



## Rains Benefit Motley County

### Weather Displays Versatility For Western Texas

West Texas weather, with its endless repertoire, has produced examples of versatility during the past week, which have included the always popular drama of rainfall. As result, crop prospects in this entire area are brightened.

Starting before midnight Thursday with hail, wind and rain squalls that measured .23 inch of moisture by Friday morning, a second storm struck this section Friday afternoon and continued most of the night. Rain, sleet and snow fell intermittently Friday afternoon and the temperature dropped from comfortable summer warmth to near the freezing point. Altho the snow fell here but a short time Friday afternoon the flakes were extremely large, resembling large feathers floating thru the air. The rainfall was gaged at 1.30 inches here in Matador, Saturday.

**Storm Strikes Last Night**

A rain and electrical storm struck this section about 9:30 last night and continued until midnight, after which the wind had shifted to the north, reaching near hurricane velocity, accompanied by rain and lightning.

Altho it was impossible to determine the extent of the rain, the precipitation was estimated at about one half inch, while skies continued cloudy and electrical displays continued in all directions.

The rainfall has been of great benefit to both farmers and ranchers of this area.

## Contract For Rodeo Livestock Is Made

### Four Cities Accept Sponsor Invites To Celebration Here

## Car License Fees Are Aid To Counties

### Survey Shows This County Received \$15,894 In 1939

A contract was being forwarded yesterday to Ollie Cox of the Double Heart Ranch, Sweetwater, for approximately 100-head of livestock, arena help and an arena director for the Matador Rodeo and Rodeo to be held here May 17-18, according to L. B. Robertson, president of Matador Rodeo and Rodeo Association.

Mr. Robertson declared an agreement had already been made with Mr. Cox and that he felt the contract would be executed without difficulty.

Rapid progress is being made in every phase of preparation for the celebration which is expected to bring the largest number of visitors ever known in Matador.

**Cities Accept Invitations**

Four of the approximately 18 neighboring cities that have been invited to send sponsors to the celebration, have already accepted, according to Mrs. U. L. Willie, chairman of the sponsor committee.

Miss Bobbie Lou Watters, who represented the city of Spur in the Spur Rodeo last year, will be sponsored by the Spur Rodeo association. Miss Watters, who is strictly an amateur, is a high school student. She is 16 years of age.

The American Legion of Lockney will enter Miss Mary Beth.

(See **RODEO** Back Page)

Motley county received \$15,894.57 as its retained share of the motor vehicle license fees collected in the fiscal year which ended August 31, 1939, according to a survey just released by the Texas Good Roads Association. The state of Texas received only \$31.05, according to the release, the amount being for duplicate registrations and penalties.

The 11 counties of District 25, which include Childress, Colingsworth, Cottle, Dickens, Foard, Hall, Hardeman, King, Knox, Motley, and Wheeler, retained a total of \$304,616.33, while the state received only \$462.75.

Increased highway usage in 1940 was seen today by Oscar Burton, president of the Texas Good Roads Association, based on official reports that registration of motor vehicles was running ahead of 1939. The increase in registrations cannot be estimated accurately at this time, but it was indicated registrations would be up substantially from last year. Officials reported a sharp demand for 1939 license plates during the last few months of the registration.

(Continued On Back Page)

### To Speak Here



DR. L. A. WOODS

State Superintendent of Public Instruction L. A. Woods will visit Matador on May 16 and deliver the graduating address before the Matador High School graduating class.

## L. A. WOODS TO ADDRESS CLASS AT GRADUATION

State Superintendent of Public Instruction, Dr. L. A. Woods will deliver the graduation address to the Matador High School 1940 graduates on May 16, according to information received by Superintendent B. F. Tunnell, yesterday.

Since it will be the first appearance of Texas' chief administrator of education in Matador, an unusual honor is bestowed upon the Senior Class.

Dr. Woods accepted Mr. Tunnell's invitation to address the class when they both attended a school administrator's conference held in Childress in February.

In a recent correspondence, Dr. Woods asked Mr. Tunnell to further assure the class that it would be a pleasure for him to make the graduation address here on the evening of May 16.

## Motley Calves Win At Plainview Show

### Five Of Six Head Entered Awarded Prize Places

Further recognition was given the fine quality of Motley county cattle and their boy feeders at the 4th annual Plainview Fat Stock Show Monday and Tuesday when five of the six calves entered were awarded prizes.

Glenn Woodruff's calf was awarded 1st place, a \$12.00 cash award and blue ribbon, in the junior calf division.

Lyndon Bynum of Fomot carried away the 2nd place in the junior division, \$11.00 cash and the red ribbon.

Charles Russell, who was awarded grand championship in the 4-H Club show here March 30, was awarded 3rd place in both the junior and senior calf division at Plainview. He received \$10 award on each calf.

Leonard Crowell, Jr., of Fomot received 5th place in the junior calf division and \$8 in prize money.

**Six Counties Compete**

Six west Texas counties, Swisher, Hale, Floyd, Motley, Briscoe and Lamb had entries in the show in which the boys, instructed by county agent Rufus Emmons, brought home five of the prizes. The judging was done

(See **CALVES** Back Page)

## County Well Represented At Childress

### Seven Students Win Places In District Meet

Seven Motley county students were awarded places in the annual district 4 Interscholastic League meet at Childress Saturday.

Jewell McCoy of Matador was awarded 1st place in declamation for the high school senior girls and Jewel Lawrence of Fairview was awarded 1st place for rural school senior boys in the same event.

Dorothy H. Williams of Fomot won first place in typewriting and Marie Hunsucker of Matador received 3rd place in the same event.

Oliver Wells of Whiteflat received 3rd place in the declamation contest for ward school junior boys.

Jane Warren of Northfield received 2nd place in declamation for rural school senior girls.

Olene Wells of Whiteflat was awarded 3rd place in declamation for high school junior girls.

**Rains Slew Meeting**

Rain at Childress Saturday forced postponement of all athletic events, except volleyball.

Weather conditions also cut down entry lists in many of the literary events, but several hundred students and teachers from the eight-county district attended.

## Much Benefit Scheduled In Mail Service

Matador will receive the best mail service in its history, beginning today with the auxiliary route between Floydada and Vernon, according to the opinion of local businessmen.

The new service will provide an additional outlet east for mail posted up until 5 o'clock p. m. each day. The Number 8 Ft. Worth and Denver train leaves Vernon at 2:52 a. m. and arrives in Amarillo at 7:35.

A letter mailed in Matador at 5 o'clock will arrive in Amarillo at 7:35.

A letter mailed in Matador at 5 o'clock will arrive in Amarillo at 7:35 the next morning.

**Good Connections East**

The Fort Worth and Denver train Number 7, leaves Vernon at 2:18 a. m. (east bound) and arrives in Fort Worth at 6:07 and Dallas at 7:30. Both trains will carry mail from the new route thru Matador.

A letter mailed in Matador at 5 o'clock p. m. will reach Fort Worth at 6:07 the next morning.

Also, postmaster E. F. Springer declared that an improved Sunday service would result from the new route, whereby Matador would receive a full delivery instead of only first class mail as in the past.

### RETURNS FROM HOSPITAL

Burl Alsup returned home a few days ago from Dallas, where he has been a patient in a hospital after undergoing a severe lung operation. He is in the hospital almost six months. And is reported slowly improving at this time.

## Lions Storm Childress At Zone Meeting

Matador was represented by 26 rodeo-garbed members of the Matador Lions Club at the Childress Thursday night.

The Roundup and Rodeo received much publicity from the large delegation of Matador Lions attending the meeting.

John Stapleton of Floydada was elected zone chairman of the five Lions clubs in this area at the final zone meeting of the club year.

He will succeed C. C. Pate of Paducah, who has served the past year. Stapleton will select a zone secretary to succeed Byron Schatz of Paducah.

Approximately 90 Lions from clubs at Floydada, Matador, Paducah, Turkey and Childress attended.

Rev. Frank Travis of Childress spoke on Lionism and entertainment included songs by Jack Barry and a boys quartet.

## Springs To Have Dial Phones Soon

The new automatic dial telephone system for Roaring Springs will be placed in operation on April 24, according to an announcement made there Tuesday.

The Southwestern Telephone Association which serves the territory has been delayed in placing the new equipment into operation. Long distance service from Roaring Springs will be made through Matador as soon as the automatic system is placed in operation.

Arthur Stearns of Meadow, was a business visitor in Matador Monday.

## Senior Play Scores 2nd Hit On Stage

The 1940 Senior class of Matador High School scored again Tuesday night with another play hit when they presented a "three-act comedy entitled, "Where's Grandma?" to a capacity crowd at the high school auditorium.

"Grandma," a young old lady, ably portrayed by Jewell McCoy, was the cause of a lot of confusion when she came to make her home with her grandchildren, Mrs. Gretchen Blake, a young modern wife, (Myrnave Barkeley) her brand new husband, Bob, (Keith Patton); her brother, Jack Worley, (Glenn Woodruff) and her modern young sister, Carol, (Mary Gaines).

