

THE MCLEAN NEWS

The Oldest Newspaper in Gray County — — McLean's Home Paper Since 1904.

Volume 28.

McLean, Gray County, Texas, Thursday, September 10, 1931.

No. 37.

Schools Efficiency to Be Maintained

Labor Day Barbecue Here Proves Successful Affair

Thousands Are in Attendance for Barbecue

All Labor Day Events on Schedule

A large crowd, variously estimated at 3 to 5 thousand, attended the Labor Day picnic and barbecue in McLean Monday afternoon. The barbecue supper and everything connected with the picnic was absolutely free, no one being allowed to pay for any part of the entertainment. Events were called on schedule. Many old timers were heard to say that it was the "biggest thing pulled off in Gray county." The picnic was a culmination of the weekly trade trips that have been held each Thursday night all through the summer, and from the looks of the crowd, every person who heard of the picnic was given at the different districts was present. The picnic was furnished by the McLean band directed by Prof. Robt. C. Williams. During the supper, the old fiddlers' contest and piano playing occupied the time until a late hour. An enthusiastic crowd remained all the last tune was played. Prizes were given to all the contestants in the various contests.

WILLIAMS MAKE FINAL TRIP TO RAMSDELL

The final trade trip of the season to Ramsdell last Thursday. A large crowd greeted the delegation at the school. Williams was master of ceremonies, and T. W. Gilstrap, R. R. Cook and A. A. Tampuska. Roy Franks of Ramsdell was the welcome address. The barbecue was served, and music by the McLean band under the direction of Prof. Robt. C. Williams. A number of cold watermelons were served, compliments of Ramsdell. The picnic was made once each week during the summer to outlying communities, advertising the Labor Day and picnic held Monday.

COMMISSION POST ELECTS

Andrew H. Floyd Post American Society elected the following officers meeting held last Thursday: Commander, Homer Abbott; second commander, Ed Wehba; adjutant, Jeff Lawson; adjutant, Ed Phillips; finance officer, Glass; service officer, Josh Landon; officer, T. W. Gilstrap; Homer Wilson; his-panic Landers. Abbott, who attended the convention, made a report at the meeting.

A. Erwin and Evan L. Struble went to Magic City Wednesday to assist in organizing a church and dedicating a building. Rev. Erwin will be at the meeting each night at 8 o'clock.

L. Struble and daughter, Fern Piersal, of New York, are visiting the former's father and Mrs. L. O. Floyd.

Varnoy went to Silverton to take his daughter, Miss Varnoy, who has a position in the city.

Miss Muncie left Friday for a few days' visit with her mother.

Massay Wins in Mayor's Race Last Thursday

D. N. Massay received 154 votes and Jot Montgomery 142 in the election held to decide a law suit, last Thursday. The election was not official, in the sense that the city had anything to do with it, but was paid for by the interested parties to decide an agreement entered into by them in a law suit, in which Mr. Massay was suing for the office on the grounds that illegal votes had been cast in the April election. There were six more votes cast in Thursday's election than in the April election, workers being busy all day in getting out the voters. Mr. Montgomery received 137 votes and Mr. Massay 135 in the April election. Judgment was entered in county court giving Mr. Massay the right to the office as was in the agreement, and it was further agreed that the judgment should be final.

PRIZES AWARDED TO LABOR DAY CONTESTANTS

The general program given in connection with the Labor Day barbecue was in charge of Dr. A. A. Tampuska, with the following results: Terrapin race, directed by Mrs. Bessie Coffey, 8 contestants; Ira Patty first, James Everett second. Largest family present, directed by Lee Wilson; Floyd Smith and M. Gibson tied for first place with 12 in family; Otis Jones and T. A. Langham tied for second place with 10 in family. Citizen residing in McLean trade territory longest, directed by Lee Wilson; F. R. McCracken first, 45 years; Mrs. Bob Sanders second, 41 years. Most perfect boy and girl, Mrs. Jim Back and Mrs. R. L. Appling directors, 14 contestants; first place, Forrest Switzer and Mary Emma Back; second places, June Woods and Lois Kirby. Most useful citizen, Homer Abbott director, 12 candidates; C. A. Strandberg first, A. R. McHoney second. Old fiddlers' contest, R. C. Davidson director, 7 contestants; Homer Ratliff first, Walter Brown second. Piano contest, Robt. C. Davidson director; Mrs. R. O. Cunningham first, John Harding second. In all places that were tied, each one received the full prize offered for the place. The horse races were in charge of Perry Everett, baseball games in charge of Alton More, circus stunts in charge of Miss Ruby Cook, and mayor's address by D. N. Massay.

THE ERWINS ENTERTAIN

Rev. and Mrs. W. A. Erwin entertained the Bourland family at dinner Tuesday evening in honor of Laurence, who left Wednesday for Albuquerque, N. M., to enter the University of New Mexico.

Mr. and Mrs. Melvin Davis and daughter, Virginia, of Plainview are visiting in the D. A. Davis home this week.

Rev. B. W. Wilkins, former Methodist pastor here, now of Claude, was here for the Preacher's Meeting Tuesday.

Mr. and Mrs. Hoyt Darnell and Miss Geneva Corbin of Amarillo visited in the J. F. Corbin home Sunday.

Tim Harris of Hollis, Okla., was in McLean Friday.

Mr. and Mrs. Jim Harris of Clarendon were McLean visitors Friday.

Mrs. D. E. Johnson visited in Hereford last week.

Mrs. Blake Gerard and sons visited in Wichita Falls last week.

RIGHT WHERE YOU ARE!

(A worth while editorial selected by the National Editorial Association)

Right where you are, if you'll git-up-and-git, And hustle and rustle and do And put your heart in it, and never say quit— There's plenty of good things for you! The prizes are waiting right there to be got; You'll find them wherever you are, By proving if you're a "go-getter," or not— A "flash-in-the-pan"—or a "star!"

