

Therefore every tree which bringeth not forth good fruit is hewn down and cast into the fire.—Matthew 3:10

Matador Tribune

WHEN A MAN ASSUMES A PUBLIC TRUST HE SHOULD CONSIDER HIMSELF AS PUBLIC PROPERTY.—Jefferson.

COMBINED WITH THE MOTLEY COUNTY NEWS BY PURCHASE, MARCH 14, 1934

TRIBUNE VOL. 9, NO. 32

Matador, Motley County, Texas, Thursday, Oct. 17th, 1935

MOTLEY COUNTY NEWS VOL. 16, NO. 33

TRAIL DUST

By DOUGLAS MEADOR

Time's swishing petticoats obliterate the traces of tempestuous feet upon the sands of youth and the cold dust of years drifts past the rattling casement of dreams. The spectre of fate, with a whir as birds flying headlong into the night, creates the design for us to follow, before it is lost in the prophetic silence of the future. The heart's frail candles, lighted from the torch of hope, burn fitfully as fear-chilled hands search the walls of destiny's prison and torn fingers try each stone for a fault. One by one the flames go and the bleeding knuckles no longer beat against the hard masonry.

He with the twisted body and unseeing eyes is gone now and that bony, outstretched hand clutching sickly yellow pencils, no longer rises as I pass. Some hurt that I can not name would be gone too, had I not seen him turn that pitiful, wretched face toward the splendor of an early morning sun, as if warmth against his cheek could drive the darkness from his soul. Unhappy refugee, unwanted and unloved, struggling against the inevitable tide of pain, begging for life—and sunlight in his face. As great, however, as those who pause to drop a coin before they can pass for God must look upon a soul as a flower and not the vase that holds it.

It would be better if those of us who write epistles at night could always be supplied with some magical ink which would fade away while we sleep. We should then not be forced to face the humiliation of reading them by the light of day and more temperate judgement. It is certain that the more sensitive variety would be spared considerable jolting by viewing a blank sheet of paper instead of words penned while under the spell of night, its strange moods and influences. Love and hatred, the principal motivations of personal letters, are more effective when written with pens of silence. But I am unworthy of this sage's benediction because I have torn to shreds, countless letters some stranger wrote at my desk the night before. Too many times I have ordered bulky, collect shipments of unhappiness when the envelopes were sealed and addressed.

A coyote somewhere in the crater of night walls as if a spike were being driven into his soul with muffled blows from the mallet of creation. The night with brief silences, clings in terror to the stirring mesquite leaves, as an ebbing tide splashing upon granite boulders to flow gently back into the sea. Flames lick their red tongues over the bark of a china-berry stick spewing at the edge of the campfire and then quickly withdraw into blurring darkness. Spur straps are loosened over swollen boots and a puff of cigarette smoke spreads beyond the glowing eye of burning tobacco before it spins into the ashes of the exhausted campfire. The folds of a blanket are drawn tight—a crickets' begins his drumming on the bells of slumber to keep away the ghosts of nocturnal silence.

I would be glad to paint over a canvas of childhood with the oils of forgetfulness. A garrish gasoline torch sputtering in the wind that flapped the patched tents of a cheap show as I listened to a heated quarrel. An arm reached out of the tent and a hammer flashed in the bluish light. At my feet a school-mate was kicking in the dust. Terror of the hour pours as ugly waters flooding the tranquil valleys of childhood.

Weariness spins its invisible web with stronger strands in the deep, thick hours of night. A bright flame slashes into the dedicated street and breaks the pageantry of drowsy thoughts holding hands in the shadows, as the metal lungs of an automobile cough in passing. Scattering lights dig little caves in the darkness and time, as if afraid, crawls over the sleeping city toward the dawn.

LOCAL BUSINESS DRIVE TO OFFER CASH SATURDAY HEARING OF RAILROAD ABANDONMENT APPLICATION TO BE HELD HERE

PROCEEDING AT CITY HALL NOV. 18

A message, considered by many local citizens as a decisive preliminary victory in city of Matador's struggle to retain the Quanah Acme and Pacific 3.6 miles branch line railroad against the company's application for permit of abandonment, which was filed several months ago, was received early this week by Farris Fish local attorney. The message was from the Interstate Commerce Commission, declaring the hearing would be held in Matador. It was the opinion of citizens legally informed at the time the application was filed, that the chance of retaining the railroad would be greatly enhanced should the Interstate Commerce Commission grant the hearing here.

Hearing November 18th
The message received by Mr. Fish is as follows:
INTERSTATE COMMERCE COMMISSION WASHINGTON
October 9, 1935
FINANCE DOCKET NO. 10851
APPLICATION QUANAH ACME & PACIFIC RAILWAY COMPANY FOR A CERTIFICATE OF PUBLIC CONVENIENCE AND NECESSITY PERMITTING ABANDONMENT OF LINE BETWEEN MATADOR JUNCTION AND MATADOR, TEXAS.
The above-entitled proceeding is assigned for hearing on November 18, 1935, at two o'clock p. m. (standard time), at the City Hall, Matador, Texas before Examiner T. F. Sullivan.
By the Commission:
GEORGE B. MCGINTY,
Secretary.

Good Roads Ass'n Opposes Gas Tax

AUSTIN, Oct. 16.—A Million and a quarter Texas motorists will be penalized for the principal benefit of a relatively small group of bondholders if the proposed one cent per gallon increase in the state gasoline tax is approved by the legislature, Col. Ike Ashburn, executive manager of the Texas Good Roads Association, declared here today.

The present state gas tax is four cents per gallon, of which one cent goes to the common school fund and another cent to refund the outstanding bonds of the various counties spent on construction of state highways.

Colonel Ashburn, whose organization is composed of 25,000 motorists in all sections of the state, said, "We do not think it right to redeem bonds, many of them heavily depreciated, for the profit of the bondholder and at the expense of the motoring public." He named a Dallas bond attorney who is in Austin actively sponsoring the bill.

DOCTORS ATTEND PLAINVIEW MEET

Dr. A. C. Traweck and Dr. J. F. Hughes of Roaring Springs attended the meeting of the Plainview Medical Society at Plainview Tuesday. Dr. A. C. Traweck Jr., attended the meeting yesterday.

ACCEPTS POSITION

Jack Bradshaw, who has been connected with the Sheats Hardware for the past three years, has accepted a position with Bob's Oil Well Service Station.

THOSE MATADORS

Wonder what those "experts" who lowered their estimation of the Wildcats because of their scoreless tie with Matador think now since Matador has accounted for 115 points to opponents' 0 in the two games played by the Matadors since they opened the season in Crowell. Levelland, former district champion and usually a very strong Class B team, was the 39-0 victim and Quitaque went down 56-0. Incidentally, Kempson, one of the Levelland linemen, was named on the first all-state Class B team last year.—Mack Boswell in the Fourth County News.

LOCAL LIBRARY CHANGES HOURS; INCREASES DAYS

Memberships Offered As Prizes In Cooperation With National Book Week Contest
Effective at once, the Matador Library will be open to the reading public each week day between the hours of two-thirty and six o'clock, and on Saturday afternoons, from twelve until six, according to announcement of Mrs. M. J. Reilly, Librarian for the El Progreso Club, one of the local study clubs under whose sponsorship the library was formed.

County Corn-Hog Referendum Here

The 1935 Corn-Hog Referendum for Motley County will be held at the Court House at Matador, Saturday, October 26, from 8:00 a. m. until 5:00 p. m. Producers will be asked to answer the question: Do you favor a corn-hog adjustment program to follow the 1935 program which expires November 30, 1935? The answer will be "yes" or "no."

WALKER—HALLFORD

Mrs. Oma Walker of Matador and Frank Hallford of Roaring Springs were married here Tuesday afternoon, October 15, 1935, by Rev. Aubrey Ashley, pastor of the Roaring Springs Methodist Church.

Mr. and Mrs. Hallford are well known in the county having resided here a number of years, and have many friends who wish them happiness.

