

Matador Tribune



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Matador Girls Win Tournament Trophy

Flomot Boys Take Roaring Springs Boy's Cage Honors

The Matador High School Girls rang up their sixteenth victory of the current basketball season by defeating Roaring Springs 29 to 20 in the finals to annex the Roaring Springs Invitation tournament trophy.

The tournament was held last Friday and Saturday and had competing approximately twenty boys and girls teams from the surrounding counties.

Matador placed two players, Wilson and Wilkinson on the girls' all-tournament team, as did Roaring Springs that placed Glenn and Taylor on the mythical team.

The Matador boys were defeated by Floydada in the semi-final round 22 to 20 in a thrilling game that required an overtime period to determine the winner as the teams were tied all at the end of the regular playing time.

Flomot Boys Win

Flomot won top honors and the tournament trophy in the boys division by defeating Floydada 25 to 22. Ammonett and F. Martin were Flomot's representatives on the boys all-tournament team. Schweitzer of Matador, Parsons (Continued On Back Page)

Scouts Form Eastern Dist.

C. A. Pitts, local Scout Committee chairman led a group of five scouters from Matador to Spur for an organization meeting of the Eastern District of the South Plains Area Council. Spur, Roaring Springs and Matador comprise the membership of the district.

After a discussion led by George Holland, field representative of the Council for the northern part of the Area, the following officers were appointed by district chairman George S. Link of Spur: vice-chairman, Henry Pipkin; District Commissioner, G. B. Wadzeck; Extension, U. L. Willie; Health and Safety, J. R. Whitworth; Finance, M. C. Galding; camping and activities, Elbert Reeves and W. R. Weaver; advancement, John Hamilton; Training, O. C. Thomas; Publicity, Douglas Meador; Neighborhood chairman, C. A. Pitts.

Those from Matador who attended the meeting were U. L. Willie, Henry Pipkin, F. T. Hamilton, C. A. Pitts, and Paul Eubank.

Linemen Exchange Positions In Move

R. D. Midgley, lineman with the West Texas Utilities here for the past two years, left Monday with his family, for Childress where he has been transferred in a similar position, with the company in its office at that place.

G. N. Fulfer, who has been occupying a like position with the office at Paducah, a former employee of the local office, returned here to take over the duties of the vacancy, Monday, and with his wife and children are again making Matador their home.

Matador Merchants At Dallas Market

Mr. and Mrs. Harry Willett, of Willett Dry Goods Co., and W. F. Jacobs, manager of the Matador Variety, were in Dallas this week to attend the spring showing of merchandise as displayed in the wholesale markets, and to make purchases for their establishments here.

Mr. and Mrs. Willett left here Friday and visited in Mt. Pleasant before going to Dallas to attend market. Mr. Jacobs left Matador Sunday, to return the latter part of the week.

Flomot Pastor Goes To Bronte Position

Rev. J. E. Eldridge, pastor of the Flomot Baptist church for the past five years, has accepted the pastorage of the First Baptist Church at Bronte, Texas, and will leave, with his family, for that place this week.

Lions Again Sponsor City Tree Program

Directors Approve Beautification; Visitors At Meet

The Matador Lions Club will again sponsor its annual city beautification program according to plans made at the director's meeting held in the dining room of the Matador Hotel Monday morning and approved at the regular meeting Tuesday. The club will urge residents to plant more trees, shrubs, flowers and lawns during the coming season, it was announced. About 100 Chinese Elms, left from last season, are now available at from 10c to 25c each and may be secured from Boss Lion Henry Ford. The directors also approved payment for one pair of glasses for an underprivileged child attending the Matador schools.

Good Program Tuesday

At the regular meeting of the Lions club held in the basement of the Methodist church Tuesday, the following guests were introduced: Houston Schweitzer, Keith Patton, Frances Stearns, Kara Hunsucker, Matador High School representative of the Boy Scouts and Cecil L. Fox of Spur, Scoutmaster. Following an interesting address by Houston Schweitzer, Senior Patrol Leader of the local Troop 60 of the Boy Scouts, Mr. Holland was introduced by local Scout master, Paul Eubank.

"Happiness is soil in which the roots of character grow", Mr. Holland, declared, "and Scouting is a game with the boys. A game, which results in happiness. Scouting is man's work cut down to boy's size and it provides the proper influence when young lives are in the plastic stage. Scouting is service."

Mr. Holland commended the Lions club members and other men of the community for their aid to the local troop and cited especially the work of constructing a shelter which was recently completed by members of the local troop.

The program was sponsored by Lion Paul Eubank.

Cold Snap Hits Area

An ocean of chilled air, declared to have originated in the far north poured into the Panhandle early yesterday morning and drove early-rising citizens back for heavier clothing and a glance at the thermometer. Unofficial reports indicate that the mercury dropped to between 18 and 20, with colder weather expected last night, accompanied by snow in some sections of the Panhandle. Stock warnings were made by the weather bureau far in advance of the north.

The cold weather with prospect of snow was welcomed in this section since many declared that fruit trees were showing signs of budding and needed to be retarded until after the danger season.

Ad Schedule Is Started

The Tribune wishes to call the readers' attention to the page advertising for Burden's Foodway, appearing in this issue as first of a four month's schedule. The following advertisements will be three full columns in size and will appear in every issue during the period. Readers are asked to purchase the advertisements carefully to derive full value from the specials which will be offered.

LOCAL DEALERS AT CONVENTION

Mr. and Mrs. L. C. Harp returned home Wednesday afternoon from Amarillo, where they attended the thirtieth annual convention of the Panhandle Hardware and Implement Association, which was held Monday in the Herring Hotel. The convention was declared the most successful ever to be held, with a record registration.

Just before the business sessions closed Tuesday afternoon, the association went on record as unalterably opposed to any new or additional form of sales tax. At the same time the association petitioned legislators for a profits and income tax.

Wives of the visiting delegates were honored with a luncheon at the Rose Bowl Tea Room Tuesday, which was described as one of the loveliest social functions of the early spring season, in Amarillo. A banquet and ball Tuesday evening, marked the close of the convention.

M. S. Thacker Attends

M. S. Thacker, owner of Thacker Supply Co., Roaring Springs, together with Mrs. Thacker were among those who were registered at the convention.

Mrs. J. W. Ford At Brother's Funeral

Mrs. J. W. Ford was called to Moriarty, New Mexico, Saturday by the death of a brother, Bert Abraham, who succumbed following a long period of ill health.

Mr. and Mrs. Henry Ford accompanied her to Plainview Saturday night, from where she continued by bus for the remainder of her trip.

GO TO CHURCH SUNDAY

County Farmers Get \$100,000 In Checks

Quarter Million To Be Paid Motley Farmers-Ranchers

Conservation payments for compliance with the 1938 farm program in the amount of \$95,111.35 were received in the office of county Agent Frank A. Buckley Thursday of last week. Notices to all benefitting producers were mailed the same day. A majority of the recipients called for their checks at the county agent's office last Friday or Saturday or early this week. Checks for out of county residents were mailed to them immediately. It is thought that the payments received in this county were among the very first in the state, since no accounts of previous payments had been observed in the press except to Williamson County.

The 449 checks received Thursday represent full payment of 310 of the 658 farm program applications on which payment was expected in this county, or 47.1 percent. If the other 348 applications bring in a proportionate amount, approximately 950 individuals will receive well over \$200,000. Thirty-four range applications will add another estimated \$50,000. The quarter million dollars or more expected under the 1938 program will be one of the greatest total payments to this county for any year since the program started except 1934. Sale of Bankhead Certificates and the drought relief cattle buying program swelled receipts that year to above the half million mark. Payments provided for 1939 are substantially greater than for 1938 if a like degree of compliance is obtained.

M. E. CHURCH OBSERVE YOUNG PEOPLES DAY

Special services are planned for morning and evening worship hours at the Methodist Church Sunday in observance of College and Young People's Day, it is announced.

Rev. W. B. Vaughn, pastor, will preach at the morning hour and special music has been prepared by the choir. The College theme will be presented at this service.

At the evening hour the young people will have charge of the service with a special program led by J. R. Whitworth, sponsor of the group. Following is the program outlined:

Call to Worship, Mary Gaines; Song; Prayer, Rev. Vaughn; Song; Scripture reading by Keith Patton; duet, Zona Ruth Scaff and Aileen Russell; talk, by leader; First Speaker, "The Challenge of the Youths' Crusade," Houston Schweitzer; Second Speaker, "The Objectives of the Crusade," Sibyl Scaff; Third Speaker, "Shall We Dare To Undertake the Crusade," Kenneth Simpson; remarks, Rev. Vaughn; Benediction.

Dads To Be Hosts Tonight

Barbecue prepared with the skilled hands of Henry Pipkin, has been cooking since daylight this morning that it may be tender and tempting when Matador fathers meet with their sons at the second father-son banquet tonight. Indications point to a large attendance as ticket sales continue and more interest is manifested in the affair. The evening's program has been completed since the first of the week and printed copies prepared and waiting for the banquet.

Much interest is reported in the ranks of boys who will be the guests of their fathers or other men of the community and estimates of the attendance, has increased during the week.

The principal speaker will be Judge George W. Dupree of Lubbock and W. E. Lavender, Lubbock insurance salesman will offer magical acts as a feature of the program. Houston Schweitzer, Jr., will be toastmaster.

Five new members joined the organization, and were, Mrs. W. H. Burden, Mrs. Carl York, W. E. Ballard and Misses Julia Davis and Lucretia Estes.

In a meeting of the Executive Committee following choral practice, tentative plans were discussed for a program to be presented in the near future.

F. P. ENGLEMAN DIES SUDDENLY AT TULIA HOME

Frank P. Engleman, editor of the Tulia Herald, died unexpectedly Tuesday night of a heart attack. He has been associated with his brother, J. S. Engleman, for many years in the publication of this newspaper.

Mr. Engleman has visited in Canyon many times and has many friends in this city. He served as a director of the Panhandle Press Association for several years. —Canyon News.

SEASON STARTS AT HATCHERY

Baby chicks will be ready for delivery at the Matador Hatchery on Monday, February 27, as the spring hatching season gets under way, according to manager, Lewis Newman. Deliveries will be available each Monday during the ten weeks comprising the spring season, Mr. Newman said.

Matador Hatchery chicks are favored by poultry raisers through out this section and many have received almost phenomenal returns, it is revealed. One instance is cited in the loss of only two chicks out of a purchase of 500 from the hatchery, after they had developed beyond the danger point.

Mr. Newman is an expert in poultry raising and has gained wide recognition over the country for his outstanding work. The chicks produced at his hatchery are strong and healthy, affording assurance of profit and satisfaction to the purchaser.

Due to the fact that the chicks are hatched here, they escape possible danger of injury from shipping, providing further protection for poultry raisers in this section. Those interested in securing chicks from the first hatch are asked to place their orders immediately.

Subscribe For The Tribune

REV. WELDON AT PASTOR'S MEET

Rev. H. M. Weldon, pastor of the local Baptist Church, attended the three-day meeting of the Panhandle Pastors and Laymen Conference held at Plainview Monday, Tuesday and Wednesday of this week.

Messrs. R. E. Campbell and Scott Bolton drove to Plainview Wednesday to attend the final sessions of the conference.

Two New Businesses Opened In Flomot

Two new businesses are opened in Flomot in the old I. O. O. F. Hall building, and are known as the Longhorn Shoe Shop and Pat's Tailor Shop. The shoe shop is operated by Perry Thomas and the tailor shop is operated by Pat Pavlicek, both of Silverton. Both young men are experienced in their trades and solicit the patronage of the community.

