

"The chains of habit are generally too small to be felt till they are too strong to be broken"
—Johnson

Matador Tribune

"A man should never be ashamed to own that he has been in the wrong, which is but saying in other words that he is wiser today than he was yesterday."—Pope.

Tribune Vol. 11, No. 17

Matador, Motley County, Texas, Thursday, July 1, 1937

Motley County News Vol. 18 No. 17

TRAIL DUST

By DOUGLAS MEADOR

His golden spurs are chiming on the pangs of eternity and his laughter must still be as the ripple of a clear mountain stream as he jogs along some grass-covered trail and talks to a stranger. Or perhaps with the knowledge that a friend he trusted was untrue, he has grown silent since leaving this outfit down here.

When swinging are lights make a cove in the night and ebony pavement gleams with an eerie splendor, the world seems too vast and poignant to be entrusted with the journey of a letter. As if one might drop a leaf from high palisades into the surf of a grumbling sea and expect it to be carried to a friendly harbor beyond the expanse of darkness and waves. Yet, a small envelope bearing graphic symbols is dropped into the iron box as a prayer whispered in solitude and soon the locks of a long canal are opened to passage of a steel gondola carrying its unknown burden. Partly open gates in white picket fences and doors latched lightly to welcome friends; grim mansions where a single cold light shines, and treeless yards that frame portraits done with poverty's deft brush. Thundering along narrow shelves to amounting pass with black smoke left in its wake to blot out the stars, the message-bearer journeys swiftly to a quiet valley awaiting the sunlight on dew-laden fields. Then wide prairies sink behind speeding fence posts and a windmill stands motionless as a BFGY wheels whip the rails to scare a dogie calf sunning in the grass. Silence is pressed out of the chaos and gentle hands bring peace and warmth as a mother's old eyes hold back their tears and thankfully praise the tidings; a tiny canteen of love filled at a distant heart.

Much of the old west has vanished without notice, or, like the hopeless prisoner before a returning jury, awaits only the verdict. Soon the works of the axle-grease sign painter will leave no trace of his influence on a once untamed but enterprising country. While lacking in the charm of a more modern artisan, the crude signs served their purpose in a land and during a period when ideals were not hampered by perfection.

The most rapturous dawn is of tomorrow; a turquoise huhl in the pendant of dreams.

Habit is the straw and dust which becomes petrified stone to hold our lives, and more men break their hearts than their ways. Far north when the country was young and awaiting the molds of courage and vision, a youth stilled behind after the herd of cattle had been delivered. He found broad plains of grass and abundant water, and in the years that were to follow he gained their possession as one might acquire a vein of gold in a secret ravine. Wealth arrived without his knowing, as he continued to labor on ranches in the vicinity of his holdings. Long days of sweat and dust that started as soon as enough light had filtered through the morning horizon to permit the cowboys to find their horses, breakfasts over and forgotten long before the arrival of the sun. He worked as other cowboys who spent their pay as they earned it, while others plowed his fertile acres and reaped rich harvests which multiplied his earnings.

Time slipped under the gate men keep shut to stay the entrance of age, one day, and he was old, alone and rich. He quit the saddle and went south where the snow never drifts against the fence rows, nor strayed calves bawl in a merciless blizzard. He selected a gilded hotel for a home and unpacked new, white clothes befitting his estate.

After a time he returned to the land he had known so long, back to a job beginning at the break of dawn, to grub served at four

Dallas Expo Will Feature Radio Stars

Three Big Days Are Scheduled For 4th Celebration

DALLAS, June 30.—Swinging into action to give Texas and the Southwest its biggest and most spectacular Fourth of July celebration Pan American Exposition officials have entered all their activities towards assembling sensational attractions for the three days program. Pan America's celebration starts Saturday, July 3 and continues until midnight July 5.

Three days of sham warfare will wage along the Exposition front when the great anti-air craft guns of the 69th Coast Artillery will defend the Exposition from bombing airplanes. The defense opens Saturday night and continues Sunday and Monday nights. Searchlights with 5,000,000 candle power each, and sound detectors will locate "enemy" planes at an altitude of 20,000 feet.

Jack Benny and Mary Livingstone, the nation's most popular radio team, with a complete radio set up of Texas stars are free attractions in the Cotton Bowl. A free circus, elephants and all, is another three day attraction. At noon July 4 the 11th Infantry, stationed at the Exposition will fire a 45-gun salute over the lagoon in celebration of the Declaration of Independence.

Free attractions for the three days include the Major Bowes Amateurs at the Magnolia Lounge Theatre; Don Ramon and his Mexican orchestra featuring Belenita Ortega at Texaco Gardens; Guatemala's National Marimba Band in the Pan American Palace and dozens of other entertainment features.

The Casino, Cavalcade of the Americas, Black Forest, Road to Rio are shows unsurpassed anywhere. The Pan American Palace presents the exhibits of many Latin American nations. All exhibits are free.

TREATMENT FOR TOMATO BLIGHT SMALL EXPENSE

Many reports are coming to the office of County Agent Frank A. Buckley telling of young tomato plants wilting and dying from a deadly disease known as bacterial canker or early blight. Each year this malicious germ infection claims a heavy toll and constitutes one of the most important hazards to the tomato crop in this section. The disease is often confused with the wilt but requires entirely different treatment.

Texas A & M College Service Bulletin C-62 describes the remedy for this disease along with many other hints on growing tomatoes in Texas. With the first sign of the disease the plants should be sprayed with one pound of bluestone, one and one-half pounds of slacked lime to twelve gallons of water. The treatment should be repeated every two weeks.

The bulletins on growing tomatoes, as well as many other useful bulletins, are available at the county agent's office.

CORRECTION

The Tribune wishes to correct an article appearing in last week's issue regarding the death of the infant child of Mr. and Mrs. W. F. Hawley, Duane Fred Hawley, age 6 days, died Monday night, June 21. Funeral services were conducted here by Minister Dennis of the Church of Christ, of Matador.

