

Matador Tribune



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TRAIL DUST

BY DOUGLAS MEADOR

When the moon is like a piece of glistening wagon-tire hanging in the western heavens and the hooves of departed cowboys gather about a phantom chuck-wagon on the mesquite flats, there is laughter brushed by the wind. Patent closure by one of muffled spurs are waited until all the strays are rounded from the brush-covered trails, tells of the new rope which is done up in phosphane and tied with red ribbons. It is, perhaps, difficult to look back and understand a world which desires to perfume and decorate a profession once grounded to sweat, pain and privation.

Through some fluke of the fates there is a modern garage where the livery-stable used to stand and the odor of burned gasoline hangs in an invisible cloud in the dusty twilight. But time has washed over the tracks of the old man who made a small fortune renting his high spirited horses to those who required transportation in a land of mesquite prairies and dim roads. He departed without the money he had earned after waiting for the automobile-craze to pass and the return to use of horse and buggy. The world is filled with men now destitute who failed to recognize the irrevocable law of progress after they had tasted the sweetened cup of success.

Camp-fires reflect their fantasies on shadows on altars of solitude when lonely men pour their rich dreams into the flames and watch them until each becomes a crimson coal. When the last blaze flickers and dies, night empties its suspended scuttles of darkness into shallow cisterns and a jeering night-wind whips the dust of cooled ashes across closed eyes-lids. It is the fine silt blown from the bed of a dried-up sea, across the face of one grown weary of waiting for a lost ship to make port. Lashed in the darkness, a coyote howls and the shattered mirror of silence drops from its cold frame swinging to the high, blue stars. A weird beauty enhances the humble couch of one who is content with dreams.

While prowling through some old books recently, I found a report card of my last year in grammar school and felt slightly ashamed at the record of perfect deportment. It seems unfair to claim the glory earned by lack of courage to do so many things.

Perhaps my jokes lack a certain vigor they once possessed but there is little satisfaction in having someone help with the climax and then join in the general silence which follows.

When my friend was a benedict he wrote me of poetry, flowered gardens and sunsets over a sapphire sea. But of later years his interest involved golf and the political situation, which leads me to wonder if romance views the fatal cockatrice in the light of earth fires.

Silvery brocade of clouds lay against the deep, soft sky, as if the artist had reached perfection of beauty with the last stroke of his brush, and was satisfied. In the open hatch of distance a blue quail bell like the echo from a small well and peace unfurled its ceaseless standard over the prairie.

He was a self-made man who had examined the material for possible flaws before accepting it as suitable for life construction purposes.

Poverty changes its identifications but never its character. Altho the dust of centuries cushion the ragged sandals. The poor who used to drive rattling wagons and tonless buggies pulled by lame, underfed horses, now pack their children into derelict automobiles to pursue pleasureless journeys. The wealthy who once drove shining rubber-tired buggies hitched to prancing horses still wear away

Tribune Will Offer Policy To Readers

Postal Mutual Company Perfects Inexpensive Security Policy

Harold C. Yates, manager of the Security Policy Department of Postal Mutual Indemnity Company, was in Matador, Friday, conferring with the publisher of the Tribune regarding the details of a new subscription-policy offer which is now made available to our readers.

Mr. Yates said that his company was experiencing a decided increase both in the number and severity of automobile accidents. In spite of much very good and beneficial work, the losses resulting from the motor vehicle hazard have continued to increase. According to National Safety Council records, quoted by Mr. Yates, last year's toll of lives lost because of automobile accidents was 37,800, as compared to 36,369 for the preceding year.

Many Are Injured Particularly interesting however is the fact that automobile accidents today, when not resulting in loss of life, are quite likely to leave the victim seriously injured with perhaps complicated fractures, deep cuts and lacerations, and painful bruises. For this reason, periods of disability following such accidents are becoming much longer.

As an example of this, Mr. Yates called attention to the fact that Postal Mutual Indemnity Company now has in process of payment at least six claims for disability benefits involving broken backs, all caused by automobile accidents.

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FLOYD COUNTY ATTORNEY IN DISTRICT RACE

Winfred Newsome Announces For Prosecutor

As the first candidate to announce through this newspaper for the political race of 1938, the Tribune is authorized to announce the name of Winfred F. Newsome, county attorney of Floyd county, for the office of district attorney, 110th Judicial district, subject to the action of the Democratic primary, July 23, 1938.

With regard to his announcement, Mr. Newsome stated: "In announcing as a candidate for District attorney, I do not feel that I am a stranger to all the people of Motley county. I have met many people from this county on various occasions since 1926, 1927 and 1928 when I played football with those of you who were in school during those years; and during the past three years, while serving as county attorney of Floyd county, I have met several people from Motley county."

Received Scholarship "You have a right to know something about the person who is offering himself as a candidate for the office of District attorney. For your information, I was reared in the neighboring county of Floyd, entering and finishing school in the Floydada public schools. In 1929 I graduated from Floydada high school with the highest grades of the boys of that class. For this achievement I received a scholarship to Baylor University in Waco, Texas and entered that institution in 1929, graduating in 1934 with the Bachelor of Arts and the

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the new, the paint and glitter from our chariots before they surrender them to us who dwell in the hinterland beyond the confines of fortune.

CANDIDATE



SHERIFF L. A. CARLISLE

Announcing this week as a candidate for re-election to the office of sheriff, tax assessor and collector of Motley county, Sheriff L. A. Carlisle, above, seeks the second term on the merits of his record. Sheriff Carlisle was elected to office by a two-to-one majority over his opponent at the last election.

L. A. CARLISLE IS CANDIDATE FOR 2ND TERM

Seeks Re-Election As Sheriff, Tax Collector, Assessor

The Tribune is authorized to announce the name of L. A. Carlisle as candidate for re-election to the office of sheriff, tax assessor and collector of Motley county and subject to the action of the Democratic primary July 23, 1938.

Sheriff Carlisle's record of office is well-known in this county and has evoked the praise and admiration of those familiar with it.

Regarding his announcement as a candidate in the forthcoming race, sheriff Carlisle declared: "I am extremely grateful for the support and votes of friends during the last campaign and for the full cooperation of the citizenship in fulfilling my duties since election. I have tried to comply with my obligations of office in an efficient and capable manner, with justice to all and favoritism to none. I hope that my service has been such as to justify a continuation of support in the coming election."

Same Policies To Continue "If I am re-elected to the office of sheriff, tax collector and assessor, I pledge a continuation of my best ability and application in living up to my oath as an officer of the law and other requirements of office. I shall try to conduct the office to the satisfaction of those who have shown confidence in my integrity and ability. I will appreciate the vote and influence of every voter in Motley county during this campaign and election."

Members of the firm had the fire under control before the department arrived.

Fire Alarm Tuesday Morn

The fire alarm sounding early Tuesday morning caused considerable anxiety when many residents remembered that the city is without fire-fighting equipment until the new truck arrives. The blaze, discovered and checked before it had caused but little damage, was in the office of the Matador Wrecking Yard, located in the eastern section of town.

Residents are again warned by Fire Chief H. H. Courtney to use extreme caution while the city is handicapped by lack of pumping equipment, with the pressure from the water tank as he only means of controlling fires.

GO TO CHURCH SUNDAY

Final Rites Are Held For Mrs. Whitten

County Attorney's Mother Is Buried Near Greenville

Funeral services were held Monday afternoon at the Leonard Methodist church, Leonard, Texas, for Mrs. J. H. Whitten, 83, mother of C. B. Whitten, county attorney of Motley county. Mrs. Whitten, who was well-known and beloved in this county, died quietly Sunday afternoon at the home of her nephew, B. H. Whitten, north of Greenville. She was believed to be in good health until the moment of her death, which was attributed to old age.

Mrs. Whitten was born in Alabama and moved to Texas in 1894. She had made her home with her son here, for the past ten years until last June when she visited with a nephew at Chico until Thanksgiving when she went to Leonard. She had resided at Leonard for many years until the death of her husband in 1929.

Member Greenville Church Mrs. Whitten was a conscientious Christian and had long been a member of the Methodist church. At the time of her death her membership rested in the Wesley Methodist church, Greenville.

Mrs. Whitten was a splendid character, beloved by all who knew her and there will be many to mourn her death. Since embracing the teachings of Christianity she had been active in religious work and had contributed much toward the advancement of Christianity.

She is survived by three sons, Dr. S. D. Whitten, Greenville; C. B. Whitten of this city; J. H. Whitten of Bridgeport and a daughter, Mrs. Virginia Smith, of Anadarko, Oklahoma, as well as the nephew with whom she had been making her home, and numerous other relatives.

Judge C. B. Whitten received the message of his mother's death shortly after she had died and left immediately for Leonard where he attended her funeral Monday. Rev. W. L. Tittle of Greenville, formerly Presiding Elder of the Plainview district, conducted the funeral services.

COUNTY CLERK ENTERS RACE: RE-ELECTION

Jack Robinson Is Candidate As Campaign Starts

The Tribune is authorized to announce the name of Jack Robinson as candidate for re-election to the office of county and district clerk of Motley county, subject to the action of the Democratic primary, July 23, 1938.