Texas Relief Commission Completes Great Program During 1938

SUSPENSION IS DEATENED BY FOOD SHORTAGE

At Guadalupe, Judge, W. R. Cammack, leads to the receipt of the following letter from R. A. Metcalfe, Superintendent of Commodity Distribution District No. 17 of Lubbock, Texas, which explains the situation faced by the agency:

Judge Cammack:

Enclosed herewith copy of a letter showing the present action of the Texas Relief Commission. Mr. Johnson, state director of the Texas Relief Commission, is anxious for every citizen of the state to know the function of the Texas Relief Commission and in what capacity the Relief Commission has been operating.

We too feel that you are like for the people of your county to know that you have something to contribute to the Relief Commission.

The splendid cooperation that you and your court have given us has made it possible for us to reach and help suffering people with food and clothing.

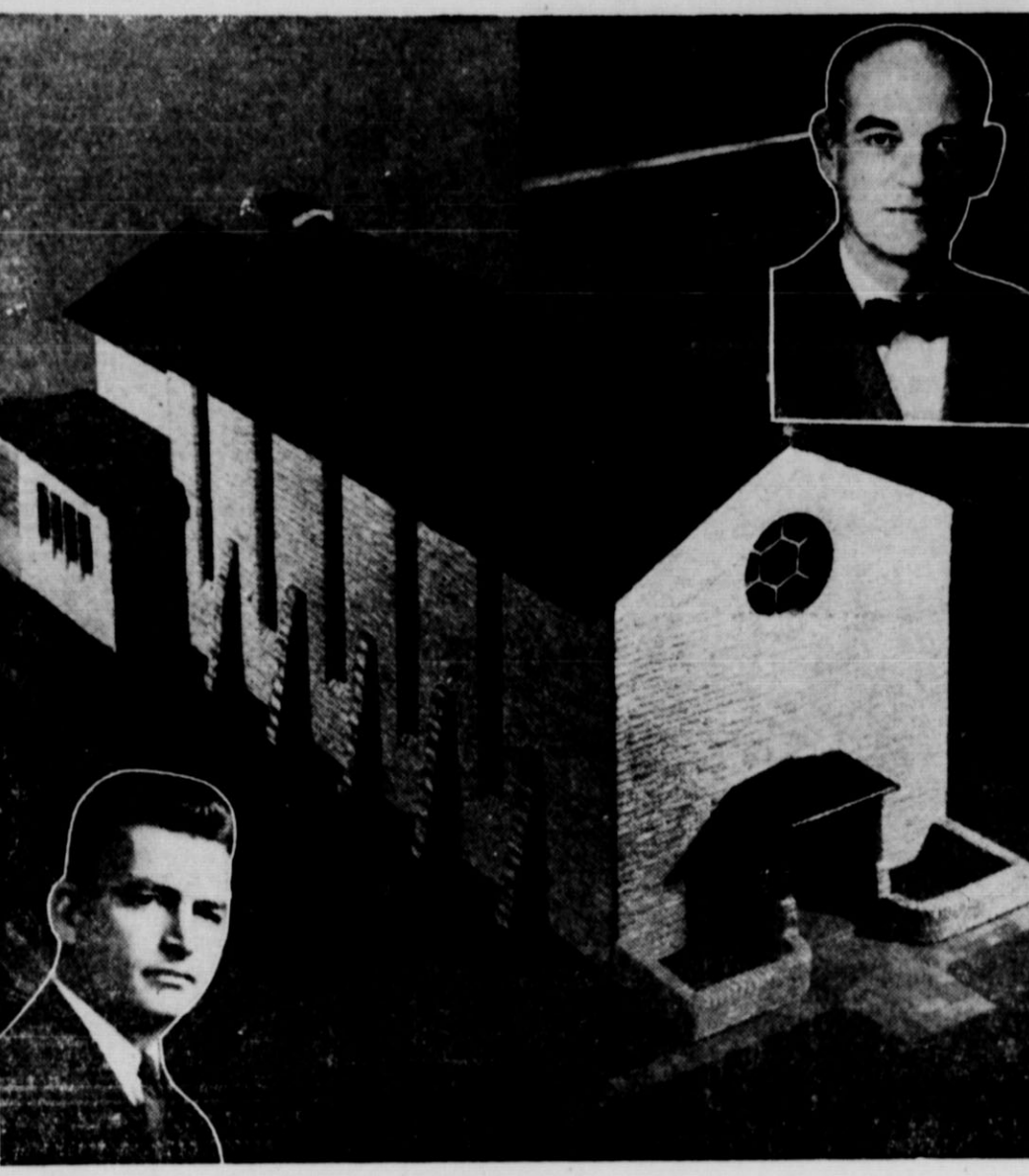
We know this program cannot be continued after March 1st, unless the legislature makes an appropriation for same. Let us again thank you for your cooperation, we are very truly yours,

R. A. Metcalfe

For Year Shown... the complete bulletin showing the activities of the Relief Commission during the year of 1938:

During the year 1938, an average of one million five hundred thousand one hundred pounds of surplus food and an average of one hundred thirty three thousand six hundred one clothing and household articles were distributed each month by the Texas Relief Commission. The average value of fifty five thousand five hundred and eighty eight hundred six hundred and ninety

College Receives N.Y.A. Aid to Build Long-Awaited "Chapel in the Woods" for Informal Student Worship



Fulfillment of the dreams of students and officials at Texas State College for Women for a little "Chapel in the Woods" came when President Franklin D. Roosevelt signed a grant for aid from the National Youth Administration, to be administered by State Director J. C. Kellam (left). Work will begin immediately on the Chapel, which according to Dr. L. H. Hubbard (right), president of TSCW, is to be a place where students can find peace for meditation and worship.

Materials for the \$25,000 structure will be furnished by the college, and labor contributed by N. Y. A. A \$15,000 donation made by W. R. Nicholson of Longview last June climaxed the long campaign for funds, and students and ex-students are still working to raise the complete sum necessary for furnishings and decoration. Windows and metal fixtures for the building, for which the above model was designed by architect O'Neil Ford of Dallas, are being done by art students. All construction except special contract work will be done by N. Y. A. boys, according to Area Supervisor C. R. Ledlow.

AMERICA'S TYPICAL HOME



The home in which the typical American family will live tomorrow, shown above, will be built on the grounds of the Gas Industry Exhibition Group at the New York World's Fair.

The construction of the house will be under the direction of Hugh Cuthrell, president of Gas Exhibits, Inc., and it will be furnished and decorated by Helen Koues, director of the Good Housekeeping Magazine Studio.

"The architectural inspiration for the house comes from a famous and historic house outside of Baltimore, Maryland," said Mr. Cuthrell. "This famous post-revolutionary house was built by Charles Carroll, a signer of the Declaration of Independence, and embodies many architectural elements appreciated by Americans."

The house has been designed with the moderate income group in mind, and will be of white stucco, with roof, shutters and doorway in color. Of one-story, it will have a dining-room, living-room, kitchen, four bedrooms, and three baths. The kitchen, pantry, and utility room have been designed by Good Housekeeping Institute, under the direction of Marine Fisher, and has all the best technique in home management.

dry skim milk, onions, canned peas, Irish potatoes, rice, small grain seed, sheep, tomatoes, wheat flour, and graham flour. A part of these commodities was distributed in Texas and the balance was shipped to practically every state in the Union, Puerto Rico and the Virgin Islands.

The Federal Surplus Commodities Corporation donates the commodities purchased to the approved State Relief Agencies. In Texas, the Texas Relief Commission is the approved agency. The Corporation makes these donations to the Texas Relief Commission with the stipulation that the commodities donated shall neither re-enter the commercial channels nor compete with that portion of the supply which remains in the normal flow of trade.

In this connection, two fundamental distribution rules have been rigidly maintained by the Texas Relief Commission: (1) That commodities should go only to persons certified by approved qualified caseworkers as eligible for public aid; and (2) that the commodities should be given to individuals in addition to, rather than in substitution for any other assistance available from Federal, State or local sources.

diately without any of the so called red tape.

The distribution of surplus commodities has been carried on in an orderly and efficient manner only through the corporation and the coordination of the work of the Federal Surplus Commodities Corporation, the Texas Relief Commission, the Works Progress Administration, and the local political sub-divisions. The total cost of distribution including Federal, State, County and City Funds covering salaries, freight, utilities truck and warehouse facilities, etc., was less than seven per cent of the retail value of the commodities distributed.

The Texas Relief Commission is responsible for the referrals of the needy employees for work on projects of WPA and NYA.

The Texas Relief Commission is also responsible for the selection of boys for the CCC program. More than one hundred ten thousand boys in Texas have been enrolled in the CCC. Only those boys may be enrolled in the CCC who are of good moral character, mentally and physically fit, and who cannot be given, through parents, relatives or other sources, the same advantages they would receive by virtue of their enrollment. The boys are furnished subsistence, clothing, housing, medical care and training. They are paid thirty dollars per month, twenty two dollars of which must be sent to needy beneficiaries. These indigent families have received approximately twenty five million dollars. In the absence of such needy beneficiaries, twenty two dollars is impounded by the Government and given to the enrollee when the term of enrollment expires. These boys, under federal regulations, must be selected thru approved casework methods under the supervision and direction of a state agency acceptable to Washington.

The CCC Camps have been of inestimable value to the state in soil conservation and in the building of national parks. The training of the boys while serving out their enlistment has been of even greater importance than the monetary return from the CCC program. The boys are properly housed in the camps, given good substantial food and out-door exercises which builds up both their minds and bodies. All of the activities are supervised by army officers, trained engineers and teachers. They are given every opportunity to broaden their education and to learn trades which will better qualify them to look after themselves and their families and to make more substantial and law abiding citizens.

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

Tribune Want Ads Get Results

four dollars and sixty eight cents according to Mr. Roe L. Montgomery, Director of Commodity Distribution for the Texas Relief Commission. During the year a total of forty two million two hundred twenty seven thousand nine hundred seventy three pounds of food stuffs and five million two hundred two thousand seven hundred thirty four clothing and household articles were distributed. The total retail value of commodities distributed was approximately nine million six hundred seventy six thousand six hundred thirty six dollars and twenty cents. The average retail value of food and clothing issued to the average family per month was fourteen dollars and sixty five cents. The food commodities distributed included wheat flour; graham flour; cornmeal; wheat cereal; rice; beans; dried peas; Irish potatoes; fresh tomatoes, cabbage, apples, peaches, oranges, and grapefruit; canned grapefruit juice, dried apples, peaches, apricots, raisins, and prunes; dried milk, butter, cheese, eggs, cotton seed oil shortening, sugar cane syrup, canned English peas, and canned black-eyed peas all donated by the Federal Surplus Commodities Corporation and various canned vegetables produced in the WPA Canning Plants. Clothing and household articles distributed included men's, women's and children's clothing and various household articles produced in the WPA Sewing Rooms; men's, women's and children's woolen garments purchased by the Works Progress Administration, and mattresses manufactured by the WPA Mattress Project.

Since the beginning of the program, the Texas Relief Commission has distributed commodities in Texas in the retail value of approximately forty one million twenty six thousand twenty two dollars and forty eight cents.

As of January 1, 1939, the Texas Relief Commission had surplus commodities on hand and ordered in the approximately retail value of four million two hundred

thirty seven thousand nine hundred eighty seven dollars.

The Federal Surplus Commodities Corporation is under the direction of the Department of Agriculture and its activities and objectives are in keeping with those of the Department. Its operations have two purposes: to help hungry people on relief rolls, and to keep farmers from being overwhelmed by surpluses of the commodities they produce. It seeks to accomplish this two-fold objective by buying up acute-surpluses of farm products and supplying them to State Welfare agencies for relief distribution.