Rev. McMillen of Roaring Springs, was the infant's grandfather and did not conduct the funeral as erroneously reported in the previous issue.

o'clock in the morning. He had almost starved in the warmer climate, waiting until he could secure something to eat of a morning.

RADIO STARS ARE FREE EXPOSITION ATTRACTION



Jack Benny and Mary Livingstone, premier radio entertainers of America by popular vote during the past three years, will be a free entertainment attraction at the Pan American Exposition in Dallas Saturday, Sunday and Monday, July 3, 4 and 5. They will be supported by a hundred radio musicians and artists. The show will be in the Cotton Bowl with 50,000 free seats available.

FONDNESS FOR PIE LANDS HIM IN JAIL

LOS ANGELES, Calif., June 27.—But for a human weakness, Glen Shafer, 28, might be free. Police Sgt. R. A. Wingard said he found Shafer finishing up a pumpkin pie when he entered the store on a citizen's tip.

Shafer was booked on suspicion of burglary.

"I could have been long gone," he moaned. "If I hadn't happened to see that darned pie."

COURT HOLDS FARMERS DUE TAG REFUNDS

WASHINGTON, June 28.—The United States court of appeals held today that 100,000 cotton producers are entitled to more than \$3,500,000 in refunds for cotton tax exemption certificates bought under the repealed Bankhead act.

The court said the cotton farmer was coerced to buy the certificates under the threat of a confiscatory tax.

The ruling was in the suits of two Alabama and two Mississippi cotton planters against the agriculture department administrators and the United States treasury.

The Bankhead act was repealed after the Supreme Court invalidated its basic principals when it held the AAA unconstitutional.

A number of Motley County farmers hold unsold Bank head tags, affected by the court ruling. Many farmers pooled the tags during the last year the act was in effect and only a small percent were sold, the remainder being returned to the farmers last fall.

The action of the court is not final, as an appeal of the decision is permissible.

NEW OFFICERS TO HELM LIONS

The newly elected officers of the Matador Lions Club will be installed into office next Tuesday when the organization holds its regular meeting at the Baptist church, it was announced by secretary Randall Whitworth yesterday.

Despite vacation season which will possibly keep some members from attending, it is expected that most of the membership will be on hand for installation.

LOCAL GOLFERS TILT WINNERS

Matador golfers took 29 of 36 points in matches played on the local course, Sunday, as reported by officials of the Caprock Golf Association, of which the Matador club is a member. This was the second of a series of tournaments which are being played with other clubs in the association, including Crosbyton and Floydada.

Local golfers who were entered in the matches were Pat Sheridan, Henry Ford, Elmer Stearns, Bill Pipkin, Claud Harp, J. D. Craven, R. L. Brandon, Alfred Barton, Joe Campbell, Clay Gilbert, G. S. Craven and Marvin Patton.

Mrs. Tudor On Trip To Washington D. C.

Mrs. Annie Tudor left Thursday of last week, for Washington, D. C. for an extended visit with her two daughters who reside there, Miss Tommie Tudor and Mrs. Archer Turner, and also with her son Don Tudor.

John S. Tudor of Panama, another son, will also visit in Washington, D. C. during Mrs. Tudor's stay there, before leaving for the Philippine Islands, where he will be stationed.

Stores To Close Monday

Free Poison Aid Farmers Hopper Fight

Serious Damage Seen As Insects Advance Into Fields Here

Distribution of free poison bait to fight the growing grasshopper menace was begun Wednesday, according to Frank A. Buckley, county agent, who is in charge of the program. Liquid sodium arsenite and wheat bran are the only materials furnished by the United States Department of Agriculture. Farmers wishing to participate in the free bait must furnish an equal quantity of bran or cotton seed hulls and any other ingredients which they care to add, such as amyl acetate and sorghum molasses.

Applications for the free materials are taken at the County Agents office and delivery is made at the cottonseed house of the Farmers' Cooperative Gin at Matador. Joe Berry Meador is in charge of delivery of materials at the gin.

Farmers report that the destructive insects are advancing into the fields in much greater numbers since the weather has turned hot and dry. Long time residents of this section declare that grasshoppers are more numerous this year than ever before.

CHICAGO, Ill., June 28. Karl P. Schmidt of the Field Museum of Natural History announced receipt of a rattlesnake that looks one way but goes another. Known as a sidewinder, the reptile rolls—not wriggles—east when facing north, south when facing east, and so on. It is one of 500 specimens collected from the Southwestern Desert area, Schmidt said.

Cowboys Head For Stamford To Big Show

Three Governors To Parade Streets Of Colorful City

STAMFORD, June 30.—The vanguard of cowboys, ranchmen, chuck wagons, concessionaires and tenderfeet arrived in Stamford today in advance of the opening Thursday of the eight annual roundup of the Texas Cowboy Reunion.

Early arrivals found everything in readiness for entertaining the greatest crowd in the town's history, a crowd which from all indications will exceed the attendance record of 65,000 established last year. The expenditure during the past few months of over \$10,000 for improvements at the Reunion grounds will add to the convenience of visitors. The new lighting system at the rodeo arena, claimed to be second only to that of Madison Square Garden, and the new exhibit building and dance pavilion have been finished along with numerous other lesser changes.

Special features of the opening day, Thursday, include the opening meeting of the Texas Cowboy Reunion Association, the oldtime cowboys' organization with 1400 members at 10 a. m., preliminary judging of the cowgirl sponsors from the various cities and the annual sponsors' ball at 10 p. m.

Friday, the second day, will be featured by the grand parade, headed by Governors Allred of Texas, Tingley of New Mexico, and Bailey of Arkansas, along with Paul Whiteman, famous orchestra director. The parade each year is the most spectacular feature of the entire program.

The old fiddler's contest, one of the biggest free attractions of the Reunion, and the award of championship prizes in the various contests will feature the closing day, Saturday.

RADIO PROGRAM TO BOOST CITY

Matador citizens especially are requested to tune their radios to station WBAP-WFAA next Tuesday morning at 6:30 and listen to the Red Hawk program which will describe the advantages and attractions of Matador.

