had many applicants of all degrees of experience, but only tried out twenty-five. Out of which number, he selected three for final decision, two of which were the two we recommended, and in the final test, our student referred to above was given the place. She has made good, and is now on the road to independence for herself and her babies. She praises the Byrne Commercial College and its Employment Department, and justly so, but she



DOES YOUR CHILD HAVE GOOD EYESIGHT?

DO YOU KNOW THAT HE MAY HAVE AN EYE-DEFECT AND STILL SEE CLEARLY?

Strain may be causing your child to be nervous have headaches, his grades may be low because his eyes may be troubling him, especially on those lessons that must be read.

If he is to get as much out of his school-work as he should, his eyes must be in good condition

Prepare him for his task. See that his eyes are equal to his task of learning. If you are not sure about the condition of his eyes, have them examined carefully by one well qualified.

I Will Be In Matador Wednesday, Nov. 18

At Simpson's Drug Store To Examine Eyes And Fit Glasses



Dr. Weston A. Pettey

4th Floor Myrick Bldg.

Lubbock, Texas

The CAR Of The FUTURE

See It In MATADOR Saturday NOV. 14



1937 FORD V-8

THE WORLD'S GREATEST CAR VALUE
.... SEE THE NEW FORD FIRST

Matador Auto Co.

SAGA OF THE PRAIRIE

FRED G. SIMPSON, Editor THURSDAY, NOVEMBER 12, 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

SPECIAL SENIOR EDITION

Pep Squad

The pep squad has really been working this week in order to be ready for one of the biggest games of the season, the game with Floydada Friday afternoon, November 13. The girls are going to have a drill of unusual interest. There will be enough pep demonstration to win any ball game.

Do not forget that the pep squad will be selling candy all during the game; so buy your candy after you get to the ball game.

Senior Nicknames

Gerald Lebow, Sister Bill; Louise Wright, Ezy; Marjoria Moore, Marjorie; Lorene Kingery, Pepper; Inez Pharis, Nez; Joeda Berryman, Nancy; Bob Gilmer, Manager; Lyman Campbell, Sister; Clayton Titus, Red; W. J. Briant, Salty; Ava Louise Lawrence, Billie; Henry Etta Bolling, Detta; Furman Vinson, Doc; Joe Berry Meador, Turkey; Carl King, Froggie; Dan Browning, Dannie Girl; L. C. Groves, Trout; Malcolm Morris, Mouse; Etta Elmore, Shorty; Wilma Pool, Tuffy; Velma Willis, Kill D.; Lawrence Rattan, Big Rattan; Cecil Ray, Popeye; Tom Tilson, Moses; Tutt Harcrow, Sherry; Eula Seals, Snooks; Eldrin Adams, Edith.

Senior Sayings

Eldrin Adams, "You're telling me". Joeda Berryman, "Oh, Miss

Agnes", Henry Etta Bolling, "Really", W. J. Brian, "Au Dry up", Dan Browning, "I'm going to have a fit", Lyman Campbell, "Au fiddle", Etta Elmore, "Au heck", Bob Gilmer, "Well, tickle, tickle", L. C. Groves, "Gosh no", Tutt Harcrow, "This is my place of business", Carl King, "Boo, Rats", Lorene Kingery, "You're killing me", Billie Lawrence, "Au shucking", Fred Lawrence, "Come on be a sport", Geraldine Lebow, "Harrors", Joe B. Meador, "Heck, yeah", Marjoria Moore, "I wouldn't know", Inez Pharis, "I'm going to shoot you with a rope", Wilma Pool, "Like a fish", Lawrence Rattan, "Naw", Cecil Ray, "Is that so?", Clayton Titus, "You said it chief", Furman Vinson, "Heck, on it", Velma Willis, "Gracious me", Louise Wright, "We will play like", Clotelle Willie, "Wish it wasn't so cold".

