

Record Crowd Here Thursday

Thousands Join In Davidson Tribute

Loose saddle horses were grazing in every lane leading from Matador Friday morning and Shannon Davidson, winner of the Pony Express race was headed for Hollywood after this west Texas cowtown had witnessed the greatest day in its history.

Over six thousand visitors crowded the streets from early Thursday morning until late into the night. Standing room was at a premium during the colorful parade when 300 mounted horses, chuck-wagons, buggies, buckboards paid tribute to the young bronc rider who rode to national recognition in the world's longest horse race.

Young Davis left Matador shortly after midnight Friday morning and reported for work at Republic Studios in Hollywood yesterday morning.

The success of the celebration has been cited as a model of cooperation by neighboring towns and requests have been received for aid in staging similar affairs.

The Tribune and the citizenry of Matador wish to acknowledge the extreme courtesy of the Lubbock Morning Avalanche in sending photographers and reporters here for the celebration. The following story is by R. C. Hankins, Avalanche staff writer, as it appeared in the Avalanche's issue of May 12.)

Cow Country's bow-legged nobility roped in an estimated 6,000 persons at Matador Thursday—and, partner, there was a party! Not in the memory of the oldest leather-faced range rider had 300 saddle horses cantered in one stream past the old Motley county courthouse, not to mention the buckboards and chuck wagons and rigs drawn by spanking teams.

And—something that seemed oddly out of place to those who

WINNERS IN PARADE

Hauley Plemmons, who has spent 31 years and six months on the Matador ranch without missing a single day, was adjudged the most typical old cowboy mounted in the Shannon Davidson celebration parade at Matador Thursday. C. E. Widdman was second. A. J. Hudson was winner of the most typical old cowboy afoot at the celebration.

Other winners in the parade included: most typical all around ring, Doug Meador; most unique and outstanding rig regardless of what it was, Ed D. Smith, first and Harold Campbell, second; most typical old style costumed lady mounted, Mrs. Cy Courtney; most typical present day cowgirl over 14 years old, Mrs. H. H. Schweitzer; most typical present day cowgirl under 14 years, Barbara Springer, and most typical present day cowboy under 14 years, Louis Bostick.

lived in these parts when the great Matador Land and Cattle company ranch was no mere 45 per cent of Motley county and 22

(Continued On Back Page)

SLICKED OF \$50 BY COIN MATCHERS, HE GETS BACK \$51

KANSAS CITY, Mo., May 8.—John Edward Osolin, 21, of Boston picked up a lot of experience and \$1 profit from a couple of confidence men during a three-hour bus wait Monday. Waiting to resume his journey from Denver to Boston, Osolin took a walk. He met two men, who suggested matching coins. When Osolin displayed his wallet containing \$30 the pleasant strangers grabbed it and jumped into a cab. Osolin jumped right with them. One man escaped, but Osolin fought the other while the cab driver sped to a police station. Police found \$31 on the man and gave it to Osolin. Then as his bus left town a police car raced up and patrolmen gave Osolin \$20 they found in the cab's rear seat. That left him \$1 to the good.

Jim Farley Is Honored At Amarillo

The largest and most colorful band of cow waddies ever gathered together in the Panhandle of Texas thronged the streets of Amarillo yesterday to celebrate the visit of Jim Farley, Postmaster General of the United States. Delegations from all sections of the Panhandle and three adjoining states were on hand to greet the most successful presidential campaign manager in the history of our land. Mr. Farley was presented with a beautiful horse and saddle by Gene Howe, publisher of the Amarillo News-Globe as a token of appreciation from the people of the vast Panhandle area. Postmaster Gen. Farley viewed scenes that probably have not been re-enacted since the buffalo roamed the boundless prairie. After conferring with postmasters of this section, and dedicating a new federal building, Mr. Farley boarded a train for the Pacific coast.

Celebration To Be Annual Event Here

A unanimous vote of the directors of the Matador Lions Club, at a meeting held at the Magnolia Cafe Monday morning, favored holding an annual Davidson Day celebration held here Thursday. Altho details of the movement have not been determined, it is assured that a complete organization will be set-up in ample time to carry out the plan about the same date next year. It is probable that a shorter title will be selected for the annual affair, but the western motif will be used. Interest of local business and professional men has indicated the necessity of an annual celebration of this nature, it was disclosed at the meeting.

Cowgirl To Be "Miss Matador"

Favorite Will Be Selected During Parade Next Week

Here is a challenge to the young ladies of the cattle country! Matador will select a delegate to represent the city at the Spur Round-Up on June 16-17. The selection of "Miss Matador" will be made during a parade to be held on Main street here Thursday afternoon, May 25 at 4 p. m. Young ladies wishing to enter the parade are asked to make application to one of the committee, which is composed of L. B. (Bob) Robertson, chairman, W. F. Jacobs and T. B. (Boss) Edmondson. There is

HILBURN 'TOP WEST TEXAN'

ABILENT, May 15.—H. S. Hilburn, Plainview publisher and retiring president of the WTCC, has been designated by that organization as the "Top West Texan for 1938-39," it was announced Monday by D. A. Bandeen, general manager. A plaque bearing this citation is to be presented to President Hilburn on Wednesday. Bandeen said this is the second year the "top West Texan" award has been made by the WTCC, the award a year ago having been made to Milburn McCarty, who also was a retiring president at that time. A. B. Davis of Lubbock is to be given the organization's award for being the most valuable chamber of commerce secretary. President Hilburn announced. This award also is made annually for "the best cooperation in promoting the WTCC program of work. Davis has been secretary of the Lubbock chamber for 15 years.

SUMMER SCHOOL OPENS MAY 29

Students having failing grades or delinquent credits to make up will have an opportunity to do so in a special six-weeks summer course which will begin on Monday, May 29, according to an announcement by Paul Eubank, who will teach the classes. Mr. Eubank, has been a faculty member of the Matador school system during the past two years, and is capable and efficient in his methods of instruction. Prices will be \$6.00 for the first subject, \$4.00 for the second, and a corresponding decrease in price for each additional subject. Those wishing to take advantage of this offer, are urged to contact Mr. Eubank as soon as possible, in order that a satisfactory schedule might be arranged.

Mr. and Mrs. Tom Moore of Northfield transacted business here Wednesday.

Cash Prizes Of \$2,500 At Spur Rodeo

Top Hands Will Compete For Purse Money In 5 Events

SPUR, Tex., May 12.—Memories of the old Swenson ranch will be revived here June 16-17 when Spur is host to all West Texas for a two-day all amateur rodeo. Termed the Spur Round-Up Rodeo, events will be run off in historic Charles Jones Stadium, \$30,000 out-door arena, near the former site of S. M. Swenson roundups. Top hands from the many ranches in this territory will compete for \$2,500 in purse money distributed among five events, calf roping, bronc riding, wild cow milking, steer riding and steer wrestling.

Pretty West Texas cowgirls compete in a sponsors' contest. Winners to receive a \$135 saddle. Other events include daily parades moving out each morning, in which all rodeo riders, sponsors and visitors are asked to ride. Two performances are listed daily at two and eight p. m. and will be preceded by a Grand Entry of all contestants. Judges of rodeo events are Frank Rides, Throckmorton; Burl Sauls, Spur; and Johnnie McClellan, Clarendon.

State celebrities, Jerry Sadler, Gerald Mann and Coke Stevenson have accepted invitations to attend the rodeo. And Governor O'Daniel this week received his invitation but has not replied. Shannon Davidson, pony express winner, is expected to be on hand if a motion picture in which he is appearing is finished in time. Special parades, old timer's dances, young folks dances, swimming races, are other events carded. The rodeo is sponsored by the Young Men's Business Club of Spur and is charted by the State.

Varied Rains Fall In Area

Rains, ranging from light showers to 3-inch downpours, have been reported over the county during the past two days. The rain fall in Matador was registered at .76 inch while a short distance northeast of the city a deluge estimated at 3 inches leveled lister furrows and in some instances washed newly-planted crops. The rainfall at Roaring Springs yesterday afternoon was declared to have been in the neighborhood of .50 inch, with washing rains reported in some sections. While the scattered rains are of great benefit to both farms and ranches, more general rains would aid the outlook and relieve uneasiness which has been felt in some sections. Reports declare, however, that the rainfall in the so-called "dust bowl" is heavier than it has been in the past seven years and many feel that although delayed, rainfall in this section will attain its average within a short time.

LOCAL AGENT IS WINNER OF SALES TRIP

T. J. Daffern, local agent for the Magnolia Petroleum Company returned home Wednesday morning from a fishing trip to El Vada, New Mexico, which he made in company with officials of the petroleum company of this district. Mr. Daffern won the trip in recognition for his sales record, having placed third in a district contest sponsored by the Magnolia company, which embraced all of New Mexico and part of Texas. G. C. Keith and sons George Crawford and Robert Ed, of Whiteface, spent Sunday in the home of Mr. Keith's mother, Mrs. D. C. Keith.

To Speak Saturday



PROFESSOR W. C. HOMEYER

Professor W. C. Homeyer, Director of Feed Research of Universal Mills, who will lecture on poultry and proper feeding Saturday afternoon, May 20, at two o'clock at the Old Post Office building. He is well known in the Southwest as an outstanding poultry authority.

STATE EXPERT ON POULTRY TO MAKE ADDRESS

Professor W. C. Homeyer, Director of Feed Research of Universal Mills at Fort Worth, will deliver a message of special interest to poultry raisers in Matador Saturday afternoon, May 20, at two o'clock. His subject will be "How to Make More Profits from Your Chickens and Turkeys". In his address, Mr. Homeyer, who also is in charge of the Mills' Experimental Farm, will attempt to create more interest in the proper feeding of poultry and the raising of quality birds. For years Mr. Homeyer has been recognized as a leading poultry expert in the Southwest. He formerly was with the Poultry Husbandry Departments of Texas A. & M. College at College Station and John Tarleton College at Stephenville.

In the last fifteen years he has conducted many poultry schools in conjunction with Universal Mills' great Experimental Farm where feeds are scientifically tested and proved.

The Matador Hatchery is the local distributor of Red Chain Feeds in Matador.

The speaking will be held in the old post office building at 2 p. m. and a cordial invitation is extended everyone interested in poultry to attend.

E. C. Stearns At Banker's Convention

E. C. Stearns, vice-president and cashier of the First State Bank here, left Monday afternoon for Dallas, where he attended a three-day convention of the Texas Bankers Association which opened Tuesday. Mr. Stearns was accompanied by Mrs. Stearns and their daughter, Frances, as far as Abilene, where they visited until Tuesday evening, when they returned home.

