

THE MCLEAN NEWS

Volume XXII.

McLean, Gray County, Texas, Thursday, December 31, 1925.

No. 53.

CITY ENGINE BREAKS CRANKSHAFT AGAIN

The small engine at the city power plant broke another crankshaft on Wednesday of last week, making three broken shafts for the two old engines within the last eleven months.

It is not known just what disposition of the old engines will be made by the city council. The two old engines might be made into one good engine, but they are far too small for the present needs and a new engine of a different and bigger type may be installed.

The new 120 h. p. engine recently installed is giving uninterrupted 24 hour service while the other engine is disabled.

A BRIDAL SHOWER

A shower was given at the C. J. Cash home Tuesday afternoon honoring Mrs. Milton Carpenter, a recent bride.

Quite a number of nice gifts were presented by friends of the bride.

DOUBLE WEDDING AT KELTON LAST WEEK

Mr. Bennie Skidmore and Miss Euple King, Mr. Jay Wyler and Miss Otis Greer were married Wednesday of last week at Kelton by Rev. A. C. Wood.

Both brides were teachers in the Kelton school, and Mrs. Wyler taught at the Liberty school near McLean for one term.

Mr. Skidmore of Shamrock is a former McLean boy.

The Skidmores will make their home at Shamrock, following the close of school. Mr. and Mrs. Wyler left at once for their home at Los Angeles, Calif.

News from Heald

We have been having some real winter weather. Some snow fell Tuesday morning.

Prof. Dorman returned Sunday afternoon from Dallas, where he spent the holidays. He reopened school Monday.

J. T. Litchfield and son, Walter, spent Christmas in Wellington at a family reunion. Mr. Litchfield's sons, Arthur, of Harold; Elbert, of Frederick, Okla.; Charlie, of Wichita Falls; two daughters from New Mexico, and one at Wellington, were present.

Mr. and Mrs. Elliot returned Sunday from Wynnewood, Okla., after spending Christmas with his parents.

Mrs. Frank Bailey spent Christmas with her husband in an Amarillo sanitarium.

Miss Verna Williams spent Christmas Day with relatives at Groom.

Pete Chilton and Miss Clara Cates were married Thursday at McLean.

Mr. and Mrs. Yates of Hess, Okla., are visiting the latter's parents.

Mr. and Mrs. W. J. Chilton and children spent Christmas at Hollis, Okla., with their daughter.

Mr. and Mrs. Preston Phillips and sisters and Misses Myrist and Irene Phillips of Dozier visited their uncle, T. F. Phillips, and wife Monday.

Miss Clara Reneau surprised her friends Wednesday by getting married to Mr. Robert Blair of Alanreed.

Mr. and Mrs. W. L. Hinton were in Shamrock Monday afternoon to visit his brother-in-law, Fred Lankford, who is the hospital there.

Paul Ladd and family spent Saturday and Sunday visiting his sister at Shamrock.

Heald had a Christmas tree. A large crowd was present and many nice presents were received.

Mrs. W. L. Litchfield is on the sick list this week.

Mr. and Mrs. Millard McRee, Mr. and Mrs. T. F. Phillips spent Christmas Day with Mr. and Mrs. Edgar Bailey.

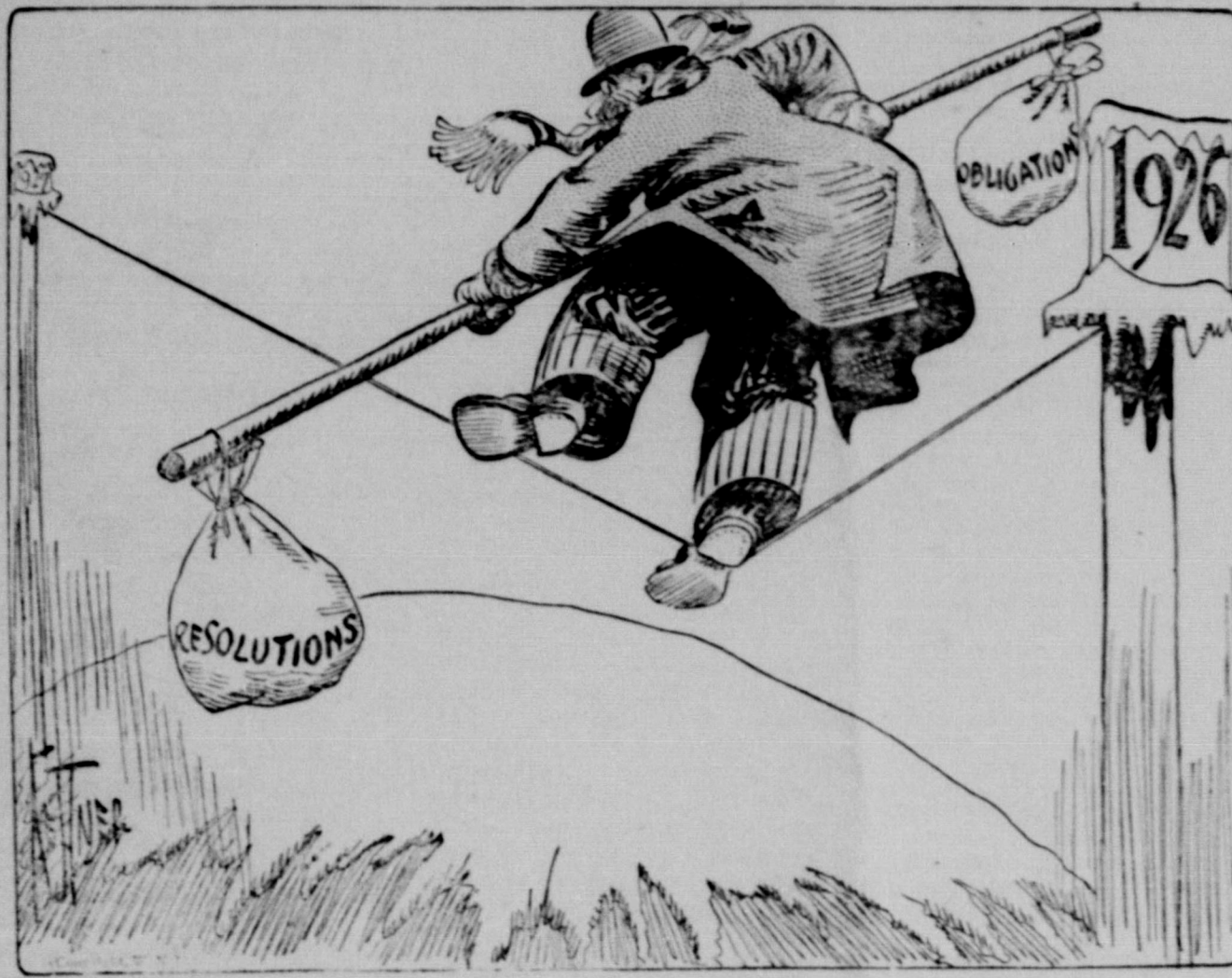
Miss Fay Chilton is home to spend the holidays.

Austin Pool's family have moved to the Sitter ranch. We were sorry to lose them.

W. L. Hinton attended the Fonden sale Tuesday.

Crawford Snow, who has been picking cotton on the Stokely farms, has rented a place near Alanreed for the coming year. Mr. and Mrs. Snow were trading in McLean Monday.

His Annual Stunt



BLAIR-RENEAU

Married, Wednesday, Dec. 23, Mr. Robert Blair and Miss Clara Reneau. The ceremony was performed at the Methodist parsonage at McLean by Pastor J. A. Scoggins. The bride is the accomplished daughter of Mr. and Mrs. Geo. B. Reneau of Heald.

The groom is a prominent young citizen of Alanreed.

CHILTON-CATES

The marriage of Mr. Pete Chilton and Miss Clara Cates was performed at the Methodist parsonage by Pastor J. A. Scoggins, Thursday, Dec. 24.

The bride is the popular daughter of Mr. and Mrs. J. D. Cates who live east of town.

The groom is a prominent young farmer of the Heald community.