Mr. Robinson is well known to the voters and citizens of Motley county, having lived here for a number of years. He has conducted the office to which he seeks re-election, in a capable and efficient manner and pledges a continuation of his best efforts.

Concerning his announcement, Mr. Robinson said: "I am greatly indebted to the voters of Motley county for their support and cooperation during the past and I trust that my service as a county officer warrants a continuation of these friendships and courtesies."

Pledges Best Of Ability "If re-elected to the office of county clerk, I pledge to continue the work with the best of my abilities in effort to conduct the office to the entire satisfaction of the people and in the manner required. I will appreciate the vote and influence of every voter in the county."

Mr. and Mrs. G. N. Wilson were recent visitors with relatives at Vernon.

Legion Post Has Meeting Monday Night

Committees Appointed As Plans For Year's Work Outlined

The regular meeting of the American Legion, Fleming-Post, No. 337, was held in the IOOF hall Monday evening, when a number of important matters were brought up for discussion by Adjutant Vernon Doss.

The post is cooperating in the nation-wide movement of ten point programs with especial emphasis on health and world peace. The organization will devote its efforts toward all possible achievement in these two goals during the coming year according to officials. Post Commander appointed L. R. Bishop, Dr. Albert Trawick, Jr., and J. L. Speer as a committee on the program.

Cemetery Program Continues The Fleming Post will continue to sponsor the Matador East Mound cemetery, as it has done for a number of years, with new plans for beautifying through the piping of water over the grounds during the coming year. E. B. Chambliss has been re-employed as caretaker under the same financial plan of public subscription on monthly basis.

Members of the cemetery committee are L. B. Robertson, H. K. Ford and H. H. Schweitzer. The committee will appreciate any suggestions and wish to express appreciation for the cooperation they have received during the past year.

COUNTY JUDGE TOSSES HAT IN THE RING

W. R. Cammack In Race To Secure Re-Election

The Tribune is authorized to announce the candidacy of W. R. Cammack for re-election to the office of county judge and ex-officio county superintendent of Motley county, subject to the action of the Democratic primary, July 23, 1938.

Judge Cammack needs no introduction to the voters of Motley county, since he is a pioneer of this section and has served in the present office for a number of years. His record in office is a matter of public information and enviable pride, available to any voter and citizen.

In making his announcement, Judge Cammack said, "I believe that our policy of conducting the county and public school affairs with a strict economy, close attention to business, punctuality, ignoring political factions, with an honest effort to be impartial in all judicial and other worthy causes, and to promote the general welfare of all, has proven its merits in Motley county."

To Continue With Program "I am asking for re-election to continue with this same program until such time when the county shall have been relieved of its present burdensome indebtedness and economic conditions rectified to such a degree as would justify expenditures for further public improvements. Our county is on a cash basis and we desire to keep it so."

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BACK FROM CALIFORNIA

The Tribune is recently informed of the return of R. O. Ross of near Yuba City California, to his farm north of Matador. Mr. Ross had been on the west coast for the past three years and friends and neighbors are glad to welcome him and his family back to Motley county.

Lions Club Makes New Resolutions

Baptists Set \$10,000 Goal For Sunday

Drive For Funds To Build New Church Plans Are Made

With contributions already being pledged, the Baptist church here will launch its campaign Sunday to raise money for the construction of a new church building, with a goal set at \$10,000 cash and pledges to be paid within 90 days, according to Elmer Stearns, chairman of the finance committee. Church officials and members are optimistic with regard to the prospects of raising the amount set as a goal. It is believed that some of the more substantial members of the church will make \$1000 contributions in the movement which is described as one of the most needy to the religious and social welfare and the future destiny of this west Texas community.

Building To Cost \$15,000 While estimates of the cost of the new building and equipment are in the neighborhood of \$15,000, the drive Sunday is set for only two thirds of the amount. It is believed the contributions from non-residents and other sources will raise the additional amount if the church membership subscribes to the amount of \$10,000. Cash contributions, unsolicited, have already been received from non-residents.

Blueprints and elevations of the proposed building have been prepared by a Texas Tech architectural student and may be seen in the present church building, according to R. E. Campbell, chairman of the building committee.

The location of the new church will probably be on south Main street, just south of the present Baptist parsonage. The front will be to the east according to present plans altho the problem of parking space may make it necessary to face the church on an east and west street.

CUPID TIES COWBOY WITH LOVE LOOP

Tired of eating cold biscuits in a lonely line-camp, W. E. (Ed D.) Smith, veteran cowboy of the Matador ranch, walked straight into the matrimonial corral here Saturday afternoon when he was united in marriage to Miss Kathelene Cavett by Rev. C. D. Pipkin.

The bride is the daughter of Mr. and Mrs. R. A. Cavett and has lived some time in this county. Ed D. is known by almost everyone in this section and the couple have many friends who wish them a long and happy married life.

Friends who know Ed D. better than Mrs. Smith, would like to warn her that she will probably have considerable difficulty in domesticating the cowboy to where he will pull his boots off before spring and change his shirt without having it torn off by a mesquite limb. It is also possible that he can not be changed quickly from a diet of burned beans and tough biscuits to a more palatable meal because of eating his own cooking so long, however, he is hardy by nature and may be able to stand the sudden change.

Mrs. Smith should not be alarmed by Ed D.'s tendencies of a packer, in bringing home a lot of things to cutter up the house, such as miniature chuck-wagons, willow stick corrals and hand-carved bunk-houses. After all, a cowboy can live a long time without a woman's influence in his house-keeping.

First Meeting In Year Has Large Attendance; Good Meal And Fun

The first meeting of the Matador Lions Club in 1938 was marked by almost perfect attendance last Tuesday when the organization held its regular luncheon in the basement of the Methodist church. A total of 41 members and 2 visitors were present for the enjoyable meal served by the Methodist ladies. Following the luncheon the club made New Year resolutions in keeping with the season, except that members made the resolutions for other members instead of themselves. The plan, arranged by the program committee, provided much laughter for the group as the resolutions were read.

Goat Proves Boomerang The goat purchased by the club to be used as an incentive to better attendance at group meetings, is proving a boomerang since the Christmas meeting was called-off last month on account of bad weather. Various new members have been in the custody of the animal until it is becoming a problem to find a new keeper. Tail Twister, Elmer Stearns, relieved Lion Marvin Patton of the duty by assigning the goat to Lion Hook Craven for an indefinite period of time.

Scouts To Receive Support Lion U. L. Willie explained that Scout Master Paul Eubanks was being faced with the problem of transportation, when it is necessary to convey scouts to various towns for meeting and other activities. Boss Lion W. F. Jacobs pledged the support of the club in every way possible to aid the scouts in the future.

Young Man Is Victim Brain Inflammation

Shelby Willmon Dies At Uncle's Home; Brief Illness

Shelby Willmon, 19, son of L. T. Willmon, former resident, and nephew of H. H. Schweitzer, died at his uncle's home here about 11 o'clock last night of brain inflammation brought about by a relapse of influenza.

Young Willmon had been employed by the Matador ranch for some time when he was stricken with influenza, which confined him to his bed for several weeks. He had recovered sufficiently by Christmas to return to work and had accepted a position at Bob's Cook Shack where he worked two evenings last week. He was stricken with a severe headache while on duty and a short time afterwards, became unconscious. He was removed to the home of his uncle, H. H. Schweitzer, where his condition was declared critical by physicians. His death is declared to have resulted from brain inflammation caused by a relapse from influenza.

Was Brilliant Student Shelby Thomas Willmon was born at Celeste, Hunt county, Texas where he graduated from high school at the age of 15. He was a brilliant student and possessed artistic ability in drawing. He was of gentle, retiring nature and made many friends who mourn his passing.

He joined the church of Christ at an early age and was a devoted Christian.

He is survived by his father, L. T. Willmon and one brother, Joe Willmon, 13, both of Lockney.

Funeral services will be held at the Hannon Funeral chapel, Floydada, at 3 o'clock Friday afternoon and interment made in the Floydada cemetery.

W. R. Hardy visited with relatives at Seymour recently.

ANCHORS AWAY

BY MARSHALL FISKE



No raw vegetables, for example, no unboiled water, no fruit unless you have peeled it previously. In some places no meat is to be eaten, in others fish was to be religiously avoided. So in preparation on learning all this, I could only think of two things safe for me to eat, eggs and coconuts. Then I was told to wear a nice, warm woolen belly-band for the colic, cramps and other sundry diseases that might assail me. And I was advised to take at least three shots in the arm for this, that and the other disease. And above all I was to carry a pistol on my hip—two would really be better—in case I should get into an argument about their government with some of "those birds" filled with pulque, mescal and tequila. The bandits do were not overlooked. I was really made to think I was just emptying fate by going into Mexico with all those bandits and things.

As I was to learn travel in Mexico is far safer than in the United States where one might come across some gentlemen wearing caps who might force one to look down blue steel tubes, before offering to said gentleman our involuntary contributions. Then above all, I was to take along a couple of quarts of Scotch, good whisky and a couple of bottles of snake bite. I was also warned about the deadly scorpions. No remedy was suggested for their stings. I was told if one stung it would be "all off" with you. Death would ensue in a half an hour, or what was far worse, one would be unable to talk for two hours. The tongue would become temporarily paralyzed.