CHILD WELFARE CARNIVAL WILL PARADE OCT. 24

High School To Take Part In Tour Of City Streets Next Week
(By B. F. Harbour)
A grand parade will be staged as a preliminary feature of the Child Welfare Association Carnival to be held in the Matador High School Auditorium Thursday evening, October 24th. Hugh C. Gray will be master of ceremonies during the parade which will be staged at 3 o'clock Thursday afternoon preceding the carnival in the evening.

Officers Named For Cinco Union At Meeting Here

Mary Rucker, recently elected Vice-President of the Quitaque Epworth League, was named President of the Cinco Union at a meeting of that organization at Matador Sunday of last week. The Union includes members of leagues from Turkey, Quitaque, Matador, Flomot, and Whiteflat. Miss Rucker succeeded Carl Cooper of Turkey as president of the Union.

ODIS CROWELL GOES TO IOWA ON GRID TEAM

ABILENE, Oct. 16.—Odus Crowell of Matador was a member of the Hardin-Simmons University football squad which defeated the Morningside College Maroons, 32-0 in their first intercollegiate game last week in Sioux City, Iowa.

Local Lions Will Hold Call Meeting

The Matador Lions Club will hold a call meeting-luncheon at the Baptist Church next Wednesday in order that the entire membership may be given an opportunity to hear Ralph E. Randal, Lion Governor of Dist. 2-T.

FRANK BUCKLEY QUALIFIES PLAINVIEW TURKEY SCHOOL

Frank A. Buckley, Motley county Agricultural agent attended the turkey grading school held at Plainview last week, in which the carcasses of dressed fowls were judged through the supervision of the United States Department of Agriculture. Mr. Buckley qualified in the tests following the instructions from poultry experts.

TRAWEEK HOSPITAL BUYS MODERN X-RAY MACHINE

New Equipment Is To Arrive In Two Weeks
The recently modernized Traweck Hospital here will soon be equipped with one of the most modern x-ray machines on the market according to an announcement made by Dr. A. C. Traweck and his son, Albert Traweck Jr., this week. The machine, when installed, will compare with the best in west Texas and surpasses the type of x-ray used in the larger hospitals of this section. The Westinghouse electrical company has

Bob's Cook Shack Is Opened Friday

Bob's Cook Shack, a modern cafe located in a structure recently completed in connection with Bob's Oil Well service station opened for business Friday. The new cafe which will maintain 24 hour service will be managed by Andrew Green and Ira Haskins. Messrs. Haskins and Green are well known in connection with the cafe business in Matador.

Business Men Pledge Weekly Support MATADOR UNITED

Volume Here Over Week-end Shows Up-Trend
Despite the fact that many merchants and business men in Matador report the best sales last Saturday in the past two years, the Chamber of Commerce committee to plan a trading campaign, which was appointed last week, completed their work Tuesday. Funds were made available for an indefinite length of time to promote the work and cash awards amounting to \$25.00 or more will be made each Saturday afternoon. Since practically every business in the city is participating in the campaign, the public is asked to inquire for particulars of the weekly cash awards from any merchant or business man in town.

Conoco Will Have Special Building Texas Centennial

Texas Agents Given Job Of Setting Up Exhibit
Continental Oil Company of Ponca City, Oklahoma, will erect a special building on grounds adjoining the Administration Building of the Texas Centennial Exposition.

E. R. Crews Called By Death Friday

The death of E. R. Crews, Seminole ranchman and former president of Lubbock, late Friday night from a heart attack was reported at the Sanders Funeral home in Lubbock shortly before midnight. Mr. Crews was a brother of former townsman and banker, J. K. Crews who now makes his home at Plainview.

BRISCOE LADS ARE WALLOPED BY LOCAL TEAM

Matador Will Attempt Third Straight Conference Victory Friday
Scoring almost at will over the Silverton Owls, Coach Stanford's Matadors soundly walloped the lads from the county seat of Briscoe 67 to 7 on Burton Field here last Friday, giving the local eleven their second straight conference victory.

Bob's Cook Shack Is Opened Friday

Bob's Cook Shack, a modern cafe located in a structure recently completed in connection with Bob's Oil Well service station opened for business Friday. The new cafe which will maintain 24 hour service will be managed by Andrew Green and Ira Haskins. Messrs. Haskins and Green are well known in connection with the cafe business in Matador.

COTTON REPORT

Census report shows that there were 217 bales of cotton ginned in Motley County from the crop of 1935 prior to October 1, as compared with 266 bales ginned in October 1 crop of 1934.
Horace J. Marler
Special Agent
Go To Church Sunday.
(Continued on Back Page)

MATADOR TRIBUNE

Successor to the Roaring Springs News

Combined With the Motley County News By Purchase, March 14, 1934

Published Every Thursday By The Tribune Publishing Co. Matador, Texas

Entered as second class matter at the Post Office, Matador, Texas, under the Act of Congress, March 3, 1879.

DOUGLAS MEADOR, Editor.

National Editorial Association MEMBER

MEMBER West Texas Press Association

SUBSCRIPTION RATES: \$1.00 Per Year, 3 Months 25c CASH IN ADVANCE

NOTICE TO THE PUBLIC
Any erroneous reflection upon the character, standing or reputation of any individual, firm, concern, or corporation that may appear in the columns of The Tribune will be gladly corrected when called to the attention of the editor. It is not the intention of this newspaper to wrongly use or injure any individual, firm, concern or corporation and corrections will be made when warranted as prominently as was the wrong published, reference or article.

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

WHY?

A new fashion in journalism is upon us. Newspaper accounts of automobile accidents are wrapped in a red robe of realistic reporting. The reader the better, is apparently the latest injunction posted in the news rooms even of the America's staidier journals.

A recent magazine article captioned "And Sudden Death," arresting in its frankness, and reprinted in many newspapers, seems to have shocked many editors into a mob frenzy of full and gory details. The purpose, laudable if not mistaken, is to frighten motorists into sanity. But, curiously enough,

the most vital fact—the cause of the crash—is so obscured that it almost escapes notice.

An illuminating instance of this occurred a day or two ago. In the small hours of Sunday an automobile crashed into a guard rail protecting the West Side elevated highway in New York City, throwing three occupants into the street below. Front-page stories in a number of New York's newspapers screamed the terrific details to their readers. Nothing was left out and gruesome photographs filled out anything the reporters' vocabulary missed.

One detail, however, was almost left out. Tucked away in a few words far down the columns was a sentence or two explaining the cause of the tragedy. It usually ran something like this: "The police state that their investigations prove that all the occupants had been drinking. There had been two other occupants of the motorcar who left, however, after a number of bars had been visited."

This newspaper doesn't think very much of the new style in realistic reporting. Its effect on sober drivers is doubtful; its effect on drunken drivers is nil. Police officials, physicians and coroners everywhere agree that in a majority of cases automobile casualties are due to drink. Instead of so much space being devoted to the Who, What, Where, When, of these saddening tragedies it suggests that more prominence be given to the Why. And if there must be realism would not the headline:

Highway Crash Hurles 2 to Death
be truer if "Highway Crash" were changed to "Liquor"—Christian Science Monitor.

VERY POSITIVE NOW

President Hoover, who had had his mind on so many other things in so many corners of the earth that he didn't know even after the war was over which political party tenets he favored, is a very positive man now. He made a typical speech Saturday night out in California. It may have been his opening gun in a campaign for his opening gun in a campaign for the nomination of the Republican party.

Mr. Hoover is thoroughly unfitted for the job of president. He does not understand common people and will never understand them or how to administer their affairs. He is a big man's man. If the Republicans are destined to return to power, as they claim, it is to be hoped they do not inflict Mr. Herbert Hoover on the nation.

—Floyd County Hesperian

STATEMENT OF THE OWNER-SHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, OF MATADOR TRIBUNE, PUBLISHED WEEKLY AT MATADOR, TEXAS, FOR OCTOBER 1, 1935.

State of Texas
County of Motley.

Before me, a Notary Public in and for the State and county aforesaid, personally appeared Douglas Meador, who having been duly sworn according to law, deposes and says that he is the editor and publisher of the Matador Tribune and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 411, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor and business managers are: Publisher Douglas Meador, Matador, Texas; Editor Douglas Meador, Matador, Texas; Managing Editor, Douglas Meador, Matador, Texas; Business Manager, Douglas Meador, Matador, Texas.