Mrs. Blake further complicated matters in her match-making, trying to marry her brother to Arline Truesdale, a man-hunting female, (Maurine Hall), while he was trying to marry Lucy King, his sweetheart, (Marion Clements). After a series of sophisticated parties, Grandma finally realizes that the grandchildren had really been longing for an old-fashioned grandma, which she really was at heart, and was glad to become in reality. A little matter of a \$3,000 shortage in Jack's department of the store in which he is employed, is also taken care of by grandma, when she reveals she is the owner of the store, and that the manager of the department, Arline Truesdale's father, was the guilty person. Comedy relief was furnished by the colored maid, Dahlia, (Zona Ruth Staff) and her houseman husband, Midnight, (Norman Harp).

Entertainment between acts was furnished by Frances Carpenter and Juanita Mize in "darkey" roles, in a skit "roasting" the Matador school faculty members, and also by Wandell Berryman and James Edward Russell, who sang solo selections of popular western songs.

## Two Ties In School Vote

After a quiet election here Saturday in which only 25 votes were cast to select three trustees for the Matador Independent School District, a tabulation revealed that two pairs of candidates had tied in totals.

Walter Carpenter received 17 votes, Jimmie Woodruff received 15 votes and T. B. Edmondson received 15 votes. M. J. Reilly received 14 votes and W. I. Rushing also received 14 votes.

Unconfirmed reports declare that at least one or more of the candidates will not qualify for office.

## ANNUAL MAY FETE UNDER REHEARSAL

Rehearsal has started for the annual May festival to be presented by pupils of the Matador schools, under the direction of Mrs. J. R. Whitworth and Miss Mabel Jameson.

Only grade school students will appear in the fete this year, it was announced, and the King, Queen and court attendants will be chosen from the fifth, sixth and seventh grades.

The Fete theme is "The Garden of the Singing Flowers", and the production promises to be one of the most colorful and entertaining ever to be held here.

Mrs. Whitworth, expression teacher, and Miss Jameson, Music teacher in the local schools will be assisted this year in the direction of the various divisions of the entertainment, by the grade school teachers, each of whom will be responsible for one group of children during practice.

The date of the fete has not been definitely set, altho it will be held sometime during the first week in the month, it was declared.

### RETURN HOME

Mrs. Roy Burleson and daughters, Mrs. Ray Patton and Mrs. Stafford Forbis returned home Sunday from a three weeks trip which included visits with relatives in Port Arthur, and Wichita Falls, and visits in Galveston, Houston, Austin and San Antonio.

## Methodists At District Meet

A delegation from the Methodist church here attended the Plainview district Methodist conference held at Tulia Tuesday and Wednesday. Over 300 delegates from this district crowded the First Methodist Church in Tulia Tuesday morning for the opening session of the meeting.

Those going from here were the pastor, Rev. W. B. Vaughn, Mrs. Vaughn, G. E. Hamilton, Mrs. Tom Tilson, Mr. and Mrs. Fay Jacobs, J. R. Whitworth and Knox Jameson. Mr. and Mrs. T. T. Jameson, and Misses Mabel and Roberta Jameson expected to attend afternoon sessions Wednesday enroute home from a business trip to Amarillo.

Matador was selected as host city for the meeting of the conference next year.

## Beauty Shop In New Location

The El Dora Beauty Shop, owned and operated by Miss Dora Jameson, last week was moved from its quarters over the First State Bank, to the rear of the bank building in the old post office location.

"We feel that the more spacious quarters will enable us to give our customers better service," Miss Jameson stated in announcing the change in location, "and wish to extend a cordial invitation to the public to visit us in our new shop."

New partitions were placed in the large room, affording more booths and privacy in shampooing and wave-set compartments. The new quarters also provide for a larger reception entrance.

Mrs. A. P. Hodges is connected with the shop, as operator.

## Roaring Springs Has Light Vote

Small interest was shown in the Roaring Springs city election held there April 2, as indicated by the total of 32 votes registered. (Matador balloted only 37 votes in a similar election).

Glenn Dobkins was re-elected as Mayor and M. S. Thacker and W. C. King were elected on the city council.

There was no opposition on the ticket.

## RAIL DUST

By DOUGLAS MEADOR



Passion returns to the depths of Texas sky after like the soft beauty that to young eyes after tears.

Looking down from the platform in the golden belvedere, gently, grow restless when breaks the hate-cocks of this world; a soldier must die any times.

mother rode the black mare a side-saddle while my bare rubbed the flanks of a sorrel at her side, as we followed winding wagon road home to a neighbor's house. Banks of blossomed from the warm night and a red moon out of the eastern horizon bounced above the shaggy stables as our horses ribbed tender tips of sage beside the

My mother's sobbing broke silence in our conversation then she told me the neighbor wife was very ill and expected to die before the dawn; to the world another life in exchange. Silence protected our thoughts as we neared home and a great star overhead broke from its mooring and left a trail of silver across the dark night for an altar instant. My mother hastily covered her eyes in her hand; it was her belief a falling star was a soul in wait after release.

While my views are but those who who wandered in too late to participate, it seems to me this yard of virtue has little value unless thoroughly tempered in the fires of temptation.

ossed on the bleak sea of fury until the wet, tattered sails her life floated against destitute and cold and slippery rocks, the under, blue-eyed girl purchased tub, wash-board and soap. Working constantly, she managed to provide for her younger sister and to supply her own scant needs in the loss of her widowed father grew less painful to her art.

Half hidden in the flowering requite and tame sunflowers, shack with its dark, twisted angles had the charm of a home where work, hope and prayer had regular chapel. The wealth of a thriving, young country was everywhere about her tedious life and a generous people favored the garage and industry which she displayed. The second summer there was a cow in the barbed wire corral back of the house and a flock of chickens scurrying thru the small patch of dark green kaffir corn that flanked the premises. There was a comfortable sum in the bank.

Early the next spring she purchased an adjoining 20 acres that lay next to the city limits and closed her bank account. Then suddenly a new world emerged from the seeds she had planted as the thriving town began to wrap around her holdings. Within a short time she was paid many times the amount of her contract and built a new, white house with green shutters at the windows.

Suitors came and love broke from its shell of dreams. The quiet, big-footed rancher lost the conquest, sold his herd and lands and departed for Arizona on the same day she was married to the laughing, black-haired youth who divided his office between a saloon and law office.

After two years the money had been exchanged for amber liquid and love had gone out from the green-shuttered windows. So many roads—so many freight trains leave a town that a man can depart unnoticed.

She planted rose and lilac bushes before the white house and built a shed for the cow and chickens, then purchased a washing machine that fit conveniently in the vine-covered back porch.

Gray fog floated over Tampa and the fragrance of the sea was in the wind as the small girl sensed against an abandoned bill and looked out over the water. Far out on the horizon a black speck trailed a thread of smoke woven into the clouds. The bars had dried on the child's cheeks but the sorrow of a parting remained in her eyes like the warmth in the hills after the sun is gone. Some women must always fear the sea.

Possession is the dry pulp of a lime rind after the tart juice of desire has been squeezed into the cup of life to flavor the julep of conquest.

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**YOU GIVE TEXAS**

resting. Because the hotel set a good table, traveling salesmen who made the territory each week arranged their itinerary so as to spend Monday night there, then looped back the next afternoon and spend Tuesday night there, too.

They'd sit around of evenings and tell stories, mainly about Texas.

Best story-teller among the guests during that winter however was not a drummer; he was a former jockey. The wizened little chap kept the traveling men up the one night he was there till almost 12, listening. It was not so much his stories as the way he told them.

One was about a negro who worked as a porter in a gambling hall. He was sweeping out before the place opened for the evening business and he begged so hard to be allowed to roll the dice for a quarter (that was his full capital) that the proprietor said, "All right", so the darkey threw an eight and then a fatal seven came up on the very next roll. The porter shook his head and murmured sadly, "Dat sebben sho' did come abrupt."

**PROTECT YOUR HOME!**

As a successful jockey, the story-teller went back to his home town on a visit. The leading citizen, Squire Doakes, had a lifelong ambition to own a horse that would beat the entry of the most prominent resident of the rival town at the county fair, but the other man's horse always won. So the Squire induced the professional jockey to ride for him this time.

It was a thrilling race. The other horse led till the halfway post, then the Squire's horse pulled up even and they pounded down the track, side by side, until the final 10 yards when the Squire's racer put on a spurt and finished in front by a head.

The old man was delighted and said he would give the jockey a house and lot.

"I was scared to death," the Squire said. "I didn't believe you were going to make it."

"Oh," the rider replied. "I held your horse back just to make it interesting; I could have won by 20 yards."

It took four spectators to keep the Squire from beating the jockey up—and he didn't get the house and lot.