With all these admonitions running through my mind, I wondered at myself how I had ever found the courage to undertake the trip into Mexico at all. It seemed there was not one darn thing about Mexico that was in its favor. Snakes, scorpions, bandits, food unfit to eat, etc. etc. etc. Being contrary by nature, I was on my way, and without any pistols, or belly-bands, shots in the arm, whisky and in spite of the snakes, scorpions and the awful bandits.

In reality, in all my travels throughout Mexico I saw nary a snake nor a scorpion, not that I had any particular hankering to see them, no occasion arose that called for pistols, saw no bandits as I said before, never regretted the fact I did not wear a belly-band, as for the whisky one can get good whisky in Mexico, too, so inclined and it is not necessary to load up on leaving home. In spite of the fact I did not take any shots in the arm, I never contracted "house-maid's knee," but I'm knocking wood, I'm not bragging about it. About the food at first-class hotels I always gave the food I found there the benefits of my doubts and drank bottled mineral water when I was at all wary of the locality. Otherwise I did not allow all these "don'ts" to create great fear in my mind, and spoil my trip.

My cogitations about all these prohibited things were cut short then, lights flashed by the windows. We were entering the outskirts of Monterrey. Passed some breweries which gave this Mexican town a prosperous, non-Mexican character. Although Monter-

rey is 146 miles south of the International Boundary, it is still in character a Mexican border town, a huge glass of Mexican wine diluted with American ice. The beer one gets in Mexico is good. All over the country are two beer signs—"Cerveza, Carta Blanca, Exquisita" and "Montezuma Beer." One man told me the beer brewed here was what had made Milwaukee jealous.

On arriving at the Bus Terminal I hailed a cab and instructed the driver to take me to the Gran Ancira, my temporary home while in Monterrey. A glimpse of the streets thru which we passed, at breakneck speed with a reckless abandon that reeked of fatalism, it seems all Mexican chauffeurs are possessed by ten thousand devils which prod them on to go faster and faster, revealed one story stucco homes all with barred doors and windows. All these houses were standing flush with the street no lawn, trees or grass, and the fleeting impression one receives from all these bare walls and gratings was that of prisons, streets all filled with prisons.

Soon I alighted in the front open forecourt of the hotel, crossed the tiled pavement sprinkled with swastikas, registered, showed to my suite of rooms, a shower, then to bed. "To dream, perchance," of the Mexican scenes I had witnessed on my first day of travel in the southern republic.

IT HAPPENED IN MONTERREY, MEXICO . . .

Monterrey, Mexico reminded me among other things, of a piano-organ. I once knew a farmer who presented his musically talented daughter with a so-called "piano-organ." Some of the neighbors, when they beheld this hybrid of musical instruments, sneered at it and said—"Well, I'd either get a real piano or a real organ, but this thing is neither the one or the other." I felt about Monterrey in the same manner—it was neither an American city nor was it a typical Mexican one. It was a "piano-organ" city.

Sunday morning I left my hotel, The Gran Hotel Ancira, which, by the way, was used as the headquarters by Carranza in the last revolution, to take a walk about town and "size it up."

First I went to Sanborn's restaurant for breakfast. This is a branch of the internationally known "Sanborn's" in Mexico City. Nothing here, however, reminds one of its famous prototype. In the center stands a small patio with a blue and white tiled fountain. What struck me the most forcibly about the whole place were the bizarrely clad waitresses. They looked like as if they might be priestesses in some foreign temple—perhaps vestal virgins to keep the fires continually burning. Their long skirts, that came down to the floor, were affairs of many colors and horizontal stripes. On their heads they wore rectangular pieces of this same material that hung down to their waists in the back. Their blouses were sleeveless and about their shoulders were triangular pieces of cloth. As one of these bedizened creatures came up to my table to take my order, I almost forgot what it was I wanted to eat, so excited I became when I beheld this apparition. Surely she was never intended for the prosaic business of serving viands to mere mortals.

First thing she served me was a demi-tasse cafe noir. As I had not ordered this, I supposed it was "on the house," to correct, no doubt, any bibulous indulgence of the night before and to create an

Continental Oil Co. Launches Housing Plan



CONFIRMING President Roosevelt's position that there is an acute housing shortage, even in the most remote sections of the country, Continental Oil Company, according to an announcement by the company, has started to meet the situation as it exists in several oil producing areas and at its refineries in the Southwest by erecting a number of single family houses for occupancy by its working forces. Some sixty

houses of four and five rooms have already been completed, with forty three now under construction.

Continental, already well known in the oil industry for its "good housekeeping" practices at its refineries and field pumping stations, is equipping each unit with a modern kitchen and tiled bath room and is landscaping the surrounding grounds. Most houses will also be provided with garages.

appetite. With my ham and eggs she placed a couple of pots beside my plate. One held the coffee and the other one was filled with hot milk. Now coffee in Mexico is not the same thing that coffee in the United States is. This Mexican version is very thick, black and strong as lye. You pour only about a fourth of the contents in your cup and fill the remaining three-fourths with the hot milk. Even then it may be too strong. While eating my ham and eggs, my eyes kept roving about and taking in the strange-looking creatures that were flitting about with their trays of food. It was all so very chromatic and disconcertingly distracting, I could not keep my mind on my food. So with ham and eggs in my stomach and gobs of color and horizontal stripes in my mind, I sauntered forth on my peregrinations about Monterrey.

The windows of the nearby stores were filled with Mexican novelties of all kinds—souvenirs for the tourists—toys made of braided straw showing a man mounted on a horse, Mexican

drawn work, filmy as a spider's web, tooled leather, things made of onyx, lacquered trays, pottery, pictures made of various colored feathers mounted on cardboard, and so on.

Hidalgo Plaza

Then I walked through the small Hidalgo Plaza fronting my hotel. In the center stood a fine statue of Hidalgo. As every one knows who is at all conversant with Mexican history, Hidalgo was the "Father of His Country"—the Mexican George Washington. This soldier-priest inaugurated the movement which finally succeeded in overthrowing the oppressive Spanish domination. He was captured by the Spanish and decapitated. His head hung in an iron cage for ten years from a corner of the Alhondiga de Granditas (a prison) in the city of Guanajuato. After the Mexican Independence was finally consummated, his remains were given honorable burial. They now rest in the glorious Independence Monument in the Paseo de la Reforma in Mexico City. Hidalgo is immortal-

zed all over Mexico by plazas, statues and by streets named in his honor.

Separated from this Hidalgo plaza by the arcaded Municipal Palace one comes upon another square—the principal one here—named in honor of the great Mexican general Zaragoza. It was he who repulsed the French at Puebla on the famous Cinco de Mayo (fifth of May), 1862. In the center of this park stands the ubiquitous band-stand. A military band, dressed in khaki, holds forth here at various times and "discourses sweet music."

This plaza is the very soul of Monterrey. Here the public may come, relax and enjoy themselves, forgetting for the time being all the troubles that harass them. The music may make them dream of better things in a finer world where misery as they know it is unknown. Beneath the trees in this park one sees many flower beds laid out in geometrical design. Vines are trained to represent baskets of living matter.

Every city and town throughout Mexico has one of these plazas. A general design runs through them all. Flanked on the sides one sees arcades where petty merchants display their cheap and gaudy wares, then there is the principal church, and if the city happens to be the capital of a state, the Governor's Palace also fronts upon it. These plazas, it may be stated, parenthetically, are often the only attractive spots in these places—oases of beauty in desert of drabness and ugliness.

This Zaragoza Plaza has on one side the exclusive Casino Club and across the street from it the cathedral. This church, at the time of the American occupation, had horses stabled within its walls, and also served as a powder magazine. As churches go in Mexico, this one is undistinguished either by its architecture or by the richness of its interior embellishments. It left me unimpressed.

From here on I walked up and down many of the side streets. Every street virtually presented the same appearance. Row upon row of one-storied cubicles in pastel colors, with iron grills at the windows and doors. This gave the whole place a prison look, to the new comer in its midst. At times, however, I caught a glimpse through open doors, of the patio. What an enticing vista is represented with the golden sunshine filtering through the greenery. This was the very soul of the house. Here its life centered. Chairs, tables, potted plants and flowers, tiled floors, made the patio inviting and pleasant. The

houses in Mexico, built in this style, do not show their best side to the public gaze. The best and finest are reserved for the occupants.

(To Be Continued)

Civil Service Exam

The United States Civil Service has announced an open competitive examination for the position of student fingerprint classifier in the Federal Bureau of Investigation. The entrance salary is \$1,440 a year, less a retirement deduction of 3 1/2 percent.

Applicants must have completed a 4-year high school course, or must be senior students now in attendance in their last year of senior high school. They must have reached their eighteenth but must not have passed their twenty-fifth birthday.

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

Almost rivalling the fastest airplanes for speed, the new automobile record made by Captain George Eyston of England last month may stand for some time to come. He attained the amazing speed of a fraction more than 311 miles an hour on the Utah salt flats, beating Sir Malcolm Campbell's previous record of 301 miles an hour.



MATADOR LIONS CLUB

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



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

EXPERT . . .