Could You Imagine

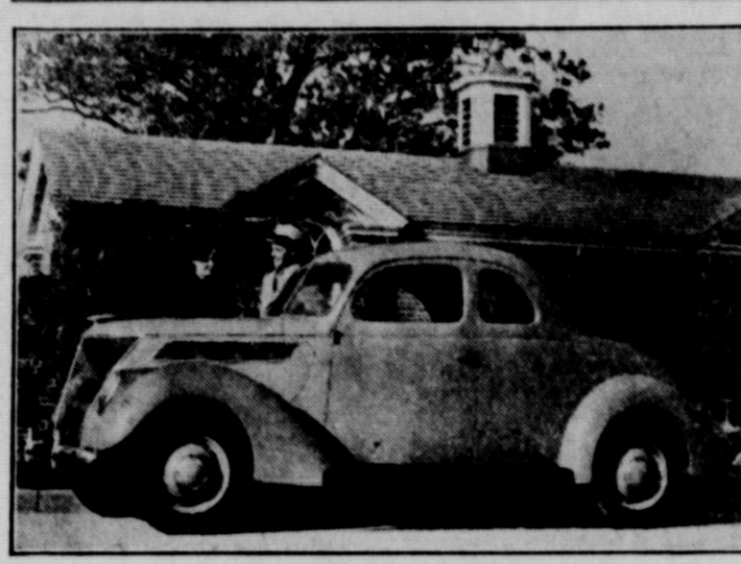
Eldrin Adams being very rowdy? Joeda Berryman being a blond? W. J. Brian being quiet? Dan Browning having two dimples? Lyman Campbell being little and skippy? Etta Elmore being tall and slender? Bob Gilmer not being conciated? L. C. Groves not playing in Civics class? Tutt Harcrow playing football on the side lines? Lorene Kingery being a brunette? Carl King not flirting with all the girls? Geraldine Lebow not being prissy? Billie Lawrence having a big nose? Fred Lawrence not being good looking? Joe B. Meador being bald-headed? Marjoria Moore being seen with Fred Lawrence? Wilma Pool turning down a red truck? Lawrence Rattan flirting with the girls? Cecil Ray playing hooky? Eula Seals being engaged? Tom Tilson accepting a proposal? Clayton Titus being a tall, dark and handsome brunette? Furman Vinson having little ears? Velma Willis being fat? Louise

Wright making signs at any one? Clotelle Willie running anywhere? Henry Etta Bolling not studying?

Senior Alphabet

A—is for Adams (Eldrin) A new boy in school, he always obeys the rule.
 B—is for Berryman (Joeda), A girl we all know, her boy friend is Shands Harcrow.
 B—is for Bolling (Henry Etta) A girl from Rotan, and boy is she grand?
 B—is for Browning (Dan) a girl from Whiteflat, she isn't a bit high hat.
 C—is for Campbell (Lyman), the co-captain on the team, when he is quiet, we think it is a dream.
 E—is for Elmore (Etta), a girl with a sweet disposition, and in class she always listens.
 G—is for Gilmer (Bob), a curly haired lad, he is the president of the Senior class.
 G—is for Groves (L. C.), one of the Hillbillie band, and is he good, Man O' Man.
 H—is for Harcrow (Tutt), he plays the right end, when he is in the game we are sure to win.
 K—is for Kingery (Lorene), one of the pep squad leaders, and it would be hard to beat her.
 L—is for Lawrence (Billie), she's Secretary and Treasurer, and to us a great pleasure.
 L—is for Lebow (Geraldine), a girl who is prissy, but we all know she's noissy.
 L—is for Lawrence (Fred), a boy with brown wavy hair, where ever you see him, Marjoria is sure to be there.
 M—is for Moore (Marjoria), a girl who is smart, we all know that Fred has won her heart.
 M—is for Meador (Joe Berry), a little bit of a boy, to the Senior class he is a great joy.
 M—is for Morris (Malcolm), who is quiet as a mouse, so we hardly know he is in the house.

New 1937 Ford V-8 Coupe



THE smart new front, new bar-type bumpers, slanting V-type windshield and smoothly flowing lines of this five-window coupe, pictured above, typify the advanced design of the new Ford V-8 cars for 1937. The coupe, which is offered both with and without de luxe equipment, is the only single-seat closed body type. Its seat is full width, with folding divided seat back. The spare tire is carried in a compartment back of the driver. The deep luggage compartment can be reached either through the rear deck door or by tilting down the right seat back. New "finger-tip" steering and new easy action safety brakes are featured. Two engine sizes are available.

Chevrolet, which also includes the added equipment except knee-action, are uniformly \$60 under the Master Deluxe prices.

Body models in the Master Deluxe and Master lines are the same except that the Master cabriolet with rumble seat takes the place of a sport coupe in the Deluxe line. The Master wheelbase is 34 1/2 inches longer than that of the 1936 models and this model also includes as standard equipment synchro-mesh transmission, larger tires, safety plate glass and fenders in color to match the body.

Both models are completely new in engine, chassis and bodies, and are identical in design with the exception of knee-action and special features of equipment and interior trim supplied only in the Deluxe models.