The croakers are croaking about the "hard times," And how things are hopelessly "punky;" They're mourning the shortage of nickels and dimes, But that kind of junk is the bunk! And while they are buzzing about biz being bad, The "wise ones" are hopping about, And copping the prizes right here to be had— And putting old "hard times" to rout!

It's always hard times, if you're thinking that way, And prospects are gloomy and blue, But, while the sun's shining, if you will make hay, You'll get what's coming to you! Don't let hard times floor you and steal your good rep; Don't dream about "green fields afar;" We know you're a winner—now show us some pep— Make good on the job where you are!

—James Edward Hungerford.

MCLEAN BOYS' BOOTH AT TRI-STATE FAIR

McLean boys, under the direction of Dr. A. A. Tampuska, will have a vocational agriculture booth at the Amarillo Tri-state fair. There are twelve schools competing, all with a different theme in the instructional department of the exhibit, McLean's being Feeding Poultry Green Feed. The back of the booth will contain the instructional material and the front will have boys' crop exhibits. The prizes range from \$50 down to \$10.

BALL PLAYER IS MEMBER OF TALL FAMILY

W. R. Stephens of Weinhert, who played on one of the Labor Day ball teams, attracted quite a bit of attention on account of his height, being 7 feet and 1 inch tall. Mr. Stephens' father is 7 feet and 3 inches tall, and none of the family fall below 6 feet. Mr. Stephens and Homer Stephens, who is 6 feet and 6 inches tall, are visiting Roy Franks of Ramsdell.

REV. GOFF SPEAKS AT ALANREED SCHOOL

Rev. Cecil G. Goff, pastor of the First Baptist Church, was the principal speaker at the opening of the Alanreed high school Monday. Rev. Goff is attending the sessions of the Northfork Baptist Association at Wellington, where he preached the annual sermon this (Thursday) morning.

THREE GOVERNORS AT TRI-STATE FAIR

The governors of Texas, New Mexico and Oklahoma will meet at the Tri-State fair in Amarillo, on Friday of fair week. Twenty-five brass bands will play during the fair, and many attractions are offered.

376 ENROLL IN SCHOOLS

A total of 576 pupils have enrolled in the McLean schools; 236 at the high school and 340 at the elementary school. Elementary school pupils are divided, 154 in the 4th, 5th and 6th grades, and 186 in the lower grades.

Mr. and Mrs. Herbert Smith of Shamrock visited the former's sister, Mrs. R. W. Coleman, Sunday.

R. W. Coleman and family visited at Memphis last week.

Mr. and Mrs. Roy Campbell and daughter were in Pampa Thursday.

BISHOP BOAZ SPOKE AT M. E. CHURCH TUES.

Bishop Hiram A. Boaz of this Episcopal district of the Methodist Church met with the preachers of the district Tuesday at the First Methodist Church of McLean. Rev. W. M. Murrell, presiding elder of the district, called the meeting to order at 10 o'clock. Reports from the preachers of the various charges were given. Bishop Boaz preached at 11 o'clock, using as a subject "Bringing in the Kingdom," with the text, "For the love of Christ constraineth me."

The Missionary Society served luncheon in the basement to the visiting pastors, McLean Lions, laymen and out of town visitors. A program was given by the Lions at the luncheon hour. Most of the visiting preachers were members of the Lions Club.

WAIMAN BUYS FAMOUS DRY GOODS STOCK

J. Waisman, San Saba merchant, was the successful bidder at the assignee sale of the Famous stock of dry goods and fixtures last week, and will hold a bankrupt sale within a few days. Sammie Waisman and Robert Taylor are in charge of the stock, and have a force of clerks busy marking down the stock and arranging the display for the sale.

Mr. Waisman says he is going to make some surprising prices in order to get acquainted with McLean folks and he proved that he believes in trading at home by placing a large order for printing with the home paper.

MISS RENEAU'S ENGAGEMENT IS ANNOUNCED

Mr. and Mrs. George R. Reneau of Heald have announced the engagement of their daughter, Edith Ray, to Mr. Paul Walter Stauffer. The wedding will take place some time this month.

TURNIP GROUND NEEDED

According to Boyd Meador, chairman of the Lions Club turnip crop committee, additional vacant lots are needed to sow turnips on, and donations of plowing will be appreciated. The turnips will be used to feed needy families this winter. None will be sold for a profit, and it is hoped that co-operation in land and work will be offered.

A. W. Haynes and daughter, Mrs. Roy Campbell, were in Amarillo Saturday.

Miss Oleta Burk returned to her home at Hollis, Okla., Sunday after a visit with relatives here.

Braswell Is Speaker at Lions Club

Sam M. Braswell of Clarendon, district governor of Texas Lions, spoke at the local club last Tuesday. Mr. Braswell said that service clubs, the Red Cross, schools and fraternal orders are the by-products of Christianity. "Take from any club or order the men who are church members and there would not be enough left to carry on the work," said Mr. Braswell. "The Lions Clubs contribute to a better school and community service everywhere they have an organization."

The speaker told of a religious meeting held on the Texas special train to the Toronto convention last summer, in which it was learned that 98% of the delegates were church members and 80% of them church officials.

Rev. W. M. Murrell of Clarendon, presiding elder of the Clarendon district Methodists, who were holding a joint meeting with the Lions, expressed the appreciation of the ministers present for Gov. Braswell's tribute to Christianity.

W. Krause, landscape artist of Pampa, who acted as judge in the recent yard and garden contest sponsored by the Lions, was also presented as a visitor, but lack of time prevented calling upon him for a talk.

The Clarendon district preachers' quartet obliged with a couple of appreciated numbers. Bishop H. A. Boaz of Houston offered the invocation, and Rev. Jno. H. Crow, pastor of the First Methodist Church, led the singing of America.

L. N. GEORGE HERE FOR CANYON COLLEGE

L. N. George, secretary of the Canyon chamber of commerce, was in McLean Tuesday in the interest of the West Texas State Teachers College at Canyon. Mr. George is fieldman for ex-students of the school.

Mr. George found that Misses Charlie Mae Carpenter, Madge and Fern Landers; Messrs. Guy Hibler and Lloyd Hunt are planning to attend the college on the opening of this term, with others planning to enter a little later.