Another of his stories was about a battle-royal in the cockpit in Juarez. The ex-jockey drew a vivid word-picture of the stands, a dozen rows high, that rose almost as steep as a step-ladder on all four sides of the arena.

"The last rooster alive would win the purse, so I trained my rooster, not to fight but to sidestep," he related. "When the battle started, he would hop around out of the way and he never got a scratch. The ground was covered with the dead and the dying and my bird was out in the center and had spread his wings and was just beginning a crow of victory when a wounded little black Mexican rooster rolled over on his side and gave my bird a rake with his knife-like gaff.

"Well, sir, the crow stopped right in the middle and that rooster of mine jumped straight up in the air, over the heads of the folks sitting in the top row. He didn't win the battle royal but he did set a world's record for the standing high jump—19 feet, seven and three-quarter inches—I measured it afterwards myself."

Listening to the tales that winter gave this observer some idea how a joke should be told—and, after years of story-telling, the thought came, in 1936, why not collect into a little book the old stories on Texas and Texans?

And so maybe that answers the question that opened this discussion.

Here and there: If you can't beat 'em, jine 'em—as my grand pa us't to say—What is the smallest town in Texas that prints a newspaper? Carbon, whose Messenger is edited by W. M. Dunn, had a population of 463 in the 1930 census. Do you know of a paper printed in a smaller town?—News-papers with expressive names: Big Lake Wildcat, Bowie Blade, Comanche Chief, Hereford Brand, Ferris Wheel.

In the death of President J. D. Sandefer of Hardin-Simmons University, Texas lost an educator of high rank, a spiritual force, and a truly great man.

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**Motley County Insurance Co.**

Whitworth\*Elmer Stearns

**Sure Signs Of Spring**



Spring is here when motorists dig out the road maps and lay their plans for seeking the "open road," and sailors the country over begin their annual "biting out" activities, preparing sleek water craft for the first jaunt of the season. Here Skipper Ted Skinner begins operations under the watchful eye of Miss won. Here Skipper Ted Skinner begins operations under the watchful eye of Miss won. Here Skipper Ted Skinner begins operations under the watchful eye of Miss won. Tony Clark, who motored down to the boatyard in her new 1940 Chevrolet.

will not defeat cancer. It is only a relentless crusade carried on over a period of years that will succeed in wearing down the death rate from this disease. Such a crusade requires more courage and widespread knowledge than our people possess at this time.

Vital statistic records of the State Health Department show that cancer mortality is steadily increasing. Statistics for the past half-decade, 1933 through 1938, record an upswing in the cancer death rate from 64.5 per hundred thousand in 1933, to 66.3 in 1934, to 68.5 in 1935, to 73.6 in 1936, to 72.8 in 1937, to a high of 74.4 in 1938. The Texas cancer death total in 1938 was 4593 as compared with 3863 in 1933. Whether or not this increase in cancer mortality will continue depends upon the effort every man, woman and child will put forth to learn more about cancer, its symptoms and its cure.

Free educational literature on cancer may be obtained by writing the State Health Department, Austin, co-sponsor of the cancer Control drive in Texas during the month of April.

not the largest, nor did Texas lead the states in number of donations, Capt. Lucey said, yet it was one of the ranking states. Only New York, Illinois, California and one or two other states are credited with a greater total in contributions.

In a recent communication from Herbert Hoover, national director of the fund, a request was made that the newspapers continue to keep their columns open for subscriptions and that local committees continue their organization. In this request Capt. Lucey concurs and is asking these agencies to keep their facilities open to further contributions.

"Finland needs help as badly now as ever," Capt. Lucey said. "Rehabilitation must be carried on. Hundreds of thousands of the Finnish people must seek new homes in different localities because their former homes are now a part of Russia. This means starting from scratch as their housing in the hold effects were destroyed in the war. They are penniless and without equipment."

According to information from

national headquarters in New York, the Hoover organization has been skeletonized to a few workers. The volunteer workers and Mr. Hoover are returning to private life and business, although Mr. Hoover will keep in touch with the New York office, it is said. Because of the new setup, all donations should be mailed direct to the national offices in New York.

Texas fulfilled her pledge, Capt. Lucey said, in that every cent of the collected funds went 100 percent to Finnish relief. Expenses of the campaign were taken care of by private donations made by friends of the cause—largely the membership of the committees.

"The people of Texas responded magnificently," said Capt. Lucey. "They stepped to the side of a stricken people who were fighting against over-whelming odds and gave liberally of their wealth and sympathy. I am proud of Texas and her people and am glad to be one of this great family. I cannot say more."

**Texans Give \$83,302 To Finnish Fund**

DALLAS—Texas contributed \$83,302.87 to Finnish relief aside from corporation contributions made direct to Herbert Hoover's committee by the home offices of many concerns having branches in this state. These figures were released by Capt. J. F. Lucey, Texas Director for Finnish Relief Fund, this week from his office in Dallas. At the same time Capt. Lucey said the state headquarters and the state organization are being discontinued.

The Texas director was profuse in his compliments of the subscription campaign conducted by Texas newspapers. "If we had not had the marvelous cooperation of Texas newspapers," Captain Lucey said, "we never could have got the job done." He also paid his respect to workers at state headquarters and the local committees over the state.

While Texas donations were

**THESE TRUCK-BUILT GMCs WILL CUT YOUR gas costs to the Bone...**

Mileage Meter Tests prove no other truck can match GMC gas economy—engine for engine. No other truck is better-built. No other comparable truck gives you so much pulling power. See GMC today!

Time payments through our own YMAC Plan at lowest available rates.

**CHECK GMC PRICES AGAINST THE LOWEST!**

**MATADOR BUICK COMPANY**  
MATADOR, TEXAS  
**GMC TRUCKS GASOLINE - DIESEL**

**Long Crusade On Cancer Is Contemplated**

There is still too much "behind closed doors talk" about cancer, Dr. Geo. W. Cox, State Health Officer, declared today in urging Texans to make the most of educational opportunities which will be offered during April, proclaimed by Governor W. Lee O'Daniel as Cancer Control Month.

"We cannot fight cancer successfully by hiding from it. On the other hand, by overcoming fear and lack of knowledge, the campaign against this disease will be half won," Dr. Cox said.

Reliance upon lightning warfare

**BLINDFOLDED... YOU CAN FEEL WHY BRAKE ACTION TREAD PROTECTS AGAINST SKIDS!**

COME IN TODAY!... FEEL WHY 2500 EXTRA GRIPPERS STOP YOUR CAR QUICKER. STRAIGHTER, SAFER!

Try this amazing blindfold safety test now! Learn, by feeling, how these 2500 sharp-edged extra grippers of Brake-Action Tread stop you... grip and hold... stop your car quicker on the slipperiest of wet roads. Make this test before you buy any tire!

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SEE IT! FEEL IT! Today!

**Bob's Oil Well**  
MATADOR, TEXAS

**Tribune Want Ads Get Results**

**Ask Your Grocer For Eddie's Bread**

**The BEST by Taste**

EDDIE'S BREAD IS GOOD BREAD BECAUSE THE FINEST OF INGREDIENTS AND BAKING SKILL GO INTO ITS MANUFACTURE. BAKED FRESH AT EVERY DAWN.

**EDDIE'S BAKERY**

This is the third of a series of "THUMBNAILED SKETCHES" portraying the work performed by our Linemen in bringing ELECTRIC SERVICE to your home



**West Texas Utilities Company**

**Romance**

**A Modern Linerider on the Range**

**...for he's a jolly good fellow**

HE'S no softie, this Modern Linerider. Like the old-time cowboy, his work calls for plenty of nerve. His face is sunburned. His muscles are hardened by many hours out-of-doors, climbing 50-foot poles and clinging tenaciously to cross-arms while dodging "hot" wires that might otherwise send him hurtling to the ground—and sudden death.

He works under tremendous pressure. Many of his jobs are like that at Clyde, struck by a tornado on June 10, 1938, in which 12 persons were killed and communications completely disrupted. Linemen rushed to the stricken area and had light and power service restored just 32 minutes after the tornado hit. Sometimes it is an immediate need for electric power, such as occurred in the McCamey area when oil first was discovered. A hundred miles of line were built and put in operation in the world's record time of exactly 60 days.

Some are college graduates. Others have the equivalent in actual experience. All are highly trained and skilled workmen. They work hard—and play hard. They are good citizens, loyal to their communities and supporting civic enterprise. They are among the hundreds of men and women working "behind the scenes" to make Electric Service efficient, dependable and economical here. On them we bestow a title of honor—"Modern Lineriders."

**Invite a Visitor to WEST TEXAS in 1940**

CLUBS  
CHURCHES  
SOCIALS  
SOCIETY

PHONE 123

# THE WOMAN'S PAGE

EDITED BY  
MRS. DOUGLAS MEADOR

## Club Meets At Roaring Springs

The Thursday Club met last week with Mrs. Jack Luckett Jr., of Roaring Springs, for five progressions of bridge at two tables. Miss Ann Hughes, a guest, won high score and Mrs. Bill Pipkin, low score.