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- SAFER FROM BLOWOUTS . . . every ply is a safety ply.
- SAFER FROM SKIDS . . . sure-gripping Cogwheel Tread.
- SAFER FOR MORE MILES . . . patented TEMPERED RUBBER

See Us for Prices

BOB'S OIL WELL

MATADOR

MAKE IT A REGULAR HABIT TO STOP FOR OUR PERSONALIZED SERVICE

ROY BURLESON

General Insurance

First State Bank Building

Matador, Texas

Quality Foods Cooked In Wholesome Style

Bob's Cook Shack

— WE NEVER CLOSE —

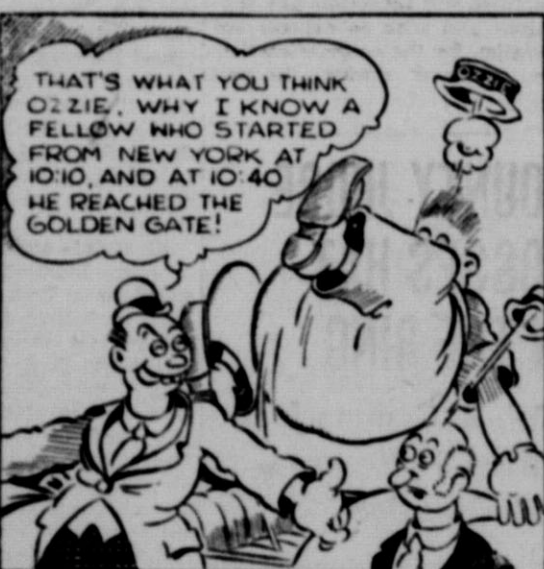
TWO MILES OF AMUSEMENT FOR NEW YORK FAIR



NEW YORK—The largest amusement park in the world, with every conceivable safe and respectable entertainment device and show, will be a part of the New York World's Fair exposition. The

280-acre amusement zone is shown above in an artist's sketch made from the architects' plans. It will form a two-mile loop. So modern is the type of construction that the drawing looks "futuristic."

THE ADVENTURES OF OZZIE



MARRIED AT VERNON

The Tribune is informed of the marriage of Harmon Mills of this city and Miss Fay Martin of Vernon, in Vernon on Christmas Day. The ring ceremony was performed by Rev. Finis Crutchfield of Vernon.

Mr. Mills is well-known here

having made his home in Matador for several years; and now in the employment of T. J. Daffern, local agent for the Magnolia Petroleum Company.

The bride is the daughter of Mrs. J. L. Martin of Vernon.

The couple returned here after a brief honeymoon, and will make Matador their future home.

Banker Sees End of Slump In Business

NEW YORK—Winthrop W. Aldrich, chairman of Chase National Bank of New York, in a 1937 survey says December business figures "suggest that the decline has ceased and that the business curve is flattening out."

The decline, he pointed out, had slowed "at a level which did not look unpromising when we reached it in 1935 but which is nonetheless much too low."

"Retail distribution," he continued, "continues relatively high. The extreme rapidity with which we have dropped to this level is in itself a hopeful sign. In many lines the decline has certainly gone too far and in any case there has not been time for the weakening of the financial structure or for the exhaustion of the savings of the people which a slow and prolonged decline of the same dimensions would have involved."

He mentioned as "encouraging political developments" the shelving of the wages and hours bill in the special session of Congress, federal tax revision plans, peace gestures toward utilities and administration announcement of plans to balance the budget by economies and "to rely upon private capital rather than federal pump-priming for business revival."

Mr. and Mrs. J. S. Lea and children spent the recent holidays with relatives at Rule.

Amusement Zone Of New York Fair Biggest in History

NEW YORK (Special)—An amusement zone designed to accommodate at one time the entire population of cities the size of Akron, Atlanta, Birmingham, Dallas, Denver or St. Paul will greet the millions of visitors to the New York World's Fair 1939, Grover A. Whalen, president of the Fair corporation announces.

By far the largest entertainment section ever constructed, it will contain enough shows, devices, restaurants, villages, shaded rest spots, secondary streets and plazas to handle more than 250,000 fun-seekers.

One huge theater-restaurant alone will have seats for 5,900. Another music auditorium will seat 2,500. An amphitheater to contain huge crowds will be built by the state of New York at a cost of \$1,600,000; erected at the head of one of the lakes it will be the scene of operas, aquatic exhibitions, pageants and other extravaganzas.

The visitor to the Fair will walk about two miles merely to pass through the amusement section which will be laid out in the form of an oval loop with no "dead end" streets.

The 280-acre tract will be divided into at least thirteen villages or zones and every concession will conform in design and atmosphere to the particular zone in which it is located.

An example will be the "Little Old New York" village, where the theater will be a replica of the famous old Park theater, the principal cafe will duplicate Steve Brodie's saloon and the attendants will dress in character. All architecture will be attuned to that picturesque period. Admission to the zones will be free.

Work Started On FSA Farm Units

AMARILLO, Tex., Jan. 5—Construction of houses and out-buildings and land development on the new 48 units addition to the Farm Security Administration's resettlement project at Ropesville, Hockley County, Texas, is now in full swing, Ralph R. Will, assistant regional director, announced here today.

The construction and development program, which will increase the number of farm units to a total of 63, is being accomplished by four separate contracts. Construction of houses and out-buildings is being handled by one contractor. Another contractor is clearing and breaking the raw land and another is terracing the land.

Selection of families to occupy the new farms, Mr. Will explained, is being held in abeyance until officials can determine definitely the time the farms will be ready for occupancy. In the event some of the farm units are not completed prior to planting season next spring, it is probable that the land will be farmed the first year by the administration. This plan was followed on the initial 33-unit project during the first year.

As work progresses on the new addition, Mr. Will said, the Hockley County commissioners court will authorize the construction of county roads through the project.

Lloyd Johnson, project engineer and C. R. Goodrich, acting as coordinator between the contractors and the federal government, are now stationed at the project.

Farmers desiring to make application for one of the farms on the project will, at sometime in the future, be given notice of the time and place to make application.

Picking herself up after she had been knocked down by an automobile, Miss Carrie Nowell, 72, of Pasadena, Calif., told the driver she was to blame for the accident, then walked nine blocks to a hospital.

Sub-Junior Club Holds Meeting

The Sub-Junior El Progresso Study Club met Wednesday, January 5, in the home economics room at the high school, with Evelyn Lea as hostess and leader, of the program on Canada.

The following parts were given: "Mining in Canada," Tom Nell Darsey; "Style of Mining," Marion

Clements. Following adjournment, refreshments of cookies and hot chocolate were served to these members, Lela and Frances Carpenter, Marion Clements, Myrnavae Barkley, Mary Ola Tipton, Tom Nell Darsey, Zona Ruth Scaff, Aileen Russell, Marie Hunsucker, Iletta Bird, the hostess, and Mrs. E. W. McKenzie, sponsor.

ATTEND WORKERS MEET

Rev. H. M. Weldon, Baptist pas-

tor, together with Mrs. A. D. Burleson, Mrs. M. P. Fulkerson and Mrs. A. A. Tipton, drove to the Antelope Flat community north of Quitaque, Tuesday, where they attended an all-day meeting of the Floyd County Workers Conference.

An inspirational program was presented at both morning and afternoon sessions, by pastors and laymen of the various churches in the association.

The next Worker's Conference will be held with the Baptist church of the Sterley community.

AS ONE NEIGHBOR TO ANOTHER

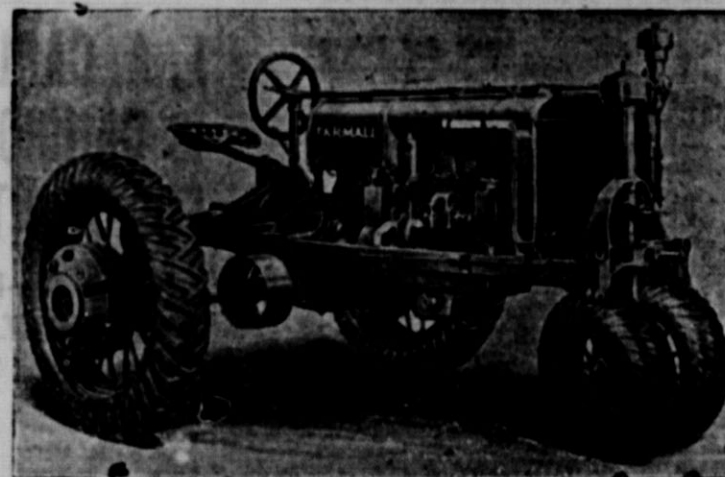


BUY A FARMALL...

The Tractor That Is

Proven Successful In Motley County Fields

SEE THE NEW 1938 MODELS



I-H-C FARMALL TRACTOR

WITH LATEST IMPROVEMENTS In Three Sizes: F12's; F20's and F30's NOW ON DISPLAY

There is no need to take any chance when you buy a tractor. The IHC Farmall tractor is the PROVEN tractor in Motley county fields. Scores of farmers will testify that it is the most successful by every test. Your friends and neighbors will tell you that you can make more profit with this equipment, manufactured and backed by one of the oldest and most reliable manufacturers of farm machinery in America, the International Harvester Company.

So if you are considering a tractor, it is only good judgement to first consider the Farmall. We will be glad to have you call that we may explain the economy of this practical equipment and a free demonstration in your own field is yours for the asking.