Mr. George gives the following reasons why Panhandle boys and girls should attend a Panhandle institution:

First, tuition is free. Your taxes have paid it. Second, books are free. They are checked out on your student activity ticket. Third, it is a short distance and a dry road to Canyon. Fourth, W. T. S. T. C. is just the right size for a student to get personal attention. Fifth, the democratic spirit between the instructor and the instructed is an outstanding feature. Sixth, the courses are so arranged that one can get at least two years of foundation work for the most technical careers. Seventh, the total cost of going to school at W. T. S. T. C. can hardly be matched by any other college. Eighth, this is a senior college whose credits are accepted in full by all such colleges. Ninth, we all expect to live in the West after college days, therefore we should patronize our own college and enjoy its prestige afterwards.

F. B. Landers and family left Monday for their home at Branson, Colo., after a visit with relatives here.

Mr. and Mrs. T. N. Childress and son of Dumas visited in McLean last Thursday.

C. P. Hamilton of Mangum, Okla., was in McLean Friday.

Mr. and Mrs. D. A. Davis were in Shamrock Thursday of last week.

Mrs. Roy Campbell and Miss Verna Rice visited in Pampa last Thursday.

Schools Will Operate Full 175 Day Term

Economy Will Be Practiced in All Depts.

"The efficiency of the McLean schools will not be cut in any way on account of the depression this year," said Supt. G. C. Boswell in his address to the crowd gathered for the opening exercises Tuesday morning.

Supt. Boswell quoted the state superintendent in saying that all schools of Texas must run 175 days, with not over five holidays, this year to hold their affiliated credits, and the McLean schools expect to do this. Mr. Boswell stated, however, that nothing would be asked for that can be done without.

Stressing the fact that this year should be a year of hard work, the speaker insisted that the pupils should have a good time during the term and asked for co-operation in putting on a successful term.

Supt. Boswell thanked the merchants for their welcome advertising in last week's issue of The News, also thanking the ministers and others for their helpful co-operation. J. S. Morse and T. W. Gilstrap were thanked for gifts of radios to both schools.

J. S. Howard, president of the school board, in his address, stressed the idea of economy, insisting that the most rigid economy must be practiced in all departments. "We must make everything go its limit this year," said Mr. Howard.

Mr. Howard said that every child should plan to complete the high school course, as those with a high school education are "able to take care of themselves; others are not."

The high school band under the direction of Prof. Robt. C. Davidson furnished music. Prof. John Harding led the singing of America, and Miss Lois Kirby played the piano.

Rev. W. A. Erwin, pastor of the First Presbyterian Church, offered the invocation, and Rev. Cecil G. Goff, pastor of the First Baptist Church, read the scripture lesson.

Members of the Lions Club attended the program in a body and were thanked for their co-operation by Supt. Boswell.

PAMPA YARDS JUDGED

Yards and gardens were judged in Pampa last Thursday, in the contest sponsored by the Lions Club of that city.

M. A. Graham was given first place prize of \$40 in shrubs by Bruce Nursery, in work done by the owner; and Ivy E. Duncan first, \$35 in shrubs and a sack of Vigoro, in the hired labor class.

Among others, John B. Hessey, Chas. C. Cook and Siler Faulkner's yards drew honorable mention. Some 56 yards were entered in the contest, which was judged by the county agent of Armstrong county.

PAMPA FAIR OPEN TODAY

The Pampa free fair opened this (Thursday) morning with exhibits in place and prizes offered in the various departments.

E. G. Blaisdell of Tulsa, Okla., visited his father, Wm. Blaisdell, and family this week.

Mrs. Roy Sherrod of Alanreed was in McLean Saturday.

Miss Verna Rice visited in Pampa Thursday.

Miss Edith Fleming of Amarillo spent Sunday with home folks here.

NEWSPAPERS TO HANG—ON

W. H. Ritzenthaler, editor and owner of the O'Donnell Index, was a pleasant caller at the News office Monday. Ritz says it is a little hard to chase down a news item or scare up an ad anywhere in his town now, but he is hanging on. We have a fellow feeling for Ritz.—Lynn County News.

We are all in the same boat. Some are better off in the ad line than others, but as a usual thing the same hard luck has struck every section of the country.

To quit advertising is not good business. It is not real economy. The publicity that goes with advertising is lacking.

Without publicity, the business world goes stale. The man who appeals to the buyer is the man who will do the business. There are people, even in hard times, who will buy. They have the money. They want to save that money. They will go from the store to the catalog if the store is not advertising. Why? Because the catalog is right before the eyes and suggests the idea. For that reason, in times of stress, the small order gets the business. People do not see the customary display in the paper, and there is no urge to buy.

But there is the mail order catalog and it creates the urge. The order is mailed and the purchaser counts the days until the parcel arrives.

There is a sense of pleasure in watching for something to arrive from the big trade centers. In many a home, too, the mail order catalog is the book most consulted. There is a strange fascination about a big mail order catalog that allures and beckons to "mom an' pop" and all the children. Town people, as well as country people, study the mail order catalog, and town and country alike patronize the big books instead of the home stores.

"But what's the use?" says the merchant. "They know I'm here and have the goods. My store can give as good, and perhaps better prices, and there is the big feature of personality selecting and inspecting what is bought at my store." And while that is all true, the merchant fails to see the point. He is failing to tell the people what he has to sell.

The catalog tells what it has to sell, and is out after business.

There may be no ads in the paper, but there are ads in the catalog.

Newspapers, as well as catalogs, go into the homes of the people.

The papers are read. The news of the week is noted and discussed. And the absence of ads from the merchants is also noted. There is no urge to buy in the printed sheet. And the reader turns to the catalog.

It is well, however, to remember that the newspaper is not the only victim.

Every branch of business is hard hit. For that reason newspapers must take the will for the deed. In many cases, and go on hanging on with the rest of the business men who are finding it no easy task to keep head above water.