JOHN TURNER IS IN PADUCAH HOSPITAL

John Turner, local groceryman, was conveyed to Paducah Friday afternoon, for an emergency appendicitis operation in the Richards Memorial Hospital. Mr. Turner was stricken suddenly Thursday evening, and was rushed to the hospital immediately after it was discovered that his condition was acute. He was reported to be improving late yesterday.

Mr. W. M. Graham, accompanied by Mr. Joe Williams of Amarillo, left Monday morning for Young county, to attend an old settler's celebration.

Report Made At Lions Meet

Delegates Give Details Of District Meet At El Paso

Lion W. F. Jacobs explained the highlights of the District 2T Lions Convention held at El Paso last week-end as the principal part of the program at the regular meeting of the local club held in the basement of the Baptist church Tuesday. "The Spanish people know how to make you feel welcome," Lion Jacobs explained with regard to the side trip into Old Mexico. "We were treated with every courtesy and those who missed the trip certainly missed a good time." Lion Jacobs declared that Lion A. G. Bearden of Lamesa was selected as district governor for the ensuing year and that Midland had been selected as the convention city.

Lion Harry Willett, another delegate to the convention, told of the bull fight. He said, "A bull fight is interesting to see one time but probably not a second time. However, I had a wonderful time at the convention and I would be afraid to attend another for fear that I would not enjoy myself to the same extent."

New Member Welcomed
Bringing the membership of the Matador Lions club up to a total of 60, Lowell Sharbutt, assistant county agent was welcomed into the organization as a new member. Lion U. L. Wille was presented with a Key membership.

Secretary Randall Whitworth read the minutes of the directors breakfast meeting held in the Magnolia Cafe at 6:45 Monday morning. At this meeting a unanimous vote favored a permanent organization to hold an annual celebration in the city similar to the Shannon Davidson Day.

Details were also explained with regard to selecting Miss Matador to appear at the Spur Round-Up June 16-17.

SENIOR NAMED BY MAGAZINE

Bert Ezell, Principal of Matador High School, announces that the coveted Reader's Digest Award for Scholastic Achievement has been won by the valedictorian of the class of 1939, Miss Kara Hunsucker, of this city.

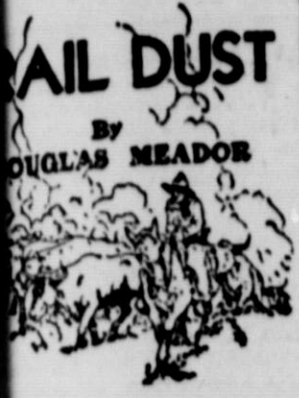
She will receive an engrossed parchment certificate upon graduation. The Reader's Digest confers this annual award as encouragement to young men and women throughout the nation, who by their scholastic achievement, give promise of growing into leadership in their communities.

Our own local educators are among the progressives of the nation who use this method of relating text material in magazines to current modern life. It is their broad-minded foresight which has made it possible for our students to compete for The Reader's Digest Award.

PASTOR GOES TO OKLA. CITY CONVENTION

Rev. W. M. Joslin, pastor of the local Baptist church, accompanied by Mrs. Joslin and Mrs. H. S. Watson, left Monday for Oklahoma City, where they attended Southern Baptist Convention this week. The convention, opening Wednesday afternoon, was preceded Tuesday by meetings of the Women's Missionary Union, the pastors' organization and laymen's groups.

Re-election of Dr. L. R. Scarborough of Fort Worth as convention president was believed certain in view of a precedent giving three years of service.



MAIL DUST
By DOUGLAS MEADOR

...had touched her temples the thuriferous savor of wild blossoms carried by the winds stirred in circum-

...follows the tactics of a plan by establishing laws of... to abide by them during execution of her deft plans.

...leaves its autograph on hearts like the vandal who an aspen tree; time develops growth of unloveliness.

...other form of urbanity has the charm as that of an ingent man's admittance that he not understand an issue of which he does not possess com-

...notes had gnawed the beef left near the cold, white of a burned-out fire and the re-grounds had become dry, in crumbs in the thick grass, wide chuck-wagon tracks

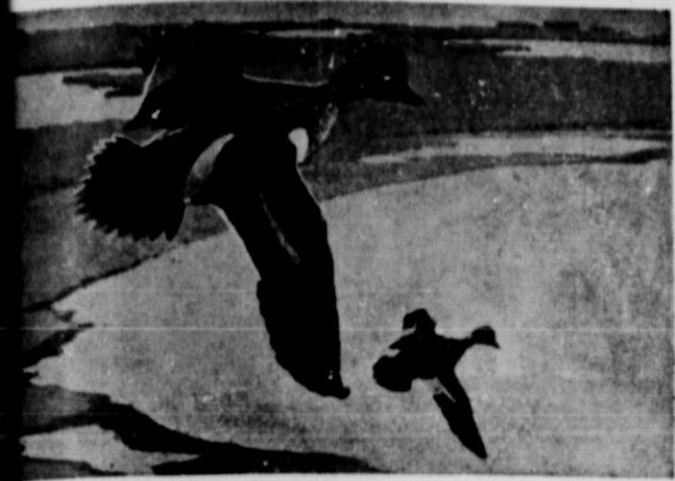
...red, one above the other like cabinets of lives whose accents have been closed, the old

...all boats were rocking against tiny wharf as the wind

...these old eyes of mine have grown weary of prairie sun-

...hold back the delicate mist

Dainty and Hard to Hit



The greenwing teal, if not the swiftest of waterfowl, seems to have that...

TUC Offers To Save Oil Losses

Oil and ranch leaders have invited to call on the West Texas Utilities Company for any...

Mr. Campbell, president of the company, called attention to the value of the soil and water...

Mr. Campbell announced that the West Texas Utilities Company provide the prize money in...

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TO TEACH COOKING SCHOOL



MISS JEWELL TAYLOR

Miss Jewell Taylor, culinary expert for the Hotpoint electric range manufacturers, will start a two-day cooking school in the basement of the Methodist Church...

Instructions Start Today

Culinary Expert Makes Life Easier For The Housewife

"Every woman dreams of a modern kitchen", declares Miss Jewell Taylor, cooking expert who will start a two-day cooking school in the basement of the Methodist Church this afternoon at 2:30.

Miss Taylor, a native of Fort Worth continued her home economics study at the University of Colorado after graduating from the Texas State College of Women at Denton.

Northfield News

Mr. and Mrs. W. E. Collins and Mr. and Mrs. Tom Collins, Miss Nina Kincannon and Mrs. Fay Tipton were in Matador Friday.

Mrs. Mae Berry and Mrs. Homer McCoy and children of Lamesa, were visiting here this week.

Mr. and Mrs. Nolan Thomas and baby visited his mother, Mrs. Ruby Thomas Sunday.

Mrs. A. B. Collins spent the week-end visiting her mother at Snyder, Oklahoma.

D. G. Wilcoxson transacted business in Cee Vee Monday of this week.

Mr. and Mrs. W. E. Collins and Mr. and Mrs. Tom Collins visited Mr. and Mrs. J. M. Upton near Memphis Saturday.

Mr. Newman and daughters, and Miss Johnnie Ray Boykin of Cee Vee, spent Sunday with Mr. and Mrs. Warren.

Mr. and Mrs. D. G. Wilcoxson and daughters, Bernice and Martha Paul attended the Mother's Day program at Bridle Bitt, Sunday.

Mrs. Neil Vaughan is visiting her son at Ada, Okla., this week.

Ralph Collins spent Saturday night with his uncle, A. B. Collins.

Mrs. Pat Vesby and sons of Amarillo visited her mother, Mrs. Shannon, Sunday.

Mr. and Mrs. A. B. Collins were in Memphis Monday of this week.

Woody Kincannon and R. C. Ryrd visited in Bridle Bitt, Sunday.

MOTHER'S DAY DINNER Mrs. C. W. Pistole was honored Sunday with a Mother's Day Dinner, given in the home of her daughter and family, Mr. and Mrs. Sam F. Moore, with a number of relatives and friends attending.

Those present were: Mr. and Mrs. C. W. Pistole and Floyd, Mr. and Mrs. E. T. Pistole and children, Wayne and Joyce, and Miss Maggie Lee Osborn all of Childress, Mr. and Mrs. Tullies Pistole and son Gerald, and Earl Montgomery of Cee Vee, Mrs. Willis Henley of Oklahoma City, and Mr. and Mrs. Charlie Matthews, J. B. Cook, Mr. and Mrs. J. A. Tipton and Mr. and Mrs. Moore and children, Vadine, C. W. and Franklin all of Northfield.

STOP WISHING You can BUILD NOW! LET US HELP YOU PLAN A NEW HOME! Conditions have never been more favorable for building a new home than at present. So stop wishing and start toward the realization of your cherished plans by consulting us. Our service is yours for the asking and we will aid you in every possible way, including the problem of financing—A good home is always a safe investment. Everything For The Home, Farm and Ranch Higginbotham-Bartlett Co. LUMBER, BUILDING SUPPLIES AND HARDWARE

BOWL FOR PLEASURE! FOR HEALTH! You bowl a better game if you play in our fine hall. Regulation equipment insures complete satisfaction. Plan now to bowl... for pleasure and for healthful exercise. ANDREWS BOWLING ALLEY SOUTH SIDE OF SQUARE MATADOR

Sales Leader.. Performance Leader.. Value Leader.. THAT'S CHEVROLET! No other car combines all these famous features: 1. EXCLUSIVE VACUUM GEARSHIFT. 2. NEW AERO-STREAM STYLING. 3. NEW LONGER RIDING-BASE. 4. 85-HORSEPOWER VALVE-IN-HEAD SIX. 5. PERFECTED HYDRAULIC BRAKES. 6. NEW "OBSERVATION CAR" VISIBILITY. 7. PERFECTED KNEE-ACTION RIDING SYSTEM WITH IMPROVED SHOCKPROOF STEERING. 8. TURRET TOP. 9. FRONT-END STABILIZER. 10. NO DRAFT VENTILATION. 11. HAND BRAKE MOUNTED UNDER DASH AT LEFT. 12. SYNCHRO-MESH TRANSMISSION. 13. TIPTOE-MATIC CLUTCH. 14. EXCLUSIVE BOX-GIRDER CHASSIS FRAME. 15. BUCCO FINISHES. 16. HYPOID-GEAR BEAR AXLE AND TORQUE-TUBE DRIVE. 17. DELCO-REMY STARTING, LIGHTING, IGNITION. and scores of other important features. Over HALF A MILLION 1939 CHEVROLETS sold to date! Every 40 seconds of every day, Somebody buys a new Chevrolet! CAMPBELL CHEVROLET COMPANY Matador, Texas

Hear! PROFESSOR W.C. HOMEYER Speaking In Matador Saturday, May 20, 2 p. m. A Message Of Special Interest To Poultry Raisers "How to Make More Profits From Your Chickens & Turkeys" You are Cordially Invited... RED CHAIN CHICK STARTER Buy Good Chicks and Start 'Em Right Each chick's an investment, so don't take chances. A few pennies more in the beginning mean bigger, healthier chicks — and fewer losses. Buy the best birds your Hatchery has. Feed them RED CHAIN Starter - it's the feed with every element for growth, health and extra profits. SPONSORED BY THE Matador Hatchery LEWIS NEWMAN, MGR. Local Distributor Red Chain Feeds SPEAKING AT Old Post Office Building MATADOR Remember The Hour, 2:00 P. M., Saturday, May 20th.