LOST ADVERTISEMENT GETS QUICK RESULTS

Last week a lost advertisement was inserted in our want column describing a girl's knit cap. Saturday the cap was returned to the News office.

Quick results is what you may expect from our classified advertisements. The cost is small, only 2 cents per word, or three times for the price of two.

KEMP-MAJOR

Married, Sunday, Dec. 20, at Amarillo, Mr. Jess Kemp of McLean and Miss Virginia Ruth Major of Goodnight.

The bride is a graduate of the Goodnight high school and is very popular with the younger social set.

The groom is manager of the Flourbury ranch south of town.

SHELTON-DARNELL

Married, Saturday, Dec. 19, at Lella Lake, by the Baptist pastor, Mr. Morris Shelton and Miss Rosie Lee Darnell.

The bride is a very popular young lady of Hedley.

The groom is a son of Mr. and Mrs. Sam Shelton of McLean.

J. C. Gracey of Alanreed takes advantage of our News-Star-Telegram bargain offer this week.

John and Jordon Cobb left Sunday for Waco to take up their work in Baylor University after spending Christmas with home folks.

The Kinard family enjoyed a family reunion and Christmas dinner in the M. H. Knard home. All the family were present with one exception.

Mr. and Mrs. T. C. Landers of Heald gave a Christmas dinner to all their children and grandchildren Christmas Day.

NEW YEAR RESOLUTIONS

By D. E. Dean

My dear old pipe, goodbye, old pal; You've been my friend, but now I shall

Desert you, sir, without a tear, For I'll live clean this coming year.

Ah, "Hi" brown jug, with smell so sharp,

I've held you, dear, close to my heart;

But now, goodbye, my sparkling friend,

New Year is here, I must amend.

My dear good wife, whom I have cursed

And made you cry with devilish fuss,

I promise you, sweet darling dear,

To be plum good this coming year.

I'll be as cheerful as you please;

I'll not abuse, nor will I tease;

I'll buy you clothes, I'll build your fire;

And you'll stop saying: "You are a liar."

My frets and snarls shall turn to smiles;

I'll make you happy all the while;

I'll laugh and sing and be so good—

Ah, yes, I know you wish I would.

O God, I'll pay my vows to you;

I'll be a man upright and true;

I'll quit the past with all my sin;

I'll make my life to Heaven kin.

These are resolves that some men make—

Resolves to do and then to break—

Twelve months go by and all can tell

Tha just such men are full of hell.

Resolves are good if made in June,

And will be broken no more soon

Than those the first—for all good reason,

And cause more notice out of season.

CLARENDON MAN DEAD

W. H. Cooke, pioneer banker of Clarendon, died at Fort Worth Thursday, Dec. 24, at the age of 71 years, following an operation.

The body was shipped to Clarendon for burial and funeral services were held in that city Sunday afternoon.

The deceased was a traveling representative of a printing company at the time of his death.

Miss Ozella Hunt of Booker spent the holidays with home folks here.

A large number of relatives and friends enjoyed Christmas dinner and a kodaking party at the G. D. Hunt home.

Mr. and Mrs. Tom Morton of Wheeler took Christmas dinner in the R. S. Jackson home.

SHELBURNE-ARCHER SHEVROLET CO. ADDS BATTERY CHARGER

A big \$300 battery charging machine has just been installed at the Shelburne-Archer Chevrolet garage.

This machine is of the very latest type and will charge as high as 16 batteries at one time. It is completely self-contained and represents a valuable addition to this garage's equipment.

According to Messrs. Shelburne and Archer, they now have over \$2,000 worth of tools and equipment in their repair department and they hope to have added quarters in the near future when an up-to-date show room, with ladies rest room will be maintained.

These gentlemen are new comers in our town, but they have already proven themselves to be interested in everything that tends to promote the best interest of our community.

LONGAN-FULCHER

Married, at Wellington, Thursday, Dec. 24, Mr. Charlie Longan and Miss Eunice Fulcher.

Both of the contracting parties are well known young people of Lamsell, the groom being a son of Mr. and Mrs. Hugh Longan.

News from Ramsdell

H. T. Fields of Shamrock was here on business Thursday morning.

Charlie Longan and Miss Eunice Fulcher were married Thursday at Wellington. Everyone wishes them happiness and prosperity throughout their life.

The Christmas tree program was well attended Thursday night.

Mr. and Mrs. M. T. Powell and children and Doris and Milton Powell of Butler, Okla., spent Christmas in Panhandle.

Mr. and Mrs. W. N. Pharis and children spent Christmas Day in the H. T. Fields home at Shamrock.

Mr. and Mrs. Jess Grogan and children spent Christmas Day in the Ferd Bones home.

Mr. and Mrs. Sam Harrelson and children were dinner guests in the home of Mrs. E. E. Franks Christmas Day.

Mr. and Mrs. W. M. Bolton spent Christmas in the home of Mr. Bolton's father at Wheeler.

Mr. and Mrs. R. L. Jones and son, R. L. Jr., spent Christmas in the Floyd Johnson home at Amarillo.

W. T. McCann made a business trip to Shamrock Saturday.

MARVIN JONES

MARRIES MISS STICKLEY

Congressman Marvin Jones married Miss Rebecca Stickley at Canadian Wednesday evening, Dec. 30.

The ceremony was performed at the First Baptist church of Canadian by Rev. E. T. Miller, pastor of the church.

E. M. Rice of Matador was in McLean last week spending Christmas with his parents.

S. B. Christian and family of Amarillo spent Christmas with relatives here.

Charles Cousins and family of Amarillo visited relatives here during the Christmas season.

Dr. and Mrs. Lear M. Jones of Childers visited relatives and friends here during the holidays.

Rosser Rudolph, Vernon Rice and Vernon Johnston left Monday for Canyon.

Mrs. S. A. Cobb made a business trip to Dallas this week.

Mrs. Jesse Cobb and children are visiting relatives in Wichita Falls this week.

W. H. Floyd and family of Abernathy visited home folks here the first of the week. Mr. Floyd is superintendent of the Lakeview consolidated schools. The gentleman ordered The News and Star-Telegram at our bargain rate.

Fred Haynes of Oklahoma visited relatives here this week.

COLD WAVE HITS ENTIRE COUNTRY

Following three of the prettiest days of the fall, a norther brought the coldest weather seen this year, last Saturday night.

Temperatures over the nation ranged from 10 degrees below zero in New York City to 25 above at Galveston.

The Panhandle temperature hovered around 10 above during the coldest day.

The weather has gradually become warmer as the week advanced, and all farm operations in our community were resumed Wednesday.

CAR OWNERS RUSH TO PAY LICENSES

Car owners have crowded the light testing station and the tax collector's department Wednesday and Thursday, paying their taxes for 1926 car licenses.

Sheriff Graves opened an office in the Chamber of Commerce building yesterday morning and has been busy every since.

The sheriff's force will be in Alanreed Friday to collect taxes.

CALENDAR MAN IN TOWN THIS WEEK

A calendar salesman was in McLean this week interviewing our merchants and in a conversation with a representative of The News admitted that he could not sell calendars at as low a price as the local printer.

Not only is it true that the outside man cannot compete with the local man in price, but he cannot give the same service.

The News does not print calendars until December, insuring plenty of time to make any business changes that may be desired. A proof is submitted before printing and credit is extended until January first. No outside solicitor can secure the lines handled by us as they are copyrighted and are sold exclusively through hometown printers.

The salesman also stated that several merchants had told him that they believe in patronizing the home man, which we fully appreciate.

Mrs. and Mrs. Luther Petty visited in the W. E. James home near Groom from Saturday until Monday. Mrs. C. E. Francis returned with them. Mr. Francis' health is unchanged.

News from Liberty

The Christmas entertainment and tree was enjoyed by all.

E. O. Cunningham and family spent Christmas Day in the A. L. Morgan home.

Frank Bell and family spent Christmas Day with relatives at Wellington.

Howard Hardin and family went to McLean Thursday afternoon.