By working together, business men may be of help to the newspaper, and on the other hand, the newspaper may be of help to the business man, and in the days to come both will see that neither can get along very well without the other.

When the business people get the "jimmies," there is not much doing. Things go dead.

And yet the news hound, or hound-dog, trots up street and down street, here and there and the other place, and tries to land enough news to make interesting reading for subscribers, but heaven only knows how the feet ache and how the brain smokes fluey ere the task is complete. If you think this is drawing the lone howl—ask a country paper reporter.

We, too, have a fellow feeling for the O'Donnell Index. Let's all hang on.

If we don't, we may all have to hang separately.

When newspapers get desperate, then something's going to happen. And in numbers, they say, there is safety.

So, brethren of the press, let's hang together.

If we all get too lean and lank to hang alone, we may derive some comfort if we hang on to each other.—Higgins News.

Visiting Nurse—"And do your children use a toothbrush regularly?"

Fond Parent—"Do they, mum? First thing when they get up in the morning it's a race to see which one can get to the toothbrush first."

Doctor (questioning negro applicant for chauffeur)—"George, are you married?"

"No, sah, boss, no, sah. Ah makes mah own living."

Just as we arrive at the age when we might be able to put our knowledge to some practical use, we pass out—some of us die too soon.

TENNESSEE MAN TELLS WHY TIMES ARE HARD

To his home town paper, a fellow in West Tennessee writes:

"Hollow Rock Junction, Tenn. May 6, 1931.

"Dear Mr. Editor: There seems to be so much talk about so-called Republican prosperity. I believe 'tis my duty to write my views on the same and help to analyze the situation so far as possible, so's we can make up our minds we had oughta change our ways of living, and so forth.

"I have taken my own case, for instance. I see my mistakes, and many others have acted likewise. I bought a Ford instead of a farm and it is worn out, but the farm I figured on is still okeh. I invested in a radio instead of a cow, and the radio gives static instead of milk.

"I am feeding five nice hounds which answer to the names of Red, Red Wing, Slobber, Jake and Bay-rum, instead of five pigs. I had our piano tuned instead of the well cleaned out. I spent all my cash in 1925, used my credit in 1929, and traded up my future wages on installment in 1930, so hard times caught me in a bad shape last fall.

"If I had only spent my last \$10 for flour and meat instead of gas and oil, I would have been okeh. I built a nice garage last year instead of covering my barn, and loafed in a mountain two weeks instead of being in the pasture fixing it so's my cow won't get out, but she is dry and mortgaged to boot for two blankets my wife bought from an agent instead of paying the preacher.

"I'm on a cash basis now, but I ain't got the cash. I am tied to the end of my rope and the man I am working for is busted on account of nobody wouldn't pay him, and his cotton won't sell 'cause nobody won't buy no cotton clothes, and all the gals wear silky stockings and silk underwear right here in our cotton patch-es. I had \$4 saved up for a rainy day, but it turned dry and I spent the \$4 for two inner tubes.

"I tried hard to make both ends meet with a turnip patch, but when I got turnips ready to sell, everybody else was selling them turnips for nothing, and the market was glutted. I am worried plum to the bone and my wife's kinfolks are coming over next Tuesday to spend two weeks.

"Write or phone if you hear of any relief from the government coming down my way. I am willing to be either a Democrat or a Republican for a few weeks, if that will help out any.

"Yours truly in pain,
"Mike Clark, R. F. D."
—Exchange.

LAYING IT ON THICK

Once upon a time it was a custom among country newspapers, such as the Democrat, to pay a high tribute to every citizen mentioned in any news item. In the case of a wedding the bride never failed to be "accomplished, beautiful, popular and talented." The groom was invariably "industrious, ambitious, and bound to succeed." When a citizen died, he or she was made out to have virtues none on this earth possesses. All of this would have been fine if only the family of those mentioned had read the paper. But things are different now. The publisher who deliberately lies, even if in a good cause, can expect little enthusiasm from the majority of his readers.

No matter how deserving of praise an editor may think one of his friends, there will be a lot of readers who will give him a horse laugh after said praise is printed. We make enough unintentional mistakes when trying to give facts, without bringing our personal opinion into the news. This may explain why some of our stories are as brief as they are.—Edgar Blanton in the Shelbina (Mo.) Democrat.

The Baldwin (Kans.) Ledger gives the warning that due to obligations to its readers who pay for it, it intends to print the news of the community, printing in detail the news about motor car wrecks, including the names of those who get drunk and drive and kill or injure, or who drive recklessly and kill or injure, and are brought to account.

Old Maid—"I hear burglars! Quick! Where is it?"
Spinster—"The gun?"
Old Maid—"No, my new silk bathrobe!"

Madge—"Have you learned to swim this summer?"
Myrtle—"Only six times, so far."

The greatest aid to the improvement of morals is age.

Miss Myrtle Miller of Pampa was in McLean Friday.

Groceries are cheaper at Puchett's Cash Store. Advertisement life

THE DEVIL'S TOOLS

It was once announced that the devil was going out of business, and would offer all his tools for sale to anyone who would pay the price. On the night of the sale they were all attractively displayed, and a bad looking lot they were.

Malice, hatred, envy, jealousy, sensuality and deceit, and all other implements of evil were spread out, each one marked with its price.

Apart from the rest lay a harmless-looking and weged shaped tool, much worn, and priced higher than any of them.

Someone asked the devil what it was.

"That's discouragement," was the reply.

"Why have you priced it so high?"

"Because," replied the devil, "it is more useful than any of the others. I can get inside a man's consciousness with that—when I could not get near him with any of the others—and when once inside, I can use him in whatever way suits me best. It is much worn because I've used it with nearly everybody, and very few yet know it belongs to me!"

It hardly need be added that the devil's price for discouragement was so high that it was never sold.

He still owns it—and is still using it!