The program is arranged in connection with the Matador Chamber of Commerce and embraces information furnished from that source. The Red Hawk program is conducting a campaign called, "Know Your State Better", and has established a large audience throughout the southwest.

Remember the hour, 6:30, and the date, Tuesday morning, July 6.

MRS. CAMMACK TO TEMPLE HOSPITAL

Judge W. R. Cammack accompanied Mrs. Cammack and their daughter, Mrs. Frank Cole, to Childress, Saturday, from which point the two latter continued by rail to Temple, where Mrs. Cammack entered Scott and White clinic for medical examination and treatment.

Mrs. Cole will remain with her mother during her stay in the clinic.

PANHANDLE TO OBSERVE TWO DAY HOLIDAY

Many To Find Succor From Heat Through Local Resort

Establishing a different policy than in the past, most of the business houses in Matador will remain closed all day Monday July 5 in order to observe Independence Day which occurs this year on Sunday. The extra day will permit employes to enjoy two days for the holiday which in many cases will allow more extensive trips than are usually planned for July 4th and at the same time extend more liberty from business cares to employers. The usual custom here has been for the business houses to remain open during all or part of the day.

Aside from the bank which observes all holidays, the following firms have agreed to close Monday: Matador Variety Store, West Texas Utilities Co., Jameson and Son, grocery, Matador Hardware Company, Commercial Grocery, Harry Willett & Co., drygoods, Matador Dry Goods Company, Campbell's Food Market, Spot Cash Grocery, Western Dry Goods Company, Bob's Food Market, Turner's Grocery, Higginbotham-Bartlett Co., and Burton-Lingo Co.

While cafes, filling stations and drug stores will probably remain open all or part of the day, it is assumed that other businesses will be closed the entire day.

Customers are asked to remember the holiday and that the stores will be closed so that any needless inconvenience may be averted. Notices will be displayed to the effect that the extra day will be observed as a holiday and customers asked to make purchases to last until Tuesday.

The observance of Monday in connection with the holiday will apply to towns throughout the Panhandle it was learned late yesterday. The Childress Chamber of Commerce started sponsoring the move over last week-end and notices have been sent out that the town will close up for two days. Lubbock and other larger towns will also be closed Monday.

It is expected that Roaring Springs Swimming Pool, Motley County's own pleasure resort will attract record crowds, while others will attend picture shows and rest during the extra time. Many, however, have started plans to make short vacation trips during the two days.

Mrs. Lambert Called In Death Of Brother

Mrs. J. S. Lambert was called to Robert Lee, Texas, Tuesday, due to the death of her brother, W. W. Thetford, early-day resident of this section of the county, who succumbed at his home after a lingering illness. Mr. Thetford had suffered ill health for the past fifteen years and had been paralyzed and bedfast for three years.

Mrs. Lambert was accompanied to Robert Lee, by Mr. Lambert and their daughter and husband, Mr. and Mrs. Henry Ford.

Marriage Of Emma Thomas To Forrest Faulkner Announced

The marriage of Miss Emma Thomas, daughter of Mr. and Mrs. W. O. Thomas of Memphis, Texas, to Forrest Faulkner, son of Mrs. R. T. Hammersley of Purdon, Texas, has been announced recently, according to an item appearing in a late copy of The Prairie, publication of West Texas State Teachers College, Canyon.

Mr. Faulkner, a graduate of Matador High School, is well known in this vicinity, having attained much recognition as an outstanding student and athlete. He was awarded Balfour honors as a senior of the 1935 class.

Mr. and Mrs. Faulkner, who attended West Texas State, last year, will again enroll there this fall.

To Observe Conoco Days

Bob's Oil Well, under the management of L. B. Robertson, local commission representative of the Continental Oil Company, will observe Saturday and Sunday, July 3rd and 4th, as Conoco days, according to an announcement made Tuesday. The observance is part of an annual custom and has, in the past, met with wide response from customers, Mr. Robertson declared. The two days have been set aside to further the sales of products and service by the service station. Since Conoco days are on the eve of a holiday this year it is believed the response will exceed past records.

New Pumps Installed
Work will be completed within the next few days of installing a complete battery of the most modern type of electric gasoline pumps on the market at the Oil Well filling station. The elaborate equipment is of a type which shows the customer the exact amount of gasoline placed in his tank and the amount of the transaction through a computing register. The modern pump is approved as the most accurate type by the state department of weights and measures, it is declared.

Children Learn To Make Useful Things In Bible School At M. E. Church

The "handy child around the home" seems to have been the theme of the Vacation Bible School for children from the ages of 4 to 12, held daily at the First Methodist church during the past two weeks, which closed Friday. In every department the busy youngsters made clever handicraft articles to be used at home, under the capable direction of adult members of various departments of the church.

Bible study, music, and recreational games were included in the two-hour school periods.

In the beginners department, the little folks had for their theme "Beginners in God's World", working under the direction of Mrs. Fred G. Simpson and Mrs. T. E. Williams, assisted by Misses Zona Ruth Scaff and Betty Jo Simpson.

The primary children engaged

(Continued On Back Page)

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 Successor to the Roaring Springs News
 Combined With the
 Motley County News
 By Purchase, March 11, 1934
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 By The
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 Matador, Texas

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DOUGLAS MEADOR
 Editor

CONTRACTOR'S NOTICE OF TEXAS HIGHWAY CONSTRUCTION

Sealed proposals for constructing 30.423 miles of Asphalt Seal Coat from Spur to a point north of Dickens and from a point near Roaring Springs to a point north of White Flat and a short section of Highway No. 18 and 28, covered by Control 106-1-8, 105-4, 5, & 6-5, 7, & 5, 145-8-6, in Dickens and Motley Counties, will be received at the State Highway Department Austin, until 9:00 A. M., July 6th, 1937, and then publicly opened and read.