Diphtheria Yields To Immunization

AUSTIN, Nov. 9.—With sporadic cases of diphtheria being reported from various communities in Texas, Dr. John W. Brown, State Health Officer, has issued another warning to citizens to be on guard. The importance, the value, and the effectiveness of diphtheria immunization of children, he said, is a well established fact to the medical profession of today and it is possible to say, without reservation, that diphtheria is a preventable disease.

ROY BURLESON
 General Insurance
 First State Bank Building
 Matador, Texas

less procedure. However, the fact that 134 cases of diphtheria were reported to the State Health Department for the month of October shows that diphtheria is on the increase. The first week of October showed 27 new cases reported to the State Department, the second week showed 17, the third week 27, and the fourth or last week showed the alarming number of 63 new cases.

"The fact that diphtheria is most dangerous to the very young children, makes immunization only a school problem but a preschool problem. Parents who fail to observe a precaution which may prevent a fatal illness are taking a heavy responsibility. This immunizing agent is absolutely safe to administer. There is only a slight local reaction, and practically no constitutional or trouble some after effects. It confers a life-time immunity in the majority of cases.

"It is hoped that every community, if it has not already done so, will commence to wage a campaign to have all preschool and school children immunized against diphtheria."

While attempting to sew a button on his tunic, a Scotchman swallowed a needle. Twenty-seven years later a doctor removed the needle from his foot.

"Hmmm," remarked our Angus, thoughtfully pocketing it, as though it was a treasure—"Now, I can finish sewing on that button."

An electrician was examining an electric refrigerator that was using too much electricity and could not find the reason. He idly asked the cook, "How do you like the refrigerator?"

She answered: "Ah, jes' like it fine. Ah open the door and it cools off the kitchen nobly."

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 One Day Service On Out-of-Town Orders
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 J. A. MULLINS, Manager

New Chevrolet Has Lowered Prices In The Deluxe Models

NEW YORK, Nov. 9.—Prices for the new Chevrolet passenger cars for 1937 were announced here today by W. E. Holler, vice president and general sales manager, upon his arrival for the National Automobile Show.

It was revealed that for 1937 Chevrolet would have a completely new line of cars, incorporating one wheelbase and with identically the same appearance. Heretofore, there have been two distinctly different lines of cars with two lengths of

wheelbase and quite a wide variance of specifications.

Prices for the Master Deluxe models remain approximately the same as those of the 1936 cars. The popular coach and town sedan models have been reduced \$5, while the four-door sedan and the sport sedan prices remain unchanged. The coupe and sport coupe are the only models to be increased in price and these only \$5 over the 1936 levels.

All Safety Glass

Prices of the Master Deluxe Chevrolet now cover features formerly offered as optional at extra cost, including knee-action, safety plate glass all around, fenders in color matching the

body, and larger tires. The individual model prices are as follows:

Coach, \$595; sedan, \$660; town sedan, with trunk, \$620; sport sedan, with trunk, \$685; business coupe, \$585; sport coupe, with rumble seat, \$615.

The list prices of the Master

Quality Foods Cooked In Wholesome Style
 Bob's Cook Shack
 — WE NEVER CLOSE —

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.

KEEPING PACE WITH TIME IN A FAST-MOVING WORLD . . .
The Dallas News
 "A Pioneer in Southwestern Progress"
 Informs its readers on daily developments in State, Nation and World. History does not belong to the moldering past . . . it's being made every day and is reflected faithfully in the pages of The News. You can occupy a reserved seat in the vast amphitheater of this great era by joining the large family of readers of Texas' Leading Newspaper.

For Information, The News offers:
 Associated Press news service and WIRE-PHOTOS, seven days a week.
 The news-gathering facilities of The News' own Washington, Austin, Fort Worth and East Texas bureaus.

For Entertainment, The News offers:
 The best comic strips, serial stories.
 The beautiful color-gravure Sunday magazine, "THIS WEEK"

For Interpretation, The News offers:
 A most thorough and careful editorial page.
 John Knott's inimitable cartoons.
 Special columns dealing with politics, stage and screen, sports and State Press review.

'Who reads The News is ever well Posted'
 CLIP THIS COUPON AND MAIL TODAY

THE DALLAS NEWS,
 Dallas, Texas.
 Gentlemen:
 Herewith my remittance \$ _____ to cover subscription to The Dallas News one year by mail (daily and Sunday) (daily only).
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 Subscription rate: By mail, \$7.95 one year, daily and Sunday; \$6.95 daily only. These prices effective only in States of Texas and Oklahoma.

