

THE McLEAN NEWS

Volume XXI.

McLean, Gray County, Texas, Thursday, November 20, 1924.

Number 47.

CITY COUNCIL RAISES WATER & LIGHT RATES

At the regular monthly meeting of the City Council last Friday, among other matters, the rates for water and electric service were revised. Water is now \$2.00 for 3,000 gallons, and electric service \$2.00 per month for 10 K. W. instead of \$1.75 for 15 K. W.

McLean has enjoyed cheaper rates than any neighboring town since the municipal improvements were put in, and the change in rates has been regarded as inevitable by many people for some time. The new rates are still much cheaper than in nearby towns, and as the amounts above the minimum—25c per 1,000 gallons of water and 10c per K. W. for lights, with a power rate of 5c per K. W., were left unchanged, makes our rates still very low.

The City Council intends to put the city's affairs on a strictly business basis, and the city superintendent was ordered to discontinue calling on customers for their monthly bills, as everyone is expected to pay his bill to the city secretary by the 10th of the month, and all service was ordered discontinued without further notice, if not paid by the 10th.

The superintendent was also instructed to give a fair trial to the oil recommended by the St. Mary's Oil Engine Company, in the engines at the city plant.

An amendment was ordered to the building ordinance within the fire limits, allowing sheet iron buildings, when built as an additional building to a standard fire-proof building, provided that it is built next the alley, and in no case to be built on a street.

No action was taken on the sidewalk proposition, the secretary reporting that the contractors were insisting on some minor matters that could not be legally granted and that a copy of a legal contract had been furnished them, but at this time no answer had been filed.

FIRE PREVENTION GAINING GROUND

A Doubting Thomas says, "Are fire prevention activities producing desirable results?" The fact is that fire losses in dollars and cents are increasing year by year regardless of the efforts of insurance companies and fire prevention organizations to curtail the loss.

It would be a severe indictment of the intelligence of the American people if it could be said that they had paid no attention at all to the effort exerted in their behalf to secure more co-operation in reducing fire loss.

But such is not the case. Even though it is true that in dollars and cents aggregate fire loss increases year by year, it is also true that the value of burnable property is increasing proportionately much faster than increase in fire losses.

That people are beginning to appreciate and heed campaigns in interest of fire prevention is evidenced by modern building laws which require slow burning or so-called fireproof construction. For some time there will remain the menace of fire traps filled with contents especially subject to quick destruction by fire.

Commenting on this subject, the Southern Underwriter of Atlanta, says: "Until the process of educating the public at large against the danger of permitting fire traps to exist has taken root, these potential conflagration breeders stand in the way of better results from fire prevention activities. The elimination of fire breeding conditions greatly reduces the cost of operating fire departments. Probably one-half the expense of fire departments is incurred in answering alarms. A saving in this direction means lower taxes or releases funds which can otherwise be used for public improvements."

Frank Hommel of Alanreed was a McLean visitor Monday.

N. S. Ray of Gracey was in the city Monday.

Ewin Rice went to Amarillo Monday to attend the shrine

Roosting High



J. W. WILKINS FUNERAL SERVICES HELD MONDAY

Funeral services were held Monday for J. W. Wilkins, who died Sunday morning at the age of 63 years, 8 months and 9 days.

"Uncle John" Wilkins, as he was familiarly known, had perhaps as many friends as anyone living in the community; no one has ever been heard to say an unkind word about him, and the community suffers a loss in his passing.

The funeral services were held at the Presbyterian church, in which church the deceased had been a ruling elder for a number of years. Pastor J. L. Joyner conducted the services, using as a scripture lesson the 23rd Psalm, which was a favorite passage of Uncle John's. The church was filled with potted plants, and flowers were offered in great profusion.

The Masonic fraternity took charge after the services by the pastor, followed by interment in Hillcrest cemetery.

The News extends sympathy to the sorrowing relatives and friends.

SMITH BROS. FILLING STATION OPEN SATURDAY

Smith Brothers will have their formal opening of the new filling station and Chevrolet agency Saturday. Free oil will be given each customer who buys five gallons of gasoline that day.

The new station is located at the corner of First and Rowe streets in the new building recently erected by C. C. Cook. Two visible gas pumps are installed under the driveway of the building, with duplicate units of oil dispensing pumps, making it an easy matter for their customers to be served with any particular kind of gasoline or oil handled by the firm.

Chevrolet cars are on display and a line of tires and accessories handled, as well as a repair department in the same building.

The new building on this corner makes a valuable and pretty addition to this part of the business district.

Paul Bentley of Carpenter was a McLean visitor Saturday.

Paul Fisk of Slavonia was a McLean visitor Saturday.

A. M. Cole went to Alanreed on business Friday.

Harry Barnes was a business visitor in Shamrock Wednesday.

A. T. Russell of Clarendon was in town Wednesday on business.

Hansel Christian, Dwight Upham, Misses Sallie Campbell and Theima Galin were Clarendon visitors Sunday.

SCHOOL BOARD MAKES APPEAL FOR EARLY TAX-PAYING PATRONS

To the patrons and tax payers of the McLean Independent School District: It is now tax-paying time—the school taxes for 1924 are now due. C. S. Rice has been appointed and qualified as tax collector for the school tax of this district. The tax rolls are complete, approved and ready for collection and will be found at Mr. Rice's place of business, where he will be glad to wait on you at any time you want to pay your taxes.

Our school is in debt, and the board of trustees are having to pay interest on every dollar of unpaid school taxes and every dollar of interest we pay out depreciates the service your children get out of your school tax to that extent. Therefore, we make an earnest appeal to you to pay your school taxes as early as you possibly can, and thereby help the trustees save you money that your children may get the full benefit of all the taxes you pay. We are trying to exercise all the economy we can to give you a first class school, and we beg that you will co-operate with us in so doing.

We are not making this appeal in the interest of the board of trustees, neither are we making it in the interest of the faculty. We are making it solely in the interest of your children and your neighbors' children. Even though you have to make a sacrifice to do so, you cannot make a more patriotic sacrifice than to pay your taxes early in the interest of the children's welfare. Respectfully yours,

C. E. Anderson, Pres. Board.

JOHN MERTEL PLEASED WITH SALE RESULTS

John Mertel placed a lot of overcoats and boots on sale last week and ordered us to run his advertisement three or four times, or as long as his stock lasted. Monday, Mr. Mertel came in and ordered the advertisement taken out, stating that he was well pleased with the results of the advertisement.

SUP'T DEAN TO SPEAK AT BAPTIST CHURCH SUNDAY

In the absence of Pastor W. C. Garrett, who is in Dallas attending the Baptist General Convention this week, Supt. D. E. Dean will occupy the pulpit at the Baptist church next Sunday morning. Mr. Dean is not a preacher, but a layman. The public will have a chance to hear a layman preach.

Rev. S. A. Cobb will preach at 7 p. m. Be sure to hear both of these brethren, for they will do you good.

W. C. GARRETT, Pastor.

Chas. Jordan, Floyd Phillips and D. C. Carpenter returned Friday from Matador.

HOLMES-MORSE WELL DRILLING AT 2260 FEET

The Holmes-Morse No. 2 is now drilling at 2260 feet in hard, broken formation, with strong odor of gas coming from the well.

Leases are active, some land as far as 5 miles of the well has been leased for \$10 per acre this week.

The pay sand may be expected at any time now.

JNO. F. STUDER APPOINTED COUNTY ATTORNEY

Courtesy Attorney Chas. C. Cook of Pampa resigned his office the first of the month, and John F. Studer, recently elected to that office, was appointed to fill Mr. Cook's unexpired term.

WATERMELON THAT ISN'T, WINS RIBBON

The old saying, "there's nothing in a name" is all wrong.