Matador Tribune

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DOUGLAS MEADOR Editor and Publisher

MEMBER PANHANDLE PRESS ASSOCIATION

MEMBER WEST TEXAS PRESS ASSOCIATION

SUBSCRIPTION RATES In Motley, Floyd, Cottle, Hall and Dickens counties— One year, in advance \$1.50 Elsewhere, One year, \$2.00

Any erroneous reflection upon the character of any person or firm appearing in these columns will be gladly and promptly corrected upon being brought to the attention of the management.

"THAT WHICH A MAN DOES FOR HIMSELF DIES WITH HIM, BUT THAT WHICH HE DOES FOR HIS COMMUNITY LIVES ON AND ON."

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

"Pardon Me!"

Before talking about the use of this expression, please notice the intonation of the voice with which some persons use it.

No one can tell you just why it is not considered good form to say "pardon me!" But if you say it that way, you are using a vulgarity. The accent should be on "pardon," not on "me."

Some persons think that if they beg pardon, they should do almost anything from knocking you down to stealing your automobile.

They will reach across the table with their sleeves dangling in your food while they grab the saltceller. It is all right. They have said, "Pardon me."

You are talking to a clerk about a purchase you expect to make. Mrs. Rood comes along. "Pardon me, but will you tell me the price of these gloves?"

Please remember that "pardon me" excuses you from your offense only when the offense is unavoidable. If you must commit a social error, you are forgiven when you very politely use this apologetic expression. You may be pardoned when:

- (1) You have to pass in front of someone; (2) you accidentally push a person; (3) you unintentionally step on a person's toes; (4) you interrupt before you realize that the other speaker had not finished; (5) you speak to a stranger for some good reason; (6) you are thrown against a person in a street-car.

Roy Burleson INSURANCE BANK BUILDING MATADOR, TEXAS

OLD WEST IS REVIEWED IN MATADOR PARADE



SHADES OF DRY GULCH!—Three guesses. Where is this? You're right the first time—it couldn't be any place but Matador. Did Matador stage a party? Judge for yourself. In above picture is the van of the half-mile-long parade, with the old Matador ranch chuck wagon, with a "pioneer" woman riding side-saddle immediately ahead of the four-mule team, and the parade following. Imme stably below, left, are the judges, left to right, Jim Meador, Gus Stearns, Rufus Moore, and Harry Campbell, chairman and the first white child born in Motley county. Below, hey! who ever heard of a cowpoke using a nigger-shooter? Well, Bobby Dewayne Martin, 4-year-old son of Mr. and Mrs. Bob Martin, stockmen of Whiteflat, does it, so what! And, just a minute, look in the lower left hand corner. This serious gent is not a gent, she's a girl in spite of the determined look, the boots and the six-gun long enough to be a walking cane. She's Mickey Harris, nearly 3 daughter of Mr. and Mrs. Herb Harris of Matador. Center, under the big hat, feet cocked and all, is George Sloan, president of the Spur Rodeo association. And, immediately below, is the man about whom the entire celebration whirled, Shannon Davidson, who revived pony express days in his sectionally-memorable hoss race from Nocoona to San Francisco, the handsome cowpoke at the left. At his right is Ed Russell, former Texas Ranger and now an official of the Texas and Southwestern Cattle Raisers association, and a brother of the redoubtable Bud Russell, prison transfer agent. And, there's one in every crowd, below right is Clay O'Leary, the unofficial buffoon of the gathering. "I just thought it up," said the clerk in Willett's Dry Goods store, just a moment before his under-twine suspenders were cut with a knif- and his oversized pants fell to his knees.

Cotton Contest 13 Years Ago Credited by Wellington Man With His Owning 3,000 Acres

F. O. MASTEN, PANHANDLE FARMER, WHO WON \$3,000 WITH WIFE FOR SUCCESS IN MORE-LINT COMPETITION, SAYS THE DALLAS NEWS HELPED IMPROVE AGRICULTURE

How the lessons of The Dallas Morning News cotton contest back in 1925-26 started him off to profitable farming, now expressed in full ownership of some 8,000 acres of farm land, was told Tuesday

by F. O. Masten of Wellington, Collingsworth County who came here Monday to attend the testimonial banquet for Victor H. Schoffelmayer at the Jefferson Hotel given by the Dallas Agricultural Club.

Mr. and Mrs. Masten, The News records show, were awarded four prizes totaling \$3,000 for the West Texas sector of the state-wide More Cotton on Fewer Acres contest which The News conducted during the period 1924 to 1927, inclusive. A grand total of \$21,000 in cash was distributed among Texas cotton farmers, the awards being based upon definite staple lengths and quality requirements of the cotton grown.

Basis of Profitable Farming Calling at The News agricultural department Tuesday, Mr. Masten, who had driven from his home in the Panhandle to attend the Monday night banquet, told how through The News cotton contest

On Wilderness Honeymoon



Both the greater and the lesser snow goose, almost identical except in size, nest in regions of the far north where men seldom travel during the summer. Almost impassable bogs and clouds of mosquitoes protect the nesting grounds of these waterfowl. Francis Lee Jacques painted the snow goose included in the 1939 Wildlife Week stamps issued by the National Wildlife Federation.

he and his wife, who is his partner in all his farming operations, had learned that higher yield per acre is the very basis of profitable farming and how they never forgot that discovery.

"We have made farming pay all these years", Mr. Masten said, "but we have followed the kind of farming that we have found is suited to the Plains. Our region is naturally adapted to large-scale mechanized operations both as to cotton and the feed crops. We began to enrich our stiff clay lands with cotton gin trash which we hauled from near-by gins to our farms with the aid first of mules and later of tractors. This trash we plowed under and gradually enriched the soil and increased its water-holding capacity until last season we averaged 531 pounds of lint per acre as compared with an average for our neighborhood of less than 200 pounds.



SPRING IS HERE— Check Your Battery... Guaranteed National Tires and Batteries—We Appreciate Your Business— Gulf Service Station BENNIE COX, Mgr.

High Acre Yield

"Mrs. Masten the first year of the cotton contest produced 4,530 pounds of lint on five acres and in the second year 5,719 pounds, or better than two bales per acre. We have tried to keep up high records ever since by practicing the same kind of farming which we did to win The Dallas News prize. As a result we today own 8,000 acres of the best farm land on the Plains and are farming every acre of it along scientific lines. We both think that the effects of The Dallas News cotton contest upon the farming practices of West Texas are of lasting merit and that the interest aroused in those days have made for better farming all around."

Mr. Masten, who left for Wellington late Tuesday, said he finds it profitable to raise cotton which gives a staple of seven-eighths length, which he considers best adapted to the region. The longer staples, he said, mature too late on the Plains and because of the structure of some of the bolls of the longer staples, are subject to damage by the dust which occasionally blows. The Mastens divide their crops about evenly between cotton and feed and have no difficulty selling all their hegar and milo to grain dealers. They have not made it a practice to feed animals.

SMALLPOX HAS GAIN IN STATE

AUSTIN—Case reports reaching the State Department of Health indicate that smallpox is rapidly forging to the front in the list of preventable communicable diseases over Texas at this time.

"Smallpox epidemics would never occur if everyone, especially children, could be effectively vaccinated," states Dr. Geo. W. Cox, State Health Officer. "At the present there is an increasing lack of vaccination among school children and this constitutes a menace.

"Modern safeguards have removed every legitimate objection to vaccination. The virus is made from calves and, consequently, is incapable of transmitting human blood diseases. Among some ten million vaccinations performed in the Philippine Islands, there was no loss of life or limb or demon-

strable injury to health. "A primary vaccination will, as a rule, protect throughout life from the milder forms of smallpox, but this is not true in the severer types of this disease. Therefore, be vaccinated and vaccinated at least every five years, so that you will have the greatest protection possible and the least chance of being sick. Vaccination should also be done after each time you have been near a known case of smallpox. Vaccination is not to be feared but rather sought as the only positively harmless and absolutely certain safe-guard against smallpox. See your doctor today and be sure that you are protected!"

IF IT ACTS LIKE THIS...



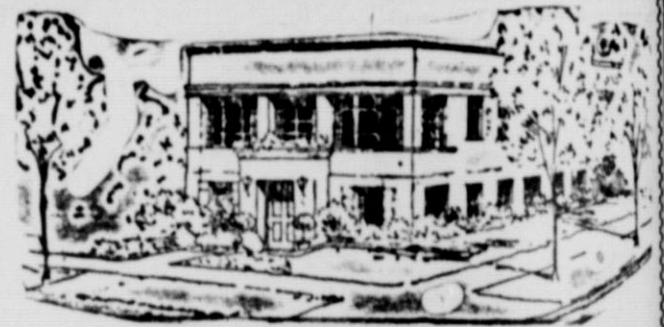
Bring It To Us

WE CAN FIX IT!

We are equipped to repair any make or model radio. Fast service and moderate charges. Car radios our speciality.

RADIO SERVICE

DEPARTMENT OF THE MATADOR HARDWARE Co. Garth Close, Mgr.



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



Let SPUR LAUNDRY Do Your Wash!

Back-breaking, home washing belongs to the horse and buggy age... modern women have the laundry to do their wash! And here's why! Spur Laundry charges no more than it costs to do it at home... Spur Laundry certainly gets clothes cleaner! Go modern, call them today!