The Corporation has purchased surplus farm products in Texas in the amount of twenty four million five hundred twenty one thousand three hundred ninety seven dollars and seven cents which included cattle, cheese, cornmeal, cotton, cotton mats, cottonseed oil shortening, eggs, goats, grapefruit, grapefruit juice, hogs,

QUALITY WORK



piece of your laundry is cleaned by expert operators know how to produce that fresh appearance essential to proper laundering. This piece is scientifically cleaned in modern equipment is gentle yet absolute in its action. Your laundry is returned dry clean and finished to your entire satisfaction. The price is so small that you will be surprised.



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LOYDADA STEAM Laundry

EASY TO OWN A HOME

BUILDING COSTS are low and financing is easy. Why not investigate the possibilities of building that home you have been planning? We are always glad to offer our services to prospective home-owners, and also to those who plan to modernize or repair their present home. You deserve a comfortable, modern home and it is easy to possess!

Everything For The Home, Farm and Ranch

Higginbotham-Bartlett Co.
LUMBER, BUILDING SUPPLIES AND HARDWARE

Different--Better Flavor!

EDDIE'S BREAD is Different! Its flavor, appearance and texture is definitely NOT what you'd expect from a commercial bakery. It is actually, something you'd expect to come from a huge, old-time kitchen on baking day—you know the kind—delicious, golden-brown loaves, with a flavor and richness that only good milk, butter, fine flour and the skill of the baker can impart! Try some today, for that Different touch at meal-time!

Eddie's Bakery
Matador, Texas

Banking Looks Ahead

The Priceless Ingredient

Our country has all of the essential elements of prosperity—save one. That missing but priceless ingredient, is confidence.

We have the raw materials, the man power, the money, the ability—apparently everything that is necessary to progress.

However, experience has shown that these things in themselves are of no avail unless there is co-operation based on confidence among all groups, including business men, workers, the government and the people.

The officers and directors of this bank pledge their full cooperation for the cause of community and national progress.

First State Bank

MATADOR

DEPOSITS INSURED BY The Federal Deposit Insurance Corporation WASHINGTON, D. C.

\$5000 MAXIMUM INSURANCE FOR EACH DEPOSITOR \$5000

Matador Tribune

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DOUGLAS MEADOR Editor and Publisher

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

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."

Baptist Church

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

DR. E. B. JONES

Dentist

Matador, Texas Office Over City Drug Store



ANCHORS AWEIGH

BY MARSHALL FISKE



"HOLY OF HOLIES"—Guadalupe, Mexico.

Just on the outskirts of Mexico City lies the town of Guadalupe-Hidalgo. This is its official name, but everyone knows it simply as "Guadalupe."

Here on the twelfth of December is held annually a great celebration in honor of the Virgin Mary who appeared to one Juan, a peon, more than 400 years ago. It was in 1531, to be exact, just ten years after the Mexican Conquest by Cortez.

On this date many pious pilgrims repair to Guadalupe, coming from far and near. These pilgrims, to sustain themselves on their long journeys, bring with them many objects of their own handicraft which they endeavor to sell en route.

What Benares on the Ganges is to the Hindu, what Mecca is to the Mohammedan, Guadalupe is to the Mexican Catholic—a great religious center.

JUAN'S "VISION"

In the early part of the 16th Century, Juan, in crossing the hill on the outskirts of what is now Guadalupe, on his way to a neighboring town, suddenly was vouchsafed a most wonderful experience—at least, so he claimed.

At first he heard glorious strains of celestial music that smote his ear, when suddenly, a brilliant illumination appeared before him. It was blindingly dazzling—an unearthly radiance, and in its midst appeared the



Child-Models A Difficult Problem, Says Famous Photographer

The child on the magazine cover is more than a snap-shot of a youngster at play, caught in an instant of artless simplicity.

Each month when you see a new Pictorial Review, for example, you look at a charming reflection of an illusive moment of childhood, full of sweet and wistful wonder at an unfolding world.

But if you think that picture was created with the simplicity which it reflects, you're all wrong. "What we go through, my friends... what we go through!" moans Gene Davis, Pictorial's art editor.

If you have ever wondered what the story is behind the magazine cover child, you will find in the February Pictorial Review a complete account of the painstaking research and infinite patience and long, tedious hours spent before glistening cameras which is part of the creation of an attractive cover-child.

First, of course, comes the idea. After considerable brooding and brown study, Mr. Davis plucks from his lively imagination a significant moment of childhood and then starts on a feverish hunt for his model. Sometimes it is simply a matter of flipping through files, but Mr. Davis, with a passion for perfection, is always on the lookout for new and expressive faces.

It keeps him peering into the eyes of subwayurchins and infants gambolling happily in Central Park. He is on the chase an automobile for blocks and come panting up to the window to inquire of a flabbergasted mamma if she will let her child be photographed for a magazine cover.

Photographing takes place in the studios of Anton Bruhl. The rich outer offices are handsomely decorated with modern furniture, but when you open the door to the large warehouse-like reaches of the shop, you converge rapidly on a madhouse. It is in the midst of this chaos that Bruhl, modest genius of the camera, wheedles and promises, waiting for that swift moment of relaxation which produces a natural pictorial. It goes on for hours.

"About half the pictures are made in natural settings," Mr. Davis says. "Sometimes the layout calls for a puppy or a kitten which has to be coaxed along with the child. Then you've got something."

But it seems that no matter what the layout calls for, when Mr. Davis and Mr. Bruhl get through with it, the editors of Pictorial Review have really got something.

NEW HAIR-DO FOR FANNY BRICE



FANNY (BABY SNOOKS) BRICE is the envy of American womanhood as she shares a birthday cake with Clark Gable on the first anniversary of Good News of 1939 over NBC network.

And notice that the beloved comedienne has swept up her hair-do! "A word to the smart is sufficient," said Margareta Byers in suggesting the sketched coiffure below for Miss Brice in the November issue of Good Housekeeping. So with her hair piled high in Edwardian curls, the famous creator of Baby Snooks begins her second year as one of the bright spots in radio history.

Queen of the Heavens, the Virgin Mary. She bade the astonished and awe-struck Juan to approach her and told him it has Her wish

that a church be erected on the spot at which she appeared. With that the celestial vision faded from view and prosaic reality once more took its accustomed place.

Juan, thereup, hurried away to inform his Bishop of his great experience. Bishop Zumarraga, it might be parenthetically stated



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 Clover, W. M. W. N. Pipkin, Sec.



MATADOR LIONS CLUB

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

Sentinels of Health

Don't Neglect Them! Nature designed the kidneys to do a marvelous job. Their task is to keep the flowing blood stream free of an excess of toxic impurities. The art of living—its master the kidneys must remove from the blood if good health is to endure. When the kidneys fail to function as Nature intended, there is retention of waste that may cause body-wide distress. One may suffer nagging backache, persistent headache, all sorts of dyspepsia, getting up at night, swelling, puffiness under the eyes—feel tired, nervous, all sorts of things.



was not at all popular with the Indians as he had caused to be burned all the old Aztec records, an irreparable loss, an unforgivable sin.

When Juan had related his celestial experience to this Bishop, the latter was not at all impressed by his strange tale. The fact was that he absolutely refused to believe one word that Juan told him. The Bishop, no doubt, thought that Juan belonged to the International Ananias Club—the Mexican Chapter—and demanded tangible proof before he would lend an ear to any such tall stories.

A few days later, when Juan was going to see a relative who was very ill, the Virgin appeared to him again—at the foot of the hill this time.

Juan told her that the Bishop did not believe his story and that he demanded proof. The Virgin Mary, thereupon, ordered Juan to climb to the summit of the hill which had up to this time, been barren. But what was Juan's surprise, when upon arriving at the top, he beheld a great mass of magnificent roses growing there in great profusion. He was almost overcome by the great fragrance that assailed his olfactorys. He plucked all he could carry in his tilma, sarape, and descending the hill, gave them to the Virgin Mary. She in turn, gave them back to Juan and bade him take them to the doubting Bishop as proof of his celestial encounter.

The Picture of the Virgin

Miracles now began to happen thick and fast. When Juan had given the astonished Bishop the beautiful roses, what was his surprise when he beheld a wonderful

picture of the Virgin upon his coarse sarape. There she stood, full-length, standing on a crescent moon. All about her was a nimbus of golden darts radiating away from Her. Her eyes were slightly down-cast and her hands were in the attitude of prayer.

And it is this very tilma with its glorious embellishment, that now is seen on the High Altar of the Collegiate Church at Guadalupe. It is framed in gold and covered with a very thick glass.

No less an artist than Cabrera, the greatest of all Indian artists attested to the fact of its miraculous origin—that it was not the work of human hands. Not so, however, the hard-boiled art critics who have removed the thick glass before it and have examined it without emotional prejudice. But their findings on the subject have been kept from the great public lest they lose faith in miracles. Suffice it to say however, these modern critics have not upheld the celestial theory of its origin, but they believe it to be the work of mere man—and not a very great artist at that.

Aftermath of Juan's "Vision"

The effect that this experience of Juan's had upon the Mexican peons was extraordinary. Many mended their wicked ways and decided to live a better life henceforth. But in some quarters the Green-Eyed Monster reared its ugly head. Many were the jealous friars in other parts of Mexico when they beheld the golden stream that was now pouring into the coffers at Guadalupe. They thereupon 'arranged' to have some of their peons, their Juans, to see 'visions' too, such as the one the

original Juan claimed to have seen. And lo and behold, the Virgin was said to have appeared here, then there—in all Mexico—now to this day without saying that the ways were erected upon Her appearance. No these others never held high place in their day did the one at Guadalupe.

The Virgin Leads to Freedom

Then the great Mexican Hidalgo, caused the Virgin of Guadalupe to aloft on his banner, a part of the 19th Century and his following against the oppressors of Spain. When Mexican independence was finally won this redounded to the Virgin of Guadalupe—ness saint of Mexico, and led to her greater and greater esteem in which held by very devout And this is the reason why her name has been incorporated into the name of Guadalupe-Hidalgo.

She may have rivaled about Mexico, but it is secure. She will be entrenched in this great majority, this of Guadalupe.

(To Be Continued)

Roy Burleson

INSURANCE

BANK BUILDING

GO TO CHURCH STREET

Large advertisement for a magazine bundle. Features the number '164' in a large font, 'Big ISSUE' in script, and '\$2.50' in a large font. Images of magazine covers for 'The Progressive Farmer', 'McCall's', 'Farm Journal', 'Good Stories', and 'Pathfinder' are shown.

These 6 Magazines And This Newspaper

Table listing the contents of the magazine bundle: Pathfinder (Weekly) 52 Issues, McCall's Magazine 12 Issues, Good Stories 12 Issues, Farm Journal 12 Issues, Farmer's Wife 12 Issues, Progressive Farmer 12 Issues, Matador Tribune 52 Issues. Total price is \$25.00.

REGULAR VALUE \$4.75 — YOU SAVE \$2.25

THINK OF IT—ALL SEVEN publications for ONE FULL YEAR. That's a total of ISSUES, over THREE EACH WEEK—all for only \$2.50. Mail or bring this coupon to office AT ONCE because we may have to withdraw or advance the price of this FAMOUS OFFER. Give your ENTIRE FAMILY a fine selection of reading matter for a whole year at less than one-cent a day. If you are a subscriber to any of these publications, your subscription will be extended for one full year.

THE MATADOR TRIBUNE

Matador, Texas. Date

Here's \$2.50 in FULL PAYMENT for one year's subscription to The Matador Tribune a new or renewal subscription to the following six publications:

- Pathfinder (Weekly) 1 year
Farmer's Wife 1 year
McCall's Magazine 1 year
Farm Journal 1 year
Good Stories 1 year
Progressive Farmer 1 year

Check here if you want Southern Agriculturist, one year, substituted for Progressive Farmer

Form with fields for My name is, Address, Town, and State.

