# $\pm$ THE MCLEAN NEWS $=$ <br> McLean's Home Paper Since 1904 — The Paper That's Read First 

# School Nurse Will Arrive March 15 Dr. Horn Addressed Lions Club Luncheon Tuesday 





## The McLean News, Thursday, February 19, 1931



ADMIRAL BYRD THOUGHT SO


UP-TO-DATE SHOE SHOP Reep Landers, Prop

## CLEANING AND PRESSING

Send us your most delicate garments Expert workmen and modern machinery Satisfaction guaranteed. We call for and deliver. Phone 173

## Service Tailor Shop

## Piggly Wiggly

FRIDAY AND SATURDAY SPECIAL SPUDS No. 1 Colo. per peck 25 c BANANAS Nice ones, doz. 19c LETTUCE nice firm heads 5 c TOMATOES 9 c CANNED MEATS
Armour's Veribest Potted Meats 6 for 23c Armour's Veribest Vienna 3 for 23 KRAUT 15 c
SHORTENING 89c FLOUR $\$ 1.10$
Member $1031 \sqrt{1}$

| Panhandle Press Association <br> The coming road bond elec tion is most important from the viewpoint of every taxpayer and we will be glad to print anything our readers have to say regarding it, whether for or against the proposition. <br> Advertisers not only make a success of their own business by advertising, but they make it possible for the community to have a newspaper, and they help the non-advertisers by at- |
| :---: |
|  |  |
|  |  |

 years almanac is especial
valuable, as it contains the ne
census figures in addition many other statistics.
February is the best month
In the eyar tor tree planting
and every tree possithe and every tree possible shout,
be planted to our oommunity
i year's start means much A year's start means much in
planting trees and shrubbery and every efort should be mad "I wish there was a law
against litterng up the place with sale bils., sald a good Mc-
Lean $h$ housewite to theo edito
Last week. While we make sale bins, we were forced to agree
with the lady that any kind o the attention of peopie is
doubtrul value. Advertising

The warm winter seems to have worked against the gal
companies over the Panhancle
However. utility due fur for in investigation according to reports. the tele
phone companies will be given attention also. The mayor of
Mclean states that the local Uelephone company is ue fo
investigation as soon as the ga question is settied.
The News was complimented by a subscriber last week on
keeping out of its column keeping out or
murder trials, scandals and things of like nature. The
News tries to publish a structive, wholesome tamil
paper covering things of in
tereat We appreciate he the nice things make an honest effort ach week to have something in the

Texas has a successful busi ness man for governor and
would be a desirable every office in the state thing has anything to do with spend
ing the people's money was good men in the there protession
ind successful in in his own whin ownes
has qualifeations that do not possess, and can be ex
pected to make a success of the

House to house petcters canvassers have almays been ny one to push ho mexcuse to
to
and

## Southwestern PLUBLIE SERVICE Company

T. W. Gilstrap, Manager it was addressed. this connection
of interest in
Sec ${ }^{\text {in }}$. of Postal and

The postmaster shanl not give opin,
among its slaves carpenters, sawyers, blacksmiths
tanners, curriers ters, and even distillers. Everything was done by, knit manual labor and the laborers were not only slaves of drudgery-they were slaves in fact, being the per
sonal property of the owner of the estate Today searely Today, scarcely more than a century and a half
later, the modern estate, plantation or farm has its later, the modern estate, plantation or farm has its
mechanieat siaves-perated by kilowatts of electrical
energy energy. To be of real benent to the tarmer electric
power must be used in sufficient quantities of reduce power must be used in sufficient quantities of rectrice
labor expense, ITcrease chis income or add to his letsure
and that of his family.

## George

## Washington's

landed estate, as listed in his will, amount ed to more than sixty thousand acres Much of this land was "worked" by slaves or indentured servants who could be bought and sold. Farming methods differed but little from those of the days of the Egyptian Pharaohs 6,000 years ago.

Next Sunday's Lesson

## jesus mearing the

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## TELERPHONE DIRECTORIEs MADE FOR MONEY BILL. BOOSTER SAYS:



Ralph Caldwell ordered a clawsinem Raiph Caldwell ordered a clasilfed
adererlisement of an apartment tor
rent last week, run until ordered oat and this week the advertisemerest
does not appear. for the aparment was rented after one insertion.
vertising in the home paper
able investment. A 837.50 portable phonograph in
orfeet condition, for only 16. sitter $\qquad$ for rent BABY CHICKS-Twenty-Ave varie-
thes from State aceredited flocks.
Immediate delivery. The Panhandle's
largest hatchery. Clarendon HatchFOR RENT. -3 room apartment with
bath. Phone 24 or 171. the $_{\text {the }}$ largest hatchery. Clarendon Hatch-
ery, Clarendon, Texas, phone 263. 6-4p

PURNISHED apartment for rent
Private bath. Mrs. Eila Cubine to
We can save you money on any
size ture or tube. Federal Tire Store.
FOR RENT--Two room furnither

MERCHANTS- -Give the home man Lost and mound | amples for 1932. |
| :--- |
| FOR SALE.-R. I. Red rocoters. | LOST-Saturday afternoon, a pati





## Another Advertiser Is Convinced!

TIME ALWAY̌ TELLS

The advertising man of a chain store corporation that has a live store in Wakefield has just announced that he has quit all direct-mail and movie-slide advertising in the several cities and towns where the firm operates and will use newspaper advertising exclusively in the future.
The experiment was made over a period of several months.

Invariably this is the outcome of all experiments in retail trade advertising. The newspaper sits patiently and waits, knowing that it will be vindicated every time.
The only trouble with some merchants is the fact that they are not always satisfied to get stung once. They listen to the next high-pressure salesman who cames along and are among the first to sign-up and write checks. Some of them would "pass out" at the thought of spending as much on newspaper advertising, yet less money would often buy several full or double pages and reach thousands in stead of hundreds, and do it in the home where the newspaper is welcome and is read at a time when the reader is in receptive mood.
Other modes of advertising have their uses, but if the adverage merchant would put the uses, but if and money into getting his message into the thought the local paper he would often have into the home via about poor business and what have less call to grumble ertising Newspa invested.-W adveftising money is not "spent"-it is

## ADVERTISE EFFECTIVELY IN

## The McLean News