CHARITY CASES

It will soon be time to begin thinking of our charity work this fall, and while the Herald is averse to the spy system, it has to be done at times. Therefore, we suggest that a committee of inspectors be appointed to watch some here in town who seem to be making no effort to feed themselves this winter, and the committee could contain some of the city and county officers. If these lay-arounds make no effort to try to provide for themselves while thousands of pounds of food is probably wasting this summer, just let them suffer the pangs of hunger this winter.—Brownfield Herald.

Nothing is so pathetic as an old man who has sown his wild oats, reaped the harvest and then turned reformer.

Mr. and Mrs. J. B. Pettit and daughter, Miss Lavern, visited in Clarendon last week.

DONATIONS A NUISANCE

There was a time—and it has not been so very long ago—that The Democrat, like many other businesses in Memphis, was on the giving end of the line. Regardless of the call or the subject matter, we dug down and delivered. We are still getting these calls, but we are thinking twice now, where we thought once then.

Only last week it was necessary that we turn away several who were soliciting funds. Such action on our part, we believe to be entirely justified. Most of us are making a real effort to "keep in the swim," and we must learn to recognize non-essentials from essentials.

We are ready and eager to back every good cause, but from this time on until Mr. Hoover either retires from office, or something equally as momentous transpires, we are going to exercise the best judgment at our command. We believe now, more than ever, that Memphis' money should remain in Memphis. If we start patronizing all the good causes that come along, some of Memphis' money will trickle out in spite of ourselves. It's a little thing, but worth thinking over, we believe.—Memphis Democrat.

"Oh, George," she gurgled as she cuddled closer, "I wonder how anyone could say that absence makes the heart grow fonder?"

"I guess," replied George, "that must mean the absence of a third party."

Advertising is as good in slack periods as in flush eras; it takes a little more courage, however, on the part of the advertiser.

"I hear you and your wife had words."

"She did; I still have mine."

BLOWING AUTOMOBILE HORNS

If some friend drives up in front of your house and seeks to summon you outside by blowing his automobile horn, call the police. You are also at liberty to call the sheriff if your wife uses the car to let you know that she's outside of your office ready to drive you home to dinner.

For, under a new law which now is in effect, the use of automobile horn for any purpose except to warn pedestrians or other automobile drivers is an offense punishable by a fine up to \$300 and a jail sentence of 60 days. The women may object, but most persons will applaud the new law and hope for its enforcement.—Groom News.

The Spring Hill (Kans.) New Era passes on the discovery that "the best summer resort we know of is a shady corner on the front porch with a good book, a pitcher of ice water and an electric fan in the offing. Try to beat it."

An African, working on a mission, was chased by a lion, and ran up a tree. On looking up, he saw a big snake in the branches above.

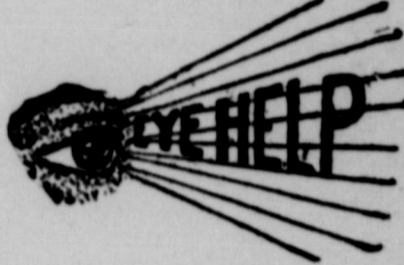
"Oh, Lord," he cried out, "here's a chance for a miracle, but it must be quick."

We have been in the news business many years and find a great majority of the business who object the most strenuously your editorial or news policy as invariably those who do the least. They can dictate to just what policy to follow in writing your paper, but you try to take to them about their policy, and the fat is in the fire immediately.—Claude News.

"Isn't 'zythum' a funny way you to be so fond of, mother?"
"What do you mean, child?"
"Well, I heard daddy say you fond of the last word, so I took it up."

Red, White and Blue Service Station
Magnolia Products
W. K. WHARTON, Mgr.
Your Trade Appreciated

Dr. Thos. M. Montgomery



Eyesight Specialist
Will Be in McLean the First Friday in Each Month
Office at Erwin Drug Co.
Optometrist and Optician
626 Polk St. Amarillo, Tex.

STARK & McMILLEN

LANDSCAPE DEPARTMENT
Are Giving a FREE Service to the City of McLean

This landscape service is free—no cost to you.
We have Northern grown trees and shrubs that are adapted to the climate. Every tree and shrub is planted by hand and guaranteed to grow, or replaced free of charge.

STARK & McMILLEN
LANDSCAPE DEPARTMENT
Pampa, Texas

We Appreciate

the splendid co-operation that was given the chamber of commerce in putting on the trade trips and the Labor Day barbecue.

We especially want to thank the railroad men for their generous donations of beef to the men who did the work about the barbecue those in charge of the program, and those who had any part in any way toward making the day a success.

Your co-operation made pleasant work for all of us, and we can use no stronger language than to say

WE THANK YOU

Chamber of Commerce

T. W. Gilstrap, President
W. E. Bogan, Secretary
E. J. Lander, Director
B. F. Gray, Director
John Mertel, Director
Boyd Meador, Vice President
C. C. Bogan, Treasurer
John Cooper, Director
G. C. Boswell, Director
J. R. Glass, Director

This Advertisement Paid for by Southwestern Public Service Co.

THE AMERICAN NATIONAL BANK

UNDER NATIONAL SUPERVISION

OFFICERS AND DIRECTORS

Geo. W. Sitter, President
F. H. Bourland, Vice President
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Wesley Knorpp, J. L. Hess, Mrs. Etna B. Clark, E. L. Sitter
J. L. McMurtry, Vice President
Clifford Allison, Asst. Cashier
Nona Cousins, Assistant Cashier
J. M. Carpenter

Mi 31

KILLS HARMFUL BACTERIA



In laboratory tests Mi 31 solution killed several hundred millions of bacteria in less than 10 seconds—yet Mi 31 is absolutely harmless to the most delicate tissues.

Such protection means better health to you through cleanliness of mouth, nose and throat, the source of many infections. In addition Mi 31 guards against unpleasant breath.

Pint Size 75c

Sold only at Rexall Stores

ERWIN DRUG CO.