J. F. Corbin and family, Mrs. Anna Glass and daughter, Jewell, called at the M. T. Corbin home Christmas Day.

M. T. Corbin visited in the M. F. Corbin home at McLean Christmas Day.

A. L. Morgan and family called at the J. F. Corbin home at McLean Thursday night.

Several families enjoyed the party at the John Lively home Saturday night, given in honor of their son, Floyd, who left Sunday for Wichita, Kans., to attend school.

Reuben Woodley accompanied Mr. Lively and son, Floyd, to McLean Sunday.

Miss Doris Corbin of McLean visited in the Hardin home Saturday night.

School began again this week.

Rev. and Mrs. J. A. Scoggins, Mr. and Mrs. J. A. Belew, Mr. and Mrs. Ras McAdams of Clarendon took Christmas dinner in the Houston Belew home.

Mr. and Mrs. F. H. Bouland spent Christmas Day at the Medley ranch.

A Christmas dinner was given at the R. S. Thompson ranch with all the children present except three.

R. A. Burgess took Christmas dinner in the Luther Petty home.

Oliver October

By George Barr McCutcheon

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SYNOPSIS

CHAPTER I.—Oliver October Baxter, Jr. was born on the wife October day, his parents were prominent in the commercial, social and spiritual life of the town of McLean.

CHAPTER II.—Ten years elapse and Oliver's father is the owner of a business block in the town. Mrs. Baxter died when Oliver was nursing seven.

CHAPTER III.—The war over Oliver returns to Chicago and is told by his employers that his services are no longer required. He returns home.

CHAPTER IV.—Despite Mr. Baxter's pleading, Oliver to remain in Rumley, Illinois. Mr. Baxter accompanies Oliver through a swamp on the way to the Sage home.

CHAPTER V.—Oliver employs ditch diggers to drain part of the swamp where his father is supposed to have disappeared. Oliver takes charge of his father's business.

CHAPTER VI.—Hundreds of persons gather at the depot in Rumley to greet Mrs. Josephine Sage after an absence of 13 years. Jane notices Oliver is not in the throng at the station.

CHAPTER VII.—The sheriff unwillingly serves papers on Oliver after the prosecutor refused to lay the matter of Mr. Baxter's disappearance before the grand jury.

CHAPTER VIII.—Oliver turns out to be a man of great intelligence. He had a brilliant career in the disappearance of his father.

CHAPTER IX.—Oliver spends a busy three weeks "electioneering" while the opposition press prints sensational reports of the search for old man Baxter.

CHAPTER X.—Only six more days remain until Oliver is thirty years old, the time limit set by the kypsy "queen" for Oliver's execution.

CHAPTER XI.—Sammy Parr tells Oliver and his friends the people believe Oliver killed his father. Later, while taking Jane and her family home in his car Sam tells Jane he heard a man say Oliver should be strung up.

CHAPTER XII.—The front door opened suddenly and Oliver in danger. The front door opened suddenly and Oliver in danger.



He Stroked Her Hand, 'I've Been Thinking of Something Else, Jane.'

other way! To Oliver! I will not go home. I'm going to him! Turn around—turn around! Do you hear me?"

CHAPTER XII

The Hanging

Since ten o'clock men by twos and threes and fours had been making their way through back streets and lanes to an appointed spot an eighth of a mile east of the Baxter home.

Quickly the house was surrounded. No avenue of escape was left unguarded. A small, detached group advanced toward the porch, above the roof of which were lights in the windows of what everyone knew to be young Oliver Baxter's bedroom.

"Snap judgment," said the lawyer, after silence had reigned for a few seconds. "That is always the way with the ignorant and uninformed."

Josephine Sage spread her hands in a gesture of contempt. "What fools these mortals be," she declaimed theatrically.

It was after eleven o'clock when Oliver's friends departed. He stood on the porch and watched them drive off in the two automobiles.

"I wish you had let Mr. Sage marry you and Jane tonight, Oliver," said Mrs. Grimes, at his side on the top step.

Clay street was almost deserted as Lansing and Sammy Parr drove through it after leaving the Baxter place.

"I don't mind saying to you that there was a lot of ugly talk earlier in the evening," said Sammy unamiably.

"Well, anyway, it looks mighty queer to me," said Sammy tactlessly quaking his head.

"Doctor Lansing," she cried, "we must return to Oliver's house immediately. He will have to come over to our house—"

"By Jingo, Lansing," exclaimed Sammy, starting up from his seat to peer over the windshield.

"Wait!" commanded Mr. Sage. "Drive up on Maple, Sammy. Follow those men. See what they are up to. They are headed for the swamp road. Lansing and I will follow you in a jiffy. Drive like the devil!"

DEAD ON A LONELY ROAD

Don't get excited over this title, reader. One might suppose that I intend writing of the villain who kills his poor engine on a dark road that "our Nell" may be put over the jumps.

The first thing to do is to look into the gas tank. If there is no gasoline you can expect dirty laughter from friend wife, or the person you have with you.

But if you're positive the fuel is flowing freely and still the engine won't start, the trouble may be in the ignition system.

Remove the distributor head, turn the switch to the "on" position and then more the breaker points back and forth with the fingers.

A spark plug with the terminal attached can be unstrewed, left on top of the engine which is then turned over by hand.

They dragged him down the stairs. Out of the house and down into the yard they hurried him. There they paused long enough to tie his hands securely behind his back.

We do not tell you how you should have your hair cut unless you ask our advice. We will cut it the way you specify.

REAL DRAY SERVICE. We excel in service because we have more experience and better equipment, so our customers say.

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

INSURANCE. Fire, Hail, Tornado Health, Accident. You are fully protected when insured in the strong companies we represent.

INSURANCE. LIFE FIRE MAIL. I represent some of the strongest companies in the world. I insure anything. No prohibited list.

INSURANCE. T. N. HOLLOWAY. Reliable Insurance. Money to loan on farms.

Born, Saturday, Dec. 25, to Mr. and Mrs. Joe Willis, a girl.

Stewart, Rufe, Robert and Josephine Tidal of White Deer visited in the R. S. Jackson home Saturday.

and holding it about 1-16 of an inch away from its post while the engine is cranked the tale will be told. If a spark jumps the gap, the high tension as far as the coil is all right.

Clay Thompson has our thanks for a subscription renewal this week. Groceries are cheaper at Puckett's Cash Store. Advertisement etc

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

Mrs. Altha Bridge of Wellington spent Christmas in McLean.

DR. J. A. HALL Dentist Of Shamrock, Tex. Will be in McLean on Thursday and Friday after the first Monday in each month.

Ora Oliver Gooch Graduate Optometrist Glasses Correctly Fitted All work first class and guaranteed. First National Bank Building Shamrock, Texas

Homely Old Stepping Stones

Without doubt it would be a very spectacular thing to cross a creek in an airplane. It could hardly be employed, however, by the every-day person.

Most of us are obliged to step across on the well-worn stones. There is no royal road. The way across is like the road to prosperity, usually accomplished by slow and sure methods—by stepping securely on each successive stone until the goal is reached.

Not a stone should be missed.

Regular and systematic saving are these homely old stepping stones. Begin now to spend a little less than you earn. Will you let us help you put your feet on the first stones?

The American National Bank

RESOLVED: TO DO YOUR MARKETING AT THIS GROCERY AND SAVE MONEY

If you come to this store, pick out the groceries that you want and take them home with you you'll not only save money, but you'll be complying with a recognized method of promoting Economy and Efficiency.

Whatever you want in the way of fresh vegetables or canned goods—whatever your palate just longs for, you are always sure to find at this store. Our best recommendation is the fact that our best customers usually come from the greatest distance.

McLean Supply Co. CHAS. LESTER, Manager

**MAIL ORDER HOUSES
USE FALSE AD PLANS**

The Federal Trade Commission has recently cited two Chicago mail order clothing concerns, alleging false and misleading advertising in their representation of certain merchandise, such as:

- Describing cotton garments as "wool finished serge" or "wool serge style."
- Describing imitation silk garments as silk.
- Describing imitation silk braid as "silk braid."
- Describing 88% cotton garments as "Canton crepe genuine silk."
- Describing imitation Astrakhan trimmings as "Astrakhan Caracul."
- Describing imitation ermine trimmings as "genuine ermine fur."
- Describing imitation furs as Manchester Fox, Lynx or Wolf.
- Altering \$50 value in garments sold for \$3.98.
- Altering losses on items sold at a profit.