2. That the owner is: Tribune Publishing Company, Matador, Texas; Douglas Meador, Matador, Texas.

3. That the known bondholders, mortgages, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities are: Mergenthaler Linotype Company, Brooklyn, N. Y.; E. A. Carlock, Paducah, Texas.

4. That the two paragraphs next above, giving the names of the owners, stockholders and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholder and security holder who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner, and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

DOUGLAS MEADOR,
Sworn to and subscribed before me this 15th day of October, 1935.
(Seal)
M. S. Patton,
Notary Public
My Commission expires 6-1-1937

B. Y. W. C. MEETS

Mrs. H. G. Stanford was hostess to the Baptist Young Women's Circle, Tuesday evening, October 15, with Mrs. B. F. Harbourn leading an interesting program on "Youth in the Presence of Christ". Following the devotional session, which included a song by the assembly, and the reading of the scripture, the lesson was presented by Mrs. Ben Meador, with a paper on "Are Modern Youth Responding to the Call of Christ?", "The Red Threat: A Challenge to Missions", given by Mrs. Vernon Doss; and Stories of faithful young Christians, which include talks by Mrs. Marvin English on "In Jerusalem", and by Mrs. Stanford on "Do What You Can For China".

Eleven members were present, to whom the hostess served lovely refreshments, following adjournment.

EL PROGRESO CLUB TEA

The El Progreso Study Club opened their club year activities with a very elaborate seated tea on Thursday afternoon at the home of Mrs. J. R. Moore.

The Club had as their special guests for this occasion The 1929 Study Club and The 1929 Study Club of Floydada.

Mrs. Farris Fish received at the door and the guests were greeted by Mrs. U. L. Willie as they entered the living room. While Mesdames D. E. Pitts and L. C. Harp assisted in the dressing room.

The program presented was a welcome address by Mrs. U. L. Willie, president of El Progreso Study Club.

A sextette composed of Mesdames George Springer, M. J. Reilly, J. W. Drace and B. F. Tunnell and Misses Amy Glenn and Lorene Fryar accompanied by

Mrs. J. H. Neblett at the piano sang, (a) "Absent," (b) "Strumming".

"Molly-Make-Believe," a one act play was read by Mrs. J. R. Whitworth. Mrs. J. B. Jenkins responded for The 1922 Study Club and Mrs. A. J. Folley for the 1929 Study Club of the Floydada Clubs.

Mrs. E. L. Angus an assistant Chairman of Federation Headquarters also made a short talk. After which a social hour was enjoyed and tea was poured at a beautifully appointed table. The table was covered with an elaborate lace cloth, centered with gorgeous flowers and softly lighted with pink tapers. All appointments were in silver, pink and crystal. Mesdames J. R. Moore and Leonora Luckett poured tea assisted by Mesdames E. C. Stearns and B. F. Tunnell. About fifty were served.

JUNIOR SORORIS CLUB

Nine members of the Junior Sororis Club met at the home of Miss Geraldine Tudor for their regular meeting Tuesday night. Miss Pearl Cammack resigned as president of the club, and the club reluctantly accepted her resignation. Mrs. Bill Neatherlin, former first vice-president, automatically became president; and Mrs. Jack Luckett Jr. took Mrs. Neatherlin's place as first vice-president. The club accepted Miss Emma Lesta McKee as a new member.

Miss Ruth Simpson led the program. Each member responded to roll call with a one-minute biography of a famous person. Among interesting biographies given were those of Huey Long, Queen Elizabeth, Louis Pasteur, John Phillip Sousa, Theodore Roosevelt, and Henry Ford. A paper on the life of Will Rogers, prepared by Miss Martha Dell Scaff, was read and greatly enjoyed. Pictures and clippings of events in Will Rogers' life were examined, also. The entire program confirmed Emerson's quotation: "Men of character are the conscience of the society to which they belong."

RECORD CROWD EXPECTED AT LUBBOCK MART

LUBBOCK, Oct. 14.—With over 80 reservations for sample rooms, indications point to the biggest wholesale clothing market ever held here when the 11th semi-annual West Texas-New Mexico Wholesale Clothing Market opens Oct. 19 for a four day run.

Among the reservations are 17 ready-to-wear lines; 14 millinery lines; 12 general lines; 12 shoe lines; 11 men's wear and work clothing; and the balance in miscellaneous, including lingerie, hosiery, novelties, luggage and other merchandise.

Feature event of the market will be a style show Monday evening, at the Lubbock High School Auditorium, featuring merchandise of

six ready-to-wear firms, three millinery, and a hosiery line. Those in the show include: Butler Bros., Higginbotham-Bailey-Logan Co., Lorch Mfg. Co., Roos-Freedman Co., Morten-Davis Co., Poindexter & Sons, Higginbotham Millinery Co., M. B. Hat Mfg. Co., Stern Millinery Co., and Baker Moise Hosiery Mills.

Following the style show will be a dance and floor show, at the Hilton Hotel.

Retail merchants from a radius of two hundred miles are expected in for the market. Visiting retailers will be complimented at all events.

Mr. and Mrs. Ray Stillwell of Dallas are visiting here with Mrs. Stillwell's parents, Mr. and Mrs. Ira Haskins.

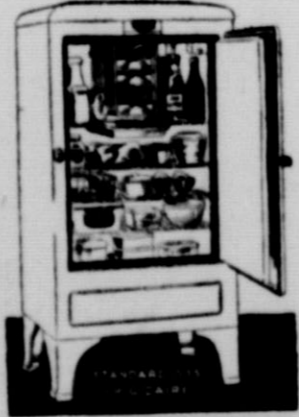
Mr. and Mrs. Joe Meador and daughter Freda Joe, of Paducah visited relatives here Sunday.

LET'S GO WITH CONOCO
MOHON SERVICE STATION
DOBBS CITY MERC. CO
DALTON & ASHFORD
BOB'S OIL WELL
YORK'S SERVICE STATION
WHITEFLAT S. S. AND GARAGE
HIGHWAY SERVICE STA.—Flomot
FAIRVIEW SERVICE STATION
L. B. Robertson
Commission Agent
Matador, Texas

DEPENDABLE REFRIGERATION IS ECONOMY

It makes no difference the season of the year, every home needs and deserves dependable refrigeration to protect the family's health. The beauty of electric refrigeration is that it is economical. It will save you money, as it prevents food spoilage, gives the housewife an opportunity to save through quantity purchases and week-end bargains.

Many families find it more convenient to purchase an electrical refrigerator during the Fall and Winter seasons. Let one of our merchandise men tell you the easy way to do this. We have many unusual values in electrical refrigerators. Investigate the ease of enjoying this superior service.



LIBERAL TERMS
• Trade-in allowance
• Small down payment
• Easy monthly terms

Do you know that your increased use of Electric Service is billed on a surprisingly low rate schedule... and adds only a small amount to your total bill?

West Texas Utilities Company

Another rubber
ANOTHER 9° COLDER OUTSIDE
NEVER MIND, IF YOUR ENGINE
stays oiled
Oil wouldn't be oil if it weren't slippery. Ordinarily it slips off the job as soon as you stop. After you park half a night—or even half a morning—where's your lubrication? Down in the crankcase. And before it gets back up in the motor, these colder days, your engine wears fully twice as fast as any other time.

That used to scrape, drag, rub and clatter. When it comes to something extra-difficult, like lubricating the new copper-lead, high-lead, and cadmium-alloy bearings, Conoco Germ Processed Oil more than ever surpasses plain mineral oils. Merciless road tests have proved this again and again.

Only an oil that can beat the starter with advance lubrication, like patented Germ Processed Oil, will save you the engine wear, battery juice, and other winter grief that you'll save by seeing your Conoco man today. Continental Oil Company, Established 1875.