The Rexall Store

GOLF GOSSIP

By D. A. Davis

Ho, hum! We golfers will be glad when all these doins we been having all summer are all over with so we can get down to brass tacks with our golf game. We been so busy all the summer fooling around with this chamber of commerce business, visiting all the country folks at night, that we city folks ain't had time to play a satisfactory game this summer. Just about the time we get going good the sun starts to go down so fast we simply could not get around in time to finish our game before we would have to grab our clubs and run for the band wagon. I been noticing something wrong with our landscape lately, and could not figure what it was until someone said something about having our grounds all cluttered up with another "meadow." That makes two Meadows we got hooked. J. A. has joined the club and shore does try hard to hit a golf ball, but so far he has only been able to blow it off the tee with air just as his club passes over it. That makes our golf course quite interesting. With two Meadows and a Brooks, a whole field of Rice, a flock of Crows, a whole herd of Campbells, a few baby elephants, a monkey or two and quite a few donkeys; and there are Backs, Rippys and Reeds. And, oh yeah, we once had a Christian, but he could not stay. And there is the Cooke and the Beall, and what Moore do you want for your money, any way? A Carpenter?

If Boyd Meador, Owen Moore and Bill Gilstrap don't quit stalling around with each other and play off their match for the consolation prize, which consists of a bottle of Sweetum hair tonic, the ingredients being composed of a large per cent of "alky hall," we are going to declare the match off and give the Sweetum hair tonic to the most bald headed member of the club. Boyd has been slipping off to Clarendon and practicing up on his game, and Gilstrap has gone to Dallas to take a few lessons from a golf professional and play a few rounds on the side, and Mr. Moore, knowing the real value of the Sweetum hair tonic as far as a beverage is concerned, and their ability as golfers, is only waiting patiently until the practice bouts between and Boyd and Bill are over and then go out and beat them both. Fair warning—all ready, get set, go! The ladies' tournament will start off next week like a whirlwind. You won't be able to see nothing for the dust. Pappy Campbell says he is going to get everything all set and we're going to get Judge Rice to get up a set of rules and let him keep the score cards and award the prizes. We will have the prizes all up and ready to go by the time you play your qualifying rounds. All you got to do is to get your score cards and start Monday playing 36 holes to qualify. Play them in fours or threes, and announce before you start your intentions of qualifying, then turn in your score to Mr. Rice who will keep the record for you. So let's go.

We shore must be getting to be a bunch of awful golfers. We could not even get some of the Panhandle Lions to play us on Labor Day, so we just had to play by ourselves. Guess we'll have to get a professional to come to McLean and teach us how to play so we can interest some of our neighbors. Dr. Batson came home from the tournament at Amarillo with a new pair of golf shoes he won playing golf, so he says, and as I have always found the Doctor fairly truthful with his golf scores, I ain't going to accuse him of buying them like most of us guys do when we go off fishing. Judge Rice is good for fifty years more of golf. He is getting younger and better all the time. He shot a 36 last Friday. That is better, and to prove to you that he is getting younger, he shot a 52 the next round, which is the way he played ten years ago.

Caller—"Is Mr. Steele, the bank cashier, in?" Doorman—"Yes, str." Caller—"Will he be coming out soon?" Doorman—"Not for three years."

Why do you have such misspelled and ungrammatical signs in your front window? People think I'm ignorant, and I'm in expecting to cheat me. Business is just fine. I've half a mind to get married to Rosie Goof. That's all you need. R. McHaney's subscription figure have been moved up a year.

News from Alanreed

Mrs. W. H. Blikney has returned from Elmers, Okla., where she has been at the bedside of her father. She reports him improving nicely.

Mrs. Ollie Elliott and Mrs. T. E. Williams made a business trip to Clarendon Monday.

Miss Estella Walker has returned from Lark. Walter Brown's car was burned Monday night.

W. E. James and Gilbert Garrett made a business trip to McLean Tuesday.

Mr. and Mrs. T. A. Woods and children, Mary Lee and Wilma Faye, have moved back here from East Texas.

Mr. and Mrs. Lawrence Minnard entertained the young folks with an ice cream supper Saturday night. All reported a nice time.

Mr. and Mrs. Ollie Elliott spent Sunday with Mr. and Mrs. Mug Castleberry.

Newt Barker from Rockledge was in town Wednesday.

Our school has started again. Everyone enjoyed the opening program. Rev. Goff of McLean made a wonderful talk.

Mr. and Mrs. Olen Castleberry from Clarendon visited relatives and friends here Sunday.

Mr. and Mrs. Geo. H. Clemmons and children from Lefors visited relatives here Sunday.

The Senior B. Y. P. U. held a business meeting Wednesday night in the home of Mrs. H. C. Robertson. Refreshments were served to the evening: Doyle Prock, Annie L. Darnell, Edna and Faye Pettit, Ruth Palmer, Opal Oakley and Olin Stapp. Dee Medley was in town Wednesday.

Mr. and Mrs. Geo. Oakley, Mr. and Mrs. E. H. Terbush visited in the Chas. Oakley home at Clarendon Wednesday.

A LESSON IN ADVERTISING

One of the strongest lessons we have seen recently in the field of advertising is to be drawn from a news story in a neighboring paper published recently.

A merchant indicated that he would sell all the articles in a certain window in his store for an extremely low sum—49c to be exact. No newspaper publicity or advertising was used to tell the buying public of this fact.

In this window, attractively displayed and in plain sight, was a five dollar gold piece, encased in a ring to be used for a watch charm. This was offered, along with the other merchandise, at a discount of more than 90%—face value.

The gold piece was not bought. The lesson drawn from this is plain although not many merchants would wish to sell five dollar gold pieces for 49c for a very great length of time. Had this merchant advertised the fact that he was selling this article at a ridiculous figure, he could not have placed enough of them in his store to supply the demand, yet one in a window remained on display for a number of days without a single claimer.

Thus it is seen that the man who uses only his windows for the purpose of displaying his wares for the public is losing heavily in sales and profits by not tying his windows to that most satisfactory medium—the home town paper.

The lesson applies to Clarendon merchants as well as to the merchants of other towns in this section.

The line will please form on the right—Clarendon News.

YED'S BUSY DAY

Temperature 103. Book agent drops in with the latest history of the kaiser.