Advertisement for Seiberlings tires. Text: 'IF YOU WANT OUR ADVICE! We Always Say There Is But One Cheap Tire And That Is The Best And Safest Tire- WE ADVISE YOU TO Buy SEIBERLINGS! Tires Of Quality'



It's common talk that the Seiberling Standard Service tire is the thurst tire of the year... the most economical buy on the market at no sacrifice of quality, safety, and trouble-free service.

We confirm this rumor! The Seiberling Standard Service tire is a larger tire, has stronger cords, weighs more, has a broader, flatter tread of center traction design for maximum safety, and is cured by the patented Seiberling Vapor-Cure process which adds 10% to 30% more mileage at no extra cost to you.

We Appreciate Our Customers

MACK'S Service Station

Wiley McCowan, Mgr.



Pay Cash And Receive More for You Money!



GROCERY BUYERS who pay cash for their purchases deserve to pay less, and the policy of this store is a positive guarantee of that saving. We operate on a strictly cash basis and we pass the saving directly to our customers. We invite you to compare the prices on this page and then come to our store and compare all of our prices. You will immediately see the saving on almost every article.

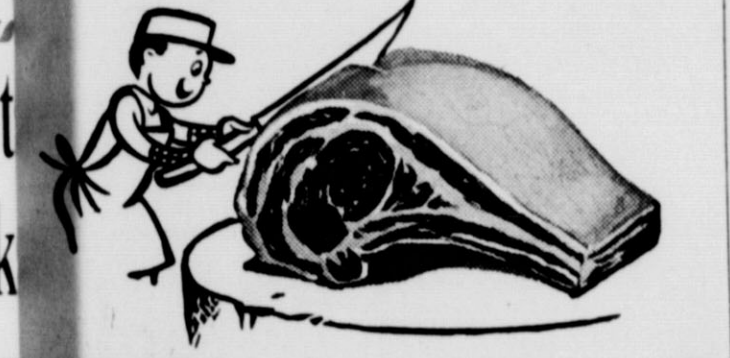
WE SOLICIT your patronage with a modern store, lower prices, quality merchandise and prompt, courteous service. We appreciate every sale and hope you will find Burden's Foodway merits your patronage with better values every week. Come and visit us, inspect our store and stock—Get Acquainted.

These Prices For Friday, Saturday and Monday

SPECIAL SATURDAY ONLY!
UNCONDITIONALLY GUARANTEED

LOUR 48 lb. sack 97c
24 lb. sack 49c

The BEST MEATS
Cost Less Now



PORK ROAST With Sweet Potatoes—
A Treat L.B. 18c

Steak Try It Chicken-fried
TENDER AND JUICY 18c

Beef Roast lb. 15c

Sausage PURE PORK 2 Pounds 35c

Cheese FULL CREAM
It Melts Pound 19c

Butter Creamery Or Country L.B. 30c

LOIN STEAK From Fattened Calves
(Delicious With Mushrooms) 24c

ADIES, make your wash day an easy day.
Let your soap do the work

Big 4 Soap GIANT BARS 7 Bars 25c

XYDOL A TIME SAVER 24 oz. Pkg. 23c

urex Bleach Fluid — Makes Clothes Whiter—QT. 17c

Special Deal On Concentrated
25 ct. pkg. and 10 ct. pkg. for 24c

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QUALITY GOODS AT QUANTITY PRICES

Corn DEL MONTE Try It With Ripe Pimientos And Peppers **no. 2** 2 Cans 25c
6 Cans 73c

Spinach DEL MONTE Try It With Velveeta Cheese Sauce 2 cans 27c
6 cans 79c

Tomatoes KUNER'S Ripe Red — Delicious 1 Can 11c
6 Cans 64c

STRINGLESS BEANS WHITE SWAN GOLDEN WAX 1 Can 17c
6 Cans 99c

Selected No. 1 POTATOES

Large, Firm-bodied, especially good for baking or French frying—

CALIFORNIA BURBANK STRACH LO' 10 lbs. 35c

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MEAL Fine for Corn Bread or Muffins — Ground from Northern Corn Great West 20 lb. 43c
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SALAD DRESSING NANCY ANN — QT. 24c | **CRACKERS** 2 POUND BOX 15c

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SUCCESSOR TO BOB'S FOODWAY

No. 2 Cans 3 Cans 22c
Tomatoes 12 Cans 85c

No. 2 Cans 3 Cans 22c
Hominy 12 Cans 85c

No. 2 Cans 3 Cans 22c
CORN 12 Cans 85c

Can 'Ketchup' 16 oz. Can 9c

Pickles qt. SOUR OR DILL— 18c

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Fresh, **PRUNES** Gallon 3 for 34c
\$1.00

COFFEE BREAK O'MORN 1 lb. pkg. 17c

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Prince Albert can 10c

CIGARETTES EXCEPT KOOLS Package 15c

DRY SALT JOWLS FRESH—NORTHERN POUND 11c

PECANS STUART OR PAPER SHELL L.B. 19c
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LETTUCE CALIFORNIA—Nice, Firm Heads 5c

Turnips & Tops bunch 6c

Carrots NICE, LARGE BUNCH 5c

CELERY CRISP WHITE 13c

Oranges VITAMINS FOR THE CHILDREN DOZEN 19c

Grape Fruit dozen 25c

Apples WINESAP OR DELICIOUS DOZEN 19c

ROARING SPRINGS NEWS

Mr. and Mrs. Carrol Childress, operators of the skating rink, were transacting business out of town Monday.

Lee Marshall of the Teepee Flat Community transacted business in Roaring Springs Monday.

Mr. and Mrs. Marvin Webb of the Teepee Flat Community were business visitors here Monday.

Doris Allen, son of Mr. and Mrs. M. C. Allen, was conveyed to the hospital at Paducah, this week, for an appendicitis operation.

W. E. Taylor made a business trip to Dallas Monday. He is expected to return soon.

Rev. Knapper, pastor of the Methodist Church is recovering slowly from illness which has confined him to his bed. He expects to be able to return to his pulpit Sunday.

Home Ec. Club

The Home Economics Club met Wednesday afternoon, February 1. Evelyn Taylor called the roll which was answered with a household hint, by the members.

The program was given by Sarah Alvey with the following readings: "In Memoriam", Lavell King; Original Playlet, Lois Alvey; "You Tell on Yourself", Sarah Alvey, and "Home Ec Hustlers", Meredith Gipson.

A business meeting was held following the program, when a food sale was discussed.

Net proceeds from the sale of refreshments at the basketball tournament amounted to approximately \$37.00, it was announced. This money will be used to defray expenses of two girls to the State Rally at Dallas this spring. Everyone is working hard for the privilege of being selected as delegates to the rally. —Reporter

Baptist Revival Closed Sunday

The revival meeting which was held at the Baptist Church, came to a close Sunday night with seven conversions and several re-dedications. Everyone enjoyed the services conducted by the pastor, Rev. H. W. Graham, and the singing led by the well-known George Reynolds of Altus, Oklahoma. Among new members to the church were Mrs. Garlin Murphy, Pete Hughes of Duncan Flat, Joe Harmon and Paul Nichols.

The Young People's B. T. U. is planning a project by which to raise funds. A social is also planned for the near future. Everyone is invited to be with us Sunday at 7:00 p. m.

The Sunshine Sisters Club was entertained in the home of Mrs. Freeman Thacker Wednesday afternoon.

Junior Sherwood is at home from S. M. U. this semester.

Willis Cooper is now the owner of a new Chevrolet pick-up.

The Allis-Chalmers Tractor

Company gave a demonstration in Roaring Springs, Monday, which was attended by many interested spectators.

The Red Ball Gin is progressing rapidly in their re-building. The gin was partly destroyed by fire in December, with a loss amounting to around \$10,000.

Mr. Ross Yandell, his brother Orval Yandell and their grandmother all of near Floydada, visited in the home of their father, George Yandell, Sunday.

Mr. and Mrs. C. S. Barr visited in the home of his brother, J. I. Barr of Dickens County, Sunday.

Miss Dorothy Webb of the Teepee Flat community visited in the M. D. Hardin home Sunday.

Mr. Charlie Kendrick was a visitor in the home of his mother, Mrs. M. D. Hardin, last week.

WHITEFLAT NEWS

Mr. and Mrs. Joe McWilliams of Plainview, accompanied by Mr. and Mrs. W. L. McWilliams of this place visited relatives in Waco recently.

Misses Pauline and Eloise Martin of Amarillo spent the week-end with their parents here.

Mr. and Mrs. R. F. Cunningham of Flomot, attended singing here Sunday afternoon.

Mr. and Mrs. Joe Kimbell accompanied their daughter, Grace, to Lubbock last week, where she enrolled in Texas Tech.

Mrs. Coleman Willingham and Mrs. E. D. Lawrence visited relatives here Sunday.

Mr. and Mrs. J. D. Spray made a business trip to Detroit, Michigan last week.

Mr. and Mrs. T. G. Tilson and family, and Mrs. W. R. Tilson attended the Fifth Sunday Singing at Rushing Chapel, last Sunday.

Mr. and Mrs. J. B. Burk of Bristol, Va., spent a few days in the Tilson home recently, as they were enroute to California for the remainder of the winter.

Mrs. Cecil Burnam and daughter of Hobbs, N. M., were visitors in the H. M. Murphy home this week-end.

Leo Jameson and family of Northfield visited relatives here Sunday.

Mr. and Mrs. Earnest McWilliams and girls were visitors in Tulla Sunday. They were accompanied home by Mrs. Lee Hanna and son.

Dr. Turner of McMurry College, Abilene, made an address at the Methodist Church Monday afternoon.

Mr. and Mrs. Ben Keltz had as guests Sunday, their daughter and husband, Mr. and Mrs. Harold Campbell, of Matador, and Mr. and Mrs. L. Y. Jameson, the occasion being in celebration of Mr. and Mrs. Keltz's 27th wedding anniversary, and Mrs. Campbell's birthday.

BISHOP HOLT VISITS WHITEFLAT MONDAY

The Whiteflat Methodist Church was honored Monday by the presence of Bishop Ivan Lee Holt, of Dallas, with his wife and Rev. and Mrs. E. E. White of Plainview, who were in Whiteflat for the lunch hour. Bishop Holt also made an interesting address on the Right Philosophy of Life, before the party continued to Matador, on their tour of the Northwest Conference district.

MRS. MORRIS HONORED

Mrs. Edd Jameson, assisted by Mesdames L. Y. Jameson and R. L. Jameson Jr., gave a shower Friday afternoon honoring Mrs. Wade Morriss. The afternoon was spent playing games, after which refreshments were served to Mesdames Coggins, G. C. Rankin, Bill Smith, Clarence Mitchell, W. R. Tilson, M. D. Morriss, Reagan Bryan, Hubert Pool and Hugh Preston.

BRIDAL SHOWER

Mrs. Cliff Stephens and Mrs. Weidon Bailey were co-hostesses Thursday afternoon at a bridal shower honoring Mrs. Maurice Hensley, the former Velma Willis. Gifts were presented to the bride by Marlene Bailey and James Coggins, impersonating fairies. The afternoon was spent playing games, and delightful refreshments were served to the following guests:

Mesdames Ergle Higginbotham, Bill Edwards, J. T. Willis, W. M. Clifton, Bill Dunning, Earl Stephens, H. A. Stephens, Frank Edwards, Walter White, Coggins, E. P. Humphries, Rankin, Tom Doran, F. Z. Martin, H. M. Murphy, Dorell Garrison, Misses Claudia White, Bertha Doran, Mildred Higginbotham and Doris Stephens.