Spur Laundry



A Real Treat For Everyone

The whole family wants the delicious goodness of Eddie's bakery goods. Buy for them right now!



EDDIE'S BREAD

Slow baked to retain all the good taste and vitamin content.



TASTY DOUGHNUTS

Excellent as dessert or in-between snacks.



ASSORTED CAKES

Your choice of fresh-daily, assorted cakes everyone loves.

DELICIOUS PIES

Every member of your family loves our "home-baked" pies.

Eddie's Bakery

Pioneers To In Saddle Plainview

PLAINVIEW, May 16—Pioneers in the saddle in Plainview Saturday, May 20, when the Professional Wo-Club will sponsor its 11th Pioneer Round-Up. All over the Panhandle from other states they will renew friendships of the days and to take part in the excitement that will be provided for the day follows: 10 a. m.; band concert of old days; Pioneer Day parade; chuck wagon supper; roll call at auditorium; program, at auditorium; old timers' square dance, including supper, provided for 35 cents. Exhibits are expected at Texas Technical College, Lubbock, and Texas State College, Canyon. W. C. Holden will be in charge of the Tech exhibit.

CHURCH WILL USE BUILDING AGAIN SUNDAY

The Church of Christ building, on which extensive re-modeling and repairs have been in progress during the past three weeks, will be ready for occupancy again by Sunday, it was announced by church officials this week.

Repairs have included a new roof for the building, and several walls were re-arranged to provide for additional interior space.

Services on Sunday night will be presented by the Young People's Class and will include two short talks and special songs by the two class quartets. Those who will sing will be, Ervin Clowers, J. W. Durbin, Lois Cook and Claudia White in one group, and Ervin Clowers, J. W. Durbin, Maurine Hall and Mozell Duncan in the other group.

The young people, accompanied by the pastor, Minister Floyd Hamilton, drove to Northfield last Sunday, where they presented a program in services at the Church of Christ during the afternoon. Minister Hamilton delivered an inspirational address on the subject, "God's Woman". During remodeling of the church services have been held in the court house.

Annual Spring Recital Given Tuesday Night

In an old-world atmosphere of gypsy campfires, and costumes, the annual spring recital of expression pupils of Mrs. J. R. Whitworth, and music pupils of Miss Mable Jameson was presented Tuesday night in the high school auditorium. The affair was declared the most colorful and entertaining ever to be given.

All pupils from elementary grades were attired in gypsy costumes of gay design and remained seated about a campfire on the stage throughout the program.

The program was arranged so that musical and reading numbers were given alternately as follows: Song, Gypsies, group; Tambourine Dance, Gordon Russell, Dorothy Woodruff, Marjorie Ann Thacker and Martha Rae Cudd; "Barber Shop", Mary Ann Cudd; "Happy Hands", Hilda Ruth Burden; "A Tea Party", Joy Martin; "Humoresque", Frances Schweitzer; "Tom Boy", Rose Mary Bloodworth; "Gaily Chanting Waltz", Ruth Evelyn and Don Paul Keith; "Glide Waltz", Earlene Laughlin; "What Bill Said", John Houston Irwin; "Rustic Dance", Dorothy Woodruff.

"Wishing", Joy Martin and Rose Mary Bloodworth; "The Buglers", Don Paul Keith; "My Pocket", Marjorie Ann Thacker; "The Flower Song", Jolene Bloodworth; "Studying Africa", Dorothy Woodruff; "Farewell to the Alps", Ruth Evelyn Keith; "Fairy Pets", Leona Martin; "Vienna Woods", Kara Hunsucker; "Little Boy Blue", Gordon Russell; "On Wings of Song", Keith Patton; "Sister's Box of Candy", Dorothy Jean Henderson.

"Invitation A La Danse", Lela Carpenter and Marie Hunsucker; "Balheaded Man", Martha Rae Cudd; "Marche Militaire", Elmer Gene Jameson; George's First Sweetheart", June Barton; "Believe Me If All Those Endearing Young Charms", Lela Carpenter; "When Father Papers the Room", Onieta Whitaker; "A La Bien Aimie", Marie Hunsucker; "The Opera Singer", Rachel Carpenter; Song by group.

SEWING CLASS TO BE TAUGHT THIS SUMMER

Miss Zona Beth Faulkner, home economics instructor, has announced that she will conduct a four week's sewing class this summer for all women who wish to attend.

A similar class was conducted last summer, and plans are being made for an even larger one this year. All women and girls who are interested will be welcomed. They are requested to meet next Monday, May 22, at 10:00 o'clock, in the home economics department of the high school building.

Students desiring to take summer project work are to meet at high school on Friday, May 26, at 2:00 o'clock. One-half credit will be given to each student who spends ninety hours on a summer project.

LOCALS

Mrs. J. H. Graham and sons, Johnson and Spencer, and daughter Miss Eliza Graham, all of Lovington, visited here Sunday night in the home of Mr. and Mrs. W. M. Graham. They left Monday morning for Young county, to attend an old settler's celebration.

G. W. Fulfer, who is attending business college in Plainview, spent the week-end at home here with his parents, Mr. and Mrs. W. M. Fulfer.

Mrs. L. B. Robertson and daughter, Reatha Raine, made a business trip to Plainview Tuesday.

A. D. Beauchamp was a Plainview visitor Monday, at the bedside of A. B. Echols, who is a patient in the Plainview hospital. Visiting Mr. Echols on Sunday were J. E. Russell and J. R. Whitworth.

Mr. and Mrs. Roy Taylor, with her young brother, James Turner, arrived here Sunday from their home at Los Angeles, California, to be at the bedside of their father John Turner, patient in the Paducah hospital.

Miss Virginia Edmondson and Julian Edmondson, students at West Texas State College, Canyon visited here during the week-end with their parents, Mr. and Mrs. T. B. Edmondson.

Mayor and Mrs. G. T. Edwards returned home Sunday after a two week's fishing trip in south Texas.

Mr. and Mrs. L. C. Harp and M. C. Glenn returned home Sunday, from a trip to San Antonio. Mrs. Harp visited in Brady while the men were in San Antonio.

INDUSTRIAL DESIGNING PROVIDES NEW CAREER

THE influence of industrial designing, one of the newest and most promising of professions, is felt in every home and office in the country. Everything from a skillet to a skyscraper—from an egg beater to a World's Fair, falls within the province of the new, functional artist known as the industrial designer. He has streamlined our age and added comfort, convenience and attractiveness to daily living. The story of a typical industrial designer, as told by Parker Morell, appears in the June issue of Cosmopolitan as the tenth of a businessman series: "Autobiography of America."

Industrial designing is a splendid business for any young man or woman who possesses any one of three qualifications: a practical artistic sense; a well-developed knowledge of applied science or a flair for original ideas. The latter qualification is the most important, for industrial designing is a business of ideas, of new slants, of trail-blazing, of foreseeing the constant shifts in popular taste. There is room in any designer's office for the newcomer with initiative which will help find new facets on familiar commercial surfaces.

County Student On College Tour

Edward McCary, son of Mr. and Mrs. Hamp McCary of Matador, is included in the group of 23 technological students who leave Lubbock, May 29, on a Fort Worth and other Texas

group will visit 23 other in the study of business in-

O. Ellsworth, head pro-

group will visit business in-

Opal Harp of Silverton

Added Hazard From Trailers

AUSTIN—Added highway hazards created by the spring rush of trailer vacationers today became the target of state traffic police.

Colonel Homer Garrison, Jr., State Police Director, said the annual spring migrations of tourists, campers, boaters and fishermen with heavily-loaded trailers are a great problem this season than in previous years, and warned that trailers should be properly lighted at night and be towed in such a manner as not to endanger other traffic by weaving from side to side.

He urged drivers of trailer cars to lower their speeds enough to have control over their mobile equipment.

McMurry Wins First League Victory

Playing their first game is the newly formed league, the McMurry softballers walloped the Abilene State Hospital team 21-7. The batteries were: McM, T. Black and Tilson—State Hospital, Cosy and Leverett.

Kenneth Hall, coach for the Redskin team, stated that the league would be run similarly to the hard ball league; a five game play off being played by the two leaders at the end of the season. Each team will play about two games per week.

In the league are: McMurry, Taystee Bread, State Hospital, A. C. C.

UNDERGOES OPERATION

Mrs. Jimmie Fulkerson is a patient in Traweek hospital, where she underwent an appendectomy Monday afternoon. Her condition is reported to be satisfactory.

Miss Rebecca Fulkerson, who is employed at Dimmitt, arrived here Monday morning and remained until Tuesday, visiting her parents, Mr and Mrs. M. P. Fulkerson, and to be at the bedside of her sister-in-law.

Tribune Want Ads

DR. WARNER, the eyesight specialist, makes regular visits to Matador. Office in City Drug Store. Specializing in cataracts and cross-eyes. Next visit, Tuesday July 11.

Congratulations!



To The Classes Of '39

As a builder of homes, this institution takes pleasure in congratulating the seniors of the high schools of Motley County as builders of Character.

We extend our sincere best wishes to these fine boys and girls—to their parents and to their schools.

We consider their work of the utmost importance, for this institution is now and has always been deeply interested in seeing Motley County improve. There can be no greater nor higher improvement than that which comes from the development of our own citizenship.

We extend each graduate an invitation to call on us at any time that we may be of service—either now or in future years.

Burton-Lingo Co.

"Pioneer Lumber Company Of West Texas"

Make Plans Now To Attend! FLOYDADA, July 3 & 4

THE ONLY SHOW OF ITS KIND
GAINESVILLE COMMUNITY CIRCUS
WITH "SONG OF INDIA"
A Gorgeous Processional Fiesta
100 ACTS - 150 PERFORMERS - 41 CLOWNS!
DOORS OPEN 7 P.M. PERFORMANCE 8 P.M.