Delicious salad refreshments were served to the following: Mesdames Gus Bird, Bryan Cammack, J. S. Stanley, Antone Freeman, Bill Pipkin, W. D. McLean, J. D. Craven and Miss Hughes.

## Sorosis Club Has Science Program

The Sorosis Club met Wednesday afternoon of last week in the home of Mrs. Henry Solomon, with Mrs. Alvin Stearns as leader and hostess.

"Science" was the subject discussed and these parts given: "Chemists make a new world", Mrs. David Guest, and "Rubber from trees to tires and toys", Mrs. Antone Freeman.

In addition to those on the program, other members present were: Miss Zona Beth Faulkner and Mesdames Elbert Reeves, Rufus Emmons, Tom Newman, Freeman Thacker, Harold Jones, Ben Edwards, Frank Pohl and Mrs. Solomon.

## Friday Club Meets In Campbell Home

The Friday Club met last week in the home of Mrs. Harry Campbell, for six games of bridge in progression at three tables.

Guest high was held by Mrs. B. F. Tunnell and club high by Mrs. D. I. W. Birnie.

Delicious salad refreshments were served the following ladies: Mesdames Leonora Luckett, Robert Collier, W. W. Clements, D. E. Pitts, E. B. Jones, Charlotte Hunsucker, L. J. Barkley, T. J. Daffern, Alvin Stearns, A. A. Harp, Tunnell and Birnie.

## Mrs. Cammack Is Hostess Thursday

Mrs. T. E. Cammack was hostess Thursday afternoon to the members of her Sewing Club, for an afternoon of needlework.

Refreshments of ice cream and cake were served the following ladies: Mesdames L. A. Carlisle, W. W. Carpenter, Lula Carpenter, D. C. Keith, Wiley McCowan, A. A. Harp, Elmer Jameson, R. E. Campbell, W. D. Herring and L. J. Barkley, and Miss Mary Keith.

## AUXILIARY HAS CALLED MEETING

At a called meeting of the American Legion Auxiliary of Fleming Post, held Monday evening at the court house, plans were formulated to enter a float in the Matador Roundup and Rodeo parade to be held May 17-18.

Two committees were appointed by Mrs. J. F. Hughes, president of the organization, as follows: Float Committee, Mesdames A. A. Harp, H. H. Schweitzer, Ethel Payne, Bennie Cox, Louis Poteet and D. P. Keith; Costume Committee, Mesdames Henry Ford, J. R. Whitworth and M. S. Patton.

The Auxiliary will hold its next meeting on the regular date, which is the first Monday in the month.

Others present were Mrs. M. S. Thacker of Roaring Springs, Mesdames Carl Bird and L. B. Robertson and Misses Mary Keith and Ruth Evelyn Keith.

## FAMILY REUNION IS HELD IN SOLOMON HOME

The eight children of Mrs. F. M. Jenkins, with the families of all except one, were together Sunday at the home of her daughter, Mrs. H. M. Solomon, for a reunion. An enjoyably turkey dinner was served.

Sons and daughters who were present were: Mrs. Gail Bradley of Corpus Christi, L. S. Jenkins, Amarillo, C. T. Jenkins, El Paso, and Mrs. Solomon, Mrs. Nelson McMahan, Mrs. Ethel Payne, Emmett and Homer T. Jenkins of Matador.

Their families were: Mr. Bradley and son Ronnie; Mrs. L. S. Jenkins, Mrs. Emmett Jenkins, Mr. McMahan and small daughter, Charles and J. D. Payne, and Mr. Solomon and son Dannie. Unable to attend were Mrs. C. T. Jenkins and daughter Kitty Jeanette, and Lee Stanford, son of Mr. and Mrs. L. S. Jenkins.

## Mrs. T. B. Edmondson left Tuesday for Fort Worth, where she will visit relatives for a few days.

## Around The Circles...

### IRENE ELDRIDGE

The Irene Eldridge Circle of the Methodist Missionary Society met Monday afternoon in the home of Mrs. D. E. Pitts, with Mrs. F. G. Simpson as hostess.

Mrs. Simpson, study superintendent, led the discussion on the first chapter of the new Bible study, "Songs of Zion."

Delicious refreshments of strawberry shortcake and coffee were served to the following members: Mesdames Joe Bloodworth, Annie Tudor, J. R. Whitworth, David Guest, Ethel Payne, Tom Tilson, D. E. Pitts and H. H. Schweitzer.

### DORCAS CIRCLE

Bible study was led by Mrs. J. A. Groves, circle chairman, when the Dorcas Circle of the Baptist W. M. U. met Monday afternoon at the church. In a business session, luncheon was planned for the Lions meeting next week.

Those present were: Mesdames Groves, T. E. Cammack, L. A. Carlisle, W. W. Carpenter, Pearl Moorman, Joe Campbell, Elbert Fulfer, M. P. Fulkerson, L. Rattan, V. A. Rattan and A. A. Tipton.

### HENRIETTA SHUCK

The Henrietta Shuck Circle of the Baptist W. M. U. met Monday afternoon at the church for a Bible study, taught by Mrs. W. M. Joslin. Following the lesson, a business meeting was conducted by the chairman, Mrs. Fred Clower.

Those present were: Mesdames Joslin, Clower, Lloyd Fulkerson, Elbert Reeves, Bill McCaghen, Jack Edwards and Elbert Seigler.

### SUNSHINE CIRCLE

Six members of the Sunshine Circle of the Baptist W. M. U. met at the church Monday afternoon and completed the study course of the book, "A Tale of Two Peoples: Jews and Gentiles", taught by Mrs. Eldred Seigler. Others present were: Mesdames R. E. Campbell, D. P. Keith, A. D. Burleson, W. D. Herring and Scott Bolton.

### SUNDAY SCHOOL CLASSES HAVE PARTIES THIS WEEK

Two classes of the Baptist Sunday School were entertained during the past week by their respective teachers, with combined social and business meetings.

Mrs. Clarence Kifer was hostess Thursday evening to her class of young women in the Young People's Department, with a theatre party following a business session and social hour at her home. In the election of class officers, Miss Maxine Green was chosen president, Doris Whatley, vice-president, Ruth McBride secretary-treasurer, Virginia Estes and Corine Briggs, group captains, and Mary Ola Tipton, reporter. Others present were Miss Clotelle Willie and Mrs. Posey Wilcher.

After refreshments were served the group attended the local theatre.

### Intermediate Class Meets

The senior girls of the Intermediate department held a meeting Monday evening at the home of their teacher, Mrs. Ben Meador when the following officers were elected: President, Maxine Russell; vice-president, Justine Rattan; second vice-president, Frances Carpenter, third vice-president, Margie Ballard; secretary-treasurer, Estelle Martin and reporter, Juanita Mize. Others present were Misses Frances Stearns and Mary Ola Tipton.

Following the business session, games were enjoyed, and refreshments served.

### BIRTHDAY PARTY

Mrs. A. A. Tipton was honoree at a party given Friday afternoon at the home of her daughter, Mrs. Ben Meador, on the occasion of her birthday. Many lovely gifts were received from attending guests and others who sent gifts.

The guest list included members of the Dorcas and Sunshine Circles of the Baptist Women's Missionary Society, many of whom were unable to attend due to a severe rain and snow storm which was in progress during the late afternoon.

### TO QUANAH

Mr. and Mrs. R. A. Day, accompanied by his sister, Mrs. Bertha Garrison of Whiteflat, visited in Quanah Sunday at the bedside of a brother, Ollie Day, former Matador resident. Mr. Day underwent an appendectomy Saturday, and his condition is reported satisfactory.

### SEWING CLUB MEETS

Mrs. Bryan Cammack was hostess Wednesday afternoon to the young women's sewing club, with the following ladies present: Mesdames Jack Edwards, Bill McCaghen, J. W. Drace, Bill Pipkin, Vernon Craven, W. F. Jacobs, Robert Darsey, J. D. Craven, John Hamilton, J. S. Stanley, Bert Ezzell, Frank Pohl and Wayne Pursley.

Enjoyable refreshments were served after an afternoon of needlework.

### LOCALS

Mrs. T. E. Bogan of Denver City, the former Ruth Rockhold of this place, was a recent visitor in the home of Mr. and Mrs. Bennie Cox.

Miss Verlin Reeves visited in Abilene during the week-end.

Mr. and Mrs. Vernon Doss and children were called to De Leon during the week-end to the bedside of Mrs. Doss' father, who is ill. They returned home Sunday evening.

Mr. and Mrs. Tom Patton of Hale Center visited here Sunday with his parents, Mr. and Mrs. M. L. Patton.