Northfield News

Those from this community who were transacting business in Matador last Tuesday included Mr. and Mrs. G. A. Ashford, Mr. and Mrs. Bake Simpson, Mrs. Odell Myers, Mrs. J. E. Payne, Sam Moore, D. G. Wilcoxson, Woodie Kincanon, W. E. Thomas, M. A. Tate and Mr. and Mrs. P. A. Simpson.

Mr. and Mrs. P. O. Adams and Eldren made a trip to Turkey last Wednesday evening.

B. F. Simpson transacted business in Memphis one day last week.

O. F. Etheredge was a business visitor in Childress last Thursday.

Mesdames W. P. Bethany, W. E. Thomas and Roy Shannon, R. G. Wilcoxson, Mr. and Mrs. Reford Vaughn and Mrs. Nell Vaughn were Childress visitors Saturday.

Mr. and Mrs. D. G. Wilcoxson and daughter Bernice, G. A. Ashford and Dale made a trip to Turkey Saturday.

Mr. and Mrs. A. B. Collins and family and Mr. and Mrs. Leo Collins and family of near Memphis spent Sunday with Mr. and Mrs. A. B. Collins, Jr.

Mrs. O. F. Etheredge spent Tuesday night with her mother, Mrs. G. W. Seigler, at Seigler ranch.

A. & M. Water Works School Feb. 13-17

AUSTIN.—Announcement was made today by Dr. Geo. W. Cox, state health officer, of the twenty-first Annual Water Works and Sewage Short School to be held at A. & M. College February 13 thru 17.

The school is held under the auspices of the Texas Division of the American Water Works Association, the State Board of Health and Texas A. & M. College, for the training of water works and sewage plant operators in the technical phases of professions.

The curricula of the school is divided into three sections, water, sewage and laboratory.

In selecting lecturers to present the technical lectures special attention has been given to secure men who were best informed and able to present the information in the most beneficial manner, Dr. Cox said.

The laboratory courses will be under the direction of J. J. Hinman, associate professor of sanitation at the University of Iowa, nationally known in this field. Instructions will be given in the various laboratory tests connected with water and sewage treatment and practical experiments will be performed by the attending operators.

A. & M. College has announced special rates for attending operators whereby they may live in the dormitories and take their meals at the mess hall. Operators may live at the several Bryan and College Station hotels or tourist camps.

J. L. Horner of Henderson, President of the Association, predicts that this will be the biggest and best school ever had. "All cities are urged to take advantage of this opportunity of sending their water plant and sewage plant operators to A. & M. College for one week, during which time they will receive instruction that will permit them to serve the city with a higher degree of efficiency," Mr. Horner said.

Texas Composer



JULIA SMITH

DENTON, Texas—Julia Smith, a young Texas composer who is rapidly making a name for herself in the East, is coming home to Denton this week to assist in the rehearsals of her opera, "Cynthia Parker," which will have its world premiere on February 16-17 at the North Texas State Teachers College.

Leonora Corona, former prima donna soprano of the Metropolitan Opera Company, will fly down next week to sing the title role. The production, which is the first opera premiere ever to be held on Texas soil, will be presented by a joint student and professional cast. Other leading roles will be filled by Margaret Finney, former Julliard student and professional singer who is a member of the music faculty of Temple Junior College, and Roger Harris of Dallas, graduate student in music at the Denton Teachers College.

Speaking parts will be taken by leading speech students under the direction of Mrs. Myrtle Hardy of the College speech faculty. The Indian ballet and play party dances have been planned by Miss Donnie Cotteral of the physical education department. The entire opera is under the musical direction of Dr. Wilfred C. Bain, head of the College music department.

Plans for a gala opening are under way at N. T. S. T. C., which is Miss Smith's alma mater. Faculty and students will bring out "tuxes" and tails to honor their distinguished alumna - composer and to greet a distinguished guest list which includes state music critics, musicians, legislators, surviving members of the Parker family.

Julia Smith, the composer, now makes her home in New York City where she holds a Julliard fellowship in composition. Following the premiere in Denton, "Cynthia Parker" will have at least two performances this winter by the Julliard School of Music in New York City.

Junior Club Holds Regular Meeting

Miss Myrnavae Barkley was hostess Wednesday afternoon of last week, to the Junior El Progresso Study Club, and leader of the program on "Illinois" which included the following papers: "Corn Raising", Myrnavae Barkley; "Chicago", by Wandell Berryman.

New Committees were named by the president, Lela Carpenter, and included: Welfare, Zona Ruth Scaff, Alice Thompson and Ruth Scaff; Program, Frances Carpenter, Frances Stearns and Jewell McCoy; Music, Wandell Berryman, Marie Hunsucker and Aileen Russell.

Refreshments of sandwiches, hot tea, potato chips and cookies were served to these members and

sponsors: Alice Thompson, Lela Carpenter, Frances Carpenter, Jewell McCoy, Wandell Berryman, Marie Hunsucker, Frances Stearns, Aileen Russell, Zona Ruth Scaff, Ruth Rushing, Mary Ola Tipton, the hostess and Mrs. E. W. McKenzie.

SIDELIGHTS

BY MARVIN JONES

Member of Congress from Texas

Much has been done during the last six years in behalf of agriculture. The total average farm income has been greatly increased. The farm program is not a bill. It is a movement. It involves the tariff, freight rates, low interest credit, new markets. The various bills are but steps in that movement.

I feel that some improvements can be made in the regular farm program.

First. The allotments should be made known much earlier so that the farmer can make his plans prior to preparation for seeding.

Second. The payments should be made much more promptly.

These two administrative changes would help materially.

Third. The benefit payments to farmers might be based on the lease of a definite percentage of the tilled acreage of each farm and conditioned on soil-building crops and practices on such leased land.

The payments might be conditioned on proper diversification rather than the use of the one-crop system.

This would place the program more fully on a soil conservation basis. Not only would the leased land thus be treated but the rotation of crops brought about on the remaining part of the land would further conserve and build up and prevent wastage of the soil. At the same time, the farmer would be left free in the pitching of his crops and the operation of

the program would be simplified. More emphasis should be upon wider distribution, home and abroad, and less discriminations should be rected.

Every effort should be made to secure for the American his just share of the nation's income.

It is generally agreed that minor changes will be made in this year's program. Within the next few weeks bills will begin before the Committee on Agriculture. Reference to any major change may be found advisable in connection with the long-range program. Such changes will be made effective before 1940.

These hearings will be every member of the committee is anxious to improve the law in every possible way, that from these hearings, improvements can be made.

We not only expect to continue our efforts in the succeeding sessions to improve farmers' returns as nearly as possible to the level of industry.

Much progress has been made and the movement must

Tribune Wants Get Results

For Bronchitis Coughs, Croup, Whooping Cough, Sore Throat, Asthma, Hay Fever, Allergies, Eczema, Dermatitis, Itchy Skin, Ringworm, Scabies, Lice, Fleas, Mosquito Bites, Sunburn, Frostbite, Burns, Scalds, Sprains, Swellings, Bruises, Cuts, Wounds, Ulcers, Sores, Blisters, Chafing, Poisoning, Insect Stings, Snake Bites, Dog Bites, Cat Bites, Rabies, Tetanus, Diphtheria, Pertussis, Measles, Mumps, Scarlet Fever, Typhoid, Cholera, Dysentery, Typhus, Meningitis, Encephalitis, Polio, Smallpox, Measles, Mumps, Scarlet Fever, Typhoid, Cholera, Dysentery, Typhus, Meningitis, Encephalitis, Polio, Smallpox.

It's different—it's faster in action—pounded on superior medical fact in this country. By far the largest volume for coughs and colds and flu of cold Canada. Right away it begins to loosen up—the bronchial clear—you're happy and breathing free. Guaranteed by druggists your money back.

CITY DRUG STORE

READ THIS PROOF!



ONE OF MANY SATISFIED CUSTOMERS—

"They are all living but two," reported Raymond Ross, of Flomot, after his flock of 500 chicks purchased from the Matador Hatchery last spring, had developed beyond the danger point.

MATADOR CHICKS ARE PROFITABLE

Earn Profit From Chick

Buy Chicks That Live and Grow

The time has arrived to earn more than ever before from the raising of chicks and we urge you to consider Matador Hatchery chicks.

Hatched under scientific conditions and by expert attention, our chicks have proved more profitable to customers each season. They are strong, healthy chicks that have not been injured in shipment, acclimated and capable of the greatest growth.

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Do you want to cut your home or farm repair bills? Can you make inexpensive home improvements? Are you saving money by finding new uses for discarded equipment? Can you service your own radio? What do you know about the latest developments in electricity, mechanics, inventions, etc.?

POPULAR MECHANICS will answer these questions for you and help you solve hundreds of other problems. Each issue is chock-full of helpful suggestions, practical and useable plans, money-saving and money-making ideas. Here are only a few articles, soon to appear, you will not want to miss:

"Save That Old Chair, Re-cane it Yourself"

"Build a Serviceable Low Cost Motor Boat"

"Cementing Glass, Metal and Celluloid"

"How to Build Your Own Tractor"

"Make a 1939 Little Giant Portable Four-tube Combination Phonograph-Radio," and many more.

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Street and Number, or R. F. D.

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State

Southern Senators Attempt To Aid Cotton Farmers

Similar Action Expected From Other Producers

WASHINGTON— Attempts by southern senators to obtain federal aid for cotton farmers were expected today to inspire similar action among congressmen representing growers of other major crops.

State senators seek subsidies that would guarantee farm parity income and reduce a \$11,000,000-bale cotton surplus held as security for government loans. Immediate objective is liquidation of that surplus.

Those plans succeed it was expected that congressmen from wheat and corn belts would attempt to solve their constituents' problems through government subsidies.

Bottom— Incident with the cotton situation, the department of agriculture announced that domestic cotton prices in December dropped to lowest level for that month before 1881.

Chairman Ellison Smith (D-S.) of the senate agriculture committee announced a five-point plan which he predicted would cut production to 8,000,000 bales.

His program would continue general soil conservation program for all crops but for cotton.

Transfer from the commodity corporation to the surplus commodity corporation of 1,600,000 bales now held under the 1934 act of this 1,100,000 bales would be located to the secretary of agriculture for experiments to determine uses for cotton. The 500,000 bales would be woven into cloth for distribution to needy.

Adjustment of payments to parity in the soil conservation program to assure a price of 10 cents a pound and in no case payments be in excess of 10 cents a pound.

Elimination by the commodity corporation of its present cotton by annually buying from one and a half to two bales outside the regular season.

Continuation of optional loan program of the present farm program with provisions for producers who receive additional programs from receiving.

Producers who desire to sell cotton below soil conservation allotments the right to take cotton at six cents in lieu of growing it.

KNOW YOURSELF AND DRESS THE PART



HAVE you ever tried to classify your type? It's fun to pigeonhole yourself and the fashion staff of Pictorial Review presents a set of clever mannequins in the magazine's February issue to guide you in dressing to suit your type. And it's not only fun, they say, it's the first rule of chic: know yourself and dress the part.



THIS young lass is the jitterbug type. She dresses in swing tempo, with long hair, a merry frock tight as a Scotchman above the waist; full, free below.



THE alert miss above, chooses her dress in two contrasting colors because Paris says that's the latest trick. The blouse is extra full because she likes to be a touch extreme.



HERE is the tailored type who feels cosier in woollens than in silks. She wears a very trim, featherweight wool dress with a dolman-sleeved bolero. Her sash is dashing plaid.