Else how could an off-brand, lowly pie melon have taken the bright blue ribbon at the Nolan county fair exhibits without sailing along under the assumed name "watermelon"?

With its dark green skin shining under the glories of the prize ribbon, the "watermelon" was gazed upon by hundreds every day of the fair who marvelled at the beautiful color and size of the winner.

After the fair, a Sweetwater woman bought the prize "watermelon" at a reported fancy price, and with a kindly feeling and the best of intentions, gave it to her neighbor.

The neighbor in turn, prepared a sumptuous dinner for friends, at which the melon, the blue ribbon winner at the Nolan county fair, would be served as dessert.

At the close of the meal, all eyes were turned upon the head of the house as he plunged the knife into the green side of the blue ribbon winner. The melon was opened with difficulty, to expose bright, white and tasteless meat, instead of the rich, red "heart" that was expected. It was a pie melon, the black sheep of the melon family.

Now, so the story goes, all concerned are hunting the judge who awarded the prize.—Sweetwater Reporter.

RICE APPOINTED TAX COLLECTOR SCHOOL; RESIGNS AS J. P.

C. S. Rice has been appointed tax collector for the McLean Independent School District and has resigned his office as Justice of the Peace for this precinct.

W. C. Phillips, recently elected J. P., will probably qualify for the unexpired term.

T. F. Henley of Back was a McLean visitor Saturday.

C. C. BOGAN IS NEW CASHIER CITIZENS BANK

C. C. Bogan will be the new cashier of the Citizens State Bank, Clay E. Thompson, former cashier, having disposed of his interest in the bank to Mr. Bogan and J. S. Morse.

Mr. Bogan is not new to the banking business, having served as assistant cashier of the Citizens State Bank for a little better than ten years, quitting his position in the bank about a year ago to help put over the Holmes-Morse oil drilling contracts, and it is largely due to his efforts that the Holmes tests have been put down.

Mr. Thompson gives up a position he has held for 10 1/2 years. He was also cashier of the American National Bank for three years before taking charge of the Citizens Bank. Mr. Thompson has been one of the most popular and conservative bankers in McLean, and his friends hope that he will not leave our city. However, his plans are indefinite at present.

WERE YOU AT CHURCH SUNDAY?

If not, why not? Have you one excuse to offer, if you are a well and a hearty person and there was no serious sickness near you for which you had a responsibility, or some other perfectly legitimate excuse for your absence.

You are naturally religious. You are religious whether you want to be or not. Your religion may consist in a critical disgust for the church, or, in a disinterested regard for the church. Your religion may have carried you into some intolerent fanaticism. Or, you may be just a normal, consecrated, earnest christian, doing your best for your Lord and Master. But whatever your estate, you have a religion. I have known those who were more zealous about their irreligion than those really aimed at, and were in heart christian. You can't help being religious.

But your religion ought to be Christlike and Christian. The church is God's blessed means of promoting the Gospel. It is a brotherhood of saved souls. I am confident that all normal Protestant denominations are according to the best interest of His kingdom. You ought to be a regular attendant upon some of their services. And you just can't hardly be what you ought to be as a citizen unless you are throwing your support upon the altar of the church. You would not live in McLean without it, but if you do not attend its services you force it to live in McLean without you. You don't have any idea of dying without Christ being near you, but you are willing for his cause to die without you, unless you are supporting it. You simply can't be neutral. By your conduct you are for the church or against it. I trust that everyone who reads these lines will decide for the church.

I have come into your community as a christian minister of the Methodist church. But I am interested in the welfare of everyone. If you are not now attending church somewhere, I want to invite you to attend our services at least twice. And then if you have decided that they are not worth your while, and worthy of your support we will not expect you to come again. But until then we will still be looking for your appearance. A glad hand and a warm heart waits to greet you at the door.

Methodists, let me freely speak to you. Yours is a wonderful heritage. The tidings you bear to the world are sufficient to charm the sorrowful into singing and the indolent into service. If for any reason you have not been doing all that you should do in the Kingdom of Christ, will you not now take up the mantle and bear it with earnestness and power until God says it is enough. May the Lord's blessing be upon everyone.

Go to church Sunday.

Sincerely, J. G. THOMAS,

Pastor Methodist Church,

Preaching at 11 a. m. & 7 p. m.

N. B. Edney and son of Enterprise were visitors in McLean Monday.

FIRE DAMAGES THEATRE BLDG. LAST THURSDAY

What could easily have been one of the most disastrous fires ever experienced here, was discovered in the balcony of the Legion Theatre building last Thursday at about 11:30 p. m., but the prompt use of the city water prevented the flames spreading and held the total loss to about \$3,000, which was partly covered by insurance.

The fire started on the second floor in a pile of waste paper, as was evidenced by the only hole in the floor and lower part of the wall. Practically every partition wall in the offices on this floor was burned about halfway from the top. The roof was pretty badly damaged and ceiling and walls will have to be redecorated on account of smoke damage. The loss to the building will perhaps reach over \$2,000, which is about three-fourths covered by insurance. The building had just been sold to Dr. Ballard, but the papers had not changed hands, and Mr. Haynes will put the building back in shape before the transaction is complete.

Mr. Ledbetter's loss was mostly due to the water, as his law library was in direct line for the hose and about \$1,500 worth of new books were badly damaged. Mr. Ledbetter carried \$500 insurance on books and furniture.

Many of the city records and supplies were damaged, as practically all records are kept in the secretary's office. A steel filing cabinet protected many of the city's valuable papers. No insurance was carried on city records.

Prompt action by the fire department was the only thing that saved the entire block from being wiped out. Fire and smoke were boiling out of the roof when the first hose cart arrived, but it was not long until four lines of hose were pouring water into the fire. Thousands of gallons of water were used, but both pumps were started as soon as the alarm was given and the water in the big tank was only lowered about a foot during the fire.

Prompt response was given to the alarm, and the fire fighters were absolutely fearless in swarming over the burning roof. Auto drivers respected the fire hose much better than usual, only two or three thoughtless drivers running over the hose. In the excitement their numbers were not taken, and they were allowed to escape fines.

While the fire was near and above the moving picture machine, the fact that it was in a fire proof booth, it was protected. All woodwork inside the booth was burned, but a lot of film was untouched. Mr. Rowe, manager of the theatre, started work immediately the fire was extinguished and was ready to show his regular schedule Friday night.

This fire puts the town under heavy obligations to the city water plant, as practically all the larger business of the town are located in this block, and nothing short of a miracle could have saved the entire block without water.

The origin of the fire is unknown, the consensus of opinion being the butt of a sailor-made cigarette, carelessly tossed in a bunch of waste paper.

CUBINE REBUILDING HOME

A new building is going up near the old site of the Cubine ranch home that recently burned.

The new building will be a four-room bungalow, with porch on concrete foundation, stucco finish.

While the new building will not be as large as the old one, it will be modern and will be a very pretty home.

Mrs. J. S. Morse and daughter, Miss Minnie, and Miss Lura Fay Ivey visited at the Morse ranch Saturday and Sunday.

Mr. and Mrs. R. O. Dunkle, Miss Frankie Mae Upham and W. S. White spent Sunday with friends at Pampa.

Mrs. Wilbourn Pierce of Ramsdell was in town Saturday.