CONOCO GERM PROCESSED MOTOR OIL

Make sure your engine *stays oiled* GERM PROCESSED

Signs . . . signs . . . signs
But this is the one that assures you of the Hidden Quart
Your correct grade always available—including 10W or 20W

Special Weather Forecast:



Certain shower of cold cash in immediate vicinity of Matador Saturday afternoon--Notice to Buyers.

Get In
THE PAY
AT
MATADOR



\$25.00 Free Each Saturday

Beginning next Saturday afternoon merchants and business men of Matador will give away without any cost or obligation \$25.00 in cash and continue to give a like or greater amount each Saturday thereafter.

You, as customers in this trade territory have always received full value for the money you have spent with Matador merchants and you have had the satisfaction of knowing that your money aided in building, churches, schools and purchased security for your family. Greatly enlarged stocks in every line of business with modern merchandise priced moderately makes Matador a better trading center this year.

With the trading tickets given by each business place you are assured of participating in the \$25 cash which Matador merchants pay out of their own pockets each week. Ask any merchant. Be in Matador Saturday afternoon, October 19th.

Ask For Trading Tickets From These Matador Merchants



- | | |
|--------------------------|---------------------------|
| Bob's Oil Well | Phillips 66 Station |
| Sinclair Service Station | Oasis Bar |
| Hamburger King | Schweitzer Saddle Co. |
| Matador Tribune | Lea Ice Company |
| Matador Auto Co. | Matador Variety |
| Texan Cafe | West Texas Utilities |
| Jameson & Son Gro. | Matador Hotel |
| Sanitary Barber Shop | Matador Hdwe & Furn. Co |
| City Barber Shop | City Beauty Shop |
| Sanitary Beauty Shop | City Tailor Shop |
| J. H. Bradshaw | Commercial Grocery |
| Shooting Gallery | Matador Dry Goods Co. |
| City Drug Store | J. S. Stanley, M. D. |
| City Bakery | Farmer's Cafe |
| Traweek Hospital | First State Bank |
| Simpson Drug Store | Matador Cash Gro. |
| Spot Cash Grocery | Western Dry Goods |
| Homer Sheats Hdwe. | DeLuxe Beauty Shop |
| Rogue Theatre | Matador Cleaners |
| Mission Gas & Oil | Recreation Club |
| Wilson Cafe | Diamond J Food Store |
| F. F. F. Chevrolet | Red Triangle |
| Bob's Foodway | Turner Grocery |
| Joe's Cafe | Bishop Feed Store |
| Burton-Lingo Lbr. Co. | Higginbotham-Bartlett Co. |
| West Texas Gin Co. | Mrs. A. Watson, Millinery |

TOM CONNALLY WILL WITNESS INAUGURATION

MARLIN, Oct. 14.—United States Senator Tom Connally is sailing from Seattle on October sixteenth for the Philippines to attend the inauguration of the first president of the new island republic. He is accompanied by his son Ben Connally, an attorney at Houston.

Senator Connally is one of a group of American officials who were invited by the new Philippine government to attend the ceremonies. The party will be headed by Vice-President John N. Garner, Speaker Joseph W. Byrns and Secretary of War George H. Dern. The group will sail on the S. S. President Grant and will go first to Yokohama, Japan, from whence they will visit Tokyo and Kobe. Proceeding from Japan, the next stop will be Shanghai and then Hong Kong. The party will arrive at Manila on November eighth. The inauguration is the fifteenth and the American officials will leave Manila on the twentieth. On the return trip they will stop at the same ports in the Orient again and then visit Honolulu. Returning they will reach Seattle aboard the S. S. President Jefferson on December fourteenth.

The Texas Senator is a ranking member of the powerful Committee on Foreign Relations of the Senate, and at present has two other important assignments on sub-committees of the Senate having to do with world affairs. One of these is the special sub-committee considering the proposals to "take the profits out of war," of which Senator Connally is chairman, and the other is the sub-committee which handled the recent neutrality legislation in Congress.

Upon their return from the trip, Senator Connally and Mr. Connally will return to Texas immediately and the Senator will remain in the state until the next session of Congress convenes on January third.

APPRECIATION

We wish to take this means of thanking members of the Matador City Council and commissioners of the Motley County Commissioners Court for their complete cooperation in license arrangements for the Silver State Shows now located in Matador.

Our earnings through sponsorship of the carnival have been enhanced by the liberal arrangements of city and county officials for which we are appreciative.

MATADOR FIRE DEPT.
C. B. Groves, Chief

CHILDHOOD AND YOUTH WEEK

The Methodist Church will observe as Childhood and Youth Week this week beginning Oct. 20 and ending Oct. 27. This is a special

time when parents and other adults in the church consider anew their responsibility to the growing life in the home, the church, and the community.

The activities selected by the committee include an appropriate sermon by the pastor; worship program at the church school hour short talks at the church hour, a special program at the mid-week service, and visits by each teacher in the homes of her pupils.

All member of the church are urged to attend all these services and to read articles on the subjects found in the "Church School Magazine", the "Adult Student", and the "Elementary Teacher".

PUBLIC CONFIDENCE RESTORED BY BANKS

American Bankers Association Describes Its Activities to Aid Better Understanding

NEW YORK. — Eight different lines of activity through which the American Bankers Association is constantly aiming to promote better public understanding and opinion in regard to banking and the attitude of bankers toward legislation are described in detail in a statement made public here by R. E. Hecht, president of the association.

The aim, he says, is to strengthen the real basis for good opinion in regard to the banks through fostering informative bank advertising in the newspapers and in other ways. The statement was issued in reply to suggestions received urging a nationwide public educational program in regard to "the business of banking and its place in the economic life of our country."

Mr. Hecht declares that "we have tried very hard to convince the public that the banking fraternity has truly profited by the lessons of the past, is determined to approach all questions of banking policy from the broad viewpoint of public welfare and is prepared to carry its full share of the burden in connection with all efforts to restore sound prosperity in this country."

The Means Employed

In describing the various measures of the association "to exert a beneficial influence on public opinion regarding the functions, methods and operations of banks," Mr. Hecht enumerated the following activities:

1. The Public Education Committee, which prepares plain language leaflets about banking for use of bankers and others before schools, civic clubs and on the radio.
2. The Constructive Customer Relations program, designed to help banks to help qualify bank employees to promote a better informed and more sympathetic attitude among their customers regarding banking.
3. The Publicity Department, supplying city and country daily and weekly newspapers with articles regarding banking and allied subjects and furnishing the general press with news and information regarding the activities of the association.
4. The Advertising Department, supplying members of the association with a series of informative newspaper advertisements setting forth in popular language the methods and policies under which banks operate, the effective practices for protecting depositors' funds, the services they render and the various ways in which they cooperate with business in

their own communities in restoring sound recovery and progress.

5. The Executive Officers and the Committee on Banking Studies, who are active, particularly at Washington, in consulting with administration and Congressional leaders in formulating proposals for banking reform based on broad lines of public welfare.

6. The Agricultural Commission, promoting among bankers in the farm districts the practice of aiding their farm customers in installing on their farms better financial and operating methods.

7. The American Institute of Banking, having primarily to do with the technical education of the young banker, but now directing these efforts toward also playing a part in improving public relations for banking as a whole, particularly through stressing the public responsibilities and the ethical aspects of practical banking.

8. The publication of "Banking," the official organ of the association, circulating among bankers, bank directors, business executives, economists, law firms, government departments, libraries, college, public schools and other publications, presenting articles regarding banking and banking viewpoints.

The Objective Sought

In commenting on the foregoing program, Mr. Hecht says that it is not "the primary objective to attract attention particularly to the American Bankers Association as such, but rather to focus attention on and give impetus to those ideas which it believes are beneficial in promoting understanding and solidarity among banking, business and the public." He adds:

"Our program for the development of satisfactory public relations for banking does not consist merely of newspaper publicity. It is calculated to produce a continuous and cumulative effect by varied efforts which are aimed to work day in and day out to strengthen the real basis for good opinion in regard to the banks.