The attention of bidders is directed to the Special Provisions concerning prevailing and minimum wage rates and hours of employment included in the proposals in compliance with House Bill No. 54 of the 43rd Legislature of the State of Texas, and House Bill No. 115 of the 44th Legislature of the State of Texas. The prevailing wage rates listed below shall apply as minimum wage rates on this project.

Prevailing Minimum "Laborer", Per Diem Wage (Based on Eight Hour Working Day)

| | |
|----------------------|------|
| Shovel Operator | 4.00 |
| Crane Operator | 6.00 |
| Powder Man | 6.00 |
| Crusher Operator | 4.00 |
| Roller Operator | 4.00 |
| Distributor Operator | 4.00 |
| Tractor Operator | 3.00 |
| Blade Operator | 4.00 |

| | |
|--------------------------------|------|
| Broom Man | 4.00 |
| Truck Driver (over 1½ tons) | 3.60 |
| Air Hammer Operator | 4.00 |
| Blacksmith | 3.60 |
| Fireman (Asphalt Plant) | 3.60 |
| Form Setter | 3.60 |
| Mechanic | 4.00 |
| Compressor Operator | 3.60 |
| Spreader Box Operator | 3.60 |
| Truck Driver (1½ ton and less) | 2.80 |
| Flagman | 2.80 |
| Unskilled Laborer | 2.80 |
| Watchman | 2.40 |
| Water Boy | 2.00 |

Overtime and legal holiday work shall be paid for at the regular governing rates.

Plans and specifications available at the office of E. W. Mars, Resident Engineer, Spur, Texas, and Texas Highway Department, Austin, usual rights reserved. (June 24, July 1, 1937.)

Civil Service Exam.

The United States Civil Service Commission has announced open competitive examinations for the positions named below:

Junior agricultural engineer, \$2,000 a year; Soil Conservation Service, and Bureau of Agricultural Engineering.

Chief of library service division, \$5,800 a year; specialist in public libraries, \$3,800 a year; and specialist in school libraries, \$3,300 a year; Office of Education, Interior Department.

For positions in the apportioned service at Washington, D. C., applicants must show legal or voting residence in the State or Territory claimed for at least 1 year next preceding the closing date for receipt of applications. All States except Iowa, Maryland, Massachusetts, Missouri, Nebraska, North Dakota, South Dakota, Utah, Vermont, Virginia, Washington, and the District of Columbia, have received less than their quota of appointments in the apportioned departmental service at Washington, D. C.

Full information may be obtained from the Secretary of the United States Civil Service Board of Examiners at the post office or customhouse in any city which has a post office, or from the United States Civil Service Commission, Washington, D. C.

Offer Prizes For New Name Of Housewife

Electric Company To Conduct Search For A Better Title

The name "housewife", as applied to modern West Texas women is old-fashioned, out of date, and no longer suitable, according to N. C. Beam, local manager of the West Texas Utilities Company, who today announced a contest which invites women to select the name they like best.

"Many women resent being called 'housewife'", Mr. Beam declared. "It smacks too much of midwife, housekeeper, and other sobriquets which do not flatter the woman who manages her home with efficiency and economy doing less and less drudgery with the result that she has more time on her hand for club, church and school work. The modern woman is not bound hand and foot to a stuffy kitchen. She actually need spend but little more time than her husband looking after the home. Modern appliances, made available by science, will perform almost every imaginable household task."

Prizes valued at approximately \$500 will be given in the contest. Mr. Beam said. First prize will be a large sized (Frigidaire) electric refrigerator. As a second prize winner will have her choice of an electric dishwasher or washing-machine. Third prize will be a mixer. Ten prizes of smaller electric appliances will be awarded.

Mr. Beam pointed out that the contest is "simple and easy." All women, married or single, are eligible to send in entries. "Greek, Latin, or English may be used," he added. "Just invent a word that describes the modern woman whose talents go beyond the kitchen, the woman who takes an interest in club and civic affairs, who enjoys some sport such as golf, tennis or even croquet. In fact, invent a name for a woman who is a companion to her family instead of a slave to her kitchen."

The contest begins Monday, July 5, and closes August 14. The only requirement is that the invented or coined name be accompanied by a letter of not over 100 words explaining why it was chosen.

end of a 5-hour trip by flying boat. Arrival at New York from Bermuda, either by the Pan American or Imperial Airways flying boats, will be in time to connect west-bound TWA's famous Sky Chief flight whose schedule calls for a coast to coast journey of only seventeen hours and operated with the company's new Skysleeper planes. Travelers destined for points on the TWA system also may connect with the Sky Century, which proceeds from New York via Chicago and connects at Kansas City with the Sky Chief. The latter departs Newark at 5 p.m., while the Sky Century leaves the same air terminal at 4:45 p.m.

For the present the New York-Bermuda service of Pan American and Imperial operates only on Thursday and Saturday. In the opposite direction, Bermuda-New York, the service is operative Wednesday and Sunday. As is the case over the TWA system, meals served aboard the flying boats of the two lines are complimentary.

The terminal in the United States for the new Bermuda service will be Port Washington, Long Island.

Santa Fe Announces Low Excursion Fare

According to announcement by M. C. Burton, general passenger agent of the Santa Fe, round-trip coach fares will be available between all points in Texas and to destinations in Louisiana, also to Vicksburg, Miss., account Fourth of July.

These tickets will be on sale July 3 and 4, also for trains scheduled to arrive at destinations all day July 5, 1937, and will bear final return limit of July 7, 1937. The tickets will not be good for passage on trains July 8, 1937.

The basis for these low fares will be one-way coach fare for the round trip, or one cent per mile traveled.

Conversion of 10,000 square yards in Arcadia Park, Dallas, into a playground and picnic site by National Youth Administration workers is nearing completion. C. P. Little, Jr., District Supervisor, has reported to J. C. Kellam, State Director. NYA boys have installed drinking fountains, four picnic units, a tennis court, grubbed and sodded 34 acres, laid water lines, and straightened the creek bed, in addition to building the playfield.

Mr. and Mrs. A. A. Tipton and daughters Mary Ola and Mrs. Ben Mendor, visited relatives at Flomot, Sunday.