S. S. Carpenter of Alanreed was a McLean visitor Saturday.

CARD OF THANKS

We wish to thank our friends who so sweetly assisted us during the sickness and death of our dear father. We are also thankful for the beautiful floral offerings. May God's richest blessings be yours. H. T. and L. F. Wilkins and families

NOTICE ADMINISTRATION SALE

No. 112. ESTATE OF W. H. GIBSON AND WIFE, CELIA MAUDE GIBSON, BOTH DECEASED. R. M. GIBSON, ADMINISTRATOR. IN THE COUNTY COURT OF GRAY COUNTY TEXAS, NOVEMBER TERM, A. D. 1924. Notice is hereby given that I, R. M. Gibson, administrator of the estate of W. H. Gibson and wife, Celia Maude Gibson, both deceased, will, on the 6 day of January, A. D. 1925, being the first Tuesday in said month, at 10 o'clock in the county of Gray, state of Texas, sell at public auction to the highest bidder for cash, the following described tract or parcel of land belonging to said estate, to-wit: 275 acres of land out of Section 27 and fractional Section 29 Alfred Brown. Begin at northwest corner of tract surveyed for R. Y. Mansfield out of Section 183; thence east 792 yards to division line of W. R. Hardin and O. C. Brown for beginning corner for O. C. Brown of land conveyed herein; thence north with said Hardin and Brown division line 1375 yards a stake in east boundary line of Section 29; thence east with north boundary line of Section 29, 968 yards to rock and northeast corner of this 275 acre tract; thence south 1375 yards to pile of rock; thence west 88 yards to beginning, to contain 275 acres of land. Witness my hand this the 18 day of November, A. D. 1924. R. M. GIBSON, Administrator of the estate of W. H. Gibson and wife, Celia Maude Gibson, both deceased. 2002-47-4c

W. C. T. U.

The W. C. T. U. will meet with Mrs. J. L. Joyner next Tuesday promptly at 2 p. m. A special program is being arranged and all members are urged to be present.

A good picture at the Legion Theatre Friday night. One of Wm. S. Han's best for Saturday night, and "Human Wreckage," that great picture by Mrs. Wallace Reid, Tuesday night, Nov. 25. You can't afford to miss this one. Advertisement. 1c

Miss Lucile Astracoon has our thanks for a subscription to The News this week.

W. M. Greenwood of Alameda was a McLean visitor Monday.

Groceries are cheaper at Puckett's Cash Store. Advertisement. 1c

It's easy to pay for a Chevrolet. See our new model's before buying a car. Smith Brothers. Advertisement. 1c

J. L. Hess of Enterprise was a McLean visitor Wednesday.

Mr. and Mrs. C. A. Gaska were Wellington visitors Tuesday.

Mrs. J. K. Crews went to Wellington Tuesday.

W. E. Bentley of Carpenter was a town Wednesday.

C. OF C. WORK HELPS

The Chamber of Commerce modifies the innate cuspidness of the average selfish, hard-boiled, penny-pinching, narrow-minded, human porker and lifts up his nose, makes him see farther than his home, his business and his personal interests, and sets him rooting for his community. A man, no matter how greedy and how quint-eyed he may be, cannot work a year upon a committee of his town's Chamber of Commerce without being a better father, a better husband, a better citizen and a better brother.—William A. White.

DANGEROUS TO WRITE

LEGIBLE HAND

"Your handwriting is very bad, indeed," said a man to a young college friend who was more addicted to sport than study. "You really ought to learn to write better." "Yes," returned the young man, "it's all very well for you to tell me that, but if I were to write better, people would be finding out how I spell." Teacher—"Take this sentence: 'Take the cow out of this lot.' What mood?" Pupil—"The cow."—Denton Clark.

IT'S YOUR HOME TOWN

Mrs. Doctor, Mrs. Hardware Merchant, Mrs. Grocerymen, Mrs. Banker—suppose everybody in town went to the city to buy medicine, stoves, gold-fillings, beans or make bank deposits; your husbands would starve to death. Each time that you go to a city to spend money that your husband earned in your home town you are parking the wolf on the front veranda of a local business man who could supply your needs. It's a practice which keeps the small town small and makes the large cities larger.

We hear you say, "That's true, but Mr. Local Merchant doesn't offer the things I want." No, and Mr. Merchant never will if he can't sell them. If you demand the things you want, he will have them, or he'll be glad to get them for you, but if you remove the demand to some city the local merchant can't afford to stock the things you want.

The old adage of throwing stones at glass houses might apply to your case if you'll analyze it.—Flainews News.

But the main reason the city stores and mail order houses get so much patronage from the small towns is because they are not afraid to let the public know what they have for sale, and what they want for same. They do not wait until a customer comes in their store before pricing an article, but through the liberal use of "printers' ink" go after their customers—and get them. If small town merchants would do a little more advertising and a little less "cussing" the city stores and the mail order concerns, they would find that the citizens of their town wanted to trade at home, but did not know their local merchants could sell them what they wanted as cheap as they could get it elsewhere.—Miami Chief.

CARD OF THANKS

We take this means of expressing to our friends, to the Mas-uk order and to the Eastern Star, our most grateful appreciation for the many acts of kindness, the endearing words of sympathy and for the beautiful flowers which you gave us during the illness and death of our beloved husband and father, J. W. Wilkins.

Mrs. J. W. Wilkins. Mr. and Mrs. Geo. Bagley & family Mrs. George Willis and son. Mr. and Mrs. H. T. Wilkins & family Mr. and Mrs. L. F. Wilkins & family Mrs. Fannie Killeby and son.

Olin Castleberry of Alameda was a McLean visitor Monday.

KNOCKER SHOULD MOVE

When one finds he is out of sympathy with his town, and can only say a word for it coupled with an apology, it's time for that guy to move. Many people fall into the unconscious habit of knocking. But it is a miserable habit. Such folk make themselves deadweights while of course they imagine themselves particularly independent. The individual has about all he can do to get under his load, and he wants help and encouragement from those going his way, and who are identified with him in interests. So it is with our city. It has its interests to care for, and the city needs all the pluck and energy, all the co-operation and helpfulness its citizens can provide and bring to it.—Groom Booster.

JOHNNY KNEW

Parent—"Who is the laziest boy in your class, Johnny?" Johnny—"I dunno." Parent—"I should think you would know. When all the other children are industriously writing or studying their lessons, who is it that sits idly at his seat and watches the rest, instead of working himself?" Johnny—"Teacher."

HOW TO MANAGE HIM

When you marry a man, love him. After you marry him, study him. If he is honest, honor him. If he is generous, appreciate him. When he is sad, cheer him. When he is quarrelsome, ignore him. If he is spiteful, spurn him. If he is noble, praise him. If he is confidential, encourage him. If he is jealous, cure him. If he favors society, accompany him. When he does you a favor, thank him. When he deserves it, kiss him.

Let him think how well you understand him, but never let him know that you can manage him.—Selected.

WHY MAIL ORDER CONCERNS THRIVE

Credit Gladly Given to Anyone; but Uncle Sam Sometimes Has to Collect

Maybe you have had a vague wonder when you have turned the pages of a mail order catalog, just how the far-away dealer can afford to make such flattering offers of credit.

No money down; not even an endorsement of promise to pay. Just order what you like and the company will ship it, express prepaid, and you settle at your convenience. What could be kippier? Even the home dealer asked a few questions concerning your credit limit, your occupation, etc. Peeved you a little.

There's another door, however. You might take a wink through it for the explanation of the sweet trustfulness of the mail order concern.

"I can't pay it now," a shabby little woman repeated. "I've been working in the laundry and it costs 50c a day to keep the baby out, and I haven't saved a cent. I oughtn't to have got it."

The man talking to her didn't tell her who he was. He was trying to help, and such situations, all too common to his work, were against the grain of his sympathy. The shabby little woman thought he was a collector from the mail order company, and collectors can always be put off; she had put them off—the letters—for several months.

But a few weeks later, when she had remained unable to make any adjustment whatever of the remainder of her debt for a mail order suit of clothes, she found that the kind, but insistent gentleman wasn't a collector from the catalog folks. He was a district postal inspector; inside his lapel was the insignia of a federal officer. And the federal law was compelled to enforce her imprisonment for fraudulent use of the mails.