THE waltz girl, lovely and fragile and unpredictable—dresses in pale, girdled satin and dances dreamily, but she's a mad-cap in disguise, and the sweet frock adds piquancy to her sudden irreverencies.

GOOD HOUSEKEEPING PREVIEW



YOU will look very gay for your husband at breakfast-time in this Spode print of spun rayon, from the January Good Housekeeping Magazine. Its reverse tucking at the yoke and high waistline give ample fullness through the bust, and unpressed pleats in the skirt make it easy to launder.

Uncertainty existed Saturday as to when the work can be started. Formal notice of the approval must travel through state WPA headquarters in San Antonio to the district headquarters here. The allocation of money with which to do the work will be made in the San Antonio office.

WPA officials here said, however, that they hope to start work early next week. The project, they added, will give three to four months employment to approximately 50 men.

The "Good Old Days"

(Note The Dates)
(The following quotations were taken from "When the Merry-Go-Round Breaks Down," by Wilfred J. Funk, as reprinted in the New York Post.)

The SNAPSHOT GUILD

SHADOW PICTURES



Shadows tell a story here—more cleverly than a direct shot of the ski group would have told it. Watch for shadows—they yield many a novel snapshot.

ARE you looking for snapshot ideas? Then just load up your camera, and have a try at shadow pictures.

On a sunny day outdoors, every solid object casts a shadow. If this shadow falls on a light-toned surface, such as smooth snow or concrete, it stands out clearly—and there may be a picture opportunity there.

People doing things cast shadows that often tell a complete story. A group of winter hikers or a ski party climbing a slope may produce shadows which make a more interesting "story" snapshot than the group itself.

Many objects cast interesting patterns of shadow. A tree near a street lamp may throw a delicate tracery of shadow on a nearby building wall. A short time exposure of this, made with the camera on a firm support—and you have an unusual picture.

Old-fashioned, ornate iron fences and gateways not only produce fascinating shadow patterns, but are often interesting pictures themselves. Include both the shadow

and the ironwork in one picture, shooting from a viewpoint that shows as many "repeats" of the pattern as possible.

Indoors, there are many chances for shadow pictures. Use a single photo bulb at one end of a room, and direct its light on the far wall. Let members of your family stand so that they cast grotesque shadows on this wall. Changing their distance from the light, and the height of the photo bulb from the floor, produces unusual effects.

With this shadow arrangement, it is easy to have your subjects act out story-telling ideas. Short "time" exposures will be required in taking these pictures, because of the distance between the light and the illuminated wall. With a box camera, try exposures of several seconds.

Whenever you're taking pictures, watch for shadow effects. They're the making of many a snapshot, and a special "shadow hunt," with your camera loaded and ready, might be worth your while.

John van Gulder

already have been dug will be five-year old Chinese olms donated by H. W. Stanton officials of the association said. They are of sufficient size that they should provide shade for those attending the fair next fall.

The women's rest room will be of tile and stucco construction with concrete floor.

Among the walks to be constructed will be those giving access to the parking area in the western portion of the grounds. Another walk will extend from that area to the rear doors of the exhibit buildings. Caliche will be

The country is suffering from a lack of confidence caused by uncertainty as to the financial and economic policy of the present Administration. All that is needed is a restoration of confidence.—Indianapolis (Ind.) Journal, June 26, 1893.

For six years our country has been the theatre of experiments unprecedented in their character and extremely disastrous in their results.—Connecticut Courant (Hartford), August 5, 1837.

The financial disturbance has been brought about by the trade-unionists.—New York Journal of Commerce, December 29, 1873.

It seems almost incredible that at a time troubled financially, as is the present one, workingmen should, in opposition to their own best interests, inaugurate strikes.—Rocky Mountain News Denver, Colorado, November 13, 1873.

The Government should leave the regulation of business to business men and to the laws of business.—New York Sun, September 23, 1873.

Where, in the history of nations, has there been such fearful grades of power? Where is the Chief of a Republic, where, we might ask, the monarch who has gone beyond (the President) in the abuse of trust? The Constitution has been trampled upon as dust.—New York Daily Express, February 22, 1837.

(This) Administration is but a continued series of Strange Events. The infringements upon the Constitution—nominating a successor—the Executive intermeddling with our national and State elections—Derangement of the currency—Executive usurpation—a violation of public faith—loss of confidence—enormous increase of our public expenditures.—New York Daily Express, February 25, 1837.

No President ever assumed the high office amid stronger demonstrations of popular approval—and no one was ever, within so short a time, so emphatically condemned.—Colorado Sun (Denver), February 1, 1894.

President Roosevelt's continued warring against corporate interests has unsettled public confidence.—New York Globe and Commercial Advertiser, November 12, 1908 (quoting William G. Sumner of Yale).

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. Simpsin Drug Company.

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

A Project Planned For Fair Grounds


Final approval has been given a Works Progress Administration project which will beautify the beautification provision of needed facilities at the Panhandle South Fair grounds, at Lubbock.

The project will be valued at \$111,479, and the fair association will be the contractor.

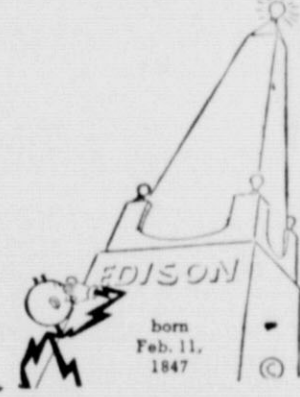
Work to be done, officials said, will include setting out of approximately 500 trees, the laying of a sewer main, erection of a new rest room, road and improvements, and the installation of six or seven drinking fountains at convenient spots.

The project will be put in holes which will be dug by the WPA.

The project will be put in holes which will be dug by the WPA.



BORN: Light . . . Sired by Private Initiative and Inventive Genius



born Feb. 11, 1847

Q. Who invented the first electric light bulb?
A. Thomas Alva Edison, now known as "the Wizard of Menlo Park."

Q. Was he ever assisted by governmental subsidies during the many long years he worked to perfect electric lights?
A. No. Electric light is the result of private initiative and inventive genius on the part of a man who sought to make the world a better place in which to live.

Q. Did he succeed in doing that?
A. Yes. Other individuals took up where he left off . . . constantly improving the light bulb Edison invented. Private industry, bent on spreading the use of GOOD LIGHT into every home in the land, learned how to manufacture the bulb more cheaply and efficiently.

Q. Whose money made this possible?
A. Private citizens invested their money in the electric industry, thus making it possible to carry on the research that led to present-day low rates for light and power. West Texas, along with the entire country, has profited from the investment of private funds which now provide not only good light but contribute to the support of whole communities through employment of thousands of men and women and through payment of huge sums in taxes.

Q. Then Edison's invention has had far-reaching benefits for all?
A. Yes. He—of all men—left the world a better place!

West Texas Utilities Company



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

ADMIT BUSINESS FACTORY

WINTER SERVICE
TIRES AND TUBES
GULF PRODUCTS

I. Thomas
Service Station
GULF PRODUCTS
FRIENDLY STATION



Kara Hunsucker, Editor

Assistant Editor Society Editor Sports Editor Feature Writers Joke Editor Reporters Lela Carpenter, Myrnavar Barkley, Jimmie Lee Irby, Pats Sheridan, Sponsor

MEMBER WEST TEXAS SCHOLASTIC PRESS CLINIC

Institute Of Student Opinion Students Favor Swing Music by Popular Vote

Question: What is your favorite radio program? Why? Answers: Myrnavar Barkley: My favorite radio program is Henry Busse and his orchestra because he plays popular pieces, and I like his trumpet solos. Marie Hunsucker: I enjoy the plays given by the Hollywood Playhouse. Betty Simpson: One of my favorite radio programs is the Lux Theatre. I enjoy their plays and actors. Wandell Berryman: My favorite program is Swing and Strings. I enjoy their music and especially their vocalists. Keith Patton: I like Kay Kyser's music as well as his questions. James Rufus Fish: My favorite program is Fibber McGee. I like his jokes and impersonations. E. A. Day: I enjoy Tommy Dorsey's swing music and his trombone. Mary Ellen Barton: I enjoy the Lux Radio Theatre because I like the plays which they present.

Aileen Russell: My favorite program is Kay Kyser's College of Musical Knowledge because I like his questions and music. Lowell Barkley: Among my favorite programs is Benny Goodman's orchestra. I enjoy his music as well as his clarinet.

TRACK AND FIELD EVENTS

The third period of athletics in the school is about to begin. This period of athletics is track and field events which includes volleyball, tennis, track, and playground ball. Each student in high school should take part in one of these events. Tennis is one of the most interesting forms of sports, and both boys and girls enjoy it. It is a vigorous and healthful exercise. In former years, much interest has been taken in this sport. It is hoped that within the next few

weeks the tennis courts will be improved, so that students will be able to begin preparing for the Interscholastic League Meet. Track events take more training than nearly any other sport. One has to be in the best of physical condition in order to compete in this division. Some of the main track events are hurdling, vaulting, javelin throw, shot put, discus, and relay races. Girls are usually interested in the volleyball division. Although it is usually played indoors, it is good exercise. Playground ball, like tennis, interests both boys and girls. The best teams in the country are determined by the county meet which is held each year. We hope that the article last week describing literary events and this one on the athletic interests in the Interscholastic League Meet this year. But remember, in whatever division you choose to enter, try to win for yourself and for the school.

CLUB MEMBERS TO ATTEND THE F. H. T. MEETING

At least twenty-five members of the Matador Home Economics Club are expected to attend the District Future Homemakers of Texas meeting to be held at Floydada on Saturday, February 11. An all day program will be held, the theme of which will be "The Girl in 1939". Following the registration at 9:00 and a welcome by Mayor Snodgrass of Floydada, a short play show will be given on subjects relating to home economics. All of the Palace Theatre. About sixteen members will be represented at the meeting. Among the short talks to be given by different girls will be one on "The Girl in Business" by Frances Stearns. Matador is also planning a stunt which will be presented Saturday afternoon. It is hoped that the meeting will prove beneficial as well as interesting to those who attend.

Who's Who In The Junior Class

Simpson, Kenneth: He is the president of the junior class, and it is rumored that he now prefers sophomores. Scalf, Zona Ruth: The vice-president of the junior class who likes the ex-students of M. H. S. Stephens, Minnie Kathleen: A brunette resident of Whiteflat who has a time keeping her boy friends straight. Smart, Jonita: A small, quiet junior who likes to go with Roaring Springs boys. Ratcliff, G. W.: A "lucky" junior who celebrated his birthday on February 6. (We say lucky because more than half of the famous people in the world were born in February and most of them before the 15th.)

Cast For Play Is Chosen Monday

Try-outs for the one-act play which is to be presented in the Interscholastic Meet were held on Monday afternoon, February 6. The play is comedy entitled "Queen Anne's Lace". Many students took part in the

try-outs, and since most of them would have been capable to take parts, the judges found it hard to determine which should be chosen. After careful consideration they decided upon the following cast: Betty Astor and Dick Lacey (two in love), Frances Stearns and Kenneth Simpson; Aunt Emily McCoy; Uncle Jed (a writer), Raymond Rattan; Mrs. Willard (a society lady), Tom Nell Darsey. Mrs. Whitworth will direct the play, and practice will begin soon.