Mr. and Mrs. Gail C. Bradley and small son Ronnie, of Corpus Christi, visited here during the week-end with relatives. They accompanied Mrs. Bradley's mother, Mrs. F. M. Jenkins home, she having been visiting in their home.

Mr. and Mrs. A. L. Fryar attended a ginners' convention in Dallas last week. Also attending

from this vicinity was Joe Bloodworth of Whiteflat.

Mr. and Mrs. T. J. Daffern and daughters, Julia and Catherine, visited relatives in Plainview Sunday.

Visitors in the A. D. Beauchamp home during the week-end were their son and family, Mr. and Mrs. Seth Beauchamp and daughter, Edwina of Pampa, and Mr. and Mrs. J. H. McNabb and daughter Eutona Sue, of Quanah.

Mrs. Darius Fulkerson of Sweetwater, spent the week-end here visiting her sister, Mrs. Grady Acker, and also in the M. P. Fulkerson home.

Mr. and Mrs. L. S. Jenkins of Amarillo, visited here Sunday with his mother, Mrs. F. M. Jenkins, and other relatives.

Mrs. Posey Wilcher and Mrs.

Clarence Kifer made a business trip to Lubbock Friday.

Claud Wilson was a visitor in Matador Wednesday night and Thursday morning of last week.

Winfred Cooper, who has been in Mineral Wells with his mother, Mrs. R. A. Cooper of Lockney, returned to Matador Saturday.

For Sale: D. P. L. cotton seed, makes early, 40% to 42% lint, thin burr, small seed, 1-1 1/2 inch staple, W. T. Perry, Roaring Springs, Texas. 4-25 pd.

Miss Jimmie Jean Hamilton of Pampa, arrived here recently to enroll in the Matador school for the remainder of the term. She is making her home with her aunt, Mrs. Melvin Meason, and grandfather, Judge G. E. Hamilton.

## ★ BAZAAR PREVIEW



ONE of the creations Schippan brought over from France, her recent visit here, was a stocking cap that covers the head and wraps the neck, a highlight of the January Harper's Bazaar. The cap is of wool jersey and comes in two color combinations, brown and blue and red and black.

# Complete 5 Piece "Luxury" KROEHLER

## SOFA-BED GROUP

ALL FIVE PIECES \$79.50



For \$79.50 YOU GET ALL OF THIS

SOFA-BED . . . LOUNGE CHAIR . . . OTTOMAN . . . 2 PILLOWS. No-one would ever guess this beautiful sofa changes to a large comfortable double bed. It's just as smart and good-looking as sofas that sell for \$100. Large bedding space too. The companion chair and ottoman are just the thing for complete relaxation. A marvelous value!



# Thacker Supply Co.

Roaring Springs

### Streets Ready for Covering

Paving of five blocks in business district of Matador is advancing rapidly and until rain storm last night, plans near complete to start the paving process. Heavy roller arrived Sunday for pressing and leveling the concrete and a mixing machine was set up on the northwest corner of courthouse square yesterday to prepare the covering material for spreading. It is probable that the rains will delay the completion of the work.

### AT WORKER'S MEETING

Rev. W. M. Joslin, pastor of the Baptist church here, led a delegation to Quitaque Tuesday to attend regular monthly meeting of the Floyd County Worker's Association. Those who attended were: Rev. Joslin, R. E. Campbell, Mr. and Mrs. Scott Bolton and Mesdames L. A. Carlisle, T. E. Cammack, Clarence Kifer, Elbert Seigler, W. W. Worsham, and Lloyd Fulker-son.

### CARD OF THANKS

I wish again to thank the Matador Lions Club, the Red Cross, and many friends who so kindly made it possible for me to go to the hospital for treatment. I shall never forget your kindness. Burl Alsop.

### Featured Players



Shannon Davidson and Guinn (Big Boy) Williams are included in the cast of "Virginia City" with Errol Flynn and Marion Hopkins (Above) which starts at the Palace Theatre, Floydada, Sunday and continues thru Tuesday. A preview, beginning at midnight Saturday, will also be shown.

### "Virginia City" To Show At Floydada

The highly advertised motion picture, "Virginia City", in which Shannon Davidson, Motley county cowboy who won the Pony Express race from Texas to California last year, has a part in the action will be shown at the Palace Theatre, Floydada, April 14-15-16. Also a preview will be shown Saturday night beginning at midnight.

Featured players in the film are Errol Flynn, Marion Hopkins, Randolph Scott, Humphrey Bogart, Frank McHugh, Alan Hale and Guinn (Big Boy) Williams.

"Big Boy" Williams is an intimate friend of Shannon Davidson and visited Matador recently, to be accompanied back to California by Davidson.

The picture is given a very high rating by the critics and is expected to have a very wide appeal throughout the nation, according to box-office indications in the areas where it has been shown.

W. A. Carlisle with his grandson, Vernon Carlisle Jr., of Delwin, visited here Sunday with the former's son, Sheriff L. A. Carlisle.

### ROARING SPRINGS



### NEWS

Mrs. J. D. Mitchell, Correspondent

Mr. and Mrs. Elbert Hurst of Spur and Mr. and Mrs. J. A. Goodwin of Lubbock visited in the home of Mr. and Mrs. M. S. Thacker Sunday.

Among those attending the Dickens Singing Convention Sunday, were Mr. and Mrs. C. R. Brandon, Mr. and Mrs. Ed Smith, Mr. and Mrs. Chas Graham and Mr. and Mrs. J. D. Mitchell, Marion Alice Mitchell, James and Juanita Harmon.

Miss Bess Medlin visited her brother, Robert Medlin in Floydada Sunday. Mr. Medlin has been ill several days.

Mrs. Ruth Coffman is visiting friends in Childress this week. Sidney Albert Smith is home for a few days. He is enrolled in the C. C. C. in Lubbock.

A. F. Sommers of Quanah was a business visitor here Tuesday.

Edison and Vanalee Green, and their sister of Los Angeles Calif., are visiting their parents, Mr. and Mrs. G. W. Green this week.

Rev. and Mrs. H. W. Graham with their children, visited relatives near Plainview Tuesday.

### CHURCH OF CHRIST

Roaring Springs, April 14, 1940.

Rolfe Wagner, Minister.

Bible Classes 10:00 a. m.

Worship 11:00 a. m.

Morning Sermon: "Respectable Sin."

Evening Sermon: "A Way Which Seemeth Right."

Evening services at 7:45 p. m.

Wednesday evening services, 7:45 p. m. All day service with a basket dinner, singing in the afternoon. Come bring a full basket and be with us April 14th.

### Northfield News

Mr. and Mrs. Edd Thompson have returned home after visiting in Matador a few days.

Mr. and Mrs. H. H. Courtney and son Hal, also John Hamilton, visited in Northfield Sunday.

O. B. Kincanon and Dot Thompson visited Mr. and Mrs. Clyde Kincanon Sunday.

Bro. Wagner filled his appointment at the Church of Christ Sunday.

Mr. and Mrs. Odell Meyer visited Mr. and Mrs. Alton Adams Saturday night. Games of "42" were enjoyed.

### BIRTHDAY DINNER

A. J. Matlock and J. A. Tipton were guests of honor at a birthday dinner Sunday in the Tipton home with Mrs. Fay Tipton and Mrs. Bake Simpson as hostesses. Group singing was enjoyed during the afternoon, with special request numbers by Mrs. Simpson and Fay Tipton.

Those present were: Mr. and Mrs. Bake Simpson and children, B. F. Simpson, Mr. and Mrs. Houser, Mr. and Mrs. J. A. Tipton and family, Mr. and Mrs. A. J. Matlock and family, and John and Jean Warren.

Mr. and Mrs. A. A. Harp and son, Bobby, accompanied by Mr. and Mrs. Garth Cloe and baby daughter, visited in Kirkland Sunday.

Mr. and Mrs. Jack Robinson, accompanied by Miss Lois Winn, of Paducah, visited friends here Sunday.

### New Amazing Safe Way Whitens Stained, Discolored FALSE TEETH

Do These Four Simple Things  
1. Dissolve a level teaspoonful of Kleenite in half a glass of warm water. Put your stained, discolored plate or bridge work in the solution—leave for 15 or 20 minutes, while you dream—or overnight. NO BRUSHING—Rinse—replace.

2. Now look at your teeth—gleaming, lustrous, natural-looking; the whole plate sparkling, stainless, clean and sweet—free from all unpleasant taste and odor.

3. Get Kleenite—the Dentists' Plate Cleaner today—all druggists.

4. After use, brush your teeth with tooth powder.

5. Kleenite is safe for all types of dentures.

6. Kleenite is safe for all types of dentures.

7. Kleenite is safe for all types of dentures.

8. Kleenite is safe for all types of dentures.

9. Kleenite is safe for all types of dentures.

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17. Kleenite is safe for all types of dentures.