It gives the mail order concern every chance to be sweet, in their broad-gauged offers of credit. What concern is it of theirs if a purchaser refuses to pay? It is up to the United States to collect the debt for them, through the post-office department. The local dealer, dealing directly with his customer, must regulate his own protection. Incidentally, it is the protection of his customers. It is easy to buy beyond one's means from the mail order creditor who paints such alluring pictures of his goods—and his trustfulness; his faith in you.

But it's good to know that the federal postal law works the other way. Through its protection against the fraudulent use of the mails, it saves the people of the country millions of dollars every year, and it effects the sure and grim punishment of thousands every year who take the phrase lightly. The cases against the oil stock promoters, scores of whom have been sent to federal prison from this and adjoining states already, is one instance. Folks who muddled foolish investors out of millions of cold cash during the past year of the oil boom are paying for the privilege now.

Another instance is quoted in an article in the November Woman's Home Journal on "Film-Flaming the Film Fans" by Epes Sargent, noted critic, scenario writer, and movie-weekly editor. Mr. Sargent tells of the "messes of potage" bought by hundreds of thousands of would-be scenario writers attracted by the flowery promises and "guarantees" of the scenario and film acting correspondence schools.

In giving actual figures as to the chance that amateur scenario writers may sell a photoplay, Sargent puts the total number of mass-purchased by new writers, annually, for the past several years, at ten. This is a result of the immense reduction of photoplay output; less than a thousand stories are filmed a year, not counting the comedies, travel and news pictures. Of the thousand, 900, he says, will be adaptations of plays, novels or short stories previously published. (It's easy to check up on this). Of

the remaining 100, at least 90 will be written by established continuity writers; leaving 10 chances for new writers out of the hundreds of thousands spread over the country. Of these hundreds of thousands, including people from every walk of life, from wash-woman to bank president, about ninety per cent have enriched the coffers of the photoplay correspondence schools with their box of "big money" paid for movie stories spread over almost every publication in the country.

"The law steps in wherever possible," Mr. Sargent says. "There is no more alert governmental force than the post-office inspectors. They watch vigilantly for transgressions which will make prosecution possible, but the managers of the schools know how to keep just inside the law!

"As an example, one school in New York was watched by the New York inspectors until complaints piled up into a docket six inches thick. The complaints ranged all the way from a house servant in Plainfield, N. J., to a youth in a Pennsylvania town, who complained that his mother, a washerwoman, was spending all her earnings for tuition.

"The inspectors were powerless to act. The man advertised that he taught photoplay writing. He did. He advertised that large sums were being paid for photoplays. They were! Then one day he advertised that certain editors had asked for the work of his students. Telephone inquiry revealed that they had not done so. Two days later he was a fugitive from justice. He had jumped his bail."

Wants

LOST.—Strayed from my farm, spotted Poland China male about weight about 100 to 125 pounds. Notify Jesse Cobb, Phone 66 41. 1c

STAR-TELEGRAM readers may renew their subscriptions to The News and the Star-Telegram both for \$8.45. Save 50c by giving The News your renewal.

LOCUST TREES for sale. Two varieties, any size you want at the grove. Priced from ten cents up. T. C. Landers. 1c

GROCERIES are cheaper at Puckett's Cash Store. 1c

GARBAGE and trash hauled from any part of the city at reasonable rates. Frank Haynes. 1c

CARDBOARD for any purpose at the News office.

LOST.—Fawn colored muley Jersey cow. Notify C. P. Overton. 1p

BUNDLED sorghum, grown broadcast, fine stem, 5c per bundle, delivered. Wilson Brothers. 45-3c

STORAGE.—Clean dry storage under daily supervision. Inquire at News office.

THESE little ads bring results. Try one. 25 words for 25c.

WANTED.—Good second-hand saddle. T. H. Andrews, Phone 26 411. 1p

FOR SALE.—6 registered Hereford cows and calves, 1 bull. 1 Jersey milk cow, 1 Jersey heifer, teams and farm implements, kaffir bundles and corn. My farm for sale or trade, or might rent to desirable party. Ira Chambers 46-2c

BETTER place your order for Christmas cards with The News now. We have an exclusive line, printed to order. Prices as low as \$2.50 for 25 cards with envelopes to match.

COTTONSEED for sale. For the next 30 days (30) I will sell my own improved cottonseed at \$1.30 per bushel. In 1923 I picked 24 bales from 37 acres. 1924 I have out 18 bales off of 32 acres, quite a bit opened at present. Buy my seed and have early cotton next year. 1500 lb made 536 1-1-16 staple strict middling. N. E. Savage Phone 117. 3. 46-2c

FOR SALE.—East one-half of southeast quarter of Section No. Ninety-one, Block No. Twenty-three, also three acres out of the northeast corner of northeast quarter of Section Sixty-six, Block Twenty-three, Gray County, Texas. If interested write John Burns, Clemons, Iowa. 40-26p.

FALL FICTION

"This is positively the best house in town for the money." "You're looking younger every day."

"I was just going to phone you when you called up."

"I'll pay you without fail the first of next week."

"All of them young, none of them married."

"You are the only girl I've ever loved."

"You are the only man I've ever loved."

"If I am elected, not a cent of the city's money will go in graft."

"The best way to have peace is to prepare for war."

"Honest, officer, I wasn't going a mile over eighteen."

"With an all-star cast."

"This is worth double the money."

"You are the picture of Marion Davies, only better looking."

"This is the genuine stuff, bottled before the war."

"I won't be home till late, as I've had a blow-out and my spare is flat."

"Trash crushed to earth will rise again."

—Life.

BETTER PART OF VALOR

"My husband has never spoken a harsh word to me."

"Oh, indeed! He must be a very charming man—so considerate."

"Oh, no; only cautious."

READ THE ADS

CUNNINGHAM FLOWER SHOP

Plants, Cut Flowers, Designs, Flower and Garden Seeds Mail or Phone Orders Filled Promptly AMARILLO, TEXAS 1909-11 Van Buren St. Phone 1081



Thanksgiving Dinner. You will need a meat course other than turkey for the Thanksgiving dinner. By buying the meat here you may be assured of the best quality. The City Market Phone 165

The complete keyboard makes writing easier

THE Remington is that portable with the four-row standard keyboard (42 keys)—just like the big typewriters. No shifting for figures. Everything arranged according to the business standard. Simplest to learn and easiest to operate. It is compact, light, and easily carried in a handy case. Then there is the baseboard already attached—that makes writing convenient in any place or position. To countless people who write—much or little—the Remington Portable lends an indispensable aid. Price, complete with case, \$60

THE McLEAN NEWS REMINGTON PORTABLE THE RECOGNIZED LEADER—IN SALES AND POPULARITY

ITCH! Itch is back without question. ITCHES GUARANTEED SHIN DISEASES RHEUMATISM (Hot's Balm and Soap), fail in the treatment of Itch, Eczema, Ringworm, Tetter or other itching skin diseases. Try this treatment at our risk. For Sale by Shell's Pharmacy

THE McLEAN NEWS

Published Every Thursday

T. A. Landers Fred Landers
LANDERS & LANDERS
Editors and Owners

Entered as second class mail matter May 8, 1905, at the post office at McLean, Texas, under act of Congress.

Subscription Price
One year.....\$1.50
Six months......75
Three months......40

Four issues make an advertising month. When five issues occur in the calendar month, charge will be made for the extra edition.

With walnuts selling at a cent apiece and eggs climbing toward a nickel each, we don't see much chance for a fruit cake for Christmas.

The town of Hedley voted against the water proposition last week. This is the first Panhandle town we have ever heard of to vote against city water.

Cotton knee pads may not look as picturesque on our would-be cowboys as leather chaps, but there is no doubt but that they are more useful.