"To have favorable things said about the banking business in the newspapers and over the radio is, the association recognizes, very helpful toward creating a sound public opinion regarding banking. But the association believes that the most important thing ultimately is to foster throughout the banking profession the doing sincerely of those things that reflect favorably on the business of banking, and that then the true news of its constructive activities will constitute the best answers to attacks and misrepresentations of banks and bankers."

Men! Here Is Comfort



Warm Jackets For Cold Weather

SUEDE
LEATHER
All Wool
MELTON
CORDUROY



STYLISH

New Dress Shirts
In Stripes, Solids
And New Designs
\$1 to \$1.95

A Large Stock Of
New Ties

**WESTERN
DRY GOODS COMPANY**

- SPECIALS -

for Friday and Saturday

—We Give Trading Tickets—

16 QUART
GALVANIZED
PAISLS
23c Each

BROOMS
GOOD 5 STRAND BROOM
39c
This is not a Straw Broom—
But made of good quality
Broom Corn.

Wash Boards 39c Each
Clothes Pins 5c Dozen
Laundry Soap 3 Bars 5c

| | |
|--|--|
| MENS Work Shirts Covert and Chambray 59c Each | MISSES and LADIES Suede Jackets \$1.59 SIZES 12 TO 20 |
|--|--|

White Dinner Plates 6 for 83c
Luster Shine Shoe Polish
Brown or Black 9c
Boys Work or Dress Shirts 49c

Matador Variety

"GET THE HABIT"

HOLLYWOOD
By Marshall Fiske



Publisher's note: This column is written especially for the Matador Tribune, and represents accurate information from the world's film capital.

"Cleely Courtneidge," to most Americans, means nothing at all, yet in England her name is synonymous with comedy. Miss Courtneidge is in America at present making pictures. A comedienne is a very rare article in pictures. Where you find a dozen men in the comedy field there will be but one woman.

The English are said to be rather dense when it comes to seeing the point of a joke. But in justice to them, if the joke pertains to American things or American institutions, they are somewhat handicapped, unless thoroughly conversant with American life.

"Jiggs" was only a dog—a Boston Bull—but everybody who knew him liked him. The other day he died at the ripe old age of ten. He was buried on the R. K. O. lot where he had spent his canine life and where he had brought love, loyalty and much happiness to the workers in the studio.

A bronze statuette is being prepared at present and will stand on a little mound of grass under which sleeps the dog they all loved—"Jiggs". Hollywood is after all not so hard-boiled as some would have you think.

Imagine a group of cream-white figures against a blue background a piece of Wedgewood china-as you direct your gaze at these figures, they gradually come to



WE HOLD IT
true that some powder goes off with a bang but most goes on with a puff.
No Need to puff the merits of our Thrift laundry service. Talk can't improve its obvious perfection. You will do well to consider its convenience with cold weather ahead. Why not test its real merit now? The price is designed to save you money.

SPUR LAUNDRY
The Home of COMFORT COURTESY FRIENDLINESS

THE NEW WORTH HOTEL
FORT WORTH, TEXAS

JACK FARRELL, Manager
"Friendly" is the word here. Smiling attendants greet you everywhere. It's a pleasure to stay here. Ask anyone!

18 Floors of Cheerful Guest Rooms All With Bath

12 And Up

life and start dancing. Such a scene took place the other day on the set. They were filming the picture—"Broadway Hostess" and when you see the picture, fashion designers may get some hints what the well-dressed girl will wear this winter—for dancing.

Their costumes consisted of filmy bits of white chiffon—that fluttered in the breeze of their dance. These "frocks" were further embellished with a dozen white balloons—truth to tell, these balloons made the frock. And when they burst, as they often did they also made a noise.

From this I gathered the well turned out woman of the winter season will wear about a half a yard of chiffon, several balloons and perhaps a bracelet and a fan. Just the thing for hiking trips through the wildwood.

Professional men will enjoy Paul Muni's latest picture—"Enemy of Man". It is based on the life of that great French bacteriologist—Louis Pasteur. It was he who discovered the microbial nature of virulent infectious diseases. It was he who prepared anthrax, diphtheria, hydrophobia, and many other contagious diseases. He met with great opposition, as is always the fate of pioneers in any field, but at last he was acclaimed by all one of the greatest benefactors that mankind has ever had. His life on the screen will prove absorbingly interesting not only to the professional men but to the layman as well. Pictures of this sort are educational and make biography live.

Relief Rolls Drop: Clients Moved To WPA Employment

San Antonio, Oct. 12.—Relief rolls in Texas slumped again this week as Works Progress Administration projects absorbed approximately 2,700 more former relief clients on work projects scattered through the twenty WPA districts.

With 52 projects underway in various parts of the state, WPA has removed 6,838 Texans from the dole. Dr. E. E. Hale, state director of labor management, announced today.

Works authorizations for 108 additional projects have been released by state officials and an estimated 6,000 more persons now subsisting on the dole are expected to be added to the active working list of WPA within a few days, Hale asserted. Practically all of the authorizations are accompanied by advice to start work at once, state WPA officials said.

In addition to the more than six thousand former relief clients who are now engaged in work on WPA projects, there are 120 non-relief employes working in various capacities on WPA jobs.

WPA also has been instrumental in placing 7,310 former relief clients to work on non-WPA jobs. Hale's records reveal. Non-WPA jobs have also been provided for

1,251 non-relief employes, according to Hale. Included among those who have used men supplied through WPA facilities are such organizations as: CCC camps, PWA Bureau Resettlement Administration, FERA, Bureau of Agriculture, Veterans' camps, soil conservation, U. S. Department of Labor, and various army agencies.

Allotments aggregating \$3,868,650 for work to be started in Texas have been received from Washington and, in each instance, federal allotments have been speedily followed by work authorizations to the various Texas WPA districts, state officials declared.

District officials have declared themselves ready to handle projects as rapidly as federal allotments are received. Deputy Administrator Robert J. Smith reported, and all work authorizations which have been sent to districts in the state have resulted in rapid starting of projects.

THE WORK OF CREDIT

Bank Shows How It Gives Needed Aid to All Classes of Prudent Borrowers

How a bank loan portfolio presents a graphic cross section picture of the business of its community is disclosed by the description which a midwestern bank recently gave of its loans to customers. It revealed also how closely interwoven with its neighbors' varied lives are the threads of the bank's financial help.

NOW YOU CAN HAVE Air Conditioned REFRIGERATION

Fresh, pure air... constantly circulated at just the right temperature and humidity to keep your food in perfect condition. That's modern air-conditioned refrigeration with ice!

This description showed that the bank had made a loan of \$100,000 to a local shoe manufacturer to purchase materials, discount bills and meet current requirements.

To a wholesale grocer \$95,000 had been advanced for the purchase of inventory, the loan to be repaid over a period in accordance with specified terms set forth in the loan agreement.

Assistance in Personal Matters
Another loan had been made to a home owner to the amount of \$200 for painting and repairing. This was made in cooperation with the Federal Housing Administration and was being repaid in twenty-four monthly installments of \$8.33 each.

A dentist had been loaned \$300 to purchase new equipment. He was paying off the debt out of his professional earnings as they came in. To a large domestic refrigerator distributor \$30,000 had been granted on warehouse receipts to finance dealer shipments.

A home owner had been granted a \$3,000 mortgage loan to be repaid in three years.

One thousand dollars had been advanced to an office worker on the cash surrender value of his insurance policy to aid him in meeting an emergency.

The National Total
Each of these varied examples were multiplied many times the result would represent the total volume of credit cooperation which the bank was extending to its neighbors in its community, for aggregate loans to all its customers amounted to more than twelve million dollars.

If the typical examples here given were multiplied by many millions of



LEA ICE CO.
Independent Manufacturer of Ice
Ice is the Only Conditioned Air Refrigeration
MATADOR, TEXAS
PHONE 67 PROMPT DELIVERY

times the result would represent the total economic cooperation which the banking system of the country as a whole is extending to aid the innumerable personal, professional, industrial and commercial activities which make up the whole business life of the nation. The nationwide total of such loans is in excess of 20 billion dollars.