Citizen sticks his head in the front door to know if you think it is going to thaw on the south side during the day.

Woman telephones that you have omitted her name from a list of 200 of "those present" at a reunion held three weeks ago.

Another citizen wants to know if it is hot enough for you.

Young lady phones for information concerning the printer's unit of measure—she's working a cross word puzzle or something.

Friend drops in to start an argument about the Hoover debt policy in Europe.

Temperature runs over the top of the thermometer.—E. M. Lord in the Osborn (Mo.) Enterprise.

Wife—"You were talking in your sleep last night, dear." Hub—"Well, I've got to talk sometimes, haven't I?"

Claude Williams was in Pampa Thursday.

Otis Jones is a new reader of the home paper.

With the Churches

FIRST BAPTIST CHURCH

Cecil G. Goff, Pastor Sunday school 10 a. m.

Morning worship at 11. Subject, "Installed in Service." The purpose of the service will be the installation of all newly elected church officers and workers.

B. Y. P. U.'s at 7 p. m. Evening worship at 8. Subject, "Sin, Sorrow and Death."

The W. M. S. will meet Monday afternoon at 3 o'clock in the church auditorium for mission study.

The choir will meet Tuesday at 8 p. m. in the church auditorium.

Prayer meeting will be held Wednesday evening at 8 o'clock in the church auditorium.

FIRST PRESBYTERIAN CHURCH

W. A. Erwin, Minister Sunday school 10 a. m. F. H. Bourland, supt.; Mrs. Chas. E. Cooke, supt. primary department.

Morning worship 11. Sermon by the pastor. Anthem by the choir. No services at night. The pastor is in a meeting at Magic City.

FIRST METHODIST CHURCH

Jno. H. Crow, Pastor Sunday school promptly at 10 a. m. R. N. Ashby superintendent adult department; Mrs. C. C. Bogan superintendent junior department.

Preaching by pastor at 11 a. m. Epworth League 7:30 p. m. Evening service at 8.

Local and Personal

T. A. Langham is a new reader of The News.

J. M. Noel was in Amarillo Saturday.

Mr. and Mrs. John Haynes were in Amarillo Saturday.

Mr. and Mrs. Bert Groves of Pampa visited in McLean last week.

John Saunders of Duran, N. M., visited here last week end.

Witt Springer was in Amarillo Friday.

James Burrows visited in Erick, Okla., Sunday.

Mr. and Mrs. Roy Sherrod of Alanreed were in McLean Tuesday.

J. S. Morse was in Amarillo Tuesday.

Mrs. Andy Word of Alanreed was in McLean Friday.

Dave Turner of Alanreed was in McLean Saturday.

CONOCO PRODUCTS

Wholesale and Retail STAR SERVICE STATION and VULCANIZING SHOP Phone 131 J. R. Glass, Agt.

PAIN HEADACHES NEURITIS NEURALGIA, COLDS

Whenever you have some nagging ache or pain, take some tablets of Bayer Aspirin. Relief is immediate!

There's scarcely ever an ache or pain that Bayer Aspirin won't relieve—and never a time when you can't take it.

The tablets with the Bayer cross are always safe. They will not depress the heart, or otherwise harm you. Use them as often as they can spare you any pain or discomfort. Just be sure to buy the genuine. Examine the box. Beware of imitations.

Aspirin is the trade-mark of Bayer manufacture of monoacetic acid ester of salicylic acid.

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Local and Personal

Reuben R. R. Cook, cashier of the American National Bank, compliments The News on being one of the best country weeklies he has ever seen. We appreciate opinions from discriminating readers like Mr. Cook.

Mrs. W. A. Pierce and daughter, Edith, of Canyon are visiting in the home of Rev. Jno. H. Crow. Miss Pierce is a student in West Texas State Teachers College. Mrs. Pierce is a sister of Mrs. Crow.

Mr. and Mrs. Sherman White and son of Pampa visited in McLean the first of the week.

Mr. and Mrs. Curg Williams of Plainview visited in McLean Sunday.

J. W. Crisp of Alanreed was in McLean Monday.

Miss Lucile Harlan is in Pampa this week.

Mrs. J. W. Kibler visited in White Deer Sunday.

W. W. Braden of Marshal was in McLean this week.

Wilmer Mercer was in Wheeler Saturday.

Mrs. R. F. Sanders' name has been added to our list of subscribers.

W. L. Campbell was in Pampa Thursday.

Mr. and Mrs. George Bellinger of Altus, Okla., were McLean visitors Friday.

Free! 1 dozen Parker House Rolls with each 50c cake Saturday. Caldwell Bakery. Advertisement 1c

CLASSIFIED ADVERTISING

RATES.—One insertion, 2c per word. Two insertions, 3c per word. Three 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 reading matter. Black-face type at double rate. Initials and numbers count as words.

No advertisement accepted for less than 25c per week. All ads cash with order, unless you have a running account with The News.

FOR SALE ADDING MACHINE ribbons and rolls at News office.

TYPEWRITER RIBBONS for all machines at News office.

DUPLICATING sales books, 5c each at News office.

FOR RENT FOR RENT—6 room house with

FOR ACHES and PAINS BALLARD'S SNOWLINIMENT Penetrates! Soothes! ERWIN DRUG CO.

FOR RENT—4 room hot house. Paul Flak. See Job tfe

FOR RENT.—Nice modern ed home, close in, cheap Paschal. 1p

WANTED We do general furniture re Sitter Furniture Co., phone 2

LOST AND FOUND LOST.—White Steson hat, of John Mertel. Liberal Witt Springer. 1c

MISCELLANEOUS Groceries are cheaper at Pu Cash Store. tfe

TYPEWRITER ribbons, paper and carbon at News office.

KEEP SMILING H. M. Coleman, D. Chiropractor PHONE 2 Over Piggy Wiggy

WHAT A WORLD OF GRIEF IT SAVES YOU!