★ FOOD VALUES ★★

SPECIALS

for

Friday, Saturday and Monday



Coffee Break O'Morn 1 pound 17c

Flour Foodway Red Label 48 lb. \$1.09
Foodway Red Label 24 lb. 59c

Crackers Premium Flakes 2 lb. 25c

MILLERS POPPED WHEAT large box 9c

CORN GOOD FIELD MAY FIELD 3 cans 25c

Tomatoes Texas Bohannon 3 cans 25c

Spinach GOOD, CLEAN MISSOURI PACK. 3 Cans 25c

TEXAS ORANGES Nice Size dozen 18c WINESAP APPLES Per Dozen 19c

CARROTS, bunch 5c LETTUCE, fresh crisp 5c

BEETS, bunch 5c ONIONS, bunch 5c

P & G WHITE NAPHTHA SOAP 6 for 25c

OXYDOL LARGE BOX BAR LAVA SOAP 33c Value 25c

The BEST MEATS Money Can Buy

STEAK Cut From Fed Beef Fresh Good Pound 20c

ROAST Lean and Tender Pork Pound 19c

HOG LARD Fresh Pure Bring Your Pail Pound 10c

Cheese Spread KRAFT Swanky Swig 19c

BACON Slicing Slab, Sugar Cured Pound .28

Oleomargarine Domestic Pound 20c

CIGARETTES EXCEPT KOOLS pkg. .15

Prince Albert can 10c

MATCHES True American 6 boxes 20c

PAY CASH! — PAY LESS! WHY PAY MORE?

BURDEN'S

FOODWAY

SUCCESSOR TO BOB'S FOODWAY

Dynamic Baccalaureate Sermon Delivered Here By Paducah Pastor

Capacity Crowd Fills Auditorium Of Baptist Church

Using for a subject, "Little Things", Rev. F. E. Swanner, pastor of the First Baptist Church, Paducah, addressed the 1939 graduating class of Matador High School, in baccalaureate services Sunday evening at the Baptist Church here.

All available seats in the auditorium and balcony were occupied and many were forced to stand throughout the service, as relatives and friends of the class members joined them for the occasion.

With a text from the 30th chapter of Proverbs, Rev. Swanner counseled his audience that the little things are the most important in life. He cited for examples, four species of insect and animal life, the ants, conies, locusts and spider. "There be four things which are little upon the earth, but they are exceeding wise," Rev. Swanner quoted from scripture, "The ants are a people not strong, yet they prepare their meat in the summer; the conies are but a feeble folk, yet make they their houses in the rocks; the locusts have no king, yet they forth all of them by bands; the spider taketh hold with her hands, and is in kings' palaces."

In pointing out the virtues of each, Rev. Swanner commended the diligence and perseverance of the ant, the wisdom of the cony, the strength of the locust, and the persistence of the spider. "The ant is never idle", he stated, "but busily toils throughout the day, storing up food for the future. It is to be noted also, that although they are moving incessantly back and forth, they do not get in each other's way—each goes about attending to his own business. The conies, foul animals whose habitat is near Palestine, are yet wise in their selection of rocks for a home. Locusts, although they work without the guidance of a king or leader, always go in bands accomplishing their purpose in ease—the spider patiently re-spins the webs that are swept away by her enemies—few other than the spider ever succeeds in retaining a position in high, as well as lowly haunts."

Rev. Swanner completed his address with an admonition on the folly of idleness, in further comment on a statement made early in his sermon, that, "no more can it be said, 'Go to school to avoid going to work,' rather now we would say, 'Go to school that you may better prepare yourself for work.'"

Other program features included songs by the Matador Choral Club, "I Love a Little Cottage", (O'Hara), and "Guide Me Oh

Thou Great Jehovah"; special, "Thanks Be To God," Mrs. W. H. Burden, Mrs. J. R. Whitworth, Mrs. Thelma Dirickson, Mrs. Jack Edwards and Miss Lela Carpenter; and announcements by Supt. B. F. Tunnell. Processional was by Miss Mable Jameson, with violin accompaniment by Keith Patton, and Elmer Gene Jameson and invocation was by Rev. W. B. Vaughn, scripture reading, by Rev. W. M. Joslin, and benediction by Minister Floyd Hamilton.

NEW OFFICERS ARE NAMED BY CHILD WELFARE

At the last regular meeting of this school year last Wednesday afternoon at the high school auditorium, the Child Welfare Association named new officers for the ensuing year. Mrs. Fred G. Simpson, retiring president, presided for a short business, then introduced Mrs. Frank Jameson, the incoming head of the association, who had charge of the program.

A resume of the past year's work was given by Paul Eubank listing the following highpoints achieved by the Association: annual Mother-Daughter banquet with attendance of over 200; distribution of clothing and toys to indigents; campus beautification project; tag day; and maintenance of the lunch room at the grade school.

Officers for the coming year are: Mrs. Frank Jameson, president; Mrs. Joe Bloodworth, first vice-president (program); Mrs. D. P. Keith, second vice-president (entertainment); Mrs. W. H. Burden, third vice-president (finance); Mrs. F. G. Simpson, fourth vice-president (welfare); Mrs. Carl T. York, secretary; Mrs. Mae McKenzie, treasurer; Mrs. B. F. Tunnell, reporter.

Committees Are Named
Appointment of committees include the following: campus, Mrs. B. F. Tunnell, Mrs. Lenora Luckett, Mrs. D. E. Pitts; Lunch room Miss Verlin Reeves; playground equipment, V. E. Doss; program, Mrs. Jack Edwards, Mrs. Jimmie Woodruff; welfare, Miss Amy Glenn, Mrs. Vernon Doss, Mrs. Algie Groves, Mrs. Franklin Price.

PLAYERS TO PLAINVIEW
The Matador Outlaws, local base ball nine will meet the Plainview team at Plainview Sunday afternoon, according to manager W. D. (Butch) Rhodes. Fans are assured of an interesting game

Juan T. Trippe Guards American Air Supremacy

THE recent launching and trial flights of the Yankee Clipper, world's largest airplane, and the projected air passenger service to Europe by the Pan-American Airways, has focused public attention upon the youthful, little-known head of this concern, Juan T. Trippe. In the June issue of Cosmopolitan, Rex Beach describes this modest dynamo as a master strategist, shrewd negotiator and guardian of America's place in the airways of the world.



The Yankee Clipper — World's Largest Airplane

"Juan T. Trippe is a solidly constructed, swarthy, affable young man with an engaging smile and superabundant energy," Rex Beach says. "He is thirty-nine years old and there appears to be nothing remarkable about his early life except his willingness and ability to do the work of several men. During his first year at Yale, when he enlisted in the wartime naval service, he learned to fly. When he returned to the first student flying club in America. He was also on the varsity football squad, a member of the editorial staff of the Yale Record, and he graduated with honors. After a brief, bond-selling apprenticeship in Wall Street, he and a few young friends, all pilots, started a modest air service on Long Island—one of the first attempts in this country to establish a fixed, regular service. This was his formal entry into aviation and it occurred long before the first commercial airlines were started in America, but considerable after the international transport companies were operating in Europe."

Juan Trippe sees nothing mysterious about the phenomenal success of a company which in twelve short years has grown from an idea to an institution which in 1938 carried 225,000 passengers more than 90,000,000 miles; carried 4,000,000 pounds of mail and express more than 45,000,000 ton miles; made 381 trips across the Pacific with passengers and mail and has, during its entire period of operation, successfully completed 99 per cent of all scheduled mileage—a record of operating precision unsurpassed by



JUAN T. TRIPPE

any other form of transportation. The new Boeing six-thousand-horsepower Atlantic Clippers are two years ahead of the world, Trippe says. The Yankee Clipper weighs over 41 tons, is 109 feet long and has a wing span of 152 feet. It carries seventy-four passengers, a crew of fifteen and a cargo capacity of 5,000 pounds. It has four motors; a dining salon where meals, cooked in its own galley, are served; dressing rooms for men and women; sleeping berths for forty persons and private and soundproof compartments. Six of these Clippers have been ordered and when the service is in complete operation, they will make four flights weekly to Southampton, England.

Flomot News JUNIOR CLASS ENJOYS TRIP TO CARLSBAD

The Junior class of Flomot High School, consisting of thirteen members, accompanied by their sponsor, Miss Ina Mae Long, and Mr. and Mrs. Tommy Spears, spent a recent week-end at Carlsbad, New Mexico, where they visited the famous Carlsbad Caverns. Leaving Flomot at 8:45 o'clock on the morning of May 4, the group reached the city of Carlsbad at sundown, where they spent the night. Enroute to the caverns, from Carlsbad the next morning, they stopped at "White's City", where they heard a lecture on prehistoric people. On display in connection with the lecture, was

an entire prehistoric mummified family that had been discovered in a sealed tomb in the Guadalupe mountains, where it was estimated they had been for six thousand years.

One chronicler said of the trip: "We reached the caverns at 10:00 o'clock Saturday morning, and started through at 10:30 o'clock. The caverns have many beautiful scenes that are indescribable, and one would have to see them to believe that they contain the wonderful things they do. To us the most interesting formation was the "Rock of Ages", which, it has been estimated, has been six million years in forming. "The depth of the lowest room in the cavern that is open to the public is eight hundred and fifty feet. Walking all the distance from top to bottom and returning, one travels six and one-half miles. One mile is saved by using the elevator. It was 4:30 in the afternoon when we again reached the surface and started our trip homeward."

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Time payments through our own Y.A.C. Plan at lowest available rates
Matador Buick Company
MATADOR, TEXAS
GMC TRUCKS TRAILERS DIESELS

"On Sunday, enroute home, we stopped at Roswell where we visited the "bottomless lakes". We arrived in Flomot that night around 9:00 o'clock, very tired, but happy that we were allowed to make this very worthwhile and enjoyable trip."

Members of the junior class who made the trip were: Wanda Morris, Maggie Pigg, Juanelle Morris, Glenna Ray Davison, Odell Purdy, Geraldine Gunn, Juanita Reed, Violet Smith, Orville Marler, Gordon Turner, Donely Powell, Burl Jones and Floyd Bill Tiffin.

Mrs. Harvey Webb visited in the home of Mrs. Joe Speer Monday.

Sammy McGowan was the guest of Freddie Bristow Monday night. Mr. and Mrs. Raby Webb of Matador, visited here over the week-end with his parents, Mr. and Mrs. Harvey Webb.

Mr. and Mrs. Bud Morris were dinner guests in the home of Mrs. M. C. Washington Sunday.

The following youngsters were dinner guests in the Bristow home Sunday: Misses Wanda and Wylene Morris, Miss Jacqueline Martin, Sammy McGowan, Melba Gene Washington, Eugene Ellis, Leroy McGoran, Juanelle Morris, Geraldine Gunn and R. G. Morris.

Group Attends CC Meet At Abilene

County Agent Frank A. Buckley, together with Mrs. Buckley and Mr. and Mrs. W. I. Rushing attended the West Texas Chamber of Commerce convention at Abilene this week.