BANKERS SUPPORT FARM COMMISSION

The Agricultural Commission of the American Bankers Association is promoting widely among bankers the practice of aiding their farm customers in installing on their farms better financial, accounting and operating methods. It also operates in the endeavors of the state bankers' associations along similar lines.

The commission has published a book on "Making Farm Investments Safe," presenting a compendium of helpful material published over a period of years as a reference guide in the daily routine of banking and farming relationships. It has also published "Factors Affecting Farm

Credit," discussing in an illustrative way how farm credit can be obtained on a sound basis.

Another publication is the monthly Bulletin of the commission which circulates to about 10,000 persons, among them the county agents throughout the United States, who make frequent use of the material and suggestions prepared by the commission. Likewise, the commission has appointed 2,300 key bankers covering every county in the United States, who act as focal points in their districts in fostering better understanding between bankers and farmers.

BANKERS ACTIVE IN SOIL SAVING MOVE

Issue Book Describing Causes, Ravages and Means of Prevention of Erosion

MADISON, Wis.—Under the title "Protecting Investment Values in Land," the American Bankers Association Agricultural Commission has

published a booklet dealing with the conservation of soil resources as a pressing national problem.

"Careful estimates indicate that 750,000,000 tons of soil, suspended and dissolved, are carried off to the sea each year by running water," the commission's book declares. "An equal amount removed from its source is left en route. This means a total of 1,500,000,000 tons, equal to approximately one ton for each acre of land in this country. The Soil Conservation Service estimates that already 35,000,000 acres have been practically ruined."

"There are 125,000,000 more acres that have lost the valuable topsoil, and it is estimated that still another 100 million acres are being converted into marginal or sub-marginal land, bringing disaster to those trying to eek out a living from erosion entebled soil, and threatening ruin to the next generation, since these destructive forces are going on at an ever increasing rate."

Thrilling Values! New Styles! Best Quality! Big Selections! Tell The Story of Our 25th Anniversary Celebration

| | | |
|--|--|---|
| <p>Anniversary Values For Thrifty Shoppers</p> <p>Sport Dresses Genuine Woolynubs, smart in style and warm for winter Each \$2.88</p> <p>Silk Slips Satin or Crepe, lace trimmed or tailored, Each \$1.95</p> <p>Munsingwear Slips Heavy Rayon in plain or brassiere tops, Each \$1.00</p> <p>Munsingwear Panties Heavy Rayon Bloomers, Step-in or Snug fitting panties, Each 49c</p> <p>New Silks Cobble Stone, Rabbit Hair or Metallic Crepes in new Fall Colors, Per Yard 98c</p> <p>54 In. Woolens Beautiful Plaids and Wool mixed designs, extra value, Per Yard \$1.88</p> <p>ABC Prints Prints or Solid Colors extra smooth, new fall designs, Per Yard 19c</p> <p>Queen Quality Shoes Smart New Styles, Kid or Patten Trimmed Suedes, Pair \$6.50</p> | <p>Men's Curlee Suits The Quality is of the best. The style is the latest. And the price is far below the level at</p> <p>\$19.50</p> <p>Curlee Overcoats New Sport or Dress Styles, Extra Value \$23.00</p> <p>"Classy Jean" DRESSES Rich Fabrics, Glowing colors smartly trimmed are these new classy Jean Dresses for autumn. Anniversary price \$16.50</p> <p>Other Dresses New Velvetens, New Silks, New Styles and colors, Each \$4.88</p> <p>Printzess COATS A Look at these new Printzess Coats will convince you of their value... New collars, New Fabrics, New Flared Skirts \$23. To \$58.</p> <p>Sport Coats An Outstanding Value in Sport Coats, Anniversary Price \$9.88</p> | <p>Values In Quality Merchandise</p> <p>Stetson Hats Bantam Weight, Soft and Easy To Wear, Fall Colors, Each \$5.00</p> <p>Kinsington Hats Smart New Styles and colors made by a division of John B. Stetson. \$3.50</p> <p>Sport Suits Mens Wool Plaid Cossack and Slack Pants to Match Suit \$9.95</p> <p>Mens Sweaters All Wool, Bright Colors, Pull-on Style, Worth \$2.95, Anniversary Price \$1.88</p> <p>Boys Suits Smart Styles, Plain or Belted Backs, Size: 10 to 16, Each \$10.95</p> <p>Leather Jackets Smart Shirred Backs, Brown or Black, All Leather, Each \$5.95</p> <p>Work Shirts Grey Covert or Chambray, Full Cut, Each 49c</p> <p>Overalls Men's Hawk Brand Overalls, High or Low Back, Pair \$1.00</p> |
|--|--|---|

Martin Dry Goods Co. FLOYDADA TEXAS

NOW OPEN
WITH 24-HOUR SERVICE
A MODERN LUNCH ROOM

YOU CAN JUDGE US BY OUR Coffee

WE INVITE YOU TO VISIT BOB'S COOK SHACK if you enjoy wholesome food served in pleasing surroundings...

If you are particular about your Coffee and discriminating in your choice of eating places, then you will like this lunch room.

STEAKS — SANDWICHES — SHORT ORDERS — CHILI — COFFEE BARBECUE

COOKED BY THE MOST SKILLED METHOD IN OUR OWN BARBECUE PIT

BOB'S COOK SHACK
LOCATED AT BOB'S OIL WELL
24 HOUR SERVICE
Clean — Modern — Not Just Another Hamburger Stand

CAPITOL HOTEL STEAK HOUSE

The FAMOUS Grand Champion STEAKS SPECIAL
TENDERSTEAK Only 60¢

A Toast TO THE "Grand Champion Tendersteak"

CAPITOL HOTEL AMARILLO Texas

Fireproof - 200 Rooms \$2.00 UP with Bath

ROARING SPRINGS NEWS

By Mrs. J. D. Mitchell

AND MRS. GOODWIN RETURN HOME LAST WEEK
The next game scheduled by the local boys is to be played with the Patton Springs team on October 25, on the Roaring Springs field.

ENTERTAINED ON BIRTHDAY
Joyce Marie Thacker entertained several of her friends Saturday afternoon in celebration of her eleventh birthday.

ces Brown, Frances Overstreet, Wanda Miller, Helen and Lillian Ferguson, Marjorie Ruth Campbell, Mona Hughes and Drucilla Smith.

Mesdames Claude and Frank Hall were business visitors in Spur Saturday. Charles Enloe of Colorado, is visiting his mother, Mrs. L. C. Collett this week.

Mrs. G. M. Jones returned this week from Paducah, where she had been called due to the illness of her father, Mr. Pat Murphy.

accompanied by their mother, Mrs. L. C. Collett. Gus Bird, Billy Keahey and Frank Mitchell were Spur visitors Friday.

Miss Anna Hensaring was a business visitor in Matador Friday. E. L. Hooker, ministerial student in Wayland College of Plainview, visited the week-end here with relatives.

Mrs. E. W. Edwards returned this week from a visit with her daughters in Wichita Falls. G. G. Miller of Spur, is visiting relatives here this week.

Floyd County Line to 6.317 Miles West of Matador on Highway No. 28, covered by U. S. Works Program Highway Project No. WPH 568-A in Motley County, will be received at the State Highway Department, Austin, Texas, until 9:00 A. M., Oct. 22nd, 1935, and then publicly opened and read.

Attention is directed to the special provisions, included in the proposal to insure compliance with the requirement of House Bill No. 54 of the Forty-Third Legislature of the State of Texas.

wage rates shall govern on this contract. Overtime and legal holiday work shall be paid for at the regular governing rates.

Except as otherwise specified, the minimum wages paid to all laborers, workmen or mechanics employed on this contract shall be Seventy-Five (75c) Cents per hour for "Skilled Labor", Forty-Five (45c) Cents per hour for "Intermediate Grade Labor", and Thirty (30c) Cents per hour for "Unskilled Labor".

Whiteflat News

By Mrs. W. L. McWilliams

Miss Jewel Kimbrell returned Thursday from Artesia, New Mexico, where she has been visiting for quite a while.

Mesdames Burton Kay and Alonzo Davis of Denton, spent last week with their parents, Mr. and Mrs. W. R. Tilson.