See!
 Floydada Whirlwinds
 And
 Matador Matadors
Friday 13TH
 Here at 2:30 on Matador's New Athletic Field
 Floydada must win this game to stay in the Conference
 Matador must win to stay out of the cellar

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 NIGHT

Matador, Motley County, Texas, Thursday, November 12th, 1936

Cotton Market Steady In Spite Of Big Crop Report by Government

Prices Rally From Early Declines of \$1 To \$1.50 Per Bale

The average price of spot cotton, middling, seven-eighths-inch staple of the ten designated spot markets on Monday was 12.090 a pound. The Liverpool cotton market for futures Tuesday is due 2 to 4 points lower, based on sterling close at 4.87 11-16, making December due 6.66d, January 6.65d, March 6.61d, May 6.57d and July 6.51d.

The Government cotton crop estimate at 12,400,000 bales as Nov. 1 being considerably higher than the trade expectations Monday resulted in declines of slightly more than \$1 a bale from the previous close and around \$1.50 a bale from the high levels established early in the season prior to the release of the figures. The figures represented an increase of 791,000 bales over the Oct. 1 estimate of 11,609,000 bales, compared with the low estimate of 11,121,000 bales on Sept. 1, and was very close to the original Aug. 1 indication, 12,481,000 bales. When trading was suspended for the report, the market was unchanged to 5 points over Saturday's close, after having sold 4 to 9 points net higher. When trading was resumed there was considerable liquidation of speculatively held cotton, under which prices sold 21 to 23 points under Saturday's close on the more active months. However, trading was only moderately active, with contracts readily absorbed on the scale down by trade interests, which with realizing by shorts resulted in moderate upturns and on the final the market was steady, 6 to 13 points net lower.

SAFETY DRIVE OF RED CROSS IS UNDER WAY

A year-round fight against the alarming total of accidents taking place in the homes and on the farms of the United States is being conducted by the American Red Cross, according to Kathryn Sheats, chairman of the Home and Farm Accident Prevention, Red Cross Chapter, who yesterday described attempts the organization is making to reduce fatalities and injuries from accidental causes.

"Each year accidents have been estimated at least 10,000,000," said Sheats. "In round numbers, they bring death to 100,000 American men, women and children, and permanently cripple at least 370,000. Members of the Red Cross everywhere are taking part in a struggle against such loss of life and ability, and we are making a concerted drive in our community to carry out this safety campaign."

"During the past year, a farm and home accident prevention program was inaugurated by the Red Cross and school children throughout the country proved invaluable in this work through arousing their parents' interest and prevailing on them to conduct a systematic survey of their homes and farms with the aim in mind of finding accident hazards and eliminating them. To this end twenty-three millions of inspection blanks were distributed to the children in school with

these common dangers to life and limb, and pledges the cooperation of all members of the organization in making homes and farms safer." Farm and Home Accident Prevention week will be observed in Motley County, November 16 to 20. Let every school and home in the county cooperate in making this a special check-up week for safety.

MOVIE CHATTER

By A. Rogue

Will Rogers

Will Rogers in one of his greatest pictures, "State Fair" will be at the Rogue Theatre Thursday night only. There are many who have never seen this great favorite, and many who will want to see it again. Now is the time, for soon these pictures will be a thing of the past. There are plenty of big stars besides Will Rogers—there is Janet Gaynor, Sally Eilers, Lew Ayres, Norman Foster, Marie Dressler and others. Later on you can see Will in "Ambassador Bill."

Desert Gold

Zane Grey's "Desert Gold" starring Tom Keene, Buster Crabbe, Marsha Hunt, Raymond Hatton and several others will be shown Friday and Saturday. Western fans, here is the picture—bring the whole family and enjoy "Desert Gold." Next week, "The Wanderer of the Wasteland" by that same author.

The Gorgeous Hussy

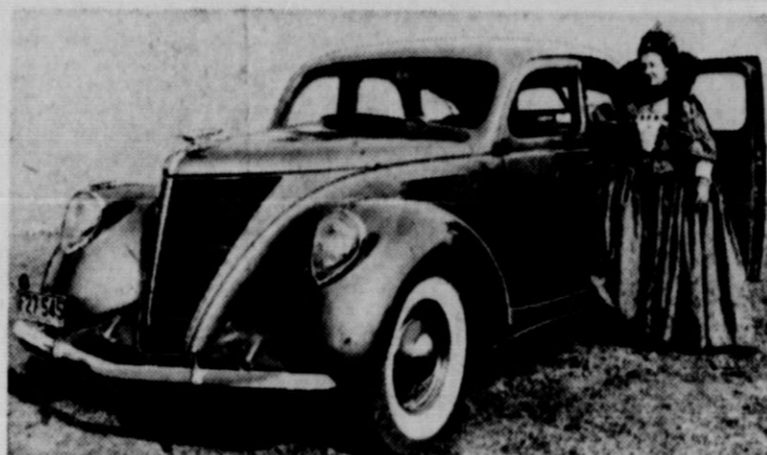
Robert Taylor, Joan Crawford, Franchot Tone, Lionel Barrymore—a brilliant cast for any marquee! Round all these stars up together, pitch in a few more and you have "The Gorgeous Hussy". The date is Sunday and Monday, and possibly a matinee Saturday night.