Mr. and Mrs. Cecil Godfrey of Spur, spent the week-end visiting her mother, Mrs. Leonora Luckett here, and his parents at Roaring Springs.

Bowling Score

Magnolia Cafe	1	2	3	Pts.
Payne	133	122	130	285
Briggs	165	150	116	431
Calloway	142	198	123	463
Courtney	147	133	165	445
New	178	118	140	436
Total	765	721	647	2133

City Drug	1	2	3	Pts.
Dirickson	152	205	189	546
Harris	171	130	158	459
Hall	141	140	110	391
Brandon	107	146	97	350
Martin	133	138	120	391
Total	704	759	674	2137

Burden's Gro.	1	2	3	Pts.
Andrews	150	198	136	484
Daniels	164	185	117	466
McBride	136	121	152	409
Fryar	103	138	139	380
Rhodes	186	135	87	408
Total	739	777	631	2147

Leon Ice Co.	1	2	3	Pts.
Laughlin	135	175	194	504
Brandon	147	146	142	435
Freeman	132	112	155	399
Summerall	143	206	166	515
Latimore	149	120	206	475
Total	706	759	673	2138

Ford Motor	1	2	3	Pts.
Schweitzer	153	100	197	450
Muse	157	157	101	415
Gilbert	115	125	118	358
Allen	132	118	96	346
Poteet	126	185	145	456
Total	683	685	651	2019

Teams Standing	G	T	W	L
Ford Motor Co.	9	0	6	5
Burden's Grocery	9	0	5	4
Magnolia Cafe	9	1	4	4
City Drug	9	1	4	4
Leon Ice Co.	9	0	4	5
Matador D. G. Co.	6	0	3	3

Senior Is Honored

LUBBOCK, Tex.—John Jackson, senior student in agriculture at Texas Technological College, has been elected vice-president of the Tech chapter of Block and Bridge, national service organization. He is the son of Mr. and Mrs. J. M. Jackson of Roaring Springs.

It's Economical TO SEND Washing TO FLOYDADA



Do you wash at home because you think it's cheaper? Then listen to this, the laundry will do your wash better and it does not cost any more than home washing! Those are facts, proven by actual test! So be smart, free yourself from the burden of washing!

Services for every need all thrifty priced
Rapid pick-up and delivery service—!
Quality work—you'll like our perfect washing!

FLOYDADA LAUNDRY

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POPULAR MECHANICS combs the world for the latest news, the new developments, the thrilling experiences, and the remarkable discoveries that can be found only within the field of science, invention and mechanics. Ten thousand eyes scan every nook and corner of the globe for pictures and articles that fascinate and entertain over 500,000 readers each month.

But POPULAR MECHANICS is more than a magazine of pictures and unusual articles. It is virtually an encyclopedia of ideas and suggestions on what-to-make and how-to-make-it; a reference and a guide to the radio experimenter; a source book of helpful hints on home or farm improvement and repair; an unending supply of important information for the mechanic and repairman; a collection of useful hints to lighten the housewife's daily tasks; in short, POPULAR MECHANICS is the practical magazine for every American home.

Subjects Discussed in Every Issue
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FURNITURE - HOBBIES - HOME HELPS
PHOTOGRAPHY - RADIO - SCIENCE - SHOP NOTES - TOOLS

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A City Farmer



NEW YORK—A cameraman recently snapped Grover A. Whalen, President of the New York World's Fair 1939, in overalls. He was inspecting a wheat field—the first to be planted in New York City in 65 years. It is part of a food exhibit.

GOOD LUCK CLASSES OF '39

WE TAKE pleasure in congratulating the boys and girls of the high schools of Motley County upon the completion of their high school work. It is our sincere wish that even greater success may be yours in future years.

MATADOR VARIETY

Congratulations GRADUATES

Upon this important occasion we are glad to express our congratulations to the graduates of our high schools over the county. Your success causes us to feel that our efforts, and the efforts of those before us have been well worthwhile. The task of congratulating you, therefore, is one of genuine pleasure.

We Are Proud Of Every Motley County Graduate

WESTERN Dry Goods Co.
MATADOR, TEXAS

THE MATADOR TRIBUNE

Fair Premiere Queen



Miss Audrey Anderson of Oakland, Calif., took the trophy awarded for beauty in a California World's Fair contest to select the Queen of the Premiere Festival. Here Miss Anderson is presented with the trophy by Leland W. Cutler, president of the Exposition on Treasure Island, at a formal reception.

Tariff Is Blamed For Farmer's Ills

A&M Specialist Addresses Group Of Motley Farmers

The American tariff is the Number One racket of this country, Paul G. Haines, farm organization specialist of Texas A. and M. College Extension Service, declared Monday before a meeting of Motley county farmers at the courthouse.

Haines, who spoke at the invitation of County Agent Frank A. Buckley and the Motley County Agricultural Association, acknowledged what he termed "the great work of the Extension Service in the past" but added that people are demanding more information and assistance on the things that affect the distribution and income of their products.

"We have taught you how to grow two blades of grass where one grew before," he asserted, "and we have helped make you to be twice as productive as any other farmer on earth. It is time we offered more help on the distribution of those products and the income to be received from them."

Observing that the farmer used to get 61 percent of every dollar spent for farm products, Haines said the farmer now gets only 39

percent of that dollar. "It is tragic," he observed, "that we are in a control program while the world is practically at war for the products deprived of them by the tariff. But until tariffs are lowered and world trade is re-established, the farm program of the AAA is just as essential as our next meal."

Excessive Rates Cited
Freight rate differentials (the differential is about 75 percent in this county) have ceased to be justified, and should be corrected, Haines asserted.

"One would be blind who did not appreciate the vital necessity of railroads," he commented, "but if there is any subsidizing to be done it should come from all the people and not just these sections which are overburdened with the differential."

He said the West Texas Chamber of Commerce, which has been fighting rate differentials, has estimated that an adjustment of rates would be worth from 280 to 580 million dollars a year to Texas.

Haines devoted the burden of his talk to the tariff, which he described as a legalized form of "hijacking."

As to the contention that the tariff protects the standard of living of the American worker, he cited records showing that 39 of the most highly protected industries pay their workers from \$400 to \$600 a year less in wages than do 39 industries on the free list.

The average percent of duty under the Smoot-Hawley tariff act, he said, is 52.6 percent.

"That simply means that under the terms of this act, the farmer is hijacked out of half of everything he produces," Haines surmised.

To explain this point, he pictured an imaginary shipment of American farm products to Europe.

Goods Must Be Exchanged
"The ship embarks from Galveston," he began, "and about the same time a ship bearing goods from some South American competitor takes off for the same European market. Since this country has 60 percent of the gold

stuck away in a vault beneath a Kentucky prairie, Europe hasn't enough gold left to buy one of our cotton crops without destroying the basis of their currency. Therefore these ships must exchange their cargoes for goods.

"The tragic part of it is that our competitors are able to take back home practically everything they get in exchange for their products while our ship, by terms of the Smoot-Hawley tariff, is hijacked out of half its cargo when it gets back to Galveston."

However, Haines went on to explain, this imaginary shipment doesn't take place anymore.

"Since the Smoot-Hawley tariff," he observed, "we have about quit taking our goods abroad. It's not profitable, when you have to give up half of what you get over there. In stead we keep these surplus goods at home and pay twice as much for the goods we receive in exchange for our products as our foreign competitors do. It's six to one and half a dozen of the other. At the same time, since our warehouses are bursting, we have to go into a control program, destroy the values of our land, add to the 14 million unemployed while the world goes to war for the products deprived of them by the tariff system.

"We must make a choice," he concluded.

"Either we are going to have to let them have these goods of which they have been deprived, and exchange our surplus products for theirs, or we are going to have to fight them. Feed them or fight them—that is the choice."

Needs Are Drastic
He said he thought it would be possible for America to take its surplus farm products to Europe, let them have the food and fibre that they need, and induce them to lay down their guns in ninety days.

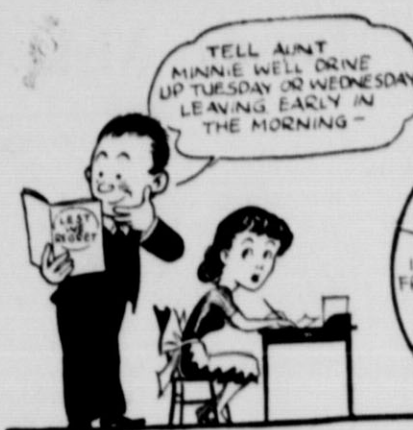
Haines agreed with certain cattlemen that the slight reduction

of beef was not right, so long as a tariff of 400 percent is maintained on certain articles such as Swiss watches and cutlery. He added, however, that cattlemen are wrong in condemning the Administration's effort to reduce tariffs through the Reciprocal Trade Agreements Program, because the absence of some drastic

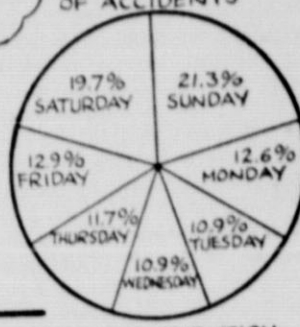
tariff reduction will force the cotton and wheat farmer to go into the livestock business—"and then we'll all go broke."

R. L. Jameson, Sr., of Whiteflat, urged the audience to grasp the significance of a strong farm organization, adding that the Motley County Agricultural Association invites all farmers in the

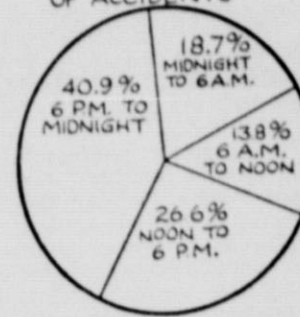
Weekend Travel Shoots Accident Rate Skyward



DAILY DISTRIBUTION OF ACCIDENTS



HOURLY DISTRIBUTION OF ACCIDENTS



On the highways, Sunday is the most dangerous day of the week and the hours from 6 until midnight are the most perilous hours of each day. These conclusions are drawn from an analysis of America's highway accident record for 1938, published in "Lest We Forget," the ninth annual booklet issued in the interests of street and highway safety by the Travelers Insurance Company.

Next to Sunday, Saturday is the most hazardous day of the week to venture out on the highways. Fewest accidents happen on Tuesday and Wednesday. An unexplainable fact revealed by the figures is that although there are more persons killed on Sundays, there are more injuries on Saturdays.