THIS AND THAT

Well, well, well, it seems that Whiteflat is still growing in popularity! Leroy Nelson was seen with a Miss White a few days ago, and it has been rumored that the boys are clamoring to meet her. (Variety's the spice of life—um-hum!) One of our ex-students seems to have started a flirtation with Doris Stephens a "trifle" late. The party in question is Ellis Terry who has moved—somewhere. (We wonder if they will correspond?) A few of the college boys were home two weeks ago, and Frances seems to have had a swell—elegant time. Marie looked very "glowing" Monday morning, also. (B. F. and Fred are the gentlemen in question, of course.) Mut! You're sleeping (fiddling, we mean) while Rome (?) burns. James Ed is a "sinister" character, we hear. (Lady killer you know). Yes girls, it's Minnie K. again! Hurrah for our side! (We're winning). Aita' girl, Aileen, you weren't given those blue eyes for nothing. You and Johnny make a "divine" couple—keep up the good work. Cabbages have heads, Corn has ears, Celery has a heart, Grapes have skin, Potatoes have eyes, and Squashes have decks. Who would have "think it?"

GRADE GATHERINGS

The first grade is happy to report an average attendance of 38 this week. This is the highest average since Christmas. The second grade is learning to write and mail letters. They visited the post office this week and built a post office in their room. The third grade is studying a unit of library work. They have observed the city library and have established a library in their room. They check books in and out just as the city library does. All the girls of the fifth, sixth, and seventh grades are very interested in junior basketball. Mr. Gray is coaching them. They defeated Roaring Springs grade school juniors 13-12 on Thursday evening. The grade school is very proud of this team because it is the first grade school junior girl's basketball team the school has known. Since they have won their first game, the school is expecting great things of this team.

HIGHLIGHTS IN DRAMA

If you hear gas and see tears flowing from the eyes of B. P. S. members, you can guess the reason. We have lost Ellis Terry and Bob Krieger. Farewell, this parting is such a bad sorrow—we can't say goodbye till tomorrow like Romeo did! The B. P. S. had a club meeting on Thursday, February 2. The program committee, Raymond Rattan, J. W. Durbin, Mary Gaines, and Frances Carpenter, are advised to lay low after selecting the following program:

J. W. Durbin sang a song, Next Jimmie Canon, Billy Bishop, and Lemuel Barkley conspired among themselves and pantomimed W. P. A. workers. Jewell McCoy gave the life of De Vinci. Raymond Rattan, J. B. Cooper and J. W. Durbin played several selections on a guitar, French harp and fiddle. Mary Gaines then gave the life of Pasteur, and this was followed by a poem by Ruth Rushing of her own composing. Frances Stearns then gave a reading. Mrs. Whitworth gave two very amusing readings. During the remainder of the meeting J. W. Durbin entertained with music and songs. At times he was aided by Raymond Rattan and J. B. Cooper. The program was greatly enjoyed by all members.

WHAT I'D RATHER BE

Sometimes I think I would like to be a famous painter, musician, or author. But after thinking them all over, I believe I would prefer to be a just a home-maker. An artist dies; but another artist soon comes that can paint almost, if not quite as well as he. All except the very best of musicians are soon forgotten. If you are an author, and your books are best sellers, they may drop into oblivion. If you are just a home-maker, you are never forgotten. Maybe the world will not recognize you; but the persons whose lives you have influenced will always remember you. Even if you never paint a picture, never write a best seller, never play an instrument. By making a happy home for someone you may make a lasting influence on a life. After all, what is a picture, a book, or even the best music ever written, compared with a life? When we hear older people talk, we find that many times they talk of their old, happy homes, where they were reared. When we are grandmothers, we will talk of our homes, too. Would not it be beautiful to know that we were the cause of just one happy home? After all, those who are the happiest are the ones who make others happy. By Jane Anne Mallet

NOTES ON ETIQUETTE

Do you know that table manners proclaim at once your social standing? Boys, at the dining table, draw back the chair for the girl or woman next to you, push it under her as she sits down, and then take your own seat. Let your napkin lie open across your lap. At home leave your napkin neatly folded when you have finished eating. At a hotel, cafe, or in another person's home, let the napkin lie loose beside your plate. Do not fold it, unless you expect to return for the next meal. Never drink from a cup while it holds a spoon. When not using your teaspoon, let it lie on the saucer. If your plate is passed for a second helping, let your knife and fork remain on it, side by side; also, when you have finished. Never rest your knife or fork partly on the table and partly on your plate. Avoid mixing your food on your plate. If cutting the lettuce leaves of your salad is necessary, cut with your fork. When your hostess rises, boys, rise and draw back the chair of the girl or woman next to you as she rises, and let her precede you from the room.

THE SOPH'S PARADE

Hetta Bird and her Indian cowboy friend, Leave Jack Martin At his wit's end.

MEET A SENIOR Name: Lillie Seal; general appearance: dark hair, brown eyes, medium height and weight; has attended M. H. S. for one month; likes volleyball, tennis, and dancing; dislikes geometry, algebra, and deceitful people; ambition: to become a trained nurse.

THIS WEEK'S SONG HIT JEEPERS CREEPERS

Jeepers, Creepers! Where'd ya get those peepers? Jeepers, Creepers! Where'd ya get those eyes? Gosh all git up! How'd they get so lit up? Gosh all git up! How'd they get that size? Golly gee! When you turn those heaters on, Woe is me! Got to put my cheaters on, Jeepers, Creepers! Where'd ya get those peepers? Oh! Those weepers! How they hypnotize! Where'd ya get those eyes?

McMURRY COLLEGE

McMurry College is situated on a campus of forty acre two miles southwest of Abilene. It was founded in 1920, and construction was begun in 1922. Work was started during the 1934-35 session for the beautification of the campus. There are now approximately 1,300 trees and shrubs on the campus. There are three dormitories on the campus and one of the best gymnasiums in West Texas is located at McMurry College. McMurry College is recognized as a senior college by the Association of American Colleges, the Association of Texas Colleges, and many other associations. There are eight loan funds in the college. From these funds, students may borrow small amounts of money at a low rate of interest. The tuition for five courses is \$65.00 per semester. Registration, library, and medical fees come extra.

THE GRAB-BOX

Roses are red, Violets are blue; I can row a boat—Canoe, canoe? Mrs. Irby: "What did you about last evening, dear?" Jimmie Lee: "Oh, we about our kith and kin." Joyce: "Yes, I heard seth 'kin I hev a kith?" said 'yeth, you kin?" Zona Ruth: "How would like to be buried near M. H. S.?" Mary: "Goodness, I'd Mr. Ewell: "Rudolph, always behind in your What is wrong?" Rudolph: "Why, Mr. I weren't behind I epise sue my studies." Little drops of knowledge, Little grains of sense, Make a mighty difference When the tests commence.

WE ARE READY

To Sharpen Your Files Repair Your Listers, Do Your Welding.

WE HAVE EXPERT WELDING EQUIPMENT

MUSE'S BLACKSMITH

V. MUSE, Mgr.



1 This is Brontosaurus, the thunder reptile. He appears here to emphasize...

2 ...the vast age of crude oils from which Sinclair Motor Oils are refined. Sinclair Opaline Motor Oil, for example, is refined from the oldest Mid-Continent crudes. These crudes were mellowing and filtering in the...

3 ...earth even before dinosaurs roamed America. Oldest crudes plus most modern refining are the reasons why Opaline lasts longer and stands up better. Ask your nearby Sinclair dealer. You'll like the way he treats you.

Advertisement for Underwood Typewriter. Text: 'GIVE THEM A HELPING HAND! THEN WATCH THEM MAKE THE GRADES! EASY TO USE Easy to Own UNDERWOOD CONVENIENT BUDGET PAYMENTS ARRANGED See The New UNDERWOOD Typewriter PORTABLE Universal Model, \$45.00'.

Advertisement for Spur Laundry. Text: 'You can Afford this LAUNDRY SERVICE BECAUSE... It's Inexpensive, WHEN YOU CONSIDER the high quality work and the prompt delivery service—the freedom from fuss and work—our service is inexpensive. EVERYTHING, including shirts, is returned ironed and ready to use. We do the complete job cheaper than you can do it in your own home! Why not try the Spur Laundry today? Spur Laundry THREE DELIVERIES IN MATADOR EACH WEEK'.

Advertisement for Jesse's Cafe. Text: 'DROP IN FOR A BITE TO EAT... Not Very Hungry? Then You Will Like Our SHORT SPECIAL PLATE LUNCH Only 15c PLAIN STEAK only 20c Chili, Hamburgers, Sandwiches, Candies and Tobaccos. JESSE'S CAFE JESS STAFFORD, Owner'.

Advertisement for F. C. King. Text: 'Agent Sinclair Refining Company (Inc.) F. C. King, Agent ROARING SPRINGS, TEXAS'.

County Cage Tournament Fri. and Sat.

The county basketball tournament will be held here Friday and Saturday nights according to a schedule released to the Tribune Tuesday. Three games will be played each night according to the following program: Friday night, Matador-Flomot girls at 7 o'clock; Roaring Springs-Whiteflat girls at 8 o'clock; Roaring Springs-Matador boys at 9 o'clock.

Saturday night: Losers of girls' games Friday night will play for third place at 7 o'clock, winners of girls games will play for county championship at 8 o'clock; winner of Matador-Roaring Springs boys game to play Flomot for championship at 9 o'clock. Flomot drew a bye in the preliminaries.

Letters To The Editor

Editor's Note—The following space is devoted to our readers and it is to be understood that any opinion expressed herein is not necessarily the views of this newspaper nor are they designed to conform with its editorial policy. All communications to this department must be signed by the writer.

If Not The New Deal—Then What?

R. L. Jameson's Reply
To R. E. Campbell

Editor of Matador Tribune:

In your issue of February 2, Mr. R. E. Campbell, as he says, airs his views concerning the New Deal. In all fairness to Mr. Campbell we must bear in mind the fact that he was sick at the time these thoughts were jotted down. Perhaps my excuse for having the effrontery to try to answer Mr. Campbell is the fact that I too, was sick when I read his article, and the reading didn't make me feel any better.

He states: "For the past six years the people of the United States have been following—shall we say leadership—blindly. . . ." How far that statement is correct is left to the reader to determine, but for the sake of argument, admitting the correctness of the statement, it naturally follows that there is and was a reason for this Universal following.

The people of a whole nation do not follow without some cause or reason. That cause and that reason is indelibly stamped on the memory of every individual who was capable of thinking and reasoning six years ago. A Nation of people paralyzed with fear! Banks closing daily; business firms closing almost hourly; the wealthy becoming paupers over night; men in scores, crazed by the thought of a hopeless future, taking their own lives; thirteen million people out of employment and with no promise of bread for tomorrow! We were indeed "as sheep without a shepherd." This the harvest of The Old Deal. The result of the competitive system that Mr. Campbell is recommending. No wonder that when a voice filled with courage and conviction was heard, and a man with a plan that at least offered hope for a day, presented himself, the people responded Universally to his leadership and The New Deal was launched.

I confess there are a great many things about the New Deal that I don't like, but as I am not able to offer something better, I try to be very careful in my criticism.

The gigantic task that was in-

CHURCH OF CHRIST

F. T. Hamilton, Minister
Morning Bible classes 10 a. m.
Congregational worship with preaching, 10:50 a. m.
Communion, 11:45 a. m.
Evening training class for young people, 6:30 p. m.
Regular worship with preaching 7:15 p. m.
Tuesday afternoon ladies Bible class, 3:30 to 4:30 p. m.
Wednesday night song drill and study of the life of Christ, 7:15 to 8:15 p. m.

WANTED TO BUY AT ONCE!

COMPLETE farming equipment for about 200 acres, including tools milk cows, hogs, chickens, etc.

Which will also include privilege of renting land. WILL PAY CASH!

Jim Canon
STATE GAME WARDEN

herited from the old regime, made it humanly impossible that mistakes should not be made, but it seems to me that these are being corrected as rapidly as possible, considering the enormity of the undertaking.