HERE ARE SOME OF THE REASONS WHY THE FARMALL IS THE BEST VALUE...

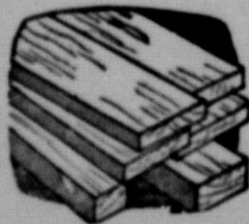
- (1) It has the best resale value of any tractor made.
- (2) It has many patented features which no other tractor can have.
- (3) It is provided with cheaper and better service than any other tractor.
- (4) It may be operated longer without repairs than any other tractor made.
- (5) The Farmall is the first row-crop tractor manufactured and is still and will always remain, the most popular.

DON'T BE MISLED... In comparing the Farmall with other tractors. Do not compare the oldest Farmall with the new models in other makes. You would not compare a 1925 model automobile with a 1938 model and the same applies to the comparison of tractors. Compare the new 1938 Farmall with any tractor!

MATADOR HARDWARE & FURNITURE COMPANY

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

Good Lumber



General Hardware and Building Supplies

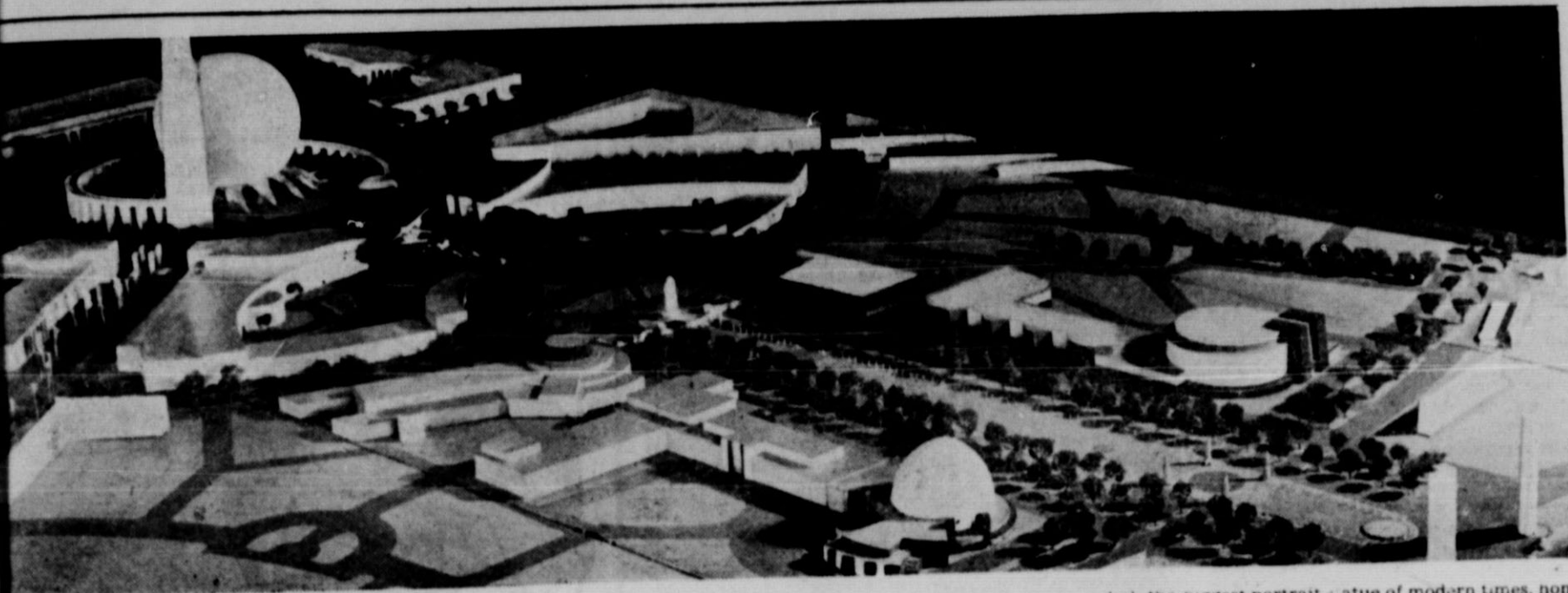
Florence Oil Stoves

Floor Coverings

Paints and Wall Paper

HIGGINBOTHAM-BARTLETT CO. MATADOR, TEXAS

NEW YORK FAIR MALL TO COST \$60,000,000



NEW YORK—Sixty million dollars will be spent to make the mile-long Central Mall the New York World's Fair 1939 the greatest artistic project in the history of expositions. The middle section of the mall is shown above in a scale model. The tree-lined promenade will contain (left to right) the largest ball and tallest triangular spire ever

built by mankind, the highest sundial, the biggest portrait statue of modern times, honoring George Washington, and four statues dedicated to freedom of press, religion, speech and assembly. Literally scores of fountains, five waterfalls, hundreds of trees and more than a million plants will add to its dignified beauty.

W. M. U. YEAR BOOK FOR 1938

GENERAL OFFICERS

- President Mrs. R. E. Campbell
- Secretary-Treasurer Mrs. Scott Bolton
- Editor Miss Evelyn Fulkerson
- Editor and Mission Study Mrs. J. L. Woodruff
- Editor of Y. P. Mrs. G. S. Craven
- Editorial Board Mrs. T. E. Cammack
- Editorial Board Mrs. M. P. Fulkerson
- Editorial Board Mrs. H. M. Weldon
- Editorial Board Mrs. J. C. Peeler
- Editorial Board Mrs. Bill McCaghen
- Editorial Board Margaret Mother
- Editorial Board Mrs. A. D. Burleson

CIRCLE CHAIRMEN

- Dorcas Mrs. T. E. Cammack
 - Sunshine Mrs. Scott Bolton
 - Blanche Simpson Mrs. Vernon Doss
- SPECIAL WEEKS OF PRAYER**
- Prayer and offering in March for Home Missionary.
 - Prayer and offering in October for State Missions.
 - Prayer and offering in December for Foreign Missions.
- MISSIONARY PROGRAMS AND BUSINESS**
- (Fourth Mondays)
- Theme for 1938: "Sheaves—With Rejoicing"—Psalms 126:6
- January—
Topic: Southern Baptists.—
Henrietta Shuck Circle
- February—
Topic: The Homeland.—
Dorcas Circle

They Keep Childhood Oath Mall Structures At New York Fair To Break Records



"We solemnly swear . . . to stick together . . ." Thus these six girls formed a secret society in fourth-grade days in Belton, Texas. Now that college days are here, the six original members are still banded together at Texas State College for Women, Denton. From top of circle to right, these young ladies are Val Jean Singleton, Violet BeVillie, Gladys DuBose, Dorothy Pirtle, Mary Alice Garner, and Rosemary Polk.

NEW YORK (Special)—Not only will the New York World's Fair 1939 be the largest exposition in history, but it will have the most luxurious Central Mall ever designed, a mile-long walk to cost \$60,000,000, Grover A. Whalen, president of the Fair corporation, announced.

And, not only will the Mall be the most magnificent ever laid out, but it will contain a number of other "largest"—structures and works of art that have never been surpassed for size or elegance, he added.

In addition to the Trylon, tallest triangular spire ever raised, and the Perisphere, largest ball ever made by mankind, the Mall will form a setting for the largest portrait statue fashioned since the Egyptians hewed the likeness of Rameses II from rock in the land of the Nile. It will portray George Washington as he arrived for his inauguration exactly 150 years previous to the opening day of the Fair. It will be 65 feet tall and its mass will be more than 500 times that of an average six-foot man.

The tallest sundial ever erected, supported by a life-size tree sculptured by the celebrated Paul Man-ship, will actually tell time for Fair visitors, for the numerals denoting the hours of the day will be set in a huge, circular plot where the sundial's shadow will fall from 50 feet above.

More than a million plants and a thousand trees will be used in landscaping the Mall.

Both the sunflower and Jerusalem artichoke are indigenous to America, but there is also a globe artichoke, which is probably a native of Asia.

Speaking of misnomers, the one most frequently heard is "Irish potato." This valuable tuber was discovered in South America, whence it was introduced into Europe, first as a curiosity. It later became the most important item of food during a time of famine, and the name "Irish" has been applied to it ever since.

GETTING FED UP

Since Hitler came to power in Germany it has been customary for citizens to greet one another with "Heil (Hail) Hitler," instead of the former customary salutations. But recent reports are to the effect that the sensible German rank and file are getting tired of all this hailing. The Nazi leaders, however, insist on its continuance, in the mistaken idea that such lip-service to the dictator will insure his permanent popularity.

It is characteristic of the average human being to become weary of hero-worship after so long a time. For that reason the wise hero doesn't encourage his admirers to overdo it. In our own country we have seen popular persons publicized to an extent that has been no less than ridiculous.

Enough of anything is a plenty, and when people get fed up with hearing and reading about someone, that someone is usually on the way out.