More persons are killed in traffic accidents between the hours of seven and eight o'clock in the eve-

ning than at any other hour of the day. The high point for injuries is between four and six o'clock in the afternoon, indicating that dusk, darkness and fatigue are strong contributing factors in bringing the accident curve to its peak toward the close of the day.

county to join up and gang up on the things that make their row so hard to hoe.

Just how panama hats are made, woven under water, is to be shown in the Ecuadorian exhibit at the New York World's Fair 1939. Expert weavers are to be brought to the Exposition

MARRIAGES THAT LAST

MARRIAGES that last are those which are founded on an unalterable desire on the part of two people to live together and death parts them and to make home for their children, Margaret McBride says in an especially appropriate issue of Cosmopolitan. Miss McBride who, in her capacity as a journalist, has covered and described every type of wedding from the Greenwich-village nuptials at the City Hall to Park-Avenue weddings which cost thousands of dollars, jail-cell marriages, Chinese weddings, gypsy marriages, marriages in every tradition and language still believes that successful marriages are based on this premise expressed by her grandfather on the occasion of the first marriage ever witnessed in a country at Crooked Creek, Missouri. Success of marriage depends on the emotion and not on outside fortune or misfortune, Miss McBride contends.

GO TO CHURCH SUNDAY

CHURCH OF CHRIST

F. T. Hamilton, Minister
Morning Bible classes, 10 a. m.
Congregational worship, 10:30 a. m.
preaching, 10:50 a. m.
Communion, 11:45 a. m.
Evening training class for people, 7:15 p. m.
Regular worship with preaching, 8:00 p. m.
Tuesday afternoon ladies class, 3:30 to 4:30 p. m.
Wednesday night song drill, study of the life of Christ, to 9:00 p. m.
You Are Welcome.

DON'T SCRATCH! Our Patch Ointment is guaranteed to relieve itching associated with forms of itch, eczema, ringworm and other minor skin irritations or money refunded. Large only 60c at City Drug Store.

Refrigerator Service
ALL MAKES OF REFRIGERATORS
CALL FOR
Chas. Keith
AT THE
Matador Hardware

SORE THROAT, TONSILITIS!
Your Doctor would recommend a good mop and our Anesthesia-Mop is unexcelled for affording quick relief from pain and discomfort of sore-throat and tonsillitis. Every bottle guaranteed. Simpson Drug Company.

Congratulations!

WE ARE PROUD OF YOU . . .

Ability, application, training, character and many other desirable qualities all join to aid in success in life. But if you graduates of Motley county schools are to be financially successful—you must acquire the quality of thrift; learn how to manage and conserve your money resources.

Many of the best customers of this and other banks were not the most brilliant students. They forged ahead of more promising graduates because of better financial habits.

While we are interested in all of the graduates of the Classes of '39—we want to meet and know particularly those who are determined to have sound banking programs throughout their lives.

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

Baptist Church
Rev. H. M. Weldon, Pastor
Sunday School 9:42 a. m.
Morning service 11:00 a. m.
B. T. U. 6:45 p. m.
Evening service 7:45 p. m.
Mid-week prayer service, Wednesday evening at 7:00 o'clock.

Constipated?
"For years I had constipation, awful gas bloating, headaches and back pains. Adlerika helped right away. Now, I eat sausage, bananas, etc., anything I want. Never felt better." Mrs. Mabel Schott.

ADLERIKA
CITY DRUG STORE
Matador, Texas

Watch Your Kidneys!
Help Them Cleanse the Blood of Harmful Body Waste
Your kidneys are constantly filtering waste matter from the blood stream. But kidneys sometimes lag in their work—do not act as Nature intended—fail to remove impurities that, if retained, may poison the system and upset the whole body machinery.
Symptoms may be nagging backache, permanent headache, attacks of dizziness, getting up nights, swelling, puffiness under the eyes—a feeling of nervous anxiety and loss of pep and strength. Other signs of kidney or bladder disorder may be burning, scanty or too frequent urination.
There should be no doubt that prompt treatment is wiser than neglect. Use Doan's Pills. Doan's have been winning new friends for more than forty years. They have a nation-wide reputation. Are recommended by grateful people the country over. Ask your neighbor.

DOAN'S PILLS

Record Crowd

(Continued From Page 1)

per cent of Dickens and a sizeable part of other counties—the sight of cowpokes marching in foot phalanxes certainly was something different.

Wranglers with horns on their knees, some of whom had forked onery cayuses from the other side of the Pecos to as far north as their sons could fly in a day, came over from Spur in their cars, leaving their best-tails on grass. There was nothing to do but walk or stand on the sideline—and the home of the Spur Roundup association does not let its sideline representatives come back home.

The idea of the celebration was to honor Shannon Davidson, the handsome 5-foot 11-inch, 174-pound buckaroo who recently received the romance of the pony express in his winning dash to the San Francisco World's fair. Shannon (they all call him that) is a popular, retiring sort of guy who gets confused when asked to pose for pictures or scribble off an autograph—but one that, as a rider and roper, is a credit to the grass land.

The esteem in which he is held could not be shown to better effect than the attitude of his fellow punchers. When he appeared with his trick horse and failed to get the animal to perform one trick of his repertory there were good-humored sallies like: "Don't bother about that, Shannon; if I was him I wouldn't either." Or, "Let 'er go, kid; you could make him if you wanted to."

Another example, attesting to the pride of scattered sections of the South Plains for the Matador champion of the Nocona to Treasure Island ride: Spur sent a check for \$20 that had been made up by well-wishers.

Matador slipped back four decades or longer in atmosphere. The only fellow on the streets who felt conspicuous was the one with garb of 1939. Even the babies wore bright shirts, occasional chaps and a sprinkling of boots.

No color line was drawn—negroes had the day of their life in the middle of the finery they could muster.

Pioneer women dashed on their cutting horses through the crowds riding side-saddles. Clowns ducked jocular attempts to run them down.

Everybody spoke to everybody else.

FLEMING POST NO. 337 AMERICAN LEGION

Meets 1st Monday night each month at IOOF hall. All ex-service men invited to attend. D. P. Keith, Post Commander Vernon Doss, Adjutant

LODGE No. 824 A. F. & A. M. Matador, Texas

Meeting Saturday on or before full moon of each month. Jim Clower, W. M. W. N. Pipkin, Sec.

MATADOR LIONS CLUB

Meets 1st and 3rd Tuesdays each month: Methodist and Baptist churches.

All in all, it was a sun-fishin', shoulder-to-flank scratchin', rid-em-cowboy blowout that didn't stop with the sun. When the moon came up the fiddlers at three dances at Matador and at least one at Roaring Springs were just beginning to get warm.

To give much idea of all that went on in this place of normally 1,500 persons would require serialized writing. The program was too crowded. Too many oldtime residents came back to clomp gnarled fists of those they hadn't seen in lots of years.

But from the minute the goat roping was begun in the morning and the exhibition bronc rides before noon, and proceeding in the afternoon through the magnificent parade, more riding by Tom Reeder and Jim Blackwell, a speaking program when Howard Trawick, county attorney, was master of ceremonies and G. E. Hamilton, oldtime attorney, and Miss Enid Justin of Nocona boot-making fame, were speakers, there was something forever doing.

Dust from the old town's square fogged but the program went on uninterrupted. O. B. Ratliff of Spur presented the check to Davidson; Davidson and his trick horse performed; stockmen and professional and business men competed in a mounted potato race.

Singled out for their activities in directing the show were Bob Robertson, chairman of publicity committee and leader of two good will trips to advertise the show; Johnnie Russell, parade boss and son of Ed Russell, former ranger now an official of the Texas and Southwestern Cattle Raisers association; the judges, Harry H. Campbell, ranchman and first child to be born in the county, chairman, Gus Stearns, pioneer ranchman, Jim Meador, old Matador cowhand and cook, J. R. Moore, another old Matador rider now a ranchman; Judge Hamilton, master of ceremonies and father of John Hamilton, the judicial district attorney.

This and that: Order of the parade: The parade boss, wailing sirens, the crack band of Spur High school, approximately 45 members of which played under direction of Robert Fielder, former student assistant to D. O. Wiley of the Texas Tech band, Davidson in a purple shirt and a half-abashed grin, pioneer women in side saddles, Matador chuck wagon, a conglomeration of range riders of both sexes (trust the women to do something unusual)—one of the cowgirls wore chaps only half way to her knees and boots and spurs below; the Roaring Springs parrie schooner (Hugh Luckett, owner) with four mules pulling against the tugs and being held by Felix Cochran and drawing Mrs. John Smith, Mrs. Duif Green, Mrs. M. S. Thacker, Mrs. J. N. Scrivner, Mr. and Mrs. Bill Cooper, Mrs. Rena Bowen and Mrs. Ercy Overstreet, a buckboard driven by Paul Eubank, ex-Tech now a teacher in the schools here, accompanied by some pretty girls, the Matador wagon driven by "Doug" Meador, the meat market proprietor who presumably gathered up the entire 'primary room' to ride with him, a chuck wagon on an automobile trailer (which stirred up boots from the old-timers) the walking punchers, and Dude Mize and a friend driving a "suiky" to which was hitched a mule.

Representatives of the Spur Young Men's Business club hobnobbing and advertising their roundup of June 16 and 17. . . M. J. Reilly, manager of the Matador sitting his pony on the fringe of the crowd. . . Ratliff, B. C. Langley, Charles Powell, Dickens County Judge Marshall Formby, Morris Lain, ex-Tech and assistant editor of Dickens County Times, his Boss Starcher, Spur's handsome druggist, A. C. Hull, Boy Hand, uncle of Davidson and a top-flight ranchman, all of Dickens county. . . punchers from the Matador, Pitchfork, Swenson, 6666, 9-0 and nearly every little spread that runs a brand in these parts. . . Curtis King the announcer who can "take it" . . . Hauley Plemmons, who didn't miss a day's work on the Matador for 36 years and who cuts back calves at the big feeder shows in which the ranch takes part. . . B. F. Tunnell, superintendent of the school system and all hopped up about next year's graduating class of an expected 54. . . H. H. Schweitzer and his time of 13.5 seconds in the goat roping, a typical cowpoke if there ever was one. . . Red Payne's time of 1.07 in the potato race.

Others in the goat roping, all of whom made good time: John Hamilton, Melvin Green, Dave Best, Curtis Graham, Geo. Mangrain, W. E. Burlison, John Stotts, Melvin Warren, Leland Timmons, Bobby Echols, Bush Patton, Ray Simms, Noble Dirickson, Davidson (whose time was a flat 24), Mrs. Ed D. Smith (only woman in the contest), Lovell Don Whitaker, James Bourland and Marvin Gwynn failed to get their goats.