Fairview News

By Miss Ruth Simpson

BIRTHDAY DINNER

Mr. Carl Cooper, who was twenty-three Oct. 12, celebrated his birthday Sunday with a dinner party at his home.

PICTURES OF TEXAS HEROES SEEN ON NEW CENTENNIAL STAMPS BEING DISTRIBUTED

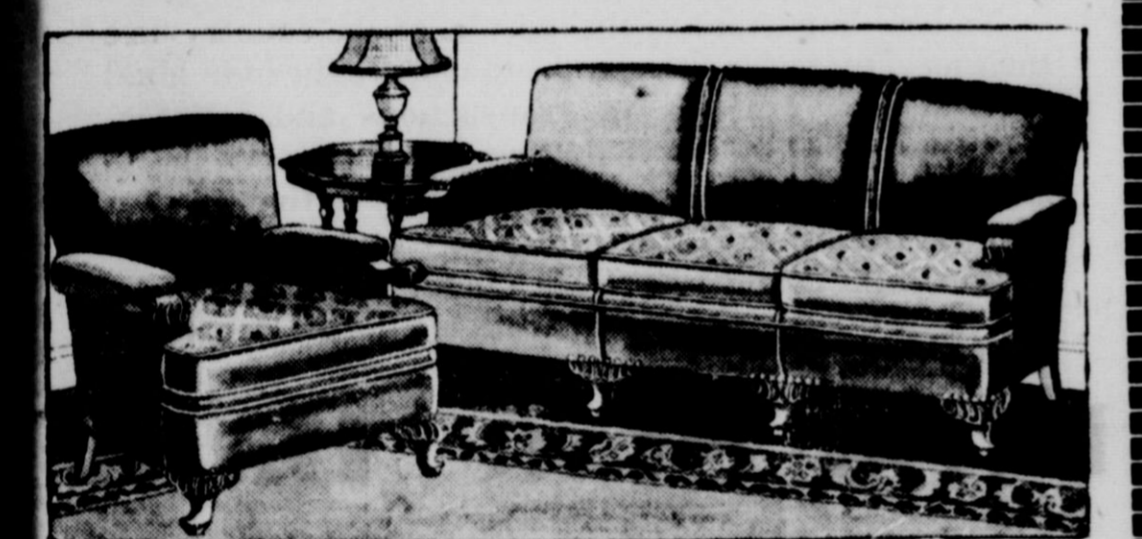
The Shrine Uniform Bodies conducting the Centennial Thrift Stamp are motivated by a desire to publicize the Texas Centennial Celebrations in 1936. The historical side of the Stamps gives them much appeal. They portray heroes, heroines and historical spots associated with early Texas history.

PICNIC

A number of people in the community enjoyed an all-day picnic at Roaring Springs last Sunday in honor of Mr. Johnny Grace and Mr. Emmitt Lawrence, whose birthday occurred the day before.

NEW Furniture

We have just received a large shipment of modern furniture, including Bed Room Suits, Living Room Suits, Odd Tables and Chairs, Bed Steads, Mattress, Springs, Rugs, Congoleum Rugs.



A Living Room Suite Assures Comfort
A whole roomful of comfort and satisfaction for all the family, at a minimum expense. These suites have sturdy frames, very carefully upholstered, using only choice materials.



NEW BED STEADS, SPRINGS, MATTRESSES—MODERN, COMFORTABLE AND INEXPENSIVE—SEE THEM NOW!

THE WORLD'S BEST OIL COOK STOVE
New Perfection
The New Models Are Here
BE PREPARED FOR WINTER WITH A Super-Fex Heater OIL BURNING

MATADOR HARDWARE And Furniture Company
WE HAVE IT, WILL GET IT, OR IT IS NOT MADE

CONTRACTORS NOTICE OF TEXAS HIGHWAY CONSTRUCTION

Sealed proposals for constructing 7.194 miles of Cr. Gr. Cal. B. Crs. with Road Oil Prime Coat from

Call Us Collect SEALE & McDONALD General Auctioneers
W. H. SEAL, Floydada, Texas, Phone 120
JNO. W. McDONALD, Plainview, Texas, Phone 1143

BEAUTY
FIRST AID FOR BEAUTY
Remember a good Permanent is the foundation for smart hair dressing. Come in and let us acquaint you with our special prices.
We Give Trading Tickets Theatre Building Matador, Texas
DE LUXE BEAUTY SHOP

Mrs. Housewife of Matador
YOU, TOO WILL BE PLEASED WITH OUR SERVICE, OUR PRICES AND THE QUALITY OF OUR WORK.
We are certain that you will be pleased with the quality of work, the prompt service and the moderate prices of our laundry. We are positive that you will be surprised at the saving in time, money and worry to be realized by calling our driver for your laundry bundle.
Start now by making a trial of our service.
Floydada Steam Laundry

COUNTY TREASURER'S REPORT

Report of Minnie L. Smith, County Treasurer of Motley County, Texas, of Receipts and Expenditures from July 1 to October 1, 1935, inclusive.
Table with columns for Fund Name, Balance last Report, To Amount received since last Report, By Amount paid out since last Report, and Amount to Balance October 1, 1935.

LOCALS

WHO WANTS A BEAUTIFUL PIANO AT A BARGAIN? We may have in your vicinity in a few days a splendid upright piano with duet bench to match. Also a lovely Baby Grand in two tones mahogany. Terms if desired. Might take live stock or poultry as part payment. Address at once. **BROOKS MAYES & CO.**, The Reliable Piano House, Dallas, Texas

BABY CHICKS—Our Jamesway is hatching twice per week. Chicks for sale Thursday and Monday. Heavy, 8 cents; light, 7 cents. Spur Grain & Coal Co.

IRRIGATED LANDS, at dry land prices, the Medina irrigated farms, 15 to 40 miles southwest of San Antonio. We are making weekly trips, furnishing FREE transportation, room and board while on property to those interested.

Irby and Walker, Turkey, Texas. Have good proposition for live wire representative in Motley county. See us.

Mr. and Mrs. M. L. Patton and daughter Miss Rachel Patton, accompanied by Mr. and Mrs. Tom Patton of Hale Center, made a trip to Dallas this week.

Word is received here of the recent death of J. A. Metcalf of Pearsall, Texas. He is the father of T. P. Metcalf, of Throckmorton.

Dr. Albert Traweck Jr., together with Henry Pipkin made a trip to Lubbock Sunday.

Miss Mary Echols, student at Texas Tech in Lubbock, visited her parents, Mr. and Mrs. Bob Echols here during the week-end.

Dorsey Baker of the First National Bank at Lockney, was a business visitor in Matador Monday.

Mr. and Mrs. Arlie Carpenter of

Lefors visited here during the week in the home of the former's brother and family, Mr. and Mrs. Walter Carpenter.

Frank Eiring of Plainview, transacted business here last Friday and Saturday.

Mr. and Mrs. Lamar Guthrie of Tipton, Oklahoma, are here for a short time and will manage the Rogue Theatre, while the local managers, Mr. and Mrs. L. H. Durrickson, are re-placing them at their duties in Tipton, Oklahoma, in the Rogue Theatre there, for the same length of time.

Mr. and Mrs. Rowe Sams of Waco, visited the latter's mother, Mrs. Leonora Lockett here during the week-end. On their return home they were accompanied by their small daughter, Julia Marie, who has been visiting her grandmother for the past few weeks.

Vernon Craven who is attending Texas Tech at Lubbock, spent the week-end here with his parents, Mr. and Mrs. G. S. Craven.

Mr. and Mrs. J. H. Sample, accompanied by Miss Amy Glenn, made a trip to Lubbock Friday.

Mr. and Mrs. B. C. Cox and son Charles Ray, returned to their home at Lawton, Oklahoma, Sunday, after having been called here last week due to the serious illness of Mr. Cox's mother, Mrs. Pearl Moorman.

Mr. and Mrs. J. K. Crews of Plainview, visited here a short while last Wednesday, enroute to Fort Worth and Dallas.