COSMETICS VS. MEDICINE

It pays to advertise. Secretary Hoover says that the American people spend ten dollars on cosmetics to one on scientific research. Naturally, Science does not advertise.

Cosmetics were driven into the advertising field by a peculiar circumstance. Medical advertising got so bad that the better magazines cut it out entirely, and the newspapers, if they did not refuse it, put it under increasingly stringent limitations. The medicine business had consisted very incidentally of formulas and factories to manufacture them. It had consisted almost entirely of advertising.

It was easy to scrap the laboratories and sales organizations. But the advertising departments had to find a job. So they began demanding, "Just what do you mean by 'medicine'?" If the answer was "anything remedial that goes inside," they promptly started something that went outside. Hence the flood of cosmetics.

The vogue of the movie actresses helped. If the movie queen had to make up, to photograph correctly, her imitator did the same thing, in the revealing light of day. So everybody bought something to make her beautiful. And it cost ten times more than the entire investment in human progress.—Amarillo Daily News.

A REASONABLE CLUE

Nurse (at insane asylum)—"There's a man outside who wants to know if any of the male patients have escaped lately."

Doctor—"Why does he ask?"
Nurse—"He says somebody has run off with his wife."

LOVE VS. VANITY

Mr. Glimmer—"If I should die before you I hope you won't wear mourning."

His Wife—"I won't. I tried on some last winter when you were to fill and it made me look 10 years older."

YOU NEVER CAN TELL

"I believe," declared Pat, "that the youngest son's born to be a surgeon."

"How leads ye t' say that?" asked Mike.

"Oi caught him usin' the scissors on a book o'd bought, and before oi'd stop him he cut out the appendix."

Mr. and Mrs. Chas. Lowry and baby of Clarendon visited the lady's parents, Mr. and Mrs. S. A. Cousins, last week.

A dinner was given at the S. A. Cousins home Christmas Day. All the children were present for the occasion.

Rev. and Mrs. J. A. Scoggins went to Clarendon today. They will eat New Year's dinner with Rev. Scoggins' mother, Mrs. R. S. Heiser, of Clarendon.

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

Mr. and Mrs. N. R. Tisdal of White Deer and Mrs. Lon Burson of Seagraves visited Mr. and Mrs. R. S. Jackson Monday.

A. R. Glenn and family spent Christmas with relatives at Wheeler.

Tennessee Red peanuts for sale. Cheney & Callahan. Advertisement

Clay Thompson Made a trip to Shamrock Thursday.

THEY BE!

Women be queer. A Herrington boy again sent his sweetheart a ten-year subscription to a paper that had a voting contest, for a birthday present. She has crossed him off her visiting list because she believes he thinks more of the fair contestant he gave the votes to than he does of her.—Herrington (Kan.) Sun.

Wants

NOTES.—One insertion, 2c per word.
Two insertions, 4c per word.
Or 1c per word each week after first insertion.
Lines of white space will be charged for at same rate as big matter. Black-face type double rate. Initials and numbers count as words.
No advertisement accepted for less than 25c.
All ads cash with order unless you have a running account with The News.

WARNING.—If the date following your address label on The News is 1-1-26, this is the last copy you will receive. A prompt renewal will be appreciated.

FOR RENT.—For cash rent, 3 good farms, 80, 140 and 200 acres. See or write W. S. Clayton, McLean, Texas. 1p

WHITE LEGHORNS. English strain white leghorn hens and cockerels for sale. Mrs. M. R. Landers.

MATTRESSES renovated and re-covered. Will call for and deliver at McLean once each week. Leave orders at News office or write Economy Mattress Co., P. O. Box 171, Shamrock, Texas. 40-9p-tfc

FOR SALE, cheap, buggy with double harness, at Hanson's Blocksmith Shop. T. M. Wolfe. tfc

ERASURES easily made. Finished work does not show erasures. If you use our special students' typewriter paper. Large pads or 5c at News office.

Service Truck. Call Riley Scott. Phone 16. Advertisement tfc

LET ME butcher your hogs. Will call for and deliver in city limits. T. B. Roby. Phone 182. tfc

MATTRESSES renovated and re-covered. Will call for and deliver at McLean once each week. Leave orders at News office or write Economy Mattress Co., P. O. Box 171, Shamrock, Texas. 40-9p-tfc

GROCERIES ARE cheaper at Puckett's Cash Store. tfc

GARBAGE and trash hauled from any part of the city at reasonable rates. Phone 40, 2. Frank Haynes.

HIGH SCHOOL students, don't fail to see our beautiful line of Commencement Invitations, printed or engraved, way below solicitors' prices. Class pins, 10 K gold, very reasonably priced. News office.

FOR SALE.—Purebred and grade Jersey and Holstein milch cows, good ones. Five with young calves at side. Four springers; also 2 span mules. Z. T. Jones. tfc

YOUR INVOICE should show you what you need in printed forms, envelopes, letterheads, etc. The News' printing department is as near as your telephone. Our number is 47. You may expect quick service and quality work.

FOR RENT.—3 rooms and garage rooms furnished or unfurnished. Mrs. Annie Wilkins. 1p

MERCHANTS should see our calendar samples for next year. All styles and prices. Exclusive designs. No high pressure selling. Phone 47 and samples will be brought to your office.

FOR RENT.—My farm 9 1/2 miles east of McLean. Horses and plow tools for sale. J. D. Cates. 1p

STAR-TELEGRAM subscribers should have their subscriptions in our hands by tomorrow night to insure getting the paper at the bargain rate.

FOR SALE.—Ford coupe good as new. Will sell with the money. J. E. Cubine. 53-2p

NEWSPAPER A UNIVERSITY

The newspaper is the university of today. It is perhaps the most important factor in the steady raising of the level of intelligence in America. In millions of instances, perhaps, it is the only printed intelligence that our citizens consult. One of the most important characteristics of the modern newspaper is its cosmopolitanism. The newspaper is the enemy of provincialism and provincialism is a threat against any social organization. The newspaper develops that something in the individual which inspires him to look beyond his own little world and teaches him to develop his community on border lines out of the experience of many other communities. You cannot read the modern newspaper and stay inside of your own immediate circle mentally.—Dr. B. M. Rastall in the Superior (Neb.) Express.

PRESIDENT COOLIDGE'S HOME NEWSPAPER

The Chicago Tribune carries at its masthead the slogan, "The World's Greatest Newspaper." The New York Times boasts of publishing "all the news that is fit to print." Other metropolitan newspapers run less to slogans, but all make their claims with more or less justice, and all have their following. But each and all of these newspapers, as they come to the White House, are handled by a staff of clerks, who make extracts of what they think will interest the President. But the irreverent shears are never laid upon the President's home paper. That is the greatest newspaper, the most important newspaper that comes to the White House, and the President wants it all.—Tomahawk (Wis.) Leader.

Every man who amounts to anything is ashamed of himself once in a while.—Moberly (Wis.) Monitor-Index and Democrat.

Mrs. Annie Wilkins renews her subscription to The News this week

Tennessee Red peanuts for sale. Cheney & Callahan. Advertisement

ADVERTISING PAYS Patronize Advertisers

FURNITURE

New and Second Hand Furniture Bought and Sold

See Us First

W. C. Dunnaway

PROTECT YOUR HEALTH

during the cold weather. The Bankers Health and Accident Association pays \$25 per week for sickness or accident, from one day to a lifetime, besides other benefits. See S. A. Cobb at once and let him write you.

S. A. COBB, Agent

We Must Work Together

Every thoughtful citizen of this community is interested in its development and progress. There's no question about that! We all want our children to enjoy better homes, better schools, more agreeable surroundings and greater comforts.

We expect local business men to take the lead in civic affairs. So there is only one sound plan for us to follow:

We must work together to increase the wealth of this community by doing everything we can to encourage local business.