Archer Farmers To Have First Checks

COLLEGE STATION—Archer county farmers will probably be the first in the State to receive checks from the estimated \$38,000,000 to be paid Texas farmers for compliance with agricultural conservation plans made last spring, according to the announcement of the State agricultural conservation committee.

Archer county was the first in Texas to get its crop land measurements completed and its work sheets in the hands of the State

Good Queen Bess Goes for a Ride



When the good queen Bess, or Queen Elizabeth of the Shakespeare plays at the Old Globe theater, at the Texas Centennial Exposition in Dallas, went for a royal tour around the "Roads of the Southwest," she made the trip in a 1937 model Lincoln-Zephyr. After her drive over the nine reproductions of famous cattle trails and highways, she posed as shown here, in the knowledge that the queen whom she impersonates so effectively never knew how much a motor car such as this could contribute to the graciousness of life.

Committee. Applications for grants have been prepared and are now in the county ready for producers' signatures.

Six Other Counties

Six other counties, Baylor, Foard, King, Wichita, Wilbarger, and Young, have also completed the preliminary work which entitled the farmers who signed work sheets to make applications for government grants. Work sheets from all of these counties have been checked and approved by the committee, and notifications of the county quotas in total soil-depleting acreage, cotton acreage, and production have been sent to the counties.

In the whole State 243,000 work sheets were signed, covering approximately 25 million of the 35 million acres of crop land in the

State. It is estimated that a large proportion of the farmers who signed work sheets will complete cooperation and receive checks.

Officer: "Sir, you must accompany me." Banjoist: "All right, what are ya going' to shing?"

Whiteflat News

C. D. Willingham returned Saturday from a month's absence in Arizona.

Mr. and Mrs. Bruce Browning of near Kress, were recent visitors here with relatives.

Mr. and Mrs. Graham of Floydada were visitors in the home of Mr. and Mrs. Vern Austin Sunday.

Mr. and Mrs. Hoyt Burnam of Matador spent Sunday in the home of her parents, Mr. and Mrs. J. D. Perkins.

Mrs. Coyt Carlisle has been in Spur for several days past.

Mrs. Maud Dean of Jayton was a recent visitor here.

Mr. and Mrs. N. H. Humphries of Littlefield, Mesdames Bill Humphries and George Pettigrew and Miss Ocie Humphries of Lubbock attended the funeral of Mrs. Tom Vivian here Tuesday.

Mrs. Loyd Barnett is visiting her parents at Abernathy.

Mr. and Mrs. Scott Robbins have moved to Borger to make their home.

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Duroc Pigs
Moderate Prices
See or Write
Fay Tipton
Northfield, Texas

Let's Go with Conoco

- Mohon Service Station
- Doobs 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

You Stayed With ROOSEVELT Because he is a Good President

Stay with the FARMALL Because it is a Good Tractor

FREE! SAVAGE RIFLE

Some purchaser of a pocket knife, scissors, butter knife or other cutlery at our store between now and Saturday, December 19th, will receive this fine rifle absolutely FREE. See this Savage Rifle in our show window.

MATADOR HARDWARE and Furniture Co.

"We have it, will get it or it is not made"

When your better automobile is bought

OIL-PLATING

keeps it better

Shiny 1937 models! They're now displayed by dealers near you. Maybe you'll be driving one soon... thrilling to the power of your new, soft-humming engine... feeling good because it uses so little gasoline and oil.

Right from the start, Oil-Plate your engine, so that the second year and the third, you will still have a sweet-running car—still keep running expenses low.

The only oil that can Oil-Plate your engine is Conoco Germ Processed oil—patented. It actually sheathes every working part with its lasting Oil-Plating. Then, when you start and when you drive, the pistons and bearings are sliding... sliding!... on tough, slippery Oil-Plating.

You'll skip the grinding wear that occurs with ordinary oils that cannot Oil-Plate your engine. Such oils drain down when you stop, thus letting your engine run un-oiled for solid minutes when you start. And engineers say that this causes more than 50% of all motor wear!