If there is anyone who will say that the city water plant is not worth having since the fire, we have failed to find him. Without water, we would now have a ruined town, with little prospect of being able to rebuild under several years. As it is, the loss is very slight.

News From Back

By Special Correspondent.
The weather man was on the job last week and finished with a week end shower. It is a good thing that we as individuals have nothing to say about how the weather should be, or we would experience many more sudden changes.

Chas. Back was in McLean Saturday.
C. M. Carpenter had business in McLean Saturday.

Clyde Holloway and Lawrence Watson were in McLean Saturday. Frank Corum was a McLean visitor Saturday.

W. I. Bacon was trading in McLean Saturday.
Jesse Cobb and family visited on the Morse ranch Sunday.

Mrs. J. W. Mars and daughter, Lucile, and son, Clinton, of Peterson Creek visited in the W. I. Bacon home Saturday.

Bud Back and family visited in the Chas. Back home Sunday.
Mr. and Mrs. J. M. Noel and daughter of McLean visited in the C. M. Carpenter home Sunday.

Miss Maudelle Corum visited Miss Charlie Mae Carpenter Sunday.
Mrs. W. I. Bacon and family visited in the J. W. Mars home in the Peterson Creek community Sunday.

Mrs. J. E. Cubine orders The News sent to her sons, Sammie and Ercy, who are attending the State University at Austin.

J. W. Kibler made a business trip to Clarendon Monday.

Luther Coffey attended court at Lefors Monday.

T. H. Pickett of Heald was a McLean visitor Saturday.

Enoch Bentley went to Shamrock Friday.

Bud Back of Back was in the city Sunday.

J. W. Stauffer of Slavonia was a McLean visitor Saturday.

Chas. Back of the Back community was in town Saturday.

Mr. and Mrs. J. H. Hudgins returned Saturday from Amarillo.

Johnnie Back of Lefors was a business visitor in our city Saturday.

Mike Mertel of Slavonia was a McLean visitor Friday.

Marion Reynolds of Shamrock was a business visitor in McLean Saturday.

Groceries are cheaper at Pickett's Cash Store. Advertisement to be continued.

For economical transportation see Chevrolet. Smith Bros. Advertisement. to be continued.

SWIM UP STREAM

It's easy to drift as the current flows;
It's easy to move as the deep tide goes;
But the answer comes when the breakers crash
And strike the soul with a bitter lash—
When the goal ahead is endless fight,
Through a sunless day and a starless night,
Where the far call breaks on the sleeper's dream,
"Only the game fish swims up stream."

The spirit wanes when it knows no load;
The soul turns soft down the Easy Road;
There's fun enough in the thrill and throb,
But life in the main is an uphill job;
And it's better so; where the softer game
Leaves too much fat on a weakened frame,
Where the far call breaks on the sleeper's dream,
"Only the game fish swims up stream."

When the clouds bank in, and the soul turns blue,
When Fate holds fast and you can't break through,
When trouble sweeps like a tidal wave,
And Hope is a ghost by an open grave;
You have reached the test in a frame of mind
Where only the quitters fall behind,
Where the far call breaks on the sleeper's dream,
"Only the game fish swims up stream."

—Selected.

W. S. Arms of Memphis was a business visitor in McLean Monday.

Perry Everett went to Clarendon on business Monday.

Mrs. Clyde Slavin of Alanreed was in the city Monday.

Mrs. Earl Wilmoth of Wildorado came in Tuesday to visit her parents, Mr. and Mrs. H. F. Wingo.

C. C. Bogan made a business trip to Amarillo Friday.

Sheriff E. S. Graves of Pampa was a McLean visitor Friday.

Sylvester Stratton returned last Thursday from Wellington.

John Hrciar of Slavonia was a McLean visitor Friday.

THANKSGIVING THANKS

There's frost upon the window pane,
A gleam in ev'ry flake;
There's ice upon the washervane,
An' icin' on the cake.
There's ice cream in the freezer,
An' there's ice upon the ground,
An' each gust o' wind's a wheezer,
Pilin' snow up in a mound.

The ol' kitchen range is goin'
With a rumble an' a roar,
An' the lids are foirly glowin'.
An' 's eatin' wood galore.
House is hotter than an ember—
Out o' doors it's late November,
In the house it's mid-July.

There's a smell o' turkey bakin'
An' o' spices in the air,
An' o' mince pies in the makin'—
Makin' palates "itch" for fair!
An' the scent o' sweet vanilla,
An' orange an' lemon, too,
Till it fairly thrills a feller—
Makes him hungry (hru an' thru!

Pretty nearly time for dinner!
Soon the folks will gather 'round,
An' the "outer" man an' "inner"
In life's blessings will abound.
An' we'll be glad we're livin'
On this good earth here below,
As we give thanks for Thanksgivin'
Hearts with gratitude aglow.
—James Edward Hungerford

C. E. Francis visited The News and gave us an order for sale bills Tuesday.

A. A. Ledbetter and Horace Wofford were Shamrock visitors Friday.

Jack Back was a Clarendon visitor Monday.

McLean Filling Station

Oils, Gas and Accessories
Sudden Service

Magnolene Ford Oil will make your Ford run better.

FLOYD PHILLIPS, Mgr.

Hail-Fire-Tornado Insurance

The kind that absolutely protects you against financial loss, in case of fire, hail or tornado.

RIPPY & BEALL
Office at Citizens State Bank

DARKY PREACHER'S SYSTEM

Many a salesman can get a good pointer from the darky preacher C. H. Mackintosh tells about. He was a renowned exhorter and his bishop asked him how he arranged his discourses to make them so effective; did he divide them under different heads, firstly, secondly, and so on?

"O, yassuh, yas indeedy!"
"And what's your plan of division?"
"Well, Ah divides mah discou'se undeh three heads. First, Ah tels 'em whut Ah's gwine to tell 'em. Second, Ah tells 'em. Third, Ah tels 'em whut Ah done tole 'em!"

HAT NEEDED HOLES

A Wisconsin editor was visiting in Chicago and decided to buy a new Panama hat. Going into a store, he asked the price of one hat looked good to him. The clerk replied:

"Fifteen dollars."
"Where are the holes?" the editor demanded.
The clerk appeared bewildered for a moment, but managed to ask:

A New Suit

will fit perfectly and please you if ordered from our line of made-to-order goods.

Your old suit will look better when cleaned and pressed the modern way.
Give us a trial.

City Tailor Shop
CLARENCE GRAY, Prop.

Quick Lunches

Hamburgers—Coffee—Pies
At All Hours
Good food served as you like it

J. A. Meador

INSURANCE

LIFE FIRE HAIL

I represent some of the strongest companies in the world. I insure anything. No prohibited list.

Money to loan on farms.

T. N. HOLLOWAY

Reliable Insurance

"What holes, sir?"
"The holes for the ears of the ass that would pay fifteen dollars for a hat like that." was the editor's retort—Sanley La Bold.

J. G. Davidson of Ramsdell was a McLean visitor Friday.

Earle Shell went to Clarendon a business Monday.

C. M. Carpenter was in from the ranch Monday.

D. W. Turner of Alanreed was a McLean visitor Monday.

NOW GINNING

Our gin is running every day. Our machinery is in first class shape to turn out good work.

Give us a trial. Your business is appreciated.

SMITH-COOKE GIN

300 DAYS OF HARD WORK IN THAT BANK BOOK

And that is just the way every man should look upon his Savings Account with this bank—as so many days of hard work which he has been able to lay away as a safeguard for the future, when perhaps, he will be unable to earn his daily needs.

We are now guarding safely and carefully the earnings of others. Why not place your spare earnings in our care?