When you and your family patronize our advertisers—the stores and banks of our town—and keep your money in circulation right at home, there is no power on earth that can prevent our progress.

Read the ads in this paper

and save yourself money by trading at home

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, extra charge will be made for the extra edition.

The salesman who claims to have the best line on earth takes in too much territory; better not buy his wares.

No town can grow ahead of its newspaper, and the man who boosts his home paper helps to boost himself and the community. The paper is expected to, and does, boost for the home man every time and it is but right that every bit of business possible should be given the home paper, for the paper must make a success if the town and community is to succeed.

High pressure salesmanship may sell goods, but the merchant who buys his needs at home is assured of the best the market affords, with a personal guarantee of satisfaction. At the same time he is doing what he expects the other fellow to do. Patronize the home man first.

A number of people have remarked about the good will advertising carried in last week's issue of The News. Practically 100 per cent of the business houses in McLean were represented in our columns. Advertising for good will is one of the most profitable things a merchant can do, for no business can long exist without the good will of its customers.

We know of a Chamber of Commerce in a small unincorporated town in the central part of the state that has, among other things in its program for the coming year, the sponsoring of a Method-

ist conference, a sacred harp singing convention and assisting the financing of the Stone Mountain Confederate Memorial. Their program is one of the largest orders for a Chamber of Commerce we have seen.

The No-Tobacco League has thanked Vice President Dawes for his message to the Senate pages, urging them not to use tobacco, and they have asked Mr. Dawes to follow his precept by example and make a New Year's resolution to quit the tobacco habit himself. A similar request is to be made of President Coolidge. Regardless of whether a man is addicted to the habit or not, you cannot find anyone who will advise a non-user to begin using tobacco.

The enforcing of the law regarding publication of regular financial reports by county commissioners, city councils, and school boards tends to lessen the expense to the taxpayers, in that it makes the officers more careful in spending the people's money. The excuse always given by such boards is that publication costs unnecessary money, yet these men are sworn to uphold the law and should be interested in seeing that the law is enforced just so long as it is on the statute books.

The beginning of the new year coming so soon after the Christmas season makes the forming of resolutions much easier matter than perhaps any other time of the year. We do not know whether this was thought of by the originators of the custom, but the only resolutions that are worth while are those that will be kept inviolate by the person making them. Any resolution made and broken only tends to weaken the will, and we should be careful to make only those promises that we are pretty certain to keep.

A slump in business is usually expected after the holidays, and merchants are, perhaps, as much to blame as anyone for such a condition. Every business man figures on increasing his advertising space just preceding the holidays, while many of them begin to curtail advertising just after the holidays, indicating that they do not expect

much business at that time. More advertising makes better business for everyone before the holidays and less advertising makes less business following the Christmas season. It is plain cause and effect that can be controlled to a large extent by the merchants themselves.

Regardless of the fact that the idea of a tree at Christmas came to us from the ancient druids who were tree worshippers, and that many other old superstitions are wrapped up in the idea of the celebration of a mythical birthdate of the Christ child, yet there is one thing that we cannot get away from that is the very foundation of the Christian's work in this world, and that is the manifestation of good will at this time of the year. No matter what a man is during the rest of the twelve months, he is a hard customer indeed who does not feel the brotherhood of man during the Christmas season. The time may come when the Christmas celebration will be made a community affair that will come nearer than ever in reaching the ideal of peace on earth and good will to men.

It begins to appear that a chick hatchery for McLean might have been a much better proposition this season than some people supposed. The drop in cotton prices has caused many farmers to inquire about the chances of a hatchery here. There is still time for an interested party to put in a commercial hatchery in time for this season's business, and there should be no question of it's being a paying proposition, in fact the record shows that they are a paying proposition wherever tried. There is no doubt of our community being an ideal place for chicken raising when we raise every kind of feed needed for poultry, and a man with the will to work at the job could make a good thing of a commercial hatchery at McLean, with an outlay of very little money.

Mr. and Mrs. Kiah Hodges of Clinton, Okla., visited Mr. and Mrs. Sam Hodges Saturday.

Mrs. Alton Bodenhamer of Dodsonville spent Christmas Day with Mr. and Mrs. Sam Hodges.

BUSINESS MEETING

All members of the Farmers Co-operative Gin are requested to meet at Chamber of Commerce building at 7:00 p. m. Tuesday, Jan. 5, 1926.
J. S. HOWARD, President. 1c
Way it with type-flowers die.

Miss Ruth Bullock of Plainview is visiting in the home of her uncle, Arthur Erwin.

Miss Lillian Abbott of Clarendon is visiting with some friends here.

Mr. and Mrs. J. L. Collier entertained Mr. and Mrs. Helen Collier of Groom and Mr. and Mrs. Ray Oliver of Clinton, Okla., at Christmas.

Gordon Collier of Amarillo is visiting his grandparents, Mr. and Mrs. J. L. Collier.

Mr. and Mrs. Rome Brous and little daughter of Shamrock were dinner guests in the L. O. Floyd home Christmas Day.

Mr. Jewell Cousins, who is attending Southwestern University at Georgetown, spent the holidays with home folks here.

Mr. and Mrs. S. R. Kennedy, Mr. and Mrs. Jim Slavin spent Christmas in Wichita Falls.

Ralph Jackson returned to his home at Ekton, Colo., this week to visit with his parents, Mr. and Mrs. R. S. Jackson.

T. H. Andrews and family visited relatives at Childress during the holidays.

JEWELER

Watches, Clocks, Phonographs, Sewing Machines, etc., Repaired
All Work Guaranteed.
Watches for Sale or Trade

N. M. Balwin
McLean, Texas

Mr. and Mrs. N. E. Savage, Mr. and Mrs. G. W. Savage made a trip to Wichita Falls Saturday, returning by way of Grandview, Okla. Tuesday.

Rev. S. R. Jones of Woodward, Okla., sends us a check to keep his name on our subscription list.

S. R. Kennedy renewed his subscription to The News Wednesday.

Mr. and Mrs. W. S. White are spending the holidays with the gentleman's parents at Stephenville.

T. J. Coffey orders his Star-Tribune subscription renewed at our bargain rate.

Mr. and Mrs. E. T. McLean, and their children took Christmas dinner with the lady's parents, Mr. and Mrs. K. D. Woods, at Wheeler. The five children with their husbands and wives were present, and 15 of the 16 grandchildren, with two intended grandsons in the crowd. Mr. McLean was the absent grand-son, having recently married at Stephenville, and is now at Stephenville, where he is working at the barber trade.

W. C. Burnaway was an Amarillo visitor Monday.

J. G. Cash and son, T. M., of business.

New Goods Coming

Car Buyer, Mrs. E. A. Cobb, is in the market this week buying a stock of new goods.

These goods will begin arriving right away. Get our prices first.

Cobb's Variety Store

At the Legion Theatre

"NIGHT LIFE OF NEW YORK" Friday and Saturday nights, January 1 and 2.

"AIRMAIL" Monday and Tuesday nights, Jan. 4 and 5.

"THE FIGHTING RANGER," Serial, and a Rip Roaring Western, Wednesday and Thursday nights, Jan. 6 and 7.

Zene Grey's "LIGHT OF THE WESTERN STARS" Friday and Saturday nights, January 8 and 9.

ALL NEXT WEEK—Dr. C. E. Ezed's Hypnotic Comedy Company, featuring Zella, the Mystery Girl.

Legion Theatre

W. L. HAYNES, Manager



Coming in Going out

of our garage and repair shop, you have the satisfaction of knowing that your car will be, or has been, properly taken care of.

All kinds of repairs and adjustments made promptly by mechanics who know their business. And another thing that pleases our customers is the fact that your car will be ready at the time promised.

Chevrolet owners may feel assured that we use only genuine Chevrolet repair parts in all repairs on Chevrolet cars. We service all makes of cars.

We sell that good Gulf gasoline, oil, greases, tires and accessories.

New battery charging machine just installed.

**Shelburne-Archer
Chevrolet Company**
McLean, Texas

A Good Resolution

The best resolution you can make for your Ford this year is to resolve to have it inspected and kept in repair by your Authorized Ford Dealer.