18. Kleenite is safe for all types of dentures.

19. Kleenite is safe for all types of dentures.

20. Kleenite is safe for all types of dentures.

### Dr. Traweck Attends Medical Convention

Dr. A. C. Traweck, local physician, was in Amarillo this part of the week attending annual spring convention of the Panhandle Medical Society.

Prominent medical specialists from widely separated sections of the country were featured on the program, and most of the 120 medics attending the convention went on an inspection tour of the new U. S. Veterans Hospital Tuesday afternoon. A number also inspected the new addition to the Northwest Texas Hospital.

### Now Relieved From Pains and Sluggish Feeling

Loudly Praises Herbal Remedy. Many Years Had Been Wasted In Search For Something To Help Him.

Never Feels Dizzy Now And Aching Pains In His Joints All Gone Since Constipation Was Relieved. Great Medicine He Says.

"I can never thank Herbtx enough for the amazing relief it brought me, yet it seems so simple after having tried so many expensive treatments which did not help me at all," said Mr. Horace F. George, former Pennsylvania Railroad Engineer, now residing at 723 Market St., Wheeling, W. Va.



MR. HORACE F. GEORGE

"There is no doubt but that constipation is what was causing my troubles, but I thought almost everything was wrong with me. I ached so bad that I could hardly keep at work. My back was so stiff and I ached all over my body most of the time. Every time I stooped over I'd feel so dizzy I had to grab hold of something. My nerves kept me awake for hours every night, then the next morning I felt all tired out.

"I have thanked a friend of mine many times for telling me to try Herbtx. I wish I had started taking Herbtx years ago. Herbtx worked off my bowels thoroughly, yet no griping or

pains, and now I'm regular every day. I feel like I've had a bath inside. All the poisons seem to move out regularly instead of staying there and causing trouble.

"Since Herbtx cleaned my bowels I am free of backache and pains in my body, neither do I have sour gas that I always belched after eating, all the dizziness has passed off and my nerves have calmed down so that I can now enjoy restful sleep at night. "I wouldn't take anything for the good that Herbtx has done

for me. I know that Herbtx is really a good medicine. Herbtx gives relief for common ills like Stomach Trouble, Sluggish Liver, Weak Kidneys, Painful Joints, Aching Muscles, when due to constipation."

SPECIAL OFFER: regular price of Herbtx is \$1.25, send only \$1.00 Money Order Cash or Check to Herbtx Co., Dept. XT11, Wheeling, W. Va., and a package of Herbtx (over a two weeks supply) will be sent you postage paid.

## IT Takes FEED TO Make FEED

To furnish the working "power" needed to make FEED, cotton and other farm crops... horses and mules must have adequate rations of "power-making" nutrients.

### Cottonseed Meal and Hulls

Furnish rich protein, and economical roughage of proven value and quality, for work stock rations. Combined with farm grain, hay and pasture, COTTONSEED MEAL and HULLS give horses and mules the POWER-MAKING nutrients needed for Spring and Summer work.

#### Quanah Cotton Oil Company

Roaring Springs Warehouse, Walter Keahey, Manager. Matador Warehouse, Joe Gaines, Manager.

## PALACE FLOYDADA, TEXAS

### Saturday Night Preview Sunday, Monday, Tuesday April 13-14-15-16

# LYNN HOPKINS VIRGINIA CITY

As you like him best!

"West of Dodge City, there was no law... and there lay Virginia City"

RANDOLPH SCOTT - HUMPHREY BOGART - FRANK McHUGH - ALAN HALE

## COMING Thursday and Friday April 18-19

Fred Astaire and Eleanor Powell

In "Broadway Melody of 1940"

## IT HOLDS FIRST PLACE in Pep, Power and Pick-up among all low-priced cars!

1st in Value, just as it's 1st in Sales!

You drive the leader when you drive a Chevrolet '40—the leader in pep, power and pick-up—and the leader in style, stamina and sales!

It holds first place in acceleration—first place in climbing—first place in all-round performance—all-round economy—among all cars in its price range.

That's why Chevrolet for '40 is first in sales... why more people buy Chevrolets than buy any other make of car... and why your Chevrolet dealer strongly recommends that you eye it—try it—buy it—today!

LEADER IN SALES... 8 OUT OF THE LAST 9 YEARS

# CHEVROLET'S First Again!"

## Campbell Chevrolet Co.

MATADOR, TEXAS

## PARTNERS IN A GREAT TEXAS ENTERPRISE

**Oil** TEXAS farmers and ranchers received last year from oil men the huge sum of \$132,478,000 for leases and royalties as their share in this partnership.

All but seven of Texas' 254 counties now share in this cash return from leases and production on more than 50,000,000 acres of Texas land.

Then, too, the Texas farmers and ranchers sell to oil workers and their families more than \$60,000,000 worth of farm and livestock products each year.

Thus the farmers and ranchers of our state receive nearly 200 million dollars a year as their share of oil's total expenditure of 750 million dollars annually in Texas. These 200 million dollars in turn flow into every channel of Texas trade.

The Texas farmer and rancher and the oil man are partners in the development of Texas.

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The Texas farmer and rancher and the oil man are partners in the development of Texas.

### Eye It.. Try It.. Buy It!

## FALSE TEETH

Do These Four Simple Things

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3. Get Kleenite—the Dentists' Plate Cleaner today—all druggists.
4. After use, brush your teeth with tooth powder.



Los Toreros

Keith Patton, Editor

Assistant Editors: Wandell Berryman, Marie Hunsucker; Inquiring Reporter: Frances Stearns; Junior Reporter: Aurene Jameson; Sophomore Reporter: Wanda Nelson; Freshman Reporter: Oneita Whitaker; Poets: Ruth Rushing and Willena Wilkinson

Institute Of Student Opinion Outstanding Events of High School Days

Question: What one thing is most outstanding in your high school days? Norman Harp and Marie Hunsucker: The most outstanding thing in our high school days is Shannon Davidson Day and Night. (Editor's Note: H-mmmm. Seems suspicious; doesn't it?) Elmer Gene Jameson: The Junior-Senior Banquet of 1939 is the most outstanding thing in my high school days. Wandell Berryman: Being in the play, "Murdered Alive," is the most outstanding thing in my high school days. Jewel McCoy: Being elected

cheer leader is the most outstanding thing in my high school days. J. D. Payne: Shannon Davidson Day is the most outstanding thing of my high school days. Willena Wilkinson: The most outstanding thing in my high school days is being in the play, "Murdered Alive." Tom Nell Darsey: Being elected football queen is the most outstanding thing in my high school days. Zona Ruth Scaff: Planning the Junior-Senior Banquet of 1939 is the most outstanding thing in my high school career.

Dora Mae Bottoms: The thing I hope to be the outstanding event of my high school days has not come to pass yet. I am looking forward to Senior Day and hoping. Bennie Keltz: The most outstanding thing in my high school days is the friendship and social life of my classmates of 1940. Keith Patton: I consider two things as very outstanding in my high school career. They are the 1939 Junior-Senior Banquet and the high school dance in the gym.

STUDENTS WIN AT DISTRICT

Jewell McCoy brought a nice first place medal back with her from the District Meet held at Childress last Saturday. She won first place in the senior girls division of declamation. Jewell is making plans to attend the regional meet at Canyon. We wish you luck, Jewell.

While Jewell was taking away the medal in the declamation contest, Marie Hunsucker was winning third place in typing. Congratulations, Marie.

Other participants in the district meet were: Nellie Ray, tennis and J. W. Durbin, extempore speech.

SENIORS PLAN FOR THEIR LAST CHAPEL PROGRAM

Last Monday in a senior class meeting, these seniors were selected to write the class prophecy, will, and history. They are, in order, Wandell Berryman, Jewell McCoy, and Lela Carpenter. Their writings will be read at the last chapel program given by the seniors.

Willena Wilkinson was chosen as class poet. The rose was selected as the class flower, blue and white for the colors, and "Forward ever, backward never" was chosen as the class motto.

The class song and yell are to be selected later. April 26 was set as senior day, but may be changed later.

WE DARE YOU TO BE BIGGER THAN YOU ARE

The audacious few who will face life courageously are those that are bigger than they think they are. They are not easily discouraged with the trials and temptations they meet. Instead, they are ready to strike straight at the heart of everything that is keeping them from their best.

Only a priceless few are destined to become leaders, and only a part of these ever really reach the top. Are you one of the priceless few? The best way to answer this question is to dare yourself to reach the top. If you do not succeed in being a leader, you will surely be the best follower.

Everyone has a talent. It may not be as great as others, but it is still there. The reason talents aren't discovered is that the person hasn't courage to dig them up and use them. So find your talents and make the most possible use of them.

The true measure of success is not wealth, notoriety, place, or power; but what we have made and made ourselves. Our most valuable possessions are those which can be shared without lessening those, which, when shared, multiply. Our least valuable possessions are those which, when divided, are diminished.