ROY BURLESON
 General Insurance
 First State Bank Building
 Matador, Texas

Bring Your Car To Us FOR COMPLETE SERVICE

Texaco Gasoline and Oils

Washing—Greasing—Lubrication

Shorty's Service Station
 PHONE 173M



TIME Meets its MATCH

YOU seldom plan 15 years ahead when you're buying anything, but when you get a shingle roof you can count on at least 15 years of satisfied service!

BETTER LUMBER AT REASONABLE PRICES

Our Stock is complete for every requirement

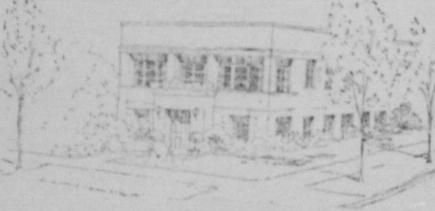
Higginbotham-Bartlett Co.
 MATADOR, TEXAS



Completely Equipped For
OBSTETRICS, PEDIATRICS
 And General Medicine

Newest Type X-Ray Equipment
 Phone 59 Day and Night Service

TRAWEEK HOSPITAL
 A. C. Trawweek, M. D. Albert Trawweek, Jr., M. D.



Bread Is Your Best Food Eat More Of It

EDDY'S BREAD FRESH DAILY

Ask for it in Matador
 Four-Corners Roaring Springs
 Dickens Whiteflat

Eddy's Bakery



SKY TRAVELER AIR ROUTE TO BERMUDA OPEN

Service by air to Bermuda from any point on the coast to coast system of Transcontinental & Western Air, Inc., became a reality Tuesday with the inauguration of New York-Bermuda service by Pan American Airways and Imperial Airways, Ltd.

Through the new service, which requires five hours flying time from New York, TWA passengers traveling aboard its eastbound Sky Queen will find a ready connection with the flying boats of the other two air systems. In other words, a traveler leaving Amarillo on the Sky Queen at 5:49 p. m. will arrive Newark at 5:55 a. m. (Eastern) next morning and then leave at 7:30 o'clock for Bermuda. Arrival at the latter will be at the

ROGUE THEATRE

Matador, Texas

THURSDAY
 "Waikiki Wedding"
 With Bing Crosby Martha Raye
 Bob Burns Shirley Ross

FRIDAY & SATURDAY
 Stan Laurel Oliver Hardy

IN
 "Way Out West"

SUNDAY & MONDAY
 Jane Withers

IN
 "Can This Be Dixie?"
 With Slim Summerville

Sun. Matinee 2:30 Nights 8:15

\$500 for a Name!

"If I'm Not a HOUSEWIFE, What am I?"

Prizes Worth \$500 Go to 13—
 Yes, 13—Women Submitting
 Best Names for
 "HOUSEWIFE" in This
CONTEST

No Longer a Slave to Kitchen
 Drudgery!

A Simple, Easy Contest

Invent a word for "housewife." Then write a letter of not more than 100 words explaining why YOU selected YOUR name to substitute for "housewife." Use the dictionary, if you like. Use Greek, Latin—or English. A scientific term is acceptable if it describes a modern West Texas woman, defined here as:

A homemaker who employs electric servants to operate the home, giving her freedom from kitchen drudgery.

Remember that women no longer are bound hand and foot to the kitchen with its multitudinous jobs of dish-washing, scrubbing floors, cooking over a hot, flame-type stove, or even chopping wastefully at ice in order to have a cool, refreshing drink. Instead, the modern woman uses Electric Servants! Why must she continue to bear the name, "housewife," much as if she were a slave?

"YOUR ELECTRIC SERVANT CONTEST"
 West Texas Utilities Company

(Nearest Postoffice)

This is my entry in the contest to find a substitute name for "housewife."

My selection is _____
 My brief letter explaining "why" is attached hereto. _____

(Name) _____
 (Address) _____



The Modern West Texas WOMAN?

First Prize: Large-sized Frigidaire.
 Second Prize: Choice of Electric Dish-washer or Washing Machine.
 Third Prize: Sunbeam Mixmaster.
 Ten prizes of smaller Electric Appliances.

THOSE ELIGIBLE

Every woman in the territory served by West Texas Utilities Company is eligible to enter this contest except in families where a member is an employee of this company and except in families where a member belongs to this company's advertising agencies. Duplicate awards will be made in case of ties. There are no other requirements. Mail, or deliver in person, your substitute name for "housewife" and a brief explanation of your choice to this company's nearest office. Be sure to give your name and address. This contest closes August 14.

West Texas Utilities Company

TOURIST CROP BRINGS FANCY PAY TO TEXAS

Visitors Swell Tax Coffer By Million Profit In 1936

DALLAS, June 25 (Special)—Texas, "the state that has everything," has been taking stock of itself as a mercant of "tourism," and has found that its traditions, scenery, hospitality and climate are just as marketable, for hard cash, as the cotton, wool, oil, meat, sulphur, gas and spinach that it has been supplying the rest of the country all these years.

Now entering its second year in the world's fair business, Texas finds that tourists constitute its second largest industry in 1936, the \$446,000,000 in state retail gasoline tax revenue alone, more than liquidating the state's \$3,000,000 appropriation for the 1936 Centennial, a cool million profit for the state's own coffers right there.

As a result, says a report of the

All-South Development Council, sentiment is fast crystallizing throughout the state in favor of a long-term state advertising and publicity program, to continue and consolidate the gains scored through the Centennial and Pan-American expositions.

A major point made by Lieut.-Gov. Woodul, chief proponent of a five-year, \$3,000,000 advertising plan, has been that not only would the resulting tourist revenue pay dividends on the cash investment, but that permanent new residents, among them industrialists looking for sites for decentralization and expansion, would accrue and, he says, "We need more people and capital to give us the push."