- March—
Topic: Europe.—
Sunshine Circle
- April—
Topic: Africa.—
Blanche Simpson Circle
- May—
Topic: Japan.—
Henrietta Shuck Circle
- June—
Topic: Brazil.—
Dorcas Circle
- July—
Topic: La Plate Countries and Chill.—
Sunshine Circle
- August—
Topic: Mexico and Cuba.—
Blanche Simpson Circle
- September—
Topic: The States.—
Henrietta Shuck Circle
- October—
Topic: The Near East.—
Dorcas Circle
- November—
Topic: China.—
Sunshine Circle
- December—
Topic: All Nations.—
Blanche Simpson Circle

INDUSTRIAL DAYS

- (Third Tuesdays serve Lions)
- January: Sunshine
- February: Dorcas
- March: Henrietta Shuck
- April: Blanche Simpson
- May: Sunshine
- June: Dorcas
- July: Henrietta Shuck
- August: Blanche Simpson
- September: Sunshine
- October: Dorcas
- November: Henrietta Shuck
- December: Blanche Simpson

MAKING A CHILD EAT

Parents who coax and coddle and threaten when a child refuses to eat are on the wrong track, according to Dr. Frank Howard Richardson, a noted child specialist. They are merely causing the child to become neurotic and self-

centered by paying too much attention to his whims.

Instead of humoring the child by urging or bribing him to eat, he should be made to sit down at the table five times a day, for 30 minutes at the three regular meals and 20 minutes at mid-morning and mid-afternoon lunches.

Suitable foods are to be placed before him each time, but no effort whatever is to be made to induce him to eat. He may eat or he may not as he chooses. But at the end of the time set he should be made to leave the table whether he has eaten or not.

Dr. Richardson declares that there is no danger that a child will starve himself under such circumstances, but that within two or three days the "cure" will be under way. In conclusion, the doctor says:

"The relief afforded sorely tried parents by this course of action is so genuine that parents usually wonder why they waited so long before adopting it."

POPULAR MISNOMERS

Many familiar articles bear names which are misleading, although the misnomers are generally of little practical importance. A peculiar instance of this is seen in the popular name of the Jerusalem artichoke, which is in no way connected with the famed city of the Holy Land.

In this case the word "Jerusalem" is a corruption of the Italian "girasole," (meaning turning to the sun), from the habit of the plant, which is of the same genus as the sunflower.

The sunflower, by the way, has a name which is doubly appropriate, because it not only inclines to turn toward the sun, but its flower also has some resemblance to the sun itself.

1-MINUTE SAFETY TALKS

By Don Herold



Motoring Humility

The hardest thing in this world to "sell" is humility.

I mean the hardest thing to impart to anybody else is humility.

The very act of trying to give somebody else humility about anything arouses everything else in him BUT HUMILITY.

We are all inclined to shun HUMILITY because it is a virtue that is so close to the weaknesses of cowardice and craven subsmissiveness. We are all so scared somebody will get a little the better of us, if we give them an inch.

Yet HUMILITY is exactly the quality that humans need a whole lot of, to solve a whole lot of their problems.

We have it in golf and in other sports. We yield. We give the other player the benefit of doubts. We praise his poor shots and discount our own good shots. In other words, we are not scared to be gentlemen.

But when we climb into an automobile, we put a chip on our shoulder and a feather in our cap. We are not going to let anybody slip anything over on us on the road. "Well, who

does that so-and-so think he is, trying to beat me to the crossing?"

Nor do we admit for a minute that we may have our driving faults. Nor do we concede that there is a possibility that we MIGHT some day be the cause of an accident.

No, we are the exception to the rule. We are the person who drives fast but drives well. Only dumbbells have smashes.

The sooner we all realize that humbleness and deference and courtesy at the steering wheel are sporting qualities, and the sooner we admit that, even in our hands, an automobile is an instrument capable of dealing out death and disaster if we handle it carelessly or cockily, even for an instant, the sooner we shall learn humility towards other drivers, towards Fate, and towards laws of momentum and centrifugal force, and the sooner we will cut down the motor car's annual American toll which according to The Travelers Insurance Company, is 36,800 killed and 967,844 injured.

The automobile is a blessing—but a dangerous one. Drive it with great humility in your heart.

"This joke will slay you," a friend told Coleman Pattison, Indianapolis attorney. He was almost hard right. Pattison, laughed so hard he fractured two ribs, puncturing a lung. Physicians said he

would recover. Mrs. Dorothy Collins of Greenwich, Eng., testified in her divorce suit that her husband had offered to sell her to an army officer for \$15,000.

HARRY WILLETT & CO.

JUST IN! SPRING "SUAVA" PRINTS AND SENSATIONAL NEW "LEMAR" PRINTS IN

Marcy Lee Frocks

We not only bring you a grand new collection of famous Crown Tested "Suava Prints" . . . but an amazing new cloth "Impreg-nole" Finish that is water repellent. See these striking new Advance Spring dresses by Marcy Lee. All are washable, non-shrinking, non-fading!

\$2.95



No. 979—A refreshing poplin in a bold water lily print on grounds of navy or black with matching bright belt and buttons. Sizes 14 to 20.

\$1.95

First State Bank MATADOR

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

Thanks a million IS NOT ENOUGH!!! WE SERVE TWO MILLION CARS A DAY! Saying a sincere "thank you" is part of our service. No sale is complete without it. We're just one of 45,000 dealers joined together to offer you a uniform Texaco service, but we feel we're important because we're your Texaco Dealer. Here in your own neighborhood we offer you Texaco products plus a service worthy of those products. We have pledged ourselves to give you this service every day—whenever you need it. Drive in and get to know Texaco Service.

SHORTY'S SERVICE STATION

Matador Tribune

Combined With Motley County News By Purchase March 14, 1934
 Issued Thursdays at Masonic Building, Matador, Texas, by
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DOUGLAS MEADOR Editor and Publisher
Burrell Tipton Shop Foreman
Joe Berry Meador General Flunkey

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

MEMBER
PANHANDLE PRESS ASSOCIATION
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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. Entered at the post office at Matador, Texas, as second class mail matter, according to an Act of Congress, March 3, 1879.

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

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

The SNAPSHOT GUILD
 ANIMAL AND PET PICTURES



FROM household pets to giants of the jungles—animals are ideal subjects for snapshoters. They don't pose; they don't act. You can snap them in natural, undirected action and that is just the reason their pictures create so much interest.

To get good pictures of any animal the first essential is patience. It is quite possible that the family dog will stand up obligingly for you on command, but in picturing all other animals you'll find it necessary to wait for the picture you want.

And this brings us to the question—what do you want in an animal picture?

You may prefer to snap a kitten as it plays with a string or a dog wrestling with a stick.

Domestic animals, of course, offer few real camera difficulties, for you can get them to come where the light is right. Open shade, on a bright day, will be found best. As for shutter speed (if your camera has variable speeds), you'll need 1/25th of a second or faster, to catch fleeting poses and expressions. Unless the light is exceptional, better work with the lens wide open.

To snap less controllable animals—squirrels, birds, and such—you'll need greater patience and cunning. Much depends on background and on your distance from the subject. At more than ten feet, for example, a squirrel becomes almost invisible UNLESS it is sharply revealed on a branch, with the sky for background. Obviously, you'll need to use a fast shutter; squirrels move too swiftly for slow snaps.

The zoo can be a happy hunting ground, too. In many cases, you'll be able to shoot through or over the bars of cages, obtaining clear, unobstructed snaps.

Use a modern, color sensitive film. You'll need all the detail you can get and the utmost in color value rendering.

John van Gulder

SOME WORLD WONDERS

The seven wonders of the ancient world have often been described. They were the great Pyramid of Cheops, the Hanging Gardens of Babylon, the Temple of Diana at Ephesus, the Grecian statue of Jupiter, the Mausoleum at Halicarnassus, the Pharos lighthouse at Alexandria, and the Colossus of Rhodes. All except the great pyramid have been destroyed.

Other wonders, which vie with the classical seven in magnitude and historical interest, are to be found in various parts of the world, mostly in ruins. Among these the most striking are to be found in Italy.

The Circus Maximus at Rome, originally built in 605, B. C., was enlarged at various times until in the fourth century it was capable of holding 385,000 spectators.

Another of the world's largest amphitheatres, the Coliseum at Rome, was the scene of horrible atrocities, in which early Christians and others by the thousands were thrown into the arena to be killed by wild lions and tigers.

The Appian Way, extending 360 miles southward from Rome, was built some 300 years before Christ, and was the finest highway of its time.

In Pisa is the famous leaning tower, built in 1154, which has threatened to tumble down for more than 600 years, but still stands.

The Vatican at Rome, home of the Popes since 1377, was begun by the Emperor Constantine in the fourth century. It is the largest residence in the world. Here also is the largest church in the world, the Cathedral of St. Peter, begun in 1506 and completed 126 years later.

All these are visited by thousands of tourists and others each year, because of their unique character and historic interest.

CLEVELAND'S FOUNDER

Because an editor's type did not fit the intended heading of his newspaper, the spelling of the name of Cleveland, Ohio, was permanently changed, according to a recent writer. The town was originally Cleaveland, named after

Moses Cleaveland, its founder, who was born in 1734 and died in 1806. When the Cleveland-Advertiser was established in 1830, the editor found the line of type he desired to use as a heading was too long for the page, so he omitted the silent "a" from Cleaveland's name. The new spelling was soon adopted generally, and has been used ever since.