But it seems that the thing that is worrying Mr. Campbell most, is the Farm Program. Now, as I remember it, there is something in the Constitution that guarantees equal rights to all and Special Privileges to none. I am sure that Mr. Campbell knows that under the old regime the cotton farmer, as well as other farmers, were laboring, toiling and producing their share of the nation's wealth, but were far from receiving their share of the national income. The New Deal is making an honest effort to put the farmer on equal basis with business and industry. Mr. Campbell seems to think that the government is simply making donations as a charity proposition to the farmer, when as a matter of fact, the government is trying to restore to the farmer that that he is justly entitled to, but has not been receiving because of discriminatory laws, enacted by former administrations whose only interest was to remain in power.

Does Mr. Campbell know that even in "prosperous" 1929 when the United States was engaged in "World Competition", southern farm people received an average gross income of the tremendous sum of \$186 a year? And that the average tenant family received an income of only \$73 per person for a year's work, and share-croppers earnings ranged from \$38 to \$87 per person and that an income of \$38 per year means only a little more than 10 cents a day? And is that what Mr. Campbell would really wish on the people? I don't think so. I just think he hadn't looked at both sides of the proposition, and that he was sick.

Mr. Campbell leaves the inference that the New Deal was responsible for the loss of our foreign trade. As a matter of fact if Mr. Campbell would do a little more "thinking" he would know that we had lost our foreign trade before we ever had a farm program. According to Bulletin 175, U. S. Dept. of Commerce, table 24, our exports to the United Kingdom, France, Italy and Belgium have not been greatly reduced since 1930, the beginning of the World depression. Our exports to Germany, Japan, Spain and China have very naturally decreased, but by no stretch of the imagination can this loss in these countries be charged to the Farm Program.

Again Mr. Campbell says: "I want it understood that my sympathies are with the farmer and laboring group." Why is he worrying for the farmer? Why doesn't he express sympathy for other groups? There is but one answer and that is that his sub-conscious nature is crying out against the wrongs that have been inflicted on the farmer, and yet that expression of sympathy in connection with his entire article is "as a sounding brass of a tinkling cymbal". It reminds me of an incident I witnessed in the latter part of 1932 in The First National Bank in Matador.

A farmer who was enjoying (?) the liberty and freedom of the pre-New Deal days, was making, or trying to make settlement with the banker, who held a mortgage on everything the farmer possessed. The banker asked him the amount he had in the bank to his credit. The farmer replied that he did not know just the amount, but that he had turned in every dollar the cotton had brought, except 35 cents per hundred for gathering, and that was all he and his family had to live on. The banker ascertained the amount to the farmer's credit and wrote a check for the full amount, and handed it to the farmer for his signature. The farmer looked at him and said, "Mr. . . . that's the last dollar I have in the world; it's snowing outside today, and there is no telling when we can pull bolls again". The banker's reply was, "I am sorry, but hope some way will be provided". The farmer signed the check and went out into the snow and cold with a very definite idea as to the depth of a sympathy thus expressed. Thousands of farmers have gone through similar experiences in those days preceding the inauguration of the New Deal. And today, as ever, the self-respecting farmer is not asking for sympathy, but is asking for a Square Deal whether it is known as the New Deal or not.

Mr. Campbell should have remembered that when 84 percent

of any group speak out as clearly as was done on Cotton Referendum, it's a pretty good time for a grocery merchant to keep hands off.

R. L. JAMESON.

GIRLS WIN . . .

(Continued From Page 1)

of Roaring Springs, Davis of Dickens, and Newberry of Floydada were also selected for the honorary team because of outstanding playing during the tournament.

Scores of the tournament were: (Girls games) Roaring Springs 26, McAdoo 15; Dickens 44, Flomot 21; Matador 35, Dickens 19; Matador 24, Jayton 15; Dumont 19, Valley View 19 (tie) Dumont won by a toss of a coin; Flomot 41, McAdoo 26; Matador 26, Patton Springs 18; Girard 8, Jayton 30; Roaring Springs 22, Dickens 8; Matador 21, Dumont 18; Valley View 15, Jayton 24; Jayton 33, Flomot 10; Matador 19, Roaring Springs 10.

Boys: Floydada 34, McAdoo 16; Dumont 15, Valley View 14; Dickens 28, McAdoo 14; Floydada 34, Plains 17; Flomot 41, Girard 30; Roaring Springs 20, Patton Springs 18; Matador 20, Floydada 22; Flomot 31, Dumont 18; Valley View 16, Roaring Springs 24; Roaring Springs 30, Dickens 21; Flomot 36, Floydada 31.

VETERANS . . .

(Continued From Page 1)

improvements of the Matador East Mound cemetery which has been sponsored by the Fleming-Post for a number of years. Commander D. P. Keith explained the plans to procure and install pipe with which to provide water over the entire burial grounds in the near future.

Field Representative Sloan explained that the government provided grave-markers for all veterans of all wars, entirely without cost, freight prepaid.

Those attending the meeting declared it one of the largest, most interesting and beneficial ever held in this section.

Mr. Sloan remained in Matador until noon Tuesday in order to offer his services to ex-service men in the country, who wished to interview him on any phase of the veteran compensation.

:: LOCALS ::

Sunday visitors in the home of Sheriff and Mrs. L. A. Carlisle, were Mrs. Carlisle's sister, Mrs. V. A. Mayes and her son, Lloyd, of Paducah.

Mr. and Mrs. Oscar Blagrades and family are visiting in the home of Mrs. Oma Walker this week.

Mrs. John Groves and daughter Ruth, accompanied by a grandson, Bruce Seigler, visited in Plaska, Sunday, with Mr. and Mrs. C. T. Howell.

Turkey's Doing All Right!

Mr. and Mrs. Kenneth Givens of Childers, visited here Sunday in the homes of Mrs. B. F. Moore and Mr. and Mrs. J. H. Nebbett.

Mrs. Bob Echols drove to Lubbock Sunday, where she visited her sister, Mrs. Foy Bourn.

Miss Addie LeG Lawrence has enrolled in West Texas State College Canyon, for the spring semester.

WANTED: To buy a good used threshing. No use offering unless in first-class condition. State price in writing, enclosing kodak picture and giving your name and address, to: Box 106, El Paso, Texac.

Mrs. Thelma Dirickson returned home Sunday from Dallas, where she had conveyed her small daughter to the Scottish-Rites hospital for treatment.

Mr. and Mrs. J. T. Spears and daughter Ruby, also, Mr. and Mrs. Tom Spears of Flomot, left Monday for Oklahoma City, where Mrs. Spears will undergo an examination in a clinic.

Wanted: 200 lbs. clean rags. 6c per lb. Mission Gas and Oil Co.

Mr. and Mrs. Nelson McMahan, together with Mrs. F. M. Jinkins and Mrs. Ethel Payne and son Charles, visited in Amarillo recently with Mr. and Mrs. Leland Jinkins.

Jimmy Fulkerson of Spearman and Miss Rebecca Fulkerson of Dimmitt, spent the week-end here visiting their parents, Mr. and Mrs. M. P. Fulkerson. They were accompanied by Miss Mary Sickle of Borger.

Mr. and Mrs. R. D. Jordan and son, Carson, also a niece, all of Abilene, visited here Sunday as guests in the home of Mrs. C. L. Glenn.

C. C. Renfro, accompanied by his son Harold, and daughter, Mrs. A. B. McCaghen of Quitaque and grandson, Curtis Taylor, were recent visitors with relatives at Roswell, New Mexico.

Mr. and Mrs. George Gray returned home Thursday night from a trip through the southern sec-

Greed Ruins Stars, Wines Fidler

The sole reason for the quick demise of most Hollywood stars is their own greed.

The heartlessness of producers and the fickleness of the fan public with which cinematic sob-sisters drench their typewriters is all very emotional and dramatic, but according to Jimmie Fidler, famous screen commentator, the touching picture isn't at all true.



Jimmie Fidler

"Stars simply demand bigger salaries (than the traffic can bear, and producers are forced to replace them with cheaper help." Fidler reveals in the February Pictorial Review. "I believe the average star's salary ultimatum are prompted more by greed for prestige than by greed for money itself. A huge salary is the one positive proof of professional standing. It is unfortunate that movie stars fail to realize that it is also the first indication of Career's End."

The well-known columnist points out that the irony of it all is that the cash difference, when federal income tax is deducted, between the salary that would keep a great star on the payroll and the salary demands that will eventually mean becoming one of Hollywood's living ghosts, is ridiculously small.

The well-known commentator slips behind sets on location in his Pictorial article and comes forth with other choice bits of "idol" chatter from the cinema capital. He believes with Cecil B. DeMille



Loretta Young, who has the most photographic face in Hollywood.

that no woman with perfect features can also have personality. Taken one by one, he says, Loretta Young's features are certainly not beautiful, but she certainly is. Cameramen say that she has the most perfect photographic face in Hollywood. Every critic who picks the "ten most beautiful stars" always ranks her high on his list and men are her abject slaves. Incidentally, Loretta Young believes in greeting all of her friends with a kiss—and she has very few enemies.

VALENTINE BUFFET SUPPER



If you are looking for "something different" for your valentine party, here is a buffet supper with an engaging sleight-of-hand performance to give each dish a brand-new fascination.

The hot platter makes a picture as gay and colorful as an old-fashioned valentine. Fluffy white rice, arranged in traditional shape, sprinkled with bright red hearts, filled with a savory chicken mixture and surrounded with peas, will cause your guests to exclaim with admiration and to eat with delight.

Add a spicy sweet to your table and puffy little pastry hearts, every one just a bite, and your party is an assured success. Complete recipes for these unusual but simple dishes are given in the February issue of Pictorial Review.

Buffet Supper

Curried Chicken in Rice Valentine
Buttered Peas
Cranberry Jelly
Bread Sticks and Hot Rolls
Cup Cakes with Cherry Filling
Olive
Coffee

Mrs. T. T. Bouldin and son Lloyd of Mineral Wells, were week-end visitors here with Mrs. Bouldin's mother, Mrs. C. L. Glenn, and other relatives.

Methodist Church

Rev. W. B. Vaughn, Pastor

There was an increase in the attendance last Sunday over the previous Sunday. We hope to see more next Sunday. The Sunday School and church services are for all of every age.

Sunday School at 9:45 a. m., W. F. Jacobs, General Superintendent.

The church is observing College and Young Peoples Day. The pastor will preach at 11 o'clock a. m. and the young people will have charge of the evening service with a special program.

Everyone is cordially invited to attend these services.

VISIT IN CARLSBAD

Mr. L. A. Stearns, together with his sister, Mrs. Cora Cash of Shawnee, Oklahoma, left Tuesday for a short trip to Carlsbad, New Mexico.

They returned to Matador Friday from a visit with Mr. Stearns'

Anglers Should Free Baby Fish By Cutting . . .

Cy Ballam, Wildlife Protection Leader, Tells How Let Little Ones Get A . . .

The art of letting fish . . .

A serious consideration . . .

"Legal size limits . . .

"We have known for a . . .

hook ten swallows it . . .

results. There is no in . . .

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SPECIALS For Saturday

HOSE Full Fashioned

CURTAIN SCRIM Yard

Brown Domestic, best grade, 36"

PRINT Fast Color, 36" yd.

PRINT 80 Square

LADIES DRESS HATS

Ladies House Dresses 2 for \$

DRESSES Children's 3 for \$

Sweaters, Children's

LADIES SPRING SHOES

All colors, New Styles

Different Prices

MEN'S DRESS SHOES

BOY'S WOOL JACKETS

Men's Overalls 8 oz. Sanforized

Men's Heavy Unionsuits

Men's Shirts, Dickie Brand

Pants to Match Suit

Shirts & Shorts, Hanes brand, Each

G. Gabriele Dry Goods
Roaring Springs