That Texas can get her share of the four-and-three-quarter-billion national tourist crop by dint of "thorough advertising was proved by the "take" of Centennial year, bulwarked by analysis of the nation in the way of parks, caverns and playgrounds. That hard-headed industry will be as easily lured, however, in the face of Texas' unstable tax situation, is open to serious doubt, says the Council's report.

Industrialists and investors can not help noting that, while Texas' vast natural resources constitute the proudest theme in her advertising, there is as yet no visible change in the almost traditional tendency of the state government to shoulder its mounting revenue burdens, to say nothing of threatened new franchise imposts.

Whether Texas' natural advantages are so vastly superior to those of other states now taking a

Most Prolific Writer



PEARL STANLEY GARDNER, author of the famous Perry Mason stories and one of the most prolific writers of the present day, works as he travels. Two cars and two trailers take him all over the country where he hunts and fishes. One of his trailers is equipped as his workshop. Here he sits and pours into his Dictaphone dictating machine an endless stream of words which when transcribed become highly saleable manuscripts. Whenever he tires of where he is, he hitchhikes his automobiles to his trailers and moves to a new site. Thus, once he may be in the wilds of Mexico, again in the mountainous regions of California, Washington, Oregon, Canada and now and then he silts off into the islands of the Pacific and with nothing but a bow and arrow hunts wild bear and other animals. In-between times he dictates the stories which have helped to make him famous.

Landslides Bury Plane Wreckage

HOPE OF RECOVERING BODIES ABANDONED; SEARCHERS NARROWLY ESCAPE

ALPINE, Utah, June 28 —All hope of recovering bodies of the seven persons who died when a transport plane crashed near here Dec. 15, was believed lost Sunday after two avalanches, roaring down 11,000-foot Lake Hardy peak, buried the site of the crash beneath tons of rock.

Eight men, searching for the bodies, saw the rock slides. They barely escaped death when a mass of melting snow slipped from the mountain top, gathering momentum and sheered off the entire crest of the peak.

The party, headed by Frank Eastman, Salt Lake City operations manager for Western Air Express, operators of the lost plane, was groping for the bodies just below the peak, when the first avalanche came.

None of the searchers were di-

rectly in its path, but the concussion knocked one from his feet and sent him rolling down the mountain side. Another dived into a 20 foot crevice over which loose boulders hurtled.

"Some of the boulders were as large as houses," Eastman said. The second avalanche occurred some hours later after the party had withdrawn from the danger zone.

The expedition uncovered 15 pounds of mail from the plane. Eastman believed that the bodies now were permanently hidden.

Girls working on a National Youth Administration project in the Hereford Public School Cafeteria have assisted in repairing and serving 10,000 school lunches to children since December 10, 1936, when the project started.

National Youth Administration youths working on a project sponsored by the Nolan County Health Unit have recorded 8000 health examinations and 2043 immunizations and tests in the public schools, Dr. George A. Gray has reported to the State office.

These Are Your Mileage Merchants



- Four Corners Store
- Dobbs City Merc. Co.
- 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 —

diametrically opposite attitude toward industry, notably other Southern states, as to insure Texas getting her rightful share of major industrial decentralization, is a question causing many Texas business leaders to advocate that a more definite, reassuring long-time policy in this respect to be outlined and adopted, as "the very best form of advertising" for industries, the report concludes.

ACCEPTS POSITION

Miss Pearl Rigby accepted a position last week, in the office of Matador Home Associates, of which Mr. J. C. Elliott is president and John A. Hamilton is Secretary.

The recently organized concern, with quarters over the First State Bank, operates an oil leasing business.

Miss Ruth Groves spent the week-end in Floydada, as the guest of Dr. Thyra McNeil of Albuquerque, N. M., who was visiting with her parents at Floydada.

WHY TAKE CHANCES ON UNSAFE TIRES



When You Can Buy World-Famous U.S. ROYALS

AT OUR POPULAR PRICES!

Known Everywhere for SAFE MILEAGE

HERE'S WHY

- ★ COGWHEEL TREAD ... a famous traction principle that gives you extra skid protection.
- ★ SAFETY-BONDED CORD BODY ... exclusive with "U. S." makes every ply a safety ply ... gives you extra blowout protection.
- ★ TEMPERED RUBBER ... this patented "U. S." tread compound wears longer—gives you extra miles.



LET US INSPECT YOUR TIRES BEFORE YOU START YOUR VACATION

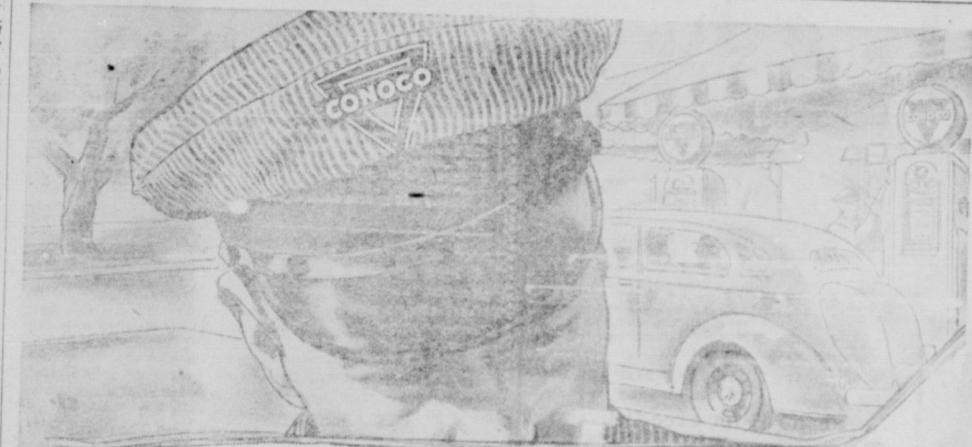
FREE SAFETY ANALYSIS... ALL MAKES

Drive in today for a complete report on the true condition of your tires.