Guests Sunday of Mr. and Mrs. Bill Neatherlin, were his parents, Mr. and Mrs. G. J. Neatherlin, and two children, and Mr. and Mrs. Alton Mott, all of Quitaque. Also Mr. and Mrs. G. W. Branson of Megargil, the latter being Mrs. Neatherlin's sister.

Mr. and Mrs. W. D. Starcher of Spur, visited in the W. R. Cammack home Sunday and were accompanied home by their niece, Miss Pearl Cammack, who will remain with them for a short visit.

Mrs. Mattie Jackson of Vernon, Arizona, and Emmitt Davis of Clovis, New Mexico arrived in Matador Monday evening for a visit with their mother, Mrs. John Smith.

Miss Adelaide Self of Quitaque, is visiting here with her sister, Miss Hazel Self.

Dr. H. C. Eargle, former Matador physician, visited and transacted business here Monday. He advised that he was moving his family from Brownwood, to Dublin, where they expect to make their future home.

Kelly Dupriest, former Matador High School student, who has been making his home in Birmingham, Alabama, has returned to Matador for an indefinite visit with friends.

Mrs. G. C. Mitchell of Lubbock, together with her daughter, Mrs.

J. B. Crump and small son of Paducah, visited friends here Tuesday, enroute to the former's home. The two ladies are former Matador residents.

Football . . .

(Continued from Page 4)

Scaff bucked the line for point.

Second Quarter: Harold Campbell sub for Scaff on a 50 yard run. No extra point. Webb on lateral pass from Washington. Washington hit line for the extra point.

R. E. Campbell on a blocked kick from the 25 yard line. H. Campbell carried the ball around for the extra point.

Third Quarter: Scaff on a 30 yard run after a lateral pass from Washington. Gates hit the line for extra point.

Washington on a 25 yard run around end. R. E. Campbell's kick was wide.

Fourth Quarter: Washington and Willis tackled D. Martin behind his goal line for a safety and 2 points. Scaff on a 18 yard run around end. No extra point.

H. Campbell on a 60 yard run after a lateral pass from Washington, no extra point. Washington on a 5 yard run through center, no extra point.

First Downs: Matador 19; Silverton 4. **Passes:** Matador attempted one and was completed for a gain of 15 yards; Silverton attempted 7 completed one for a gain of 20 yards, 2 were intercepted and 4 incomplete.

Punts: Matador kicked once for an average of 50 yards; Silverton kicked 8 times for an average of 34 yards. Yards gained on running plays: Matador 456; Silverton 100. **Penalties:** Matador 4 times for 20 yards; Silverton 1 time for 5 yards.

Starting Lineup

| | | |
|------------|----------|-------------|
| Silverton | Titus | Matador |
| McDaniels | L. E. | Brown |
| O. Gregg | L. T. | Willis |
| Willis | L. G. | W. Campbell |
| Williamson | C. R. E. | Faulkner |
| Montague | R. T. | Ford |
| Otis Gregg | RE. | Pritchett |
| Allred | RE. | Webb |
| D. Martin | QB. | Gates |
| Redin | LH. | Scaff |
| G. Martin | RH. | W. Campbell |
| May | FB. | Washington |

Meet Lockney Friday
This week the Matadors will attempt to make it three straight conference wins when they meet the Lockney Longhorns at Burleson Field Friday afternoon. Little is known of the strength of the Lockney eleven, however the Longhorns are expected to offer the Matadors more opposition than they have had in the last two games. In their first conference game played last Friday, the Longhorns defeated Turkey 7-6.

FROM DENVER

John MacKenzie of Denver, Colorado, accompanied by Mr. Cashman were transacting business here last week.

Mr. MacKenzie is general manager of the Matador Land and Cattle Company.

Banks Rapidly Reduce Debt

Although the sum of \$1,860,000,000 has been advanced to banks and trust companies by the Reconstruction Finance Corporation since it began operations in February, 1932, down to April 30, 1935, these institutions have repaid no less than \$1,340,000,000, or more than 72%. This rate of repayment is reported as being considerably in excess of that made by any other type of borrower.

Loans were authorized by the Reconstruction Finance Corporation to 7,396 banks and trust companies in an aggregate amount of \$2,350,000,000, but of this sum \$345,000,000 was withdrawn or cancelled and \$140,000,000 has not yet been taken out by the borrowers.

Simplification of Bank Checks

New York.—In a bulletin issued by the Bank Management Commission of the American Bankers Association, plans are described for carrying on the simplification of bank checks, notes, drafts and similar instruments in respect to size and uniformity of arrangement of subject matter.

MOVIE CHATTER

By A Rogue

Wallace Beery
Friday and Saturday the old Rogue brings you "West Point of the Air" with an all star cast composed of Wallace Beery, Bobt. Young, Maurine O'Sullivan and James Gleason.

The story is at Randolph Field at San Antonio, Texas, the whole picture having been made in that Texas city that we are all familiar with. It deals with Wally Beery, as an army officer, who sends his only boy thru "West Point" intending to make an army officer out of him. The son is Robert Young. Well, Robert finishes West Point and returns to San Antonio and starts his training, and thru a series of events, gets to where he is mortally afraid of flying; and there you see Wally at his best, taking out the what we would term "yellow streak" that has developed in the boy. Its a plenty good story and is truly flawless—and the writer absolutely guarantees it to please anybody. Don't miss it folks, its really a perfect picture.

We are moving the opening time up this week, the box office will be open at 6:45 and the picture will start promptly at 7 o'clock each night.

James Cagney and Pat O'Brien

Program

Friday and Saturday
WALLACE BEERY
IN
"West Point of the Air"

WITH
Robert Young, Maurine O'Sullivan
James Gleason

Sunday and Monday
"The Irish In Us"

WITH
James Cagney, Pat O'Brien,
Oliva Delaviland, Allen Jenkins
and Frank McHugh
Sunday Matinee 2:30 P. M.
Night 7:00 P. M.

ROGUE
THEATRE
Matador, Texas

HIGH CLASS DRESS MAKING
And Complete
SEWING SERVICE
Mrs. S. R. Harris-Mrs. Hart Harris, Mgrs
City Dress Shop
Across Street From Matador Hardware

NEW SHIPMENT
Gold Seal
Congoleum
Rugs
Full assortment of patterns
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Special Prices
BURTON-LINGO CO.
PIONEER LUMBER COMPANY OF WEST TEXAS
—ASK FOR TRADING TICKETS—

MORE HEAT
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Coal has always been a good fuel . . . has always given clean, even heat with a minimum of work and worry. But now, with other, more costly fuels, and even more expensive equipment competing for prominence in the market today, coal assumes a still more important position. It gives you more heat per fuel dollar than any of these "new" fuels and methods.

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On a Strong Past . . . Future Security

For stability, for prosperity, for protection, the people of the nation have come to look to the Treasury of the United States. In it and around it we have come to feel lies the future security of the nation.

No less important to the people of the country are their local treasuries, the banks that serve the individual communities. Trustworthy transactions and satisfactory service during the years that they have been in existence have made their clients feel that in them and in their service lies the future prosperity, stability and protection of the community. Such a bank is the First State, and its services are always available to the people of Matador and Motley County.

First State Bank
Matador, Texas

Leaf tobacco being sold to highest bidder



United States Treasury Building



From 1900 up to 1934 the leaf tobacco used for cigarettes increased from
13,084,037 lbs. to
326,093,357 lbs.;
an increase of 2392%

It takes mild ripe tobacco to make a good cigarette.



During the year ending June 30, 1900, the Government collected from cigarette taxes \$3,969,191

For the year ending June 30, 1934, the same taxes were \$350,299,442
an increase of 8725%
—a lot of money.

Cigarettes give a lot of pleasure to a lot of people.

More cigarettes are smoked today because more people know about them—they are better advertised.

But the main reason for the increase is that they are made better—made of better tobaccos; then again the tobaccos are blended—a blend of Domestic and Turkish tobaccos. *Chesterfield is made of mild, ripe tobaccos. Everything that science knows about is used in making it a milder and better-tasting cigarette.*

We believe you will enjoy them.

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