Now, with Winter ahead, be sure that your car, new or old, is getting the protection of modern Oil-Plating. Your car's lasting power and economy, for thousands of trips to come, will make you thankful you changed to Conoco Germ Processed oil today. Continental Oil Company



CONOCO GERM PROCESSED OIL



CITY PAVING - - -

(Continued From Page 1)

to be secured through public subscription, that a tax increase levy of 25 cents on the \$100 valuation to last only one year would finance the improvement. In other words if a property owner pays an appraised valuation tax of \$4,000 worth of property in Matador, that his tax would be raised for one year only 25 cents, thus making his cost only \$10, above his regular taxes. This plan, which expected to meet some opposition, is believed to be the fairest to all concerned, since any improvement in the city would also increase the property value.

Need Is Cited

The abominable condition of Matador's principal streets during recent rainy weather was cited in pointing out the need of action for the improvement. It was also declared that Matador must face the situation of progressing or become identified as a declining community along-side of many others which have failed to take step with modern conditions.

Flomot And Lockney Grid Teams To Meet

Announcement is made by S. D. Rattan, superintendent of the Flomot school, that the Flomot high school football team will meet the Lockney team Friday afternoon for their annual conference tilt.

The game is called for 2:30 p. m. on the Flomot field. Mr. Rattan declared that this is the last conference game in the north half of the district and that the Flomot team will be fighting hard to finish their schedule undefeated.

Frank Brian Back From Chevy School

Frank Brian, mechanic with the local F. F. F. Chevrolet Company returned from Oklahoma City last week where he had been attending a school conducted by the Chevrolet Motor Company. The principal purpose of the training Mr. Brian declared, was to familiarize automobile mechanics with the new Chevrolet which went on display throughout the country last Saturday.

Besides the special training in cooperation with work on the New Chevrolet, many new tools were also made necessary.

"I have never been so thoroughly sold on an automobile," Mr. Brian said, "and I believe the driving public is going to find the new Chevrolet the finest automobile ever produced in its class. I am positive that the engine, driving mechanism, the brakes, the frame and body construction will stand the test of the road to the entire satisfaction of the owner. I have never seen more quality built into an automobile."

Concho River Flood Victims Are Aided Through Red Cross

ST. LOUIS.—The American Red Cross early this week completed rehabilitation work among the 6,000 victims of the Concho valley and Brazos river floods of late September. This announcement was made today by Mrs. M. Baxter Jr., the national education program manager who visited the Red Cross headquarters at \$141,915. Of this amount \$12,977 was contributed by "Red Cross" citizens, the remainder being contributed by the National Red Cross.

Driving thousands of families from their homes when it left its banks on September 17, the Concho river seriously flooded parts of five counties. Two-thirds of the damage, however, was confined to San Angelo, where 300 homes were demolished or damaged by the flood. At Lampasas 200 residences were struck. Altogether 1,098 families turned to the Red Cross for assistance in this disaster, Baxter said.

Waco bore the brunt of the Brazos river flood of September 27. Falls county also felt the effects of this overflow, but damage was not heavy. The Red Cross helped 1,057 families, most of whom resided in Waco. Since only 170 homes were seriously damaged, the task of rehabilitation was not as heavy as in the Brazos river flood, Baxter pointed out. Here the relief agency cooperated with the State Health Department in an immunization program.

Governor Supports

In a statement to the 236 Red Cross chapters in Texas, Gov. James V. Allred last week called upon the citizenship to support the national organization in its November 11 to 26 Roll Call. His office cooperated closely with the Red Cross throughout both disaster operations.

"As you know," said Gov. Allred, "the existence of the Red Cross is dependent upon individual membership, enrolled annually during the organization's Roll Call. The objective this fall for Texas is 154,000 members. Attainment of this goal calls for a substantial increase over last year's enrollment, which totaled 120,426. Not only as governor of our state, but also as an individual citizen, I sincerely hope that no effort will be spared in keeping the Red Cross at full strength by the achievement of our state membership objective."

TEXAS THEME SOROSIS CLUB

"Texas" was the topic studied when the Sorosis Club met in regular session on November 4 at the home of Mrs. Frank Buckley, with Miss Pauline Rister as leader.

Following the business session, conducted by the president, Miss Lorene Fryar, these papers were read.

Texas Under Six Flags, Mrs. Claud Groves.

The Centennial—An educational Exposition, Mrs. Joe Jeffers.

What the Centennial Means to Texas, Miss Mable Jameson.

Parliamentary Drill, Mrs. C. B. Groves.