BOB'S OIL WELL
EXCLUSIVE CONOCO PRODUCTS
Matador, Texas

LIVING UP TO MY AD

Giving you tops in Mileage



I know the trouble. So many oil ads yell mileage, that you can't tell one way or another. I don't want my own ads to be in that class, so I'd like you to know all I'm staking, when I personally recommend Conoco Germ Processed oil to you. In my case, you see, I'm the owner of my business. And there's nothing makes repeat customers for me like my Germ Processed oil ... or I ought to say, the long mileage it gives you. The patent Germ Process makes this oil get fastened real firm to the bearings and cylinders and

other parts—as if they'd been built with an actual plating of oil that can't separate ... can't thin out and burn right up. Neither is it going to run down every time you stop. Then you can't make any "dry starts" with Oil-Plating, and right there is where engineers say you will end a good half of all the wear you used to get in Summer. The less wear, the less oil your engine eats. You'll get on to this yourself, from your cool quiet Oil-Plated engine. And that's how I make another good friend for Conoco Germ Processed oil.



GERM PROCESSED OIL

from Your Mileage Merchant

WE DO OIL PLATING!
CONOCO BRONZE GASOLINE
BOB'S OIL WELL
Intersection Highways 18 & 28
Open Day and Night
TELEPHONE 111 FOR SERVICE



BAPTIST CHURCH
 Sunday School 9:45 A. M.
 Church Services 11:00 A. M.
 B. T. U. 7:00 P. M.
 Evening Service 8:00 P. M.
 Mid-week Church service every Wednesday evening.
 H. M. Weldon, Pastor

ASSEMBLY OF GOD
 Sunday School 10:00 a.m.
 Church Service 11:00 a.m.
 Children's Service 7:30 p.m.
 Evening Service 8:00 p.m.
 Prayer Meeting every Wednesday evening, also services on Saturday evening, at 8:00 o'clock. Everyone Welcome.
 V. A. Pearson, Pastor

METHODIST CHURCH
 Church School 9:45 a. m.
 Preaching 11:00 a. m.
 All League and Prayer Groups 7:00 p. m.
 Evening Service 8:00 p. m.
 Men's Night, Second Tuesday every month.
 Make it a habit of going to God's house.
 D. D. Denison, Pastor

There is no danger of war breaking out in Europe until the Communist and Fascists run out of names to call one another. —Denison Herald.
 Average man does not object to the sermon being snappy if it does not snap at him. —Dallas News
 When a person says he can't forgive and forget, it generally comes straight from the hurt. —Green-ville Banner.

Church School
 (Continued From Page One)

Jameson and Randall Whitworth conducted the musical phases of the work.
 An interesting exhibit of the work of these youngsters was on display at the Methodist church, Thursday, and viewed by a number of interested patrons. The school, declared to be one of the most successful ever held, had an average enrollment of 63 children, several of whom came daily from Roaring Springs, accompanying Rev. Naugle.

LOCALS

Mr. and Mrs. Leland Jenkins and son Lee Stanley, of Amarillo, visited relatives here last week.
FOR SALE: Weaning pigs, E. P. Reeves. 2tp
 Miss Alice Thompson leaves today for Winthrop, Arkansas where she will visit relatives through the remainder of the summer.

Mr. and Mrs. G. C. Godfrey of San Angelo, visited relatives here during the week-end.

Mrs. L. J. Barkley and children, together with Miss Rachel Patton visited relatives in Hale Center and Plainview, during the week-end. They were accompanied here by Miss Fayola Patton of Plainview.

Mr. and Mrs. Price Metcalfe and children of Franklin, visited here this week in the home of Mrs. Metcalfe's parents, Judge and Mrs. C. L. Glenn, and her sister and family, Mr. and Mrs. J. L. Woodruff.

Dr. and Mrs. Albert Truweek had as their guests last week, Dr. and Mrs. J. R. Sayers and small son who were enroute to their home in San Diego, California, after a trip east.

Miss Jewel Baker returned Monday to her home at Level-land, after a visit here with her sister, Mrs. Noble Groves.

W. T. N. Quarry, former lineman for Southwestern Telephone Co. here, visited friends in Matador a short while Friday, enroute to Stuttgart, Arkansas.

Miss Dorothy Jean Harp, with her cousin Bobby Harp, returned home Friday after visiting with relatives in Kirkland last week.

Misses Viva Lais Stanley and Adeline Foster of Floydada, are

visiting in the home of the former's sister and family, Mr. and Mrs. Delbert Groves.

Mr. and Mrs. Robert Collier, accompanied by the latter's mother, Mrs. Pearl Moorman, drove to Lubbock Monday where they visited friends until Wednesday.

F. G. Simpson made a business trip to Paducah Tuesday afternoon.

R. E. Campbell Jr., returned home Monday from Amarillo, for a two days visit with his parents.

Mr. and Mrs. H. R. Stanley of Floydada, visited here Sunday evening with their daughter and family, Mr. and Mrs. Delbert Groves. They were accompanied by Mr. and Mrs. Geo. Sherrill.

Mr. and Mrs. Jack Edwards and daughter Rosemary, returned home Tuesday, from a vacation trip spent in Dallas and Fort Worth where they attended the Pan-American Exposition and Frontier Fiesta. They also visited in Denton.

Mrs. J. H. Turner and children, Mabel and James, left recently for Los Angeles, California, where they will remain during the summer, visiting relatives.

Harry Willett made a business trip to Paducah, Tuesday.

Rev. and Mrs. D. D. Denison had as their guests Thursday and Friday of last week, the former's brother and wife, Mr. and Mrs. Russell Denison, teachers in the Woodrow Consolidated school near Lubbock.

MOVIE CHATTER
 By A Rogue

Waikiki Wedding
 Bing Crosby, Bob Burns, Martha Raye and Shirley Ross in **Waikiki Wedding** for Thursday night only. What a cast! What a show! You'll miss it if you miss it, it's the show everyone has been talking about! There's entertainment for everyone. You'll have to come early to get a seat.