We do not use a lifting jack or a crow bar when we are doing repair work on the finer and more intricate parts of your car, we have tools for that purpose. We are fully equipped with tools, brains and experience to keep your Ford in the pink of condition.

We use only genuine Ford repair parts, which means much to your satisfaction.

It is much less expensive to KFEED your Ford in good running order than it is to PUT it in repair after you let your troubles get big.

Drive in and let our mechanics inspect your car.

Buy gas, oil, tires and accessories here.

Williams Motor Co.

Lincoln **Ford** Fordson
THE UNIVERSAL CAR
McLean Texas

SMALL TOWN LIKELY TO SUPPLANT LARGE CITY

About the most important thing in the States—and, for that matter, to all other civilized countries—during the past quarter century or so has been the growth of cities. In 1900 only 40 out of every 100 Americans lived in communities of more than 2,500 population; now the number is 75, at least.

While Greater New York was taking in nearly 3,000,000 new citizens, or about the total population of the 13 colonies before the Revolutionary war, 21 other New York communities of 25,000 or more gained about 1,000,000 and the population of all the rest of the state stood practically still.

A similar process has given Greater London more than 7,500,000 and Tokyo, in the land of cherry blossoms, more than 5,000,000. Such populations scare some people who predict that the whole United States will soon be one huge, many-storied metropolis.

Big cities are certainly a new thing in history. Babylon, the metropolis of antiquity, is supposed to have had a poor million in her days of splendor. Rome something less than a million; Athens, which gave the world so many imperishable beauties and wisdom, only 200,000. London was a famous capital in the fifteenth century with 40,000. Nuremberg and Strassburg were centers of art and commerce with no more than 20,000 apiece. One wouldn't look for a good hotel in such towns nowadays.

But the monster human hives may not have everything their own way forever. Cities grow because people think it worth while, in dollars and cents, to live in them. They will stop growing when it no longer pays. According to some shrewd observers, the time of smaller cities is about here. With electric power, which can be set down in a little town as cheaply as in a large one, there is no reason why this should not be so. When a factory gets too big its overhead may eat up its profits. The same thing is sometimes true of cities.

Perhaps the future lies with smaller groups of population—big enough to be sociable and amusing—small enough to let everyone have efficient fresh air, sunlight and room to stretch. Perhaps tomorrow belongs to Athens, not Babylon.—*Collier's Magazine.*

ONE BORN EVERY MINUTE

A man in a hospital for mental cases sat fishing over a flower bed. A visitor approached, and, wishing to be affable, remarked: "How many have you caught?" "You're the ninth," was the reply.

Sometimes a girl's ideal is shattered, but when he is just plain luke.—*Florence Herald.*

INCREASING HOME USE OF SOFT-WHEAT FLOURS

It behooves the housewife to learn to tell the difference between hard-wheat and soft-wheat flours, and to know the particular use for which each is best adapted. She can then select a flour well suited to her needs, often at a distinct saving in price and to the benefit of local industry.

The increase in the production of baker's bread and in the use of machine mixers in the bakechops has greatly increased the demand for the hard-wheat flours. Their higher gluten content gives them greater ability to absorb water and to stand the severe "punishment" given the dough by power machinery. The result is that in many sections hard-wheat flours command a higher price than soft-wheat flours.

For many home uses soft-wheat flours are just as good or better than the hard-wheat product. It is easier to make tender cake and flaky pie crust with soft-wheat flour. For thickening sauces, gravies, and the hundred and one other small household needs, one kind is as good as another.

The housekeeper, however, sometimes has difficulty in telling what type of flour she is buying. The United States Department of Agriculture suggests the following simple tests for distinguishing hard-wheat and soft-wheat flours: The flours from soft wheats have a velvety texture somewhat like corn starch, and those from hard wheat are usually more gritty, but it requires some experience and a fine sense of touch to detect this difference. Experts usually do it by taking a pinch of flour and rubbing it lightly between the

thumb and the third finger. Another way to tell is by squeezing a handful of it tightly and noticing whether as the hand is opened the flour remains in a mold and shows the impression of the fingers. In this test a hard-wheat flour acts more like a powder and the mold breaks up more readily than that of a soft-wheat flour. Weighing is still another method used to distinguish hard-wheat flours from soft. A quart of hard-wheat flour that has been sifted once, dipped lightly into the measure, and then leveled off, weighs about 16 or 17 ounces or even more. A quart of soft-wheat flour sifted and measured in the same way weighs only about 14 or 15 ounces.

KITCHEN RESOLUTIONS FOR FARMERS' WIVES FOR 1926

Begin the new year right by taking inventory of your kitchen and resolving to:

1. Discard worn-out tools.
2. Mend those that are out of order.
3. Take from the kitchen all things that are not used a great deal.
4. Group your utensils and supplies according to the kind of work in which they are used.
5. Arrange your equipment so that you will pass, without retracing your steps, by the shortest route possible from your storage center (pantry, refrigerator, etc.) to your preparation center (cabinet or work table) to your cooking center, to your serving center, to your dish-washing center, to your cupboard or china closet.
6. Correct the height of your working surfaces, tables, stove, sink, and box, so that you will not have to stoop to your work.
7. Install a high stool or a comfortable kitchen chair so that you may sit at much of your work instead of standing.
8. Get running water piped into the hot and waste water piped out.
9. Enter in the Improved Kitchen Contest and get your home demonstrator's help on these. She will be glad to make suggestions relative to improving your kitchen and also furnish you with valuable literature on same.

PAY YOU DEBTS

The practice of paying a debt when it is due should be cultivated. Recently the writer noticed in a bank ad the statement that to meet obligations promptly strengthens one's credit. This is true, but it even does more than that. It is a character builder, and stimulates one to be honest in other matters. Bankers, merchants and other business men perhaps notice this one trait in a person quicker than other people, but if the practice of meeting one's obligations is constantly practiced the world will not pass the practice unnoticed. If you owe a man an honest debt and have the means, pay him. If you owe an honest debt and haven't the means, go to the man to whom the debt is owed and look him square in the eye and tell him you can't. He will be fair with you ten times more than he will the fellow who "dodges" his creditors.—*Memphis Democrat.*

Need a typewriter? The Remington Portable has all the advantages of any machine made. The cost is small. See the sample machine at the News office.

Groceries are cheaper at Puckett's Cash Store. Advertisement file.

LEDGER paper for the book-keeping class in stock at the News office.

Texhoma Oil & Refining Co.

For Value and Service Use

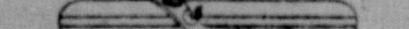
TEXHOMA PRODUCTS

Amalie Motor Oils 100 per cent Pure Pennsylvania.

L. L. ROGERS

Agent
Phone 131 McLean, Texas

VULCANIZING



Tires and Tubes
Soldering Done
All Work Guaranteed
McLean Vulcanizing Shop
L. D. Preston, Mgr.

EVERY COUNTY NEEDS A COUNTY AGENT

The Floresville Chronicle-Journal reports that "Wilson county is now without the services of a county agent. This means that the splendid work which was begun in this county several years ago by C. W. Lehman, our first county agent, and carried on so successfully by E. D. Beck, who succeeded him, has, for the time being at least, been discontinued."

The Progressive Farmer would believe its name if it did not regret so backward a step. Sometimes a county is unfortunate enough to secure an inefficient county agent.

In this case it is to get a new agent, and let the work continue. But when a county has an efficient agent, there can be no circumstances which will even partially justify it in doing away with county agent work.

We don't intend to argue the question as to whether or not county agent work is worth while. The work speaks for itself sufficiently loud to be heard by all who are willing to listen. It is so well worth while that there is no county in Texas so poor financially that it cannot afford to have a county agent. In fact, we don't see how any county can afford not to have one.—*The Progressive Farmer.*

SOME STICK

Judge—"Now describe to the jury how you struck the victim."

Prisoner—"Well, I picked up a big stick and hit him on the nose."

Attorney (interrupting)—"How thick was the stick?"