The American National Bank

Battery Charging

Injury will be done to a battery when continued to be used in a discharged condition. If your generator will not keep your battery fully charged, come and let us examine and make the necessary repairs or recharging.

GRIGSBY'S AUTO SHOP

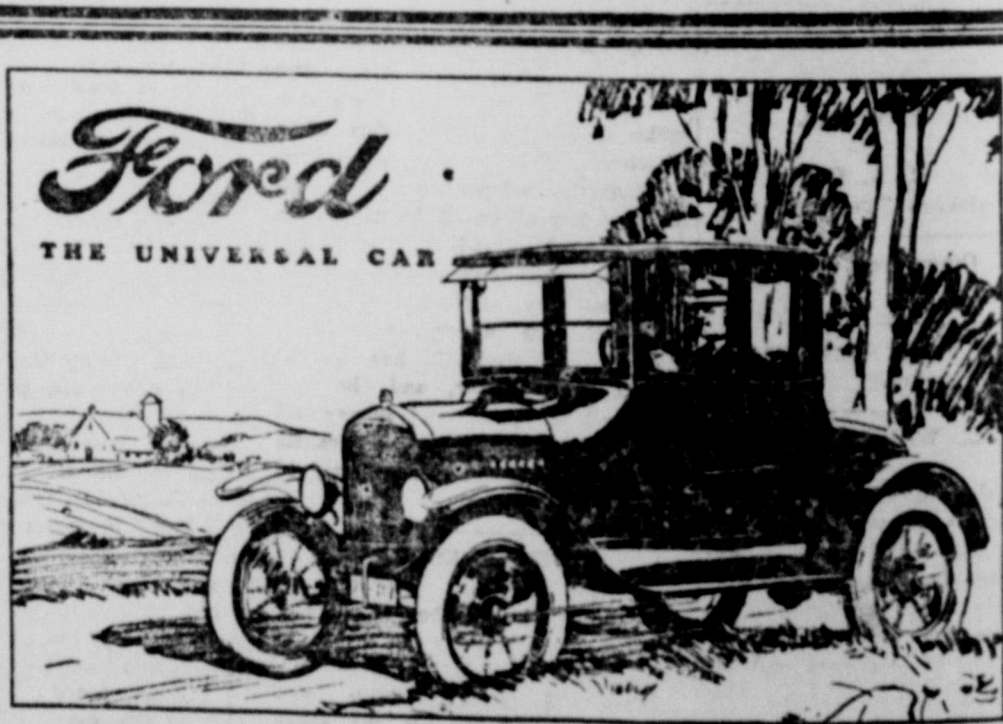
McLEAN, TEXAS
"A Square Deal Always"

The Quality Is Built in--

There is only one way to make satisfactory hardware and that is to build the quality in. Once you have tried the standard brands of tools, stoves, kitchenware, etc., we handle, you will realize that the quality is a built-in part of every article. They cost no more than less satisfactory articles.

McLean Hardware Company

W. B. Upham, Manager



More Comfort for Less Money

The Ford Coupe is the lowest priced closed car on the market—yet one of the most satisfactory.

Costing less to buy and maintain, every dollar invested brings greatest returns in comfortable, dependable travel.

Sturdy, long-lived and adapted to all conditions of roads and weather—it meets every need of a two-passenger car.

Steadily growing demand and the resources and facilities of the Ford Motor Company have made possible a closed car, at a price millions can afford, rightly designed, carefully built and backed by an efficient service organization in every neighborhood of the nation.

The Coupe
\$525

Fordor Sedan \$685
Tudor Sedan 590
Touring Car 295
Runabout 265

On open models demonstrable price and starter see 500 extra.
All prices f. o. b. Detroit

Ford Motor Company
Detroit

SEE THE NEAREST AUTHORIZED FORD DEALER

Sandpaper

Published by Students of McLean High School
Editor-in-Chief.....Marvin Davis
Assistant Editor.....LeRoy Landers
Sponsor.....Miss Young

SOPHOMORE EDITION

Editor.....Lena Sparks
Assistant Editor.....Leslie Huff

Chapel Exercises Wednesday

On Wednesday, immediately after noon, the pupils of the McLean High School marched to the auditorium for the purpose of honoring the National Red Cross and its work. Thelma Gatlin discussed the origin and history of the Red Cross; then Lorena Ashby made an appeal for the annual roll call, which began November 11, 1924, continuing through November 27, 1924. After these two spoke, Hon. W. S. White related many incidents which proved the superiority of the Red Cross over all other relief organizations in the United States. After a few announcements, we went to our regular classes.

Seniors Win from Juniors

On Monday at 12:20 the senior boys basketball team played the junior boys and succeeded in walking away with the big end of an 18 to 2 score.

The seniors outplayed their opponents in every minute of the game, and at no time were they in danger of being defeated.

The work of Davis and Mick Dwyer for the seniors was noticeable, while Howard played brilliantly for the juniors, showing their only goal from a long shot.

Davis led the scoring in points, throwing 4 goals for a total of 8 points. M. Dwyer and Watkins tied with 4 points each to their credit.

The lineup was as follows:

Seniors	Wilson	L. F.	N. Carpenter
	Davis	R. F.	A. Dwyer
	Watkins	C.	Howard
	M. Dwyer	L. G.	Clark
	M. Dwyer	R. G.	Mart

Referee—Rogers.
Score and time keepers—Jackson and Landers.

Hurrah for Sophs!

At the lunch hour Tuesday the sophomore girls basket ball team defeated the senior girls by a score of 21 to 7.

In the first half the game was hard fought, but in the last half the sophs ran wild and piled up 16 points to their opponents' 2.

The two teams were well supported by their class mates, and a great deal of pep and enthusiasm was displayed. There was a spirit of friendly enmity shown between the classes, on account of each class wanting their team to carry off the big end of the score.

The sophs at present are the champions of the high school, and are willing to accept any challenge from any other team in school. The freshman class will probably be the next contender for the title.

Wilma—"Audra, do you stir your tea with your right hand?"
Audra—"Of course, simp, why?"
Wilma—"How strange. Most people stir theirs with a spoon."

Charles—"Do you always shave outside?"
Russel—"Of course I do. D'yer think I'm fur lined?"

Leslie—"What would happen if you were to break one of the ten commandments?"
Lee—"Well, then there would be only nine."

Miss Young—"Dan, what is a synonym?"
Dan—"It is a word we use when we don't know the word we want to use."

Lloyd—"Have you never met a man whose touch seemed to thrill every fiber of your being?"
Lois—"Oh, yes, once—the dentist."

Dreams

Last nite I dreamed that Vera Wilson died. She went to heaven and knocked on the gate. St. Peter answered, and said, "Vera, here is an apron full of chalk. Take it and go to that board and write every mean thing you ever did." Vera went and wrote and in an hour came back. Then St. Peter said, "Well, Vera, have you been all written?"
Michelle—"No, I want more chalk."

BEARS IN OREGON ENJOY RADIO MUSIC

Do bears like radio music? According to the caretaker of the lodge on the icy rim of Crater Lake, Oregon, they do when the broadcasting station announcer's work is short and snappy.

From his isolated snow-bound position almost a mile and a half above sea level, John Malsy, caretaker of the lodge, has written to KGO, the Pacific Coast General Station: "Two wild bears came to the lodge for food, and I have named them 'Hans' and 'Fritz.' Tonight, after locking up my ham and bacon, I let them into my living quarters and switched on the loud speaker. They didn't like HM, your announcer, and became nervous when he spoke. But when the Arion Trio came on they sat down and were as quiet as mice."

"Hans," however, being a bear with a streak of curiosity predominant in his complex, became interested in Malsy's loud speaker. What followed is vividly told by the caretaker. "He seemed determined to look into that thing. I had to shut it off. Then I had a hard time getting them both out of the house. Outside the lodge they hung around the rest of the evening. And every time the Arion Trio came on, there they were, both of them, with their noses pressed against the window panes listening for all they were worth."