Response was given by naming Texas Historical Markers, and the quotation was:

"A thousand years scarce serve to form a state; an hour may lay it in the dust."

MOTHER'S CLUB MET WEDNESDAY

Mrs. A. A. Haro was hostess to the members of the Mother's Club at their regular meeting Wednesday, with Mrs. Ethel Payne and Mrs. Marvin Patton giving interesting parts on the program.

The hostess, assisted by Mrs. Payne, served lovely refreshments to the following ladies: Mesdames L. R. Bishop, Eldred Seigler, H. H. Schaeffler, Elmer Jameson, Carl Sanders, D. P. Keith, Marvin Patton, Clyde Bartlett, Vernon Doss and Ethel Payne.

The club will hold its next meeting in the home of Mrs. Elmer Jameson.

LOCALS

FOR SALE—2-Burner combined Oil Heater and cook stove. Same as new. Will sell for half price. Mrs. G. T. Edwards.

FOR SALE: Electric Hot Point Range: White enamel black trim three exposed burners and cabinet oven. Finest Electric Range built. Best of condition. Will sell at sacrifice. Address 213-14 Oliver-Eagle Bldg. Amarillo, Texas. 4t

A. L. Fryar made a business trip to Memphis Saturday. He was accompanied by Mrs. Fryar and their daughter Lorene.

Mrs. John MacKenzie of Denver, Colorado, is a guest here this week of Mr. and Mrs. M. J. Reilly.

Mesdames Ethel Payne, Eldred Seigler, Clyde Bartlett, Elmer Jameson and L. R. Bishop were in Paducah Monday.

SORE-THROAT, TONSILITIS! Promptly relieved by Anathesia-Mop, the wonderful new sore-throat remedy. Stops pain instantly and kills infection. Prompt relief guaranteed or money refunded at Simpson's Drug Store. 4-6-37

FOR SALE or Trade—2-room house in north Matador, 18 lots. Price \$400. Will consider good car in trade. P. O. Adams, Northfield, Texas. 2t-pd.

J. W. Parsons of Parnell, former resident of this county, was visiting here with friends Monday.

Mr. and Mrs. Roy Burleson, their daughter Adele also daughter and husband, Mr. and Mrs. Ray Patton returned the first of the week from Dallas where they visited relatives and attended the Centennial last week.

Mrs. Will Graham and son Burleson, of Tullia, visited relatives here during the week-end.

We are not dependent on the trains, buses or other public conveyance. That is one reason we can give good service. Lubbock Avalanche, "West Texas' Own Newspaper."

Mrs. Carl Tardy, Miss Pearl Renfro and Clyde Renfro drove to Quitaque Thursday and were accompanied home by their sister, Mrs. A. B. McCaghren, who remained here for a few days visit.

You get the news of the day early in the morning if you get the Lubbock Avalanche. 65 cents per month.

Mr. and Mrs. J. H. Sample and Mr. and Mrs. Geo. Springer made a trip to Lubbock Wednesday.

Mr. and Mrs. Ware Fogerson of Silverton, visited here during the week-end with Mrs. Fogerson's parents, Mr. and Mrs. R. A. Day.

Mr. and Mrs. Darius Fulkerson of Sweetwater, arrived here Tuesday evening to spend Armistice Day with relatives.

The Matador Tribune costs you only 15c for a year's subscription when purchased with the Fort Worth Star-Telegram.

Mrs. Charlie Stephenson and daughters, accompanied by Miss Mary Louise Thurman all of Floydada, visited friends here Monday night.

Misses Rachel Patton and Ruth Groves, accompanied Mrs. Ben Meador, to Floydada Tuesday afternoon.

J. P. Stidivant of Paducah was a business visitor in Matador, Wednesday.

DON'T SCRATCH! Paracide Ointment is guaranteed to relieve any form of eczema, itch, ringworm or itching skin trouble within 48 hours or money refunded. Large 20 oz. jar 50c at City Drug Store. 4-6-37

RESIDENTS MOVE

Mr. and Mrs. G. N. Fulfer and family have moved to Paducah, where he has accepted a position with the West Texas Utilities.

While here, Mr. Fulfer was employed at the Mission Service Station.

Junior Club Has Regular Meeting

Members of the Junior El Progresso Study Club met last Wednesday, November 4, in the home of Juandell Davis, for a program study of "Famous Men of These Campaigns."

Frances Carpenter led the program, which included the following parts: George Washington, Aileen Russell; Burgayne, Evelyn Lea; G. R. Clark, Marie Hunsucker; Lafayette, Lela Carpenter; Songs by the group.