Stan Laurel and Oliver Hardy
 Once again Stannie and Ollie come to bring you more laughs than ever in their latest picture, **Way Out West**. It's a scream from beginning to end when these two boys get out in the wild and woolly west. Stannie and Ollie get out of one thing right into another, and there are some good looking females that roll their eyes and the boys don't know just which way to jump. See Stan Laurel and Oliver Hardy in "Way Out West"

Friday and Saturday.
Can This Be Dixie?
 Jane Withers will be on your screen Sunday and Monday in **Can This Be Dixie?** with Slim Summerville. Jane's a joy with her marionette show while Slim sells hair straightener to darky honey chiles. Here's entertainment for young and old. bring the whole family.

NEW RESIDENTS HERE

Mrs. Welby Carpenter, with her son Rudolph, and Daughter, Rachel, moved here Tuesday, from Plainview, and will make this their future home.

The family, former residents of Matador, will occupy their home in north Matador, on the White-flat highway.

EMPLOYED IN N. M.

Miss Pearl Renfro, who has been visiting relatives in Roswell, New Mexico, for the past several months, has accepted employment with the Southwestern Bell Telephone Co., of that place, according to recent communication received by relatives here.

BOYS GO TO TOWN

D. I. W. Birnie, associated with the Matador Land and Cattle Company and Douglas Meador, publisher of the Tribune, drove to Fort Worth Friday where they witnessed the radio preview of the Casa Mañana, feature attraction of the Frontier Fiesta. They returned home Sunday afternoon.

TO AUSTIN

G. E. Hamilton left for Austin Monday where he was scheduled to meet in a hearing with the state board Tuesday and Wednesday, regarding interests of the Quanah, Acme and Pacific Railway Company, for whom he is attorney.

RETURNS HOME

Hart Harris, who has been a patient in Baker Hospital, Muscatine, Iowa, for the past several weeks, returned home Thursday, and has resumed his duties as manager of Mission Gas & Oil Company.

GO TO CHURCH SUNDAY

GO TO CHURCH SUNDAY GO TO CHURCH SUNDAY

KEEP COOL

What could be more invigorating and refreshing these hot days than to step into a cool shower for a few minutes?

Why not utilize that extra closet or other space in your home by turning it into an extra bath. Cabinet showers occupy very little space, are easily installed and are very reasonable in cost. Consult your local dealer and find out how little it will cost you to enjoy the luxury of a shower this summer.

Southwestern Sewer Co.
 "Guardian of Community Health"

WE WISH YOU Happy Holidays



and 5th.

In order that you may not be inconvenienced we wish to remind you that the following stores will be closed all day Monday, July 5th. Please make your purchases in advance

Closed For The Holiday Monday, July 5th

- MATADOR VARIETY
- WEST TEXAS UTILITIES CO.
- JAMESON AND SON
- MATADOR HARDWARE CO.
- COMMERCIAL GROCERY
- HARRY WILLETT & CO.
- MATADOR DRY GOODS CO.
- FIRST STATE BANK
- CAMPBELL'S FOOD MARKET
- SPOT CASH GROCERY
- WESTERN DRY GOODS CO.
- BOB'S FOODWAY
- TURNER GROCERY
- HIGGINBOTHAM-BARTLETT CO.
- BURTON-LINGO CO.

Keep Them Fresh With ICE

Those tasty Spring and Summer vegetables that make such good eating in hot weather may spoil quickly if not given proper care. You'll want them on your table full of the original crispness and moisture that Mother Nature put into them. The only way to do that is with Mother Nature's one way of refrigerating—with ICE

IT'S PURE, CLEAN, SAFE AND TROUBLE FREE

Phone 67 for Free Delivery

Leon Ice Co.

SPEND July 4 AT AMERICA'S BIG WORLD'S FAIR
 Your Favorites! In Person!

JULY 3*4*5
COTTON BOWL
 45,000 SEATS
Free

JACK BENNY AND MARY LIVINGSTONE

WORLD'S BIGGEST ENTERTAINMENT BARGAIN
 PAN AMERICAN **Casino** AIR COOLED
 3 HOUR SHOW DANCING only 1.00
 FEATURING **MIREWICH**
 BORRAN HARMONICA BARSALS
 NINE HUNDRED SEATS! Cheaper than 50¢! See the big show every night! 10¢ for 10¢! See the big show every night! 10¢ for 10¢! See the big show every night! 10¢ for 10¢!

GREATEST SHOW OF ALL TIMES
CAVALCADE of the AMERICAS
 Greatest dramatic spectacle ever presented! Five courses of American history! These hundred people on wheels! The greatest show! Entrance only 50¢! See the big show every night! 10¢ for 10¢!

DANCING TO TED FIO RITO'S ORCHESTRA
3 GLORIOUS DAYS
 Be in Dallas for the Fourth! See the big Exposition for little cost! Rooms are plentiful. Prices will not be advanced! Bring the family for biggest celebration ever held in Southwest!

PAN AMERICAN EXPOSITION
 DALLAS - NOW TO OCT. 31
 * DALLAS PRICES HAVE NOT ADVANCED *

End of the Month Reductions of short lots
 Note the savings--Come Early

- (6) 2.95 Linen Dresses Now **\$1.98**
- (8) 1.00 Summer Wash Dresses Now **50c**
- (2) 98c Summer Skirts Now **49c**
- (14) 1.00 Summer Blouses Now **69c**
- (8) 1.00 Children Summer Hats Now **49c**
- (16) 1.00 Summer Hand Bags Now **89c**
- (12) 59c Summer Hand Bags Now **49c**
- (18) 49 to 89c Childrens Summer Hats Now **25c**

SPECIAL
 See our line of fine mesh and chevron weave Hose. These are the type you find in exclusive shops in every large city. See them today—
\$1.15 and \$1.75

- 1 Lot Sandals Regular 1.00 to 1.49 Now **89c**
- 1 Lot Childrens Slacks Sizes 2 to 8 **pr 49c**
- 150 pair Men's Anklet Sox **pr 10c**

Quart FRUIT JARS 74c doz.

P & G SOAP 6 bars 24c

MATADOR VARIETY
 "GET THE HABIT"