In the potato race were Foster Fuller, Schweitzer, Simms, Stotts, Dirickson, Payne, Echols, Bourland, John Hamilton and Graham. Mr. and Mrs. Claude Groves of Wellington, spent the week-end with relatives here.

MANY FUNMAKERS WITH CIRCUS



Two of the chief funmakers of Gainesville Community Circus which exhibits in Floydada on July 3-4 are pictured above. They are Uncle Ezra Well, tramp comic, who in real life is a high school mathematics teacher, and Benny Saylor, who is an accountant. There are 41—count 'em—clowns in the circus.

FAMOUS CIRCUS IS SCHEDULED FOR FLOYDADA

No one! That is why the Gainesville Community Circus, which comes to Floydada for 3 performances on July 3-4 under the auspices of the American Legion has a host of clowns, forty one of them to be exact.

Outstanding among the comic presentations of the joeys is Hollywood faces, in which each of the funny fellows dons a grotesque hand modeled to reveal Snow White and the Seven Dwarfs, Stan Laurel and Oliver Hardy, Mae West, Clark Gable, and a dozen others, as well as numerous comic strip characters of newspaper fame.

There are many and numerous kinds of harlequins—Doc Yarbrough clown cop with his big six shooter; A. W. Wells, tramp-comic and his singing dog Dexter; Bud McCann of the high stunts; the Smith Brothers, Trade and Mark, midget joeys; Benny Saylor of the big bustle and electrically lighted nose; Bill Wingert, Jim Piper, and many other including Arthur Tiny Jordan, who tips the scales at 205 pounds and stands six feet, six inches in height.

The perpetual laugh provoker of the Gainesville Circus, which is never retired from the program is the Chic Sale Skit, which no one who sees ever forgets, and what is more, is seen only in the Gainesville show.

Each of the many jesters is a specialist in some particular brand of humor and their numerous gags are sidesplitting to put it mildly.

Tickets for the circus will soon be on sale and while the big top seats 2,500 persons, it is advisable to make your reservations early to be assured a good vantage point from which to see the three rings and all that is going on in them.

ant editor of Dickens County Times, his Boss Starcher, Spur's handsome druggist, A. C. Hull, Boy Hand, uncle of Davidson and a top-flight ranchman, all of Dickens county. . . punchers from the Matador, Pitchfork, Swenson, 6666, 9-0 and nearly every little spread that runs a brand in these parts. . . Curtis King the announcer who can "take it" . . . Hauley Plemmons, who didn't miss a day's work on the Matador for 36 years and who cuts back calves at the big feeder shows in which the ranch takes part. . . B. F. Tunnell, superintendent of the school system and all hopped up about next year's graduating class of an expected 54. . . H. H. Schweitzer and his time of 13.5 seconds in the goat roping, a typical cowpoke if there ever was one. . . Red Payne's time of 1.07 in the potato race.

LOCALS

Dr. and Mrs. E. B. Jones spent the week-end at San Angelo, where they visited his mother and other relatives. Mr. and Mrs. Earl Laughlin and children visited relatives at Rotan during the week-end. Miss Ora Faye Brandon spent the week-end visiting her parents at Decatur.

Mr. and Mrs. Leslie Pipkin and baby son of Paducah, visited here Sunday with his brother and family, Mr. and Mrs. Cecil Pipkin. Mrs. Pipkin and son remained for a further visit during the week.

FOR RENT

Modern two room furnished apartment. D. E. Pitts

Mr. and Mrs. J. W. Klineschmidt and daughter, Jean Marie, of Canyon, visited here Sunday and Monday with her brothers, Judge W. R. Cammack and T. E. Cammack.

Mr. and Mrs. J. T. Spears and daughter, Ruby, made a business trip to Amberst Friday, returning home Saturday.

Lawrence Bryan of Childress, accompanied by his mother, Mrs. J. C. Bryan, visited here Sunday with relatives.

Mr. and Mrs. Bill Pipkin and children, accompanied by his parents, Rev. and Mrs. C. D. Pipkin, drove to Plainview Sunday, where Mr. Bill Pipkin visited Mr. A. B. Echols, who is in the hospital there. They continued to Lubbock, where they visited Mr. and Mrs. Earl Pipkin for the remainder of the day.

Mrs. Garth Close, who spent the week-end at Kirkland with her parents, Mr. and Mrs. Adrian Galbraith, returned home Monday evening, accompanied by them.

Mr. and Mrs. A. B. McCaghren, of Quitaque, and Miss Pearl Renfro of Clovis, N. M. visited here during the week-end in the home of Mr. and Mrs. C. C. Renfro, parents of Mrs. McCaghren, and Miss Renfro. Mr. and Mrs. McCaghren also visited in the home of his son and family, Mr. and Mrs. W. F. McCaghren.

Mr. and Mrs. W. P. Close of Kirkland, attended the Shannon Davidson Day celebration here Thursday, and visited in the home of their son and wife, Mr. and Mrs. Garth Close.

Mr. and Mrs. R. D. Midgley and

son, Walter, formerly of Matador, visited here Sunday in the home of Mr. and Mrs. A. A. Harp, and other friends.

Mrs. W. J. Drace, former Matador resident who has been visiting her daughter and family, Mr. and Mrs. Lee Moore, of Erick, Okla., arrived here recently for a visit in the home of her son and wife, Mr. and Mrs. J. W. Drace.

Mrs. Jack Bradshaw and small son Jack Calvin, returned to their home at Post, Friday, after a few days' visit here. Her father, J. E. Russell, accompanied them home.

Noble Whitworth, formerly of Matador, now of Amarillo, visited relatives here Thursday evening and Friday morning.

Claud Wilson, representative for the Sweetwater Sash and Door Co., was a business visitor here Monday night and Tuesday morning.

Fred G. Simpson Jr., student at McMurry College, Abilene, spent the week-end here with his parents.

Mr. and Mrs. Forrest Campbell of Stamford, spent the week-end here visiting his parents, Mr. and Mrs. R. E. Campbell. They will leave around June first, for New York to attend the World's Fair, according to present plans.

Mrs. V. M. Chalk and daughter, Helen, of Dallas, visited relatives here and at Roaring Springs during last week.

Mr. and Mrs. Melvin Jones recently of Knox City, moved here to make their home. Mr. Jones having accepted employment at Bob's Cook Shack. His mother, Mrs. M. E. Jones, of that place, visited with them last week.

Mr. and Mrs. Doc Burlison of Wichita Falls, visited here the latter part of last week, with his mother, Mrs. A. D. Burlison, and other relatives.

Mr. and Mrs. I. C. Hinson and children of near Spur, visited here during the week-end with her mother, Mrs. J. A. Groves.

Mr. and Mrs. Seth Beauchamp

and small daughter of Pampa, were visitors here during the week-end with his parents, Mr. and Mrs. A. D. Beauchamp. Mr. and Mrs. Mose Pamron, teachers at Alexander, ne, visited relatives here last week. Mrs. Leonora Luckett, accompanied by D. I. W. Birnie, visited in Plainview Monday, in the home of Mr. and Mrs. Frank Eiring, former Matador resident, and with Miss Ollie Echols, who is there at the bedside of her father, A. B. Echols.

Mrs. J. A. Groves, accompanied

by her son Donald, made a business trip to Lubbock Wednesday. Mr. and Mrs. Darius Fulkerson of Sweetwater, visited here Sunday with his parents, Mr. Mrs. M. P. Fulkerson, and Whiteflat with her parents, Mr. and Mrs. Emmett Doss and children of Denver, Texas visited here Sunday with her parents, Mr. and Mrs. A. Groves.

Mrs. Leonora Luckett and Thressia Godfrey were Plainview visitors Saturday.

INVESTIGATE TODAY! Butane GAS Only 7c per gallon ALL SIZES BUTANE TANKS F. H. A. TERMS—NO CASH DOWN-PAYMENT TAPPAN GAS RANGES HUMPHRIES HEATERS MISSION WATER HEATER 5-YEAR GUARANTEE ON ALL APPLIANCES INSTALLATIONS MADE BY FACTORY TRAINED EXPERTS. S. J. BRASELTON, Manager BRASELTON APPLIANCE CO. ROBERT MEASON — SALESMEN — T. E. LONG ROARING SPRINGS BANK BUILDING



Do You Want To Be Chosen As MISS MATADOR? Enter The Cowgirl Parade On Main Street Here Thursday, May 25, at 4:00 p.m. WINNER TO REPRESENT MATADOR At The Spur Rodeo, June 16-17 THE JUDGES WILL CONSIDER Beauty . . . Horsemanship . . . Regalia Mount . . . Personality . . . Etc. MISS MATADOR will have an opportunity to compete for one of the three prizes offered by Spur. 1st Prize, \$135. Saddle; 2nd Prize, Pair of Shop-Made Boots; 3rd Prize, Silver-Mounted Spurs. . . File Your Application With the Committee at Once—Parade on Main Street, Thursday, May 25 at 4:00 P. M. THE COMMITTEE . . . BOB ROBERTSON, Chairman T. B. EDMONDSON W. F. JACOBS No Member of This Committee Will Act As Judge

CONGRATULATIONS SENIORS . . .



THE WORLD BEFORE YOU

May the hard knocks hit you just a little easier, and may good things come in abundance to you.

City Tailor Shop

Others in the goat roping, all of whom made good time: John Hamilton, Melvin Green, Dave Best, Curtis Graham, Geo. Mangrain, W. E. Burlison, John Stotts, Melvin Warren, Leland Timmons, Bobby Echols, Bush Patton, Ray Simms, Noble Dirickson, Davidson (whose time was a flat 24), Mrs. Ed D. Smith (only woman in the contest), Lovell Don Whitaker, James Bourland and Marvin Gwynn failed to get their goats. In the potato race were Foster Fuller, Schweitzer, Simms, Stotts, Dirickson, Payne, Echols, Bourland, John Hamilton and Graham. Mr. and Mrs. Claude Groves of Wellington, spent the week-end with relatives here.

FREE! One 5x7-inch ENLARGEMENT Of Your Choice NEGATIVE With Each Roll Of Kodak Films . . . QUICK SERVICE AT LOW PRICES Bring Or Send Your Work To JACKSON'S STUDIO And JEWELRY BOX 313 MATADOR, TEXAS