During the business session, two new names were accepted for membership in the club, being Tom Nell Darsey and Mary Gaines. The fourteen members present were: Zona Ruth Scaff, Marion Clements, Lela and Frances Carpenter, Pearl Hart, Jonita Smart, Aileen Russell, Mary Ola Tipton, Juanita Mize, Lena Mae Cudd and Marie Hunsucker.

NEW ARRIVALS

Born to Mr. and Mrs. B. P. Sain on November 1, 1936, a son, named Kenneth Dale.

A daughter, Helen, arrived in the home of Mr. and Mrs. John Robinson on November 1, 1936.

Mr. and Mrs. Walter Gwinn of Tee Pee Flat are the proud parents of a baby girl, Allie Marie, who arrived on November 1, 1936.

Born to Mr. and Mrs. H. F. Anderson of Tee Pee Flat, on November 2, 1936, a girl who has been named Dorene.

Mr. and Mrs. J. C. Irvin announce the arrival of a son, Fred Cecil in their home on November 3, 1936.

Mrs. B. F. Harbour To Review Book

Mrs. B. F. Harbour will give a review of the book, "Gone With The Wind", by Margaret Mitchell, the record breaking best seller of recent years, on Wednesday afternoon, November 18, in the high school study hall.

The book review, which is included in the program for the Sorosis Club, will be presented at the high school, that those interested might attend, since it will be open to the public. A charge of 25 cents is made for these reviews being given by members of the Sorosis Club and El Progresso Club, and the proceeds used for the up-keep of the Matador City Library, a project of the two clubs.

Mrs. Farris Fish of the El Progresso Club reviewed the book, "Mystery Flowers" by Grace Livingston, at the high school this afternoon, before a sizeable audience.

MEETING POSTPONED

The Matador Child Welfare Association will hold its regular monthly meeting next Thursday afternoon, November 19, in the high school auditorium at 3:30.

The meeting, which was scheduled for yesterday, was postponed until next week, due to its falling on Armistice day.

One Variety Cotton Plan to be Discussed At Meeting Monday

A meeting of all cotton farmers, buyers and others who are interested in establishing a one variety cotton community is to be held at the Dobkins (Red Ball) gin at Roaring Springs, Monday, November 16, at 2:30 p. m. Several experts from the A. & M. College Extension Service will be present including F. E. Lichte, cotton ginning specialist, Roy Saunders, and E. A. Miller, agronomist.

A round table discussion will be held so that all may express their views as to the best variety of cotton and the best way to process. A warm place will be provided in case of inclement weather.

A mother discovered her small daughter age three, busily engaged in washing the kitten with soap and water.

"Oh, darling, I don't think your kitty's mother would like the way you are washing her baby."

"Well," Betty replied seriously, "I really can't lick it, mother."

Two Cylinder Engine Design - - - The Reason Why You Get This Combination Of Features Only In --- JOHN DEERE Tractors

- Simplicity— Hundreds fewer parts to wear or require readjustment and eventual replacement.
Dependability— Because of this simplicity John Deere Tractors last longer-require little attention-are more dependable.
Economy— John Deere Tractors successfully burn the lower cost, more powerful fuels. You save money every day.
Adaptability— Better distribution of weight insures maximum traction, easier handling, wider usage.
Reliability— Rugged parts are accurately made of finest materials with greater strength to stand up under hard service.
Smoothness— Sensitive governor and heavy, statistically and dynamically balanced parts assure smooth power.
Accessibility— On a John Deere every thing is easy to get at, to understand, to adjust . . and from a standing position.
Light Weight— In spite of heavier parts, so many parts have been made unnecessary that the total weight is less.

Everything You Could Wish For In One Tractor John Deere Tractors Are Putting New Profits In Farming Operations . . . And With Less Work 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.

Permanence MORE than five thousand years ago, the great rulers of Egypt erected as monuments to their vanity, the obelisks and pyramids and sphinx that may still be seen standing nobly and eloquently in the sands of the desert. These baffling phenomena have withstood the ages and the elements because of the engineering genius, the patient workmanship, the boundless wealth that created them. Today, man believes in another kind of permanence. Today, an institution endures because of its ideals, because of its desire and capacity to serve. The First State Bank is such an institution. Its present building may give way to another, and still another, but the institution will endure, a credit to its community and founders. Your Account Is Invited First State Bank Matador, Texas DEPOSITS INSURED BY The Federal Deposit Insurance Corporation WASHINGTON, D. C. \$5000 MAXIMUM INSURANCE FOR EACH DEPOSITOR \$5000