"Well, sir, I can't exactly tell." "Compare it with something so the jury will know how thick it was."

"Offhand, I should say it was about as thick as your head."

THE DIFFERENCE

"And you're sure you realize the difference between driving an am-

balance and driving an ordinary car?"

Applicant—"Sure. When you're driving an ambulance y' go back an' pick 'em up."

THE WAY OUT

They had just sealed their engagement with a kiss.

"And, David, dear, I am a graduate in home economics," she whispered.

"Well, never mind that," he returned generously, "I suppose we can board."

COULDN'T PROVE IT

A stranger in a small town sought information. "Have you a criminal lawyer in the place?" he asked a resident.

"Maybe we have," came the reply, "but, mind ye, we can't prove it."

PATRONIZE THE ADVERTISERS

McLean Filling Station

Oils, Gas and Accessories
Sudden Service
Magnolene Ford Oil will make your Ford run better.

Floyd Phillips, Mgr.

A Good Place to Eat

Hamburgers, coffee, pies
short orders

Hamburger Inn

J. A. Meador, Prop.

LIFE INSURANCE FARM AND RANCH LOANS LANDS FOR SALE

Improved farms or unimproved raw land suitable for farm or stock-farm purposes. Reasonably priced with attractive terms.

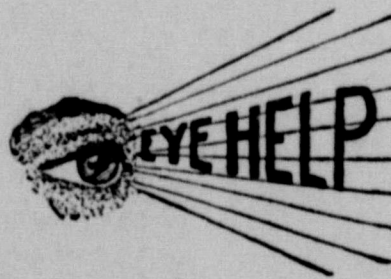
O. G. STOKELY McLean, Texas

Bakery Habit

Start the New Year right. Buy your bread, pies, cakes, cookies, etc., at our bake shop. Baked fresh every day.

McLEAN BAKERY

H. H. LEE, Proprietor



Dr. Montgomery will be in McLean every two weeks on Friday.

If you have trouble with your eyes or need glasses see him at the Erwin Drug store.

Drs. Montgomery & Croft
515 Polk St.
Amarillo, Texas

INSURANCE AT COST

The People's Mutual of Clarendon, Texas, has more insurance in force than any other Local Mutual Aid doing business in our territory. It has never refused to pay a just claim and has never been sued. Take Life Insurance in the People's Mutual for protection.

Thos. J. Allen and Son, Secretaries

Clarendon, Texas 52-2p

Watch Repairing

We Pay Postage Both Ways
Quick Service—Reasonable Rates

McCormack Brothers

Shamrock, Texas
Leave Work at Shell's Pharmacy or Send Direct

THEN AND NOW

The old-fashioned boy who used to get an apple, an orange, a handful of mixed nuts, a dime's worth of powder and shot or a new pair of home-knit socks for Christmas now has a grandson who must have a new car, a diamond ring and a check. Times change.

If rosy cheeks are a sign of health—some girls these days are healthier on one side than on the other.

Eve ate apples and started wear-

ing clothes—wonder what the modern girl ate?

SERVICE

One of your New Year's resolutions should be to try our Service in the filling station line. We will appreciate a share of your business during 1926.

SNAPPY SERVICE STATION

Cold Weather Meats

Steaks, pork sausage, pork chops, roasts, etc., make mighty good eating this cold weather. We have just the cut you want. Give us a trial:

THE CITY MARKET

The Best in Fresh and Cured Meats

WILL SACRIFICE

Will sell on easy terms 64 acres of land in northeast corner of Alanreed Townsite section, and eight blocks, all adjoining, in the southeast part of the Alanreed Townsite section. If you are interested, write for price and terms to

W. M. PARDUE, San Antonio, Texas
147 1-2 East Woodlawn Avenue

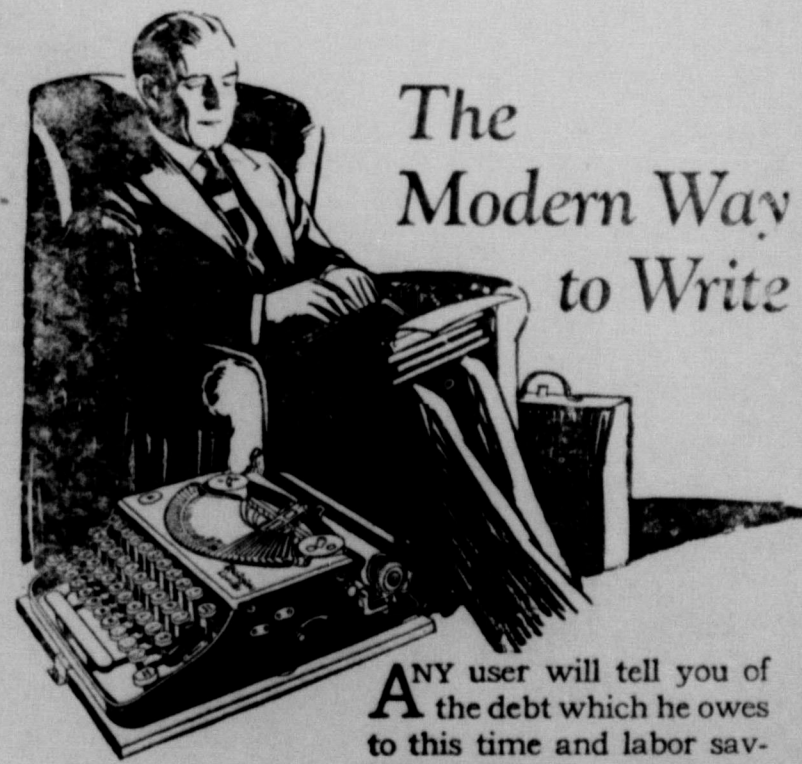
52-2p

New Year Resolutions

This is the time of year to make good resolutions. No better one can be made than to save a part of your income. Determine to put a part of every dollar you earn away for the "rainy day" when your earning ability is not what it is now. A bank balance comes in mighty handy when some opportunity presents itself which requires ready cash. Start an account at our bank today and continue all through the coming year.

The Citizens State Bank

CAPITAL, FUND AND SURPLUS \$58,750.00
J. S. MORSE, President C. C. BOGAN, Cashier



ANY user will tell you of the debt which he owes to this time and labor saving machine.

Call in and let us show you this wonderful little typewriter—the smallest, lightest and most compact of all standard keyboard portables. One demonstration will convince you that here is the personal writing machine you have always needed.

Provides the longest writing line of any portable; takes the regular long envelope; does beautiful work; and all the writing is always visible.

Price, complete with case, \$60

THE McLEAN NEWS

Remington Portable

WHY DO THEY PICK ON MEMPHIS?

Hundreds of beggars are inflicting themselves upon the Panhandle owing to the good conditions prevailing in this section. Beggars find out the condition of various sections of the country, and then flock there by the hundreds. If the country owes this class a living it would be much cheaper for the state to take them up and maintain them by taxation. Those who contribute to the upkeep of this class are encouraging a traffic which is becoming a menace, and many have found that it is easier to beg, and more profitable to beg, than to work.—Randall County News.

It seems that Memphis has more than her share of these mendicants, as at least two or three have been on our streets every day for the past two weeks, which is a gross imposition on the generosity of our citizenship. If the citizens care to donate to charity there is certainly plenty of charitable work to be done among families of our own community, without encouraging the presence of the professional beggars. Following is an amendment from City Ordinance No. 184:

"Be it ordained that it shall hereafter be unlawful for any person or persons to solicit alms or financial assistance for himself or any other person or any charitable institution, association or organization from house to house or upon any public street, place or thoroughfare within the city limits of Memphis without first having obtained a license from the city health officer. Approved 5th day of December, A. D. 1925."

Why, then, if it is unlawful for persons to beg on our streets is such permitted to be done? If they all have a license, a license certainly must not be very difficult to secure; if not, then this practice should be eliminated. Why not?—Memphis Democrat.

WHO PAYS FOR ADVERTISING?