There is a wealth of possibilities awaiting you today. We dare you to take a definite aim at the best in you and desire something permanent in life.

STUDENTS ARE ENTERTAINED

Last Thursday a very interesting chapel program was presented by several high school students. "Loving Lunatics" was the name of a one-act play which was given first. The characters in the play were portrayed by Eugenia Tilson, James Edward Russell, and Minnie Kathleen Stephens.

The SNAPSHOT GUILD TAKE CHARACTER PICTURES



Character studies make interesting, truthful pictures—well worth having in your snapshot collection.

CHARACTER studies make interesting pictures. Choose a subject whose face is marked by character and experience, and you have opportunity for a real picture—perhaps a whole series of pictures.

Elderly persons are usually chosen for character studies—but there's no reason why a younger person can't be used, or even a child. For example, a picture of Johnny pouting over his spinach, or trying to puzzle out an especially hard problem in arithmetic.

Try to make your picture truthful to the character. Sometimes the face alone is sufficient for the picture. In other cases, you may want to show the subject in his or her normal setting. For example, a sweet-faced grandmother in her favorite chair by the window, busy with her sewing basket. These accessories, the basket and chair, would help explain the subject. They would also add truth and natural quality to the picture.

When the face only is shown, a plain background is best. With most cameras, you will have to include more than the subject's head. However, when an enlargement is made,

everything except the head can be masked out. The picture above was enlarged in that manner—the original negative included the subject from the waist up.

Character pictures can be taken indoors or out. It's fun to take them indoors with photo lights, for then you can try different lighting effects, and choose the one that brings out the subject's character to best advantage.

It's also fun to create characters for pictures, by means of costume and make-up. Dig down into the family trunk or storage boxes, and find some old-fashioned dresses or outmoded suits. Have members of the family dress up in these, and pose for a series of "old family album" pictures. Also, try creating characters—such as a pirate, or an old-time scissor grinder. This isn't difficult, for with a little cleverness, you can improvise various costumes easily, just from materials you find around the house.

Making character studies will develop your skill as a photographer—and it's a type of picture-taking you should know. Try it—you'll have plenty of fun.

John van Gulder

Two songs were sung by James Edward Russell and Zona Ruth Scaff. They were accompanied at the piano by Lela Carpenter who also played two solo numbers.

Friday afternoon from one to two-thirty 'clock, the students were entertained by a thrilling moving picture, "Pilot X". The picture was an entertaining and hair-raising air mystery. Each student seemed to enjoy it greatly. Mr. Johnny Paddock of Roaring Springs showed the picture to us.

The Play Cast Roast Weiners

Members of the play cast of "Murdered Alive" enjoyed a weiner roast at Aileen Russell's house on Wednesday evening, April 3rd. Everyone enjoyed roasting their weiners, and every one enjoyed the "punch" thanks to Tommy and Aileen, cookies, pickles, and all the trimmings. After the little picnic, everyone was supposed to go to the theatre, but how many attended?

Those at the weiner roast were: Tommy "Libby" Darsey, Kenneth "Otis" Simpson, Elmer Gene "Frank" Jameson, Wandell "Iris" Berryman, Aileen "Stella" Russell, Willena "Arlene" Wilkinson, Oneita "Luverne" Kimbell, Lela "Arden" Carpenter, Rudolph "Warner" Carpenter, Marie "Tillie" Hunsucker, Raymond "Chief" Rattan, "Red" Titus, Myrnavae Barkley, A. J. Perkins, Zona Beth Faulkner, and Tommy Newman.

Por la Escuela

Coach Martin and Coach Greene were awarded football jackets last Friday for their fine work

with the football team last fall. Both coaches certainly looked handsome in their new black and red jackets.

A Boy Scout Court of Honor

But you've missed it still Dorothy and We would mention girl here. But we've been worried shaking with fear. For a fitting climax, Jameson boy—He takes them all out

This And That

Whee! Sich going was a sort of conspiracy. Kenneth, Aileen, Ruth "Somebody" to go to last Saturday, but some thru. Why? We wonder kids, better luck next habit, we're afraid. The with the two young lady Stand by for further ments, please!

Don't they wish the movie at school every Friday Jewell and E. A. and Frances, James Ed Ruth, and maybe more were sitting together entertained with an picture.

Poor Lela! We'll bet there's not a district Saturday. She almost mad down last Saturday at trying to keep her eye on It seems that he waved very attractive girls and lots of pretty ones over hear tell!

Skinny (pardon please Greene) has the cutest saying, "Speak, dear, this year", written on it. It must be a hint to the way it's an idea, huh?

Ellis Terry and Aurene son have up quite a tale been told. Aren't they couple, though. They're and quiet. We bet they arious times together can't say they haven't any common, can you (or is one?)

Roy Burleson INSURANCE BANK BUILDING MATADOR, TEXAS

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Neighbor... Let me tell you Matador Hatchery chicks make money Buy chicks you know are right Buy chicks on the same basis that you buy implements. Figure your flock on its final ability to make money for you—and you'll come out ahead with the kind of chicks you get from us. Our chicks are bred for this climate—hatched from selected breeding stock that has proved its ability to grow and lay under the exact weather conditions found on your farm. Here are chicks you know will make good layers and strong birds—you know it because you can check the record of the breeding stock right here in your community. All chicks are strong, healthy birds you'll be proud to show to admiring friends and neighbors. Hundreds of leading poultry keepers hereabouts get their chicks from us year after year—business-minded people who are alert to the extra profit opportunities our chicks deliver. Phone or write in your order today—or better yet—stop in and investigate. Chicks Ready For Delivery On Fridays And Saturdays Matador Hatchery Lewis Newman, Manager

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

COME TO MINERAL WELLS TEXAS FOR REST AND RELAXATION The BAKER HOTEL WORLD FAMOUS HEALTH RESORT Providing the ultimate in facilities for recreation and rejuvenation. The finest therapeutic baths with complete massage. Eighth-mile long sun veranda, luxurious accommodations. Beautiful grounds. "Where America Drinks Its Way to HEALTH" Outdoor activities at their best. Louis Gambrell, Manager

GAS OIL GULF OUR BUSINESS IS SERVICE Check Your Battery... Guaranteed National Tires and Batteries -We Appreciate Your Business- Gulf Service Station BERNIE COX, Mgr.

# Calves...

(Continued From Page 1)

by G. W. Barnes, beef-cattle specialist of the A & M Extension service.

Lyndon Bynum and Charles Russell left with boys from other counties from Plainview Tuesday afternoon, to accompany the prize winning cattle to Kansas City. The boys will be guests of the commission firms and witness the marketing, and processing of the cattle.

The other 4-H Club livestock from this county was sold to the Snyder Livestock Market at Lubbock yesterday afternoon, where the boys had been assured of re-

ceiving  $\frac{1}{2}$  cents, according to reports.

## Many Attend Plainview Show

Those from Matador and Motley county who attended the Plainview show Monday and Tuesday, included the following: U. L. Willie and daughter Clotile; Walter Russell, J. Rufus Emmons, Elbert Reeves, Lowell Sharbutt, Mr. and Mrs. Ike Rushing and family, Mr. and Mrs. J. C. (Doc) Burleson, Tom Bynum and Leonard Crowell of Flomot, Mr. and Mrs. Curtis Martin, Kenneth Simpson and the boys named above who had calves entered in the show.

Mr. and Mrs. C. A. Pitts and baby son, Don, accompanied by Mr. and Mrs. Wiley McCowan, made a trip to Paducah Sunday afternoon.

# Rodeo...

(Continued From Page 1)

Bennett, who was born and reared in Lockney. She is the daughter of Mr. and Mrs. R. I. Bennett of Lockney.

## Paducah Lions Accept

The Paducah Lions Club have accepted the invitation and will enter Mrs. Marvin Guinn, the daughter of an old-time cowboy, Harold Bacot. Mrs. Guinn lives on a ranch seven miles west of Paducah and is the young mother of six children.

Dougherty will enter Miss Jaunell Tinney who lives near the plains city on the Bill Poole Ranch. She will ride the magnificent palomino horse owned by Frank Dougherty.

The time limit for the acceptance of invitations has been extended from April 5. Mrs. Willie declared and other cities are being urged to name and enter a sponsor immediately.

## Local Firms To Enter Sponsors

All Matador business enterprises are being urged to secure entries for the special local sponsorship. These sponsors will not be permitted to enter the major event, but prizes of approximately \$75 in value will be given. Banners bearing the names of each firm will be furnished those who enter the Matador contest. The sponsors will be required to ride in the parade and all grand entries and to wear rodeo regalia during the celebration.

The complete prize list and general rules of the Roundup and Rodeo have been printed in a folder and are now available from any committee member of the association.

## NEW ARRIVAL

A  $\frac{1}{2}$  pound baby boy was born to Mr. and Mrs. Charlie Seaff Tuesday morning, April 9, 1940.