GOD SOMETIMES CHANGES PLANS MADE BY MAN

It is fortunate that the plans of wicked men are not allowed to work their course.

Last week end we attended the greatest home-coming Baylor University ever witnessed. The call was sounded because of the attacks of Frank Norris. Frank Norris has planned the destruction of Baylor University by undermining the influence of the men at its head for years. He has misrepresented and twisted his facts and demeaned the University to such an extent that it is marvelous sometimes to think that he has been

allowed to remain unmolested. But he finally went too far. His attacks became so bitter and so wickening that finally the vast army of ex-Baylor students arose almost by magic and became welded into an aggressive militant organization. Last Saturday on Baylor campus amid the wildest demonstration of loyalty the old school ever witnessed resolutions were passed condemning the misrepresentation of J. Frank Norris.

Just a week before that, the business men of Waco, 1,500 strong, marched out to Baylor University without the knowledge of any of the Baylor faculty, and took charge of the chapel program. While Dr. S. P. Brooks, the South's foremost educator, sat with tears streaming down his face, those men pledged their loyalty to Baylor and to its president, and amid the wild acclaim of sixteen hundred students, thundered the ultimatum that the half-crazed fanatics "Must stop monkeying with Baylor."

Frank Norris started out to ruin Baylor. God turned his efforts into two of the greatest blessings: First, the rallying of the alumni to the Baylor standard and the securing of one hundred per cent support of Waco. It was a great victory for Baylor.

The Baptists will not be slow to follow the example of the Waco business men and the ex-students. —Quinn Times.

A. A. Ledbetter and W. L. Haynes were Clarendon visitors Monday.

G. N. Connell and son, Alva, were business visitors in Clarendon Monday.

Magnolia Petroleum Co.
C. J. CASH, Agent
Day Phone 86 Night Phone 101

VULCANIZING
McLean Vulcanizing Shop

Scott Johnston, E. H. Browning and W. S. White were Lefors visitors Monday.

Mr. and Mrs. G. R. Scott of Clarendon visited their son, Riley, Monday.

A. A. LEDBETTER
Attorney-at-Law
McLean, Texas

Prepare for Winter

Complete line of curtains and tops for Fords. Celluloid for your old curtains. Anti-Freeze for your radiator.

SNAPPY SERVICE STATION
"Service With a Smile"
W. M. Meaders, Mgr.

Yukon's Best Flour Smith's Best Flour

Say, Mr.

Did you ever stop to think that we are a firm right here in your town, doing business in McLean, Texas,

own our homes, pay tax in your town, school community and county; help you to pay your bonded indebtedness? Yes, we are doing that—and we know that we deserve your consideration, and ask that you always remember us with a liberal share of your patronage. We are very grateful to those who have become our customers and we want to insist on you who have not patronized us to give us a trial. If not, why not? Our place is headquarters for the best in flour, corn meal, shorts, bran, cotton seed meal, cake and other mill feeds. Our coal is as good as the northern fields of Colorado produces, and you make a mistake when you don't buy the best. Yours for business,

CHENEY & CALLAHAN

Yukon Meal Salt Harris Meal

V. H. Moore
Auctioneer

Wheeler, Texas

Dates made at News office or call me collect.

DR. J. A. HALL
Dentist

Of Shamrock, Tex. Will be in McLean on Thursday, Friday and Saturday after the first Monday in each month.

Come to Us for Business Counsel

Few women know, and they cannot be expected to know, the ways of the business world. Their time and attention has been spent in keeping their home. So when occasion arises that you must make a business decision, do not try to handle it alone. Come to us for counsel. We will gladly give you the benefit of our business experience.

The Citizens State Bank

A Guaranty Fund Bank

CAPITAL AND SURPLUS \$33,750.00

J. S. MORSE, President

CLAY THOMPSON, Cashier

Set A Good Table Three Times a Day

Give your family plenty of good wholesome food for every meal. It is not only economy to do so, but it adds much to the pleasure of living.

Take advantage of our prices on cabbage and spuds.

A car load of Cabbage and Spuds

just in that we are selling at only 2 1-2c per pound. Stock up now, while the supply lasts.

Free Delivery Anywhere in the City

Our telephone number is 23.

McLean Supply Company

T. N. HOLLOWAY, Mgr.

NEWSPAPER ADVERTISING SUREST WAY TO BUILD SMALL TOWN INTO CITY

There is hardly a town in Texas whose citizens do not want to build into a city.

There is not a town in Texas whose residents have not the means at hand to increase its size to double or treble what it is today.

How can this be done? It is the question that is asked every day—and that is just what the publisher of the Commercial World has asked me to tell in this article.

If you want to see your town grow, there is just one way to accomplish it, and that is by advertising its advantages in your local paper.

Whether you believe in it or not, advertising does pay—and it pays the city in a greater measure even than it does the individual business man.

Of course there is advertising and advertising. It is not meant to suggest that you have the city government or the Chamber of Commerce run display advertisements in your local paper. That probably would be a paying investment, but there are other ways of advertising a city block—that is, for a city.

In the first place, let me emphasize that people judge every town by the newspaper published there. Your newspaper is just like your letter that you write to a stranger. He will judge you by the letter, the paper it is written on, the handwriting or the typing, the spelling, and the way you sign your name. When I got a letter from a stranger and I read it through I have a pretty good index to that man. And I certainly can tell a lot by the time I finish reading the weekly or daily newspaper published there.

In judging your town by its newspaper, the first thing to look at is the amount of advertising carried. If the ads are few, ill arranged, and the copy not up-to-date, you know the town is behind the times and that it must not be a very attractive place in which to live. That is the fault of the merchants—and proves that they need making up.

The second thing in judging the town by its newspaper is the reading matter and the spirit of optimism—or maybe depression—manifested by its editor. If the paper is full of local news, written in a breezy manner, and printed readably, you can always bet that the town is a good place in which to live. If there is plenty of good school news and the teachers are mentioned in friendly ways, you can be assured that the town has good schools and the children reared there will have a chance to grow into good citizens. If the churches and pastors get their share of publicity, that is another credit for the town.

The third thing is the mechanical excellence thereof as a piece of printing. A poorly printed paper is sometimes the fault of the editor and publisher; it is the fault of the advertiser and subscribers. It always proves that the town and the section in which the town is located are mighty poor patrons of the local paper—and you give such a town a big black mark.

You can always estimate that the paper is better than the town in which it is published, and you will never go wrong. Editors are built that way—they always get a better product than they get paid for. This truer of Texas than of any other state, mainly because Texas editors have been in the business so long for glory instead of money that they think nothing of the latter, but spend 24 hours a day figuring how to get out a better paper.

Right here let me say that many Texas towns have better newspapers as a rule than the small towns of any other state in the union—and they deserve far better financial support than they have ever received.

But this is no brief for the country editor. He needs none. So let's go back to the matter of building the city out of a town by the advertising method.

In the first place, go to the local newspaper man—or both of them, if you have two—and get all the information you can about the newspaper problems of the town. Find out how many subscribers are reached out of your town and where they live. Above all things find out whether the newspapers are making money or losing money.

Having this information, the important thing is to see that the newspaper is a profitable concern. No editor can build a city on an empty stomach. Put some dollars in his pocket—even if you have to

chlorform him to do it.

Then get some advertising in his paper, and get it there at paying rates. Don't see how cheaply you can trade with him. The man who would jew a country editor down on advertising rates is a traitor to his own town. Having put some money in the editor's pocket and some advertising in his paper, you can afford to take up the matter of a better paper—if that is needed, through it probably will not be.