Moses Cleaveland was graduated from Yale in 1777 and served in the Continental Army, later practicing law in his native town of Canterbury, Conn. In 1796 he led a surveying expedition for a land company in which he was a shareholder, and also negotiated with the Indians, along the Great Lakes in the Western Reserve country.

On July 22, 1796, he selected the present location of the city as a site for a permanent settlement; his party named it in his honor. Cleveland is now the sixth city of the United States in size, with a population of more than 900,000.

Henry Wilkes of Buffalo was granted a divorce after testifying that his wife locked him out if he failed to get home by 9 o'clock.



TIME IS PRECIOUS: LEISURE IS FLEETING

The time spent in doing Laundry work at home can often be used more profitably, besides the extra leisure and freedom from worry which it provides.

You will enjoy the quality of our work, our service and economy. Why not try this modern laundry today.

Spur Laundry



Losses Caused by Accidents Steadily Increasing

Last year, accidents cost the American people more than THREE BILLION DOLLARS. More than a hundred thousand lives were lost; more than a million persons injured.

35% of all accidents were in homes. Automobile accidents accounted for 34% of the total number of accidents reported to the National Safety Council.

The accidental death rate in the U. S. has increased 15% in the last 10 years. It is going steadily upward.

The need for accident insurance is more urgent now than it has ever been. Everyone is exposed to hazards at home, on streets and highways, and while at work.

\$350,000 Paid in Claims by Postal Mutual Indemnity Co.

This reliable Texas company, now operating on a legal reserve basis, is in its Tenth year of service. It is licensed and supervised by the Insurance Department of Texas.

Postal's assets are maintained in cash, U. S. bonds, Texas county and municipal bonds, and first mortgages on real estate. Securities deposited with State of Texas to provide additional protection to policyholders.

Postal has paid thousands of claims, promptly, fairly and in full.

Through the Cooperation of POSTAL MUTUAL INDEMNITY COMPANY

A Legal Reserve Casualty Company
 we bring you this new offer

In line with our policy of giving greatest value for the least money, we are pleased to make this announcement. Take advantage of this opportunity to secure worthwhile accident insurance at low cost. Tell your friends and neighbors of this great value. New and renewal subscribers may receive the benefits of this offer.

OUR 2-IN-ONE OFFER

1. A Full Year's Subscription to THE MATADOR TRIBUNE
2. A \$1500 Accident Policy

BOTH FOR 2.00

Your home paper brings you accurate, dependable news of your city, your county and your State. It treats interestingly such subjects as Business, Agriculture, Society, Sports and Education. It brings fiction and copyrighted features of great appeal to young and old. You will want your copy of this every week during the coming year. Make sure that it will come to you without interruption by accepting this special offer now.

The Security Accident Policy

ISSUED BY
POSTAL MUTUAL INDEMNITY CO.

This attractive policy is issued by a reliable, dependable legal reserve casualty company and provides indemnities for loss of life, limbs or sight for many types of accidents, as provided in the policy contract. It contains features that will appeal to the farmer, merchant, doctor, banker and lawyer as well as to the housewives and many others.

WEEKLY INDEMNITY
 This policy pays weekly indemnity for loss of time caused by disabling accidents, as provided in the policy, and pays beginning with the FIRST DAY of disability.

EMERGENCY AID
 Policy contains special provisions and benefits for accidents sustained away from home. This feature alone may be worth the entire cost of the policy.

NO RED TAPE
 Persons of every age are eligible for this policy, regardless of sex, race, color

or occupation. No medical examinations required. No red tape of any kind—no delays. Your policy promptly issued on receipt of application.

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Accidents happen every day to somebody. Your name may be in the headlines tomorrow. You may be the next accident victim. Buy accident insurance while you are well and alive. Accept this offer now.

A full year's subscription to your home newspaper and a \$1,500 Accident Policy paid up for one year, will cost you both, only \$2.00.

Additional policies for other members of your family cost \$1.00 each. You may secure additional application blanks at our office, or just send name, age, race, address and beneficiary for each additional member, with remittance of \$1.00 for each.

Date _____ 193__

MATADOR TRIBUNE
 Matador, Texas

Enclosed is \$2.00. I accept your Two-in-one Offer.

Age _____ years. Sex _____ Race _____

Occupation _____

Beneficiary _____

Relationship of Beneficiary _____

Signed _____

My address: Street or R.F.D. _____



THRIFT REACHES A NEW HIGH

IN LAUNDRY SERVICE

Customers are surprised at the economy realized from sending their laundry work to the Floydada Steam Laundry. Time, money and the danger of exposure are included in the saving. Besides there is no longer any dread of the labor connected with wash-day. We will be glad to prove to your satisfaction that we offer a superior service and at a moderate cost. Let us have your wash-day troubles this week for a trial.

FLOYDADA STEAM LAUNDRY

POLITICAL ANNOUNCEMENTS

We are authorized to announce the following names for public office, subject to the Democratic Primary, July 23, 1938

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

For County Clerk: Jack Robinson, re-election

For District Attorney, 114 Judicial District: Winfred F. Newsome

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

DK-NT SCRATCH: Our Paracide Ointment is guaranteed to promptly relieve any form of Itch, Eczema, or other itching skin irritation or purchase price will be refunded. Large Jar only 50c at City Drug Store. 5-4-38

SORE-THROAT: -TONSILLITIS: For prompt relief-mop your throat or tonsils with Anathesia-Mop, our guaranteed sore throat remedy. If not entirely relieved within 24 hours your money will be cheerfully refunded. Simpson Drug Store.

SALESMAN WANTED-Rawleigh Route now open. Real opportunity for man who wants permanent, profitable work. Sales way up this year. Start promptly. Write Rawleigh's Dept. TXA-495-K, Memphis, Tenn. 1-4-38

TRIBUNE POLICY

(Continued From Page One)

In one of these cases the injured person had six vertebrae fractured. The victim of such accidents as these will be fortunate if he can leave his bed in six months after the accident, and many will no doubt find themselves permanently prevented from working.

Claims Paid Promptly

In the last few days, since December 1st to be exact, Postal Mutual Indemnity Company has approved payment six death claims, each of which was caused by an automobile accident, and involving a total amount of \$4,900.00. Such claims are paid promptly on receipt of proofs of death. One of the recent claims was on a policy that had been in force only a few weeks, and in which the policyholder had only paid one dollar.

Be... Individual In Your Clothes



DRESS MAKING THAT WILL PLEASE YOU

ASK FOR AN ESTIMATE Over City Drug Store

CITY DRESS SHOP

MRS. VICTOR CLETT, Manager

caused by accidental injuries. He believes that accident insurance is more of a necessity now than it has ever been, and that at this time, it is the biggest bargain to be found in the insurance field.

The reason for this is that all companies will very likely increase rates for accident insurance in the next year or so and that those who buy at present rates will receive more than their money's worth. Increasing losses will eventually force the rates upward, removing the opportunity for saving which is now available to the public.

NEWSOME...

(Continued From Page One)

Bachelor of law degree. While in Baylor I worked as janitor in the boy's dormitory and boarding houses, and spent the summer vacations in the wheat fields on the Plains of Floyd county, to help pay for an education.

"On January 1, 1934, I announced as candidate for county attorney of Floyd county, five months before I finished Baylor University. After graduating in June of that year, I came home, made the campaign and was elected by a large majority over my opponent, carrying 14 out of 22 boxes in Floyd county. I was re-elected county attorney in 1936 without an opponent and have just finished my third year in that office.

"During the past three years, while serving as county attorney of Floyd county, I have been in constant contact with the office of District attorney, and am aware of the duties, obligations and responsibilities that go with that office, and in offering myself as a candidate for the office of District attorney, I believe that I am capable of discharging those duties obligations and responsibilities that are required.

I now solicit your support in my campaign and would appreciate your vote in the coming primary election." Winfred F. Newsome, candidate for District attorney.

Whiteflat News

Rev. and Mrs. C. E. Jameson of Colorado, Texas, were here last week visiting the families of R. L. and L. Y. Jameson.

Mrs. Maud Dean of Jayton spent several days here on business recently.

Miss Elsie Martin returned to Vernon Monday of last week, after spending the holiday with her parents.

Mr. and Mrs. C. Q. Maloney visited the F. Z. Martin family over the week-end.

Messrs. and Mesdames G. W. and A. P. Dalton and Mrs. George Landtson of Plainview were visitors in the W. L. Mc Williams home Friday.

Miss Pauline Martin left Monday to enroll in a business college in Amarillo.

Miss Marguerite Keltz left Saturday for Port Arthur, after spending Christmas holidays with home folks.

Mr. and Mrs. F. Z. Martin entertained Tuesday night with a 42 party. Mr. and Mrs. Jim Peeler of Matador were visiting guests.

Mr. and Mrs. James Holladay of Vernon spent several days in the Ben Keltz home last week.

L. Y. Jameson made a trip to Florida Tuesday.

Miss Kathryn Humphries returned Sunday to Amarillo where she is a student in Amarillo Junior College.