# Fees...

(Continued From Page 1)

year, indicating increased motor vehicle sales.

## Heavy Increase Expected

"Motor vehicle usage in 1939 increased by 800,000,000 vehicle miles in Texas over usage in 1938," Mr. Burton said. "It would appear from advance reports that Texas will experience another heavy increase in highway usage during 1940 due to more wide-spread use of motor vehicles as a medium of transportation."

"Most of our citizens have just paid their motor vehicle registration fees for the 1940 registration year. The average registration fee is approximately \$11. The payment of this fee should make highway users conscious of the heavy taxes they are paying for road construction and maintenance. It should give them pause and at least cause them to make inquiries as to the manner in which funds derived from motor vehicle registration fees and other automotive sales and excise taxes are being used. Motor vehicle taxpayers should be interested in seeing that they obtain the maximum in service facilities from each dollar of taxes paid."

## Counties Received 40 Percent

"Last year in Texas the motorists paid a net of \$19,810,918 in motor vehicle registration fees. Of this amount, \$11,918,944, or 60 percent was retained by the various counties for local road construction and maintenance. The remaining \$7,891,973 went to the State Highway Department for construction and maintenance of state highways. This was approximately 40 percent. The popular belief among motorists when

# Beer Seven Years Old - And Big Tax-Payer

Legal beer is seven years old this month.

Brought back by Congress on April 7, 1933, "to provide... a proper and much needed revenue for the Government," it has become one of the nation's half-dozen biggest tax-payers.

The United Brewers Industrial Foundation reports that the brewing industry in seven years since re-legalization has:

- Provided steady employment for a million people in brewing and allied industries;
- Bought \$600,000,000 worth of farm products;
- Contributed two and a quarter billion dollars in taxes;
- Created legitimate business benefits of eleven billion dollars;
- Purchased a billion dollars worth of machinery and equipment;
- Spent \$400,000,000 for power and transportation;
- Established an expanding industry program to protect the public against abuses in the retail sale of beer.

# WHITEFLAT NEWS

By Dan Browning and Ida B. Armstrong

Mr. and Mrs. Arnold Holmes, of Farwell; and Mr. and Mrs. Charlie Holmes of Dougherty, visited with relatives here last week.

Mrs. J. D. Perkins and Troy, accompanied by Mr. and Mrs. L. E. Dodd; and Mrs. Holden, visited relatives in Lubbock over the week-end.

Mr. and Mrs. Malcolm Morris Jr. and La Nell Rattan visited in Quitaque Sunday.

Venson Jerdon who is employed in Dallas, is visiting his parents, Mr. and Mrs. Sloan Jerdon.

Mrs. Allen Garrett with her daughters, of Dallas are visiting with relatives.

Roy Mitchell and family of Childress, were week-end guests of the E. P. Humphries home.

Mrs. Bell Stephens returned home Sunday, after an extended visit with her children over various sections of the country. She was accompanied home by her son Dan, who returned to his home Sunday.

Mrs. Garrett left for Dallas, where she will visit with her daughter.

Mr. Varner McWilliams is here on a week vacation. He is employed in Lubbock.

Miss Pauline Martin, who is employed in Amarillo, is home due to illness.

Mr. and Mrs. Newman Casey plan to return to California, after an extended visit with relatives.

Mrs. Bertha Garrison and her brother, R. A. Day of Matador, were called to Quanah Sunday, to the bedside of her brother, Ollie Day, who underwent an appendicitis operation Saturday.

Mr. F. M. Casey and G. M. Acker attended the Singing Convention at Dickens Sunday.

Miss Marjorie McInroe was a week-end visitor of Mrs. Beulah Jameson.

Several of this community attended the Workers' Conference in Quitaque Tuesday.

Mr. Holden, who is employed in Lubbock, visited with his wife, who is a member of the Whiteflat Faculty.

Visiting in the W. L. McWil-

paying their registration fees is that the state receives all or most of the license fees. Such is not the case.

"A tabulation made of motor vehicle tax collections by highway districts shows that the bulk of the funds coming to the highway fund from motor vehicle registration fees originate in a relatively small number of counties. Those are the heavily populated counties. In a majority of the counties the state receives only negligible sums from sale of duplicate licenses and penalties."

In District No. 25 the counties retained \$304,616.33 in motor vehicle registration and \$482.75 was allocated to the state highway fund. A division of the license fees in each county of the district is attached.

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Combined with Motley County News By Purchase March 14, 1940. Issued Thursdays at Matador Building, Matador, Texas. THE TRIBUNE PUBLISHING COMPANY

Entered at the post office at Matador, Texas, as second class mail matter, according to act of Congress, March 3, 1879.

**DOUGLAS MEADOR**  
Editor and Publisher

**NATIONAL EDITORIAL ASSOCIATION**  
1940 Active Member

**SUBSCRIPTION RATES**  
in Motley, Floyd, Cottle, Hall, Dickens counties—  
One year, in advance, \$2.00  
Elsewhere, One year, \$2.50

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

**POLITICAL ANNOUNCEMENT**

We are authorized to announce the following names for political office, subject to the Democratic Primary, July 27, 1940.

**For Governor:**  
Harry Hines

**For State Senator, 30th Senate District of Texas:**  
Alvin R. Allison  
Marshall Formby

**For State Representative, 121st District:**  
Allen Harp (Second Term)

**For District Attorney, 110th Judicial District:**  
John A. Hamilton, re-election

**For County Judge and Ex-County Superintendent:**  
W. R. Cammack, re-election

**For Sheriff, Tax Assessor and Collector:**  
L. A. Carlisle, re-election  
H. H. Courtney

**For County Treasurer:**  
Ethel Payne  
Lula Carpenter  
Mrs. Claud Jeffers  
Lois Cook

**For County Attorney:**  
Howard Traweek (re-election)

**For Commissioner Precinct 1:**  
John Turner  
J. S. Lambert, re-election

**Commissioner Precinct Two:**  
Malcolm Jameson  
A. K. (Kim) Wilkinson  
re-election  
W. H. Webb

**For Commissioner Precinct 3:**  
A. B. Simpson, re-election

**For Commissioner Precinct 4:**  
T. E. Long, re-election.  
H. L. Smith

Enjoy The Best!  
**4-H CLUB BEEF**

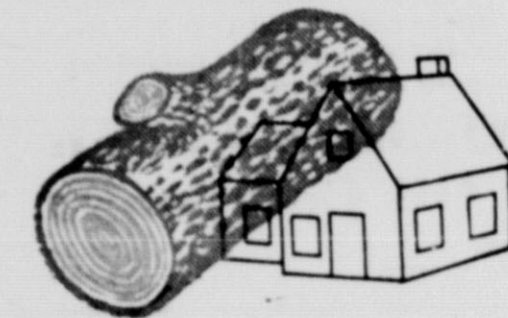
Thomas Bourland's Calf  
(MATADOR RANCH HERD)

THE FINEST BEEF In The World

Round Steak	35c	Fore-Quarter	
T-Bone Steak	32c	Steak	28c
Loin Steak	32c	Roast	23c

**LEONARD'S FOODWAY**

**LUMBER**



**For Every Purpose**

We carry a complete stock of lumber and building material for every purpose, including flooring, planing, shingles, millwork, paints, cement, nails, tile, glass and brick.

We stock pipe, floor coverings, plumbing fixtures and all kinds of shelf hardware.

We appreciate your patronage and gladly furnish estimates without obligation.

Everything For The Home, Farm and Ranch

**Higginbotham-Bartlett Co.**  
LUMBER, BUILDING SUPPLIES AND HARDWARE

**REALLY CLEAN**



**SHEETS THAT ARE SENT TO Spur Laundry**

IT TAKES SKILL, TIME, PATIENCE AND OCEANS OF CREAMY SUDS TO GET LAUNDRY REALLY CLEAN! SPUR LAUNDRY QUALIFIES IN ALL THESE—AND THE WASHING WE DO IS NOT ONLY CLEAN, BUT SANITARY AND FRESH, TOO!

**Spur Laundry**

**FREE!**

**ICED TEA GLASSES**


While They Last!

**LIPTON'S TEA**

SPOT CASH GROCERY

4 FREE with 1 LB.  
2 FREE with 1/2 LB.

**CHIROPRACTIC**




**BETTER HEALTH X-RAY And FLUORESCOPICAL EQUIPMENT MODERN And COMPLETE**

As Your SPINE, So Is Your HEALTH!

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**THEY WILL LIVE!**

**IF** You Buy Healthy Chicks and Treat Them Right.



BUY OUR CHICKS. THEY ARE FROM HEALTHY, BLOOD-TESTED STOCK. THEY ARE STRONG AND VIGOROUS.

A GOOD CHICK STARTER IS IMPORTANT! FOR RAPID GROWTH, LOWER MORTALITY AND FEWER CULLS, FEED YOUR CHICKS

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