Having gotten your town in a fair way to have a good paper that will be a good advertisement, you can afford to look after the circulation. Remember that the paper that reaches no one is as asset to any town, no matter how good it is. So the thing to do is to build the circulation—and it's up to you to do it.

But, you say, that is the editor's business!

Sure it is—but it's your business, too, and if you are going to build your small town into a city, that is the way to go about it.

Remember, that every time you give a dollar and a half or two dollars subscription to your local paper, you are doing your town and the merchants in it ten dollars worth of good.

When the writer was a boy with his first newspaper, John L. Spurlin was the biggest merchant in Manton, and perhaps the biggest merchant in any adjoining county. He always had a big ad—usually a page—in the Hamilton Herald. Hearing one day of a paper—probably the old Dublin Progress in the halmy days of Populism and Jim Diley—which had 2,200 subscribers, Spurlin said:

"If my town had a newspaper with 2,200 subscribers, I'd do twice the business I can do now, and I'd take a double page ad every week at a dollar an inch."

Spurlin had the right idea about the value of newspaper circulation to a town.

Yet there are many good papers which go along year after year boosting their towns, printing all the news—chronicling all the deaths and births, and never have a thousand paid up subscribers.

And it is much easier for the business man of a town to get a subscriber for the local paper than the editor. "Say, have you subscribed for the paper? Well, you know, we're proud of our paper and we want every man who comes to town to read it!" Some little remark like that will do the work—and you have made a friend for your town and a friend for all the business men who advertise in that paper, all at one time.

I know a man who does a credit merchandise business in a town of less than 3,000 people; and he has turned in an average of 50 subscribers a month to that town's paper ever since he started business. When he gets a customer the paper gets a subscriber, and

the merchant declares he makes money by it.

These are by no means all my ideas about advertising a town to make it grow, but this was to be a column—and the space is used up.

May these ideas put some ideas in working in every Texans town that wants to grow—Exchange.

EPWORTH LEAGUE

Leader—Kathleen Copeland. Fundamentals—Conversations—James Jackson.

Foreign Fields for Service: Africa—Vera Wilson. Brazil—Lena Sparks. Mexico—Bryan Reby. Japan—Lois Clemens. China—Inez Shaw. Duet—Marie Copeland and Jewel Shaw.

Europe—Beatrice Cash. Cuba—Marvin Davis.

Types of Work: Evangelistic—Sinclair Rice. Educational—Paul Ashby. Medical—Margaret Glass. Industrial—Verna Rice. Clerical Workers—Audra Wilson.

Mrs. C. E. A. Pollard has our thanks for a subscription this week.

Hugh Small, of the Shamrock Texan force, was a pleasant caller at the News office Tuesday.

Uncle Lewis Webb of Moberly was a McLean visitor Tuesday.

Lee Banks of Pampa was in our city on business Tuesday.

A. M. Cole went to Matador on business Tuesday.

Jim McMurtry of Chavendon was a McLean visitor Tuesday.

Mr. and Mrs. E. C. Reese of Alamo were McLean visitors Tuesday.

L. F. and H. T. Wilkins of Alamo attended the funeral of their father here Monday.

Groceries are cheaper at Pickett's Cash Store. Advertisement. etc.

CHRISTMAS CARDS and folders, an exclusive line printed to order at the News office. Order now to insure your choice.

H. J. TAYLOR JEWELER Shamrock, Texas Send me your repair work. All mail orders taken care of promptly.

Bazaar Sale One Day, Saturday, Nov. 22 Art and Christmas goods Tickets with every purchase Cake free to the lucky number MRS. M. J. EVERETT At Mrs. W. T. Wilson & Son's Store

News From Ramsdell

By Special Correspondent.

Mrs. H. T. Fields and children visited Rev. and Mrs. Ed R. Wallace at Shamrock from Friday to Sunday.

Mrs. D. D. McDowell and baby visited in the M. T. Powell home Sunday.

The B. Y. P. U. young people of Shamrock gave us a program Sunday afternoon which was enjoyed by all who attended.

L. H. Adams is moving to Shamrock this week.

Mr. and Mrs. W. N. Pharis and children visited in the Sam Harrelson home Sunday.

Rev. J. J. Baird filled his regular appointment here Sunday and Sunday night.

Misses Louise Pierce, Pauline and Beatrice Adams visited in the M. T. Powell home Sunday afternoon.

Miss Vera Terry of Liberty and Ben Small were married Friday.

Elbert Bones went to McLean on business Saturday.

Miss Olga Weiss and Slim Wotts of Wheeler were married Sunday.

Elbert Bones and Prof. Orin Sharp went to Lela Sunday night. C. H. Lowrey and Carl Anderson went to Shamrock Saturday.

Jess Grogan and son, Ross, went to Shamrock on business Tuesday.

Mr. and Mrs. O. B. Harvey and family went to Shamrock Tuesday.

Mr. and Mrs. W. E. Freeman and little daughter, Willie Lee, went to Shamrock Monday.

Miss Lena Davidson took supper with Mrs. H. Longan Sunday night.

Robert Jones, section foreman of Ramsdell, worked about two hours Tuesday.

H. T. Fields killed a beef Monday, and it is to be hoped that he will not founder himself.

ASK TO SEE the new Remington portable typewriters on display at the News office.

LIFE INSURANCE Insure your life in the Kansas City Life Insurance Company The Successful Western Company E. M. RICE Agent, McLean, Texas Life Accident Health

QUICK SERVICE That's what we provide our patrons. Expert workmanship, neat, quick and absolutely sanitary. A clean, comfortable place. Ladies' bobs any style. Elite Barber Shop WEST & EVERETT, Props.

ECZEMA Money back without condition if HUNT'S GUARANTEED SKIN DISEASE REMEDIES (Hunt's Salve and Soap) fail in the treatment of Itch, Eczema, Ringworm, Tetter or other itching skin diseases. Try this treatment at our risk. For Sale by Shell's Pharmacy

MORE DEADLY THAN WAR

There is little to add to the comments on automobile casualties made by Magistrate House in sentencing a reckless chauffeur.

"I speak after eight years in traffic court," the bailiffs of Europe were safer in comparison than our highways. In eighteen months we have 38,600 killed in France. In a similar period in America, just closed, we had 96,000 persons slain by automobiles, and 25,000 of that number were children.

We have not yet solved the problem of the automobile. No feasible suggestion has been made that would solve it if carried out. Our regulative laws ameliorate but do not cure an intolerable condition.—New York World.

Patronize Advertisers

Scott's Kitchen Short Orders The Best of Food Courteous Service Your Trade Appreciated RILEY SCOTT, Prop.

CLEANING AND PRESSING

Let us clean and press your clothes. Prompt and efficient service.

Made-to-Measure clothes fit better and wear longer. Let us take your order.

Service Tailor Shop Hansel Christian, Prop. 1st door north of McLean Hardware

Free Oil! To every motorist who buys 5 gallons of gasoline at our station next Saturday, Nov. 22, our opening day, we will give one-half gallon of oil absolutely free.

We sell Chevrolet cars and will conduct an up-to-date repair department with modern filling station facilities. Drive in and fill your car with good Gulf or Texhoma gasoline.

Smith Bros. Chevrolet Courteous Service Quality Goods McLEAN, TEXAS

YOU TELL'EM As a rule a man's credit is good at the wrong time

Farm animals will need protection this winter. Better build sheds, etc. now. You won't go wrong in buying your needs here. Cicero Smith Lumber Co. W. T. Wilson, Mgr. Phone 31

ONE CENT SALE! Sale now going on-- Thursday, Friday and Saturday of this week Its your opportunity to make one dollar do the work of two BUY YOUR CHRISTMAS GIFTS AT THIS SALE ERWIN DRUG COMPANY The Rexall Store

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