Mr. and Mrs. Ben Keltz were hosts Friday night to quite a number of their friends who spent the evening in playing 42. Those present from other communities were Messrs. and Mesdames C. C. and Gabe Garrison, of Silverton, Messrs. and Mesdames Walter Carpenter, Jim Peeler, H. H. Campbell, Harold Campbell and Mrs. T. J. Dorsey of Matador, Messrs. and Mesdames James Holladay and C. Q. Maloney of Vernon, Mrs. Maud Dean of Jayton, Mrs. G. W. Dalton of Plainview, Mr. and Mrs. Robert Dursey and Mr. and Mrs. Deville Kuykendall of White Star.

Miss Camella Wilkinson and Troy Perkins returned to Tech, Lubbock, after spending the holidays with their parents.

Rev. R. H. G. Albricht made a trip to Amarillo Monday.

SORORIS CLUB MEETS

The Sororis Club met Wednesday afternoon, January 5, with Mrs. Ben Edwards at hostess. A very interesting program on Education was given.

AUTO LOANS

Leftwich Finance Company

21111 Avenue B Lubbock Delbert Groves LOCAL AGENT

LOCAL ITEMS

J. C. Moore and son Billie, of Swathmore, Pa., visited with relatives and friends here recently for a few days.

Hubert Gilbreath of Brady, former Matador merchant, was here Wednesday evening and Thursday morning attending to business interests.

Mr. and Mrs. Bill Moore and daughter Billie Beth, of Lawton, Oklahoma, visited with relatives here during the recent holidays.

Mr. and Mrs. G. C. Kieth and children of Whiteface were guests here recently with his mother, Mrs. D. C. Kieth, having spent Christmas day with her.

Miss Marjorie Moore returned to Denlon, Sunday where she is enrolled at T. W. C.

Students who have returned to West Texas State Teacher's College at Canyon, following the holidays, are Julian Edmondson, Virginia Edmondson, Addie Lee Lawrence, and Billie Lawrence.

L. C. Groves, C. M. Barton Jr., and R. C. Jeffers have returned to Texas Tech, Lubbock, after spending the recent holidays here with their parents.

FOR SALE-160 acres land, 145 acres in cultivation. Small down payment, long period, low rate of interest. M. S. Patton.

Miss Kathryn Sheats, student at Texas Tech, Lubbock, has returned here after having visited her parents, Mr. and Mrs. Homer Sheats here during the holidays.

Lyman Bunday Campbell, student at John Tarleton College at Stephenville, has returned there after a holiday visit here with his parents.

Paul Flufer has returned to Brownwood where he is enrolled at Howard Payne College, following a holiday visit here with his parents.

Howard Trawick who is attending the University of Texas at Austin, has returned there after spending the holidays with his parents here.

FOR SALE-456 acres of land, 60 acres in cultivation. Small down payment, long period, low rate of interest. M. S. Patton.

Mr. and Mrs. U. L. Willie and daughter, Cora, were guests of Spur friends for a New Year's Eve celebration.

Paul Eubanks, Ward school teacher, returned to Matador Sunday after having spent the recent holidays in Dallas and Lubbock.

Miss Lorene Fryar visited in Houston last week at guest of friends.

Mr. and Mrs. Joe Wason of Springer, New Mexico, were Matador visitors during the recent holidays.

Mrs. Flora Shira of Lubbock, formerly of Matador, transacted business and visited with friends here Monday.

Mr. and Mrs. Elmer Stearns and daughter Frances, visited in Dallas during the week-end.

Miss Bertha Castevens and Mrs. J. R. Whitworth returned Sunday from Dallas, where they visited relatives last week.

FOR SALE-440 acres all grain-land. Small down payment, long period, low rate of interest. M. S. Patton.

Miss Pauline Riser, accompanied by Mrs. H. M. Weldon, and daughter Dona Ann, returned home Sunday from Abilene, where they had been visiting with relatives.

Mr. and Mrs. Bert Enzell visited with relatives at Cisco, last week.

Mr. Hugh Gray, high school teacher, returned to Matador Sunday after having spent the recent holidays with relatives at Cee Vie.

Mr. and Mrs. Oscar Nally of Austin, formerly of Matador, visited with relatives here last week.

Mr. and Mrs. A. E. Westmoreland visited in Tipton, Oklahoma last week, with their daughter and her husband, Mr. and Mrs. Lamar Guthrie.

Miss Zona Beth Faulkner returned Sunday from Childress where she has been visiting her parents, to resume duties as Home Economics teacher in the high school.

James E. Meador of Paducah, visited friends and relatives here this week.

L. B. Archer made a business trip to Mineral Wells last week, visiting his daughter and family, Mr. and Mrs. Joe Lancaster while there.

Miss Vivian Rogers of Plainview spent the week with her friend, Miss Elmerine Russell.

Miss Martell Russell spent the week with her grandparents, Mr. and Mrs. A. M. Stoddard of Plainview.

Mrs. Lucile Nilkerson is spending the week-end with her sister, Mrs. Lon L. Russell.

Maurice Reilly spent the recent holidays with relatives in Chicago Ill.

CAMMACK...

(Continued From Page 1)

"However, in view of that fact there is still a great number of people who do not have regular employment, I believe that we should continue to cooperate with Federal and state authorities to sponsor government work projects when necessary, in order to keep jobs available for those who cannot find employment elsewhere.

Rainfall is Beneficial

Rainfall which started here shortly after darkness Tuesday evening and continuing intermittently through most of the night to register a total of 23 inch according to the U. S. rain gauge maintained by J. H. Sample, was welcomed by farmers of this section.

Wheat growers were especially benefitted by the moisture altho all farming land was aided and farmers were more optimistic regarding the future prospects of a season to start preparing land for a new crop.

Weather reports indicated that snow had fallen over much of the Panhandle, north and west of the Cap-Rock, in some instances to a depth of five inches and rendering great benefit to plains wheat farmers. With the continuation of cloudy weather, farmers are hopeful of more moisture in the form of either rain or snow will follow soon.

The Dorcas Circle of the Baptist W. M. U. met Monday afternoon with Mrs. Ed Cammack. The roll call was answered with a verse of Scripture. Following an interesting business meeting, delicious refreshments were served to Mrs. Pearl Mooreman, Mrs. Joe Campbell, Mrs. A. A. Tipton, Mrs. M. L. Patton, Mrs. W. W. Carpenter, Mrs. L. A. Carlisle, two visitors Mrs. H. M. Weldon, and Mrs. Flora Shira, the latter of Lubbock, and the hostess.

The circle will meet with Mrs. M. L. Patton next Monday afternoon at 3 o'clock.

SENIOR EL PROGRESSO STUDY CLUB TO MEET

Mrs. George Springer will be hostess to the El Progreso Study Club on January 13th at 1:30 o'clock for the Romantic Program of the year.

Mrs. B. F. Tunnell appears as Leader, with Mrs. J. H. Nebbett giving "Courtship of Romeo and Juliet." Mrs. Jim Peeler following

ROY BURLESON General Insurance First State Bank Building Matador, Texas

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Only the Very Best

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EDDY'S BAKERY

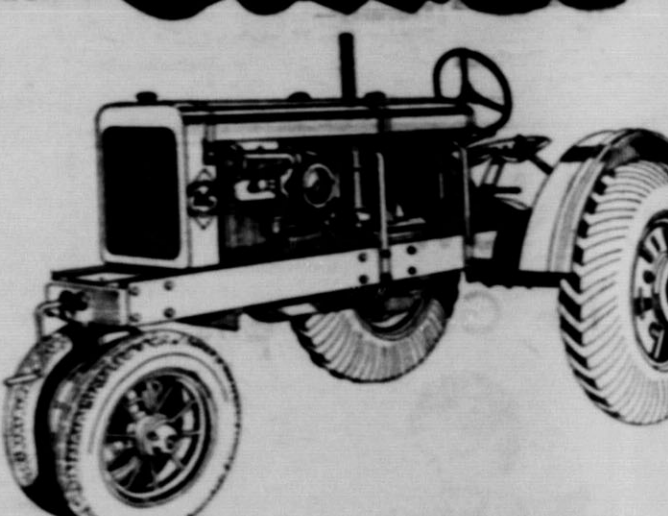
Matador, Texas



NOW'S THE TIME

Plan For Profit During 1938

With A New A-C TRACTOR



WITH a new season at hand you are naturally interested in making more profits from your farm during 1938 than ever before. You have probably been considering a tractor in order to improve your farming methods, cut down the expense and needless labor.

ALLIS-CHALMERS 'WC' All-Crop Power Tractor And All-Crop Harvester

Regardless of your present farm equipment we would consider it a privilege and a pleasure to show you the new Allis-Chalmers 'WC' All-crop Power Tractor and All-crop Harvester, and explain to you its many advantages. We honestly believe this farm equipment to be the most practical ever devised. We believe it can be operated cheaper and over a long period of time without costly re-

pairs, than any other tractor on the market.

We believe we can prove to you that the Allis-Chalmers 'WC' tractor will make more money for you during 1938 and the years to follow, than you have ever made before. So before you buy a tractor or plan your year's work come in and let us show you the Allis-Chalmers—or better still, ask us to bring it to your field for a demonstration.

WE TRADE FOR HORSES AND MULES

We are in a position to handle good work stock, horses and mules, to the greatest advantage. We will be glad to give you an estimate.

RUSSELL IMPLEMENT CO.

Former Post Office Building John C. Russell, Mgr.