Complete candor with the public is a development of the day's business enlightenment. In New York City the Grubel Brothers' great store recently advertised in page spaces that October sales were \$13,300,000, a gain over last year's October of \$1,500,000. Another conspicuous instance of business candor was exhibited at San Francisco last week by Granat Brothers manufacturing jewelers, who took a five-column newspaper space to explain to the public that advertising is not a tax upon the consumer.

This piece of copy, signed by Jay Haight, the advertising manager of the store, is a classic. In heavy display it asks: "Who Pays the Advertising Bills?" A Granat advertisement in a Sunday newspaper, it was shown, cost \$800, and Mr. Haight declared: "That advertisement brought \$16,000 in sales, costing 5%. It is so year in and year out. Does it raise the price of the diamond ring you select? Does it add a further tax upon your pocketbook? We believe not. The advertising increases sales and as a result the ratio of other expense is lowered. Whether we sell \$1,000 a year or \$100,000 a year, the rent is the same."

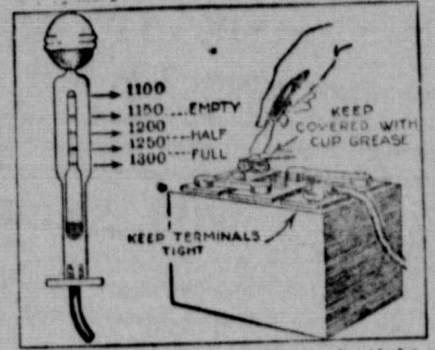
This remarkable store publicity also goes on to show that the average overhead expense of 394 retail jewelers last year, as certified by the Harvard bureau, was 22.3% of their sales, but Granat Brothers' expense was 25.2%. Many of these jewelers did not advertise. Their combined sales reached \$34,948,400 and their net profit was only 1.2% of sales. Granat Bros. sold their goods at about 8 1/2% lower gross profit than the average, but made 5 1/2% net on sales.

"Advertising," wrote Mr. Haight, "increases sales to a point where we could afford to sell our diamonds and jewelry at lower prices to you and still make a larger net profit for ourselves. That is having your cake and eating it, too. So our customers did not pay for the advertising in increased prices. Who did then pay for the advertising? We'll tell you the answer. Our competitors in the jewelry business, chiefly those who do not advertise, paid for our advertising. They paid for it in trade that slipped away from them to us. They paid for it in the new customers we got which they might have had. They paid for it in high expense, low volume, high gross profit and low net. They paid for it in small turnover."—Editor and Publisher.

Elbert Snyder of Alanreed made the News office a pleasant call one day last week and ordered his name added to our list of progressive subscribers.

MAKE THE BATTERY GO TO BAT

Learn to read the hydrometer, as it is the best way of testing the battery. Get one made of celluloid instead of glass as this type is in less danger of breaking. A reading between 1.275 and 1.300 denotes that the battery is being properly charged by the generator. If the hydrometer reading gets down to 1.200 you may be using the lights or starter too much. If the engine is hard to start excessive use of the starter will run down the battery. If the car is not operated much during the daytime the battery may not get enough current to carry the lights. In case none of these troubles are shown and the system still is at fault, you should have the car taken to an electrical expert, as the generator may not be delivering the amount of current necessary.



Keep the battery terminals tight and covered with cup grease to prevent corrosion by the battery acid. Prevent short circuits by washing the insulation of the wires and covering worn places with tape. The only attention the wires need is to see that they do not come loose or become short circuited. By going over the terminals occasionally and glancing at the rest of the wiring, such troubles will be avoided.

Keep an eye on the ammeter to make sure that the battery is charging when the engine is running. When the car is running about twenty miles an hour, with all the lights turned on, the ammeter should show "charge." If it doesn't, the battery will be discharged. This calls for expert attention. Also note when the ammeter doesn't "discharge" when lights and ignition are turned off. This is a short circuit between the ammeter and switch and it must be found and corrected immediately. If the ammeter needle becomes bent, giving a wrong reading, this may be determined by shutting off the lights and disconnecting the wire from the ammeter to the switch.

The successful motorist is the fellow who learns by observation and who is constantly tinkering with his car. Try it out and find how much you don't know about an automobile.

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

HANDING ONE TO DAD

James had just returned home from military school, all dressed out in his uniform, high heel boots and spurs. His father surveyed him over, and, with a look of disappointment, said:

"Well, you look just like a d—ed fool."

About this time a near neighbor of James' father dropped in to see the young collette. After the usual greetings, the neighbor, who had known James' father most of his lifetime, remarked:

"Well, James, you look just like your father when he was your age."

"So my father just informed me," James replied.

HIS GUESS

"What kind of a store is that fellow over at Tond Rock running?" asked a motorist.

"Well, he has Ford parts for sale," replied the attendant in the filling station at Ten Degrees, "buys eggs and poultry, deals in real estate, paints houses, marries folks in his capacity as Justice of the Peace, runs the postoffice, sells stamps, hams, molasses, etc., and takes boarders upstairs. I reckon you'd call it a drug store."—Kansas City Star.

TOO MANY LIKE HIM

"Brothah Johnson," said Parson White, "Ah'd lak to git yo' to come to ch'ch."

"Why, pahson," exclaimed Mr. Johnson, shocked, "Dey ain't no de don converted me las' August."

IF HE DID

Rich Widow—"Do you love me?" Bert Jumper—"With all my heart."

"I wish I could say the same for you."

"You could if you lied like I did!"

SUPERSTITIOUS

Bosco—"Your dog howled all night."

Rosco—"That's a sign of death. Whose, I wonder?"

Bosco—"Your dog's if he howls again tonight."

Shoe & Top Shop
Expert Shoe Repairing
Auto Top and Curtain Work
Modern Machinery Used
Huff's Shoe and Top Shop
G. J. Huff, Prop.

NECESSITY

It was the first quarrel since their marriage and he was getting the worst of it. "Well, men are fools to marry," he said at last.

"Of course they are," she answered. "But what are women to do? There's nothing else they can marry."

EASY

Man—"I would like—ah—you see—I want to—"

Salesman in jewelry store—"Take the elevator. Diamond rings third floor."

For Good Food
cooked like you want it, come to...
The Texas Cafe

Start Right
Start the New Year right by filling your gas tank at our station. Texhoma gasoline "sure-fire and full of pep."
STAR FILLING STATION
"Headquarters for Service"
L. L. ROGERS, Prop.
Phone 131

V. H. Moore
Auctioneer
Wheeler, Texas
Dates made at News office or call me collect.

START THE NEW YEAR RIGHT
By having us put your car in first class shape. Winter weather demands the maximum service from your motor. Drive around and let us give it the once over. It may save you trouble later on.
GRIGSBY'S AUTO SHOP
"A Square Deal Always"

Here's help for every man, woman and child
EVERY one who has any writing to do needs a Remington Portable—the little machine that makes all writing swift and easy.
The New Remington Portable is built to supply every requirement of personal service. It is the lightest and most compact portable machine with standard keyboard. Complete in every feature, with the longest writing line of any portable, and accommodating the standard long envelope, yet so small and handy you can carry it and use it anywhere. Its outstanding merits are strength, durability, speed, simplicity of operation, complete visibility of writing, and surpassing beauty of work.
Call in and let us show you this machine. One demonstration will convince you that in general efficiency it has no rival.
Price, complete with case, \$60
THE McLEAN NEWS
Remington Portable

Kodak the Winter Story
It's always more fun with a Kodak along, but only winter offers some pictures.
Fill up with Kodak Film, and you're sure to get results—it's "the dependable film in the yellow box." We have your size.
Our developing and printing is the quality kind—and that's easy to prove.
Erwin Drug Co.

Gone! Gone!
The Christmas days are over and once more we settle down in anticipation of another year of serious endeavor. We appreciate your Christmas patronage and we shall strive to merit your continued patronage the coming year, with quality goods at reasonable prices and the service you have a right to expect.
Our stocks of hardware, furniture and rugs are now complete and we will be pleased to show you anything you need in home furnishings at any time.
Ask about the big cedar chest we are giving away.
WE FURNISH THE HOME COMPELTE
Hamilton-McGowen Hardware and Furnitue Company
Claud McGowen, Mgr.