We know a seed house that proves each season's crop of seeds in their own trial gardens before they offer them to the public. Flowers and vegetables grown from these seeds must measure up to definite standards, or else the entire crop from which the samples are taken are burned.

We know a manufacturer of dry batteries who tested a new product two years before he sold a single battery to a single dealer.

We know a manufacturer of an anti-freeze solution for automobile radiators who spent two years testing his product under all conditions before he said a word in advertising about the merits of his goods.

We know a manufacturer of household pharmaceutical products whose self-imposed standard of purity and efficacy is even higher than that laid down by the United States Pharmacopoeia and the National Formulary.

If we mentioned their names you would recognize them immediately. You probably would say, "I plant those seeds," "I use that battery," "I use that anti-freeze," "My medicine cabinet contains those products."

The four instances cited are typical of every reliable manufacturer in America. Millions of dollars are spent annually to develop, to improve, to standardize, and to take the guesswork out of merchandise. Other millions of dollars are spent in advertising to tell you about them.

All of which is to say that in putting your trust in advertised merchandise you save yourself the bother, the expense, the disappointment—yes the danger—of experimenting and discovering for yourself which make of soap, breakfast food, radio tubes, lingerie, gasoline, tea, electrical device, stationery—or what-not—gives you the most service for your money.

The news columns of this paper keep you informed of the happenings in which you are most keenly interested. The advertisements keep you informed of the newest, most advantageous, most reliable merchandise that America's most progressive makers are producing.

The McLean News The Paper That's Read First



THE McLEAN NEWS

Published Every Thursday
News Building, 210 Main Street
Phone 47

T. A. LANDERS, Publisher

SUBSCRIPTION RATES

In Texas	
One Year	\$2.00
Six Months	1.25
Three Months	.65
Outside Texas	
One Year	\$2.50
Six Months	1.50
Three Months	.85

Display advertising rates 25c per column inch each insertion. Preferred position, 30c per inch.

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

Member 1931
NATIONAL EDITORIAL ASSOCIATION



The man who talks about others to you will talk about you to others.

There is one kind of trading at home that all can understand—when we need a donation for anything we know exactly who will help us.

The man who is always on the fence may have more friends, but the man who has decided opinions and is charitable toward others is a mighty comforting fellow to know.

The News editor had to pass up an invitation to the buffalo barbecue at the Goodnight ranch Monday, on account of the conflict with the McLean barbecue; but we dare say the buffalo meat would not have tasted much better than the fine Herefords served here.

Senator Clint Small proved himself more than a politician recently, when he spoke against the Long cotton plan and municipal ownership of utilities. Radicalism is rampant in these kind of times, and it is refreshing to find a man who refuses to be led from sound economic viewpoints.

With no prospect of decreased taxes, voters may well investigate the merits of the city manager plan of city government. A number of salaries could automatically be dropped under the more modern plan, and it is a proven fact that it is more economical than the old antiquated aldermanic plan.

Every merchant who had a welcome to the school in his advertisement last week should feel fully repaid after the heartfelt words of appreciation expressed by Supt. Boswell at the opening exercises of the school. Good will is the greatest asset any business can have, and this kind of advertising creates good will for all concerned.

When a child finishes high school his education has just begun, and the thought of college should occupy the minds of those who have the opportunity to increase their knowledge. The lack of education is felt more and more as one grows older, and boys and girls should attend a higher institution of learning, if at all possible.

The worth of a municipal band has been amply proven this summer when such faithful work was done on the trade trips, down town concerts, park concerts, at the barbecue and opening of school. Many have remarked that the small band tax is the best thing McLean citizens ever voted. Thousands of dollars are invested in band instruments by individuals that would be worthless without the band tax. McLean has every reason for being proud of her progressiveness in the matter of a municipal band.

Mr. and Mrs. Harve Smith of Clarendon visited in the J. B. Pettit home Sunday.

Dr. C. B. Batson was in Amarillo Saturday.

News from Heald

Mr. and Mrs. T. C. Berry and family of Cleburne visited the former's sister, Mrs. W. H. Rutledge, Wednesday and Thursday.

Mrs. T. F. Phillips was operated on at Shamrock Wednesday. She is reported to be doing nicely.

J. E. Berry returned Tuesday from Cleburne.

Fred Landers of Esteline visited his parents, Mr. and Mrs. T. C. Landers, Sunday afternoon.

Mr. and Mrs. T. H. Pickett visited in the Jack Bailey home Tuesday afternoon.

Miss Imogene went to Wheeler Sunday to stay with Grandma Holt.

Miss Edith Renuau returned Saturday from Shamrock, where she has been working.

Mrs. Woody Green and mother-in-law of Wheeler visited in the Oliver Elliott home Tuesday.

Clifford and Elzy Rutledge visited in the Charlie Roach home Sunday.

Mr. and Mrs. Frank Bailey and family visited Mr. and Mrs. J. A. Haynes Sunday.

Several from here visited the Methodist preachers' meeting at McLean Tuesday.

Mr. and Mrs. Barlow Landers and daughters, who have been visiting relatives here, returned to their home at Branson, Colo., Monday.

A. P. Rippy and daughter, Mrs. Nida Green, visited Mrs. Hubert Roach and family at Shamrock Sunday.

Mrs. W. H. Rutledge and son, Clifford, visited Mr. and Mrs. Hershel Bratcher Tuesday.

Mrs. T. C. Landers has been on the sick list for several days.

Several from here attended the barbecue at McLean Monday.

Local and Personal

Mrs. Bob Sanders, who won a subscription to The News on Labor Day, was kind enough to call up and say that she appreciated the home paper and would rather have had the subscription than any other prize offered.

Misses Helen and Mona Cathryn Meier returned to their home in Amarillo Tuesday. They were accompanied by Miss Georgia Stratton, who will attend Amarillo College this term.

Dr. W. C. Montgomery and Chester Lander returned last Thursday from a visit with the former's daughter, Mrs. L. V. Lonsdale, and family at Los Angeles, Calif.

Master Orman Harlan returned to his home at White Deer Sunday after a visit with relatives here.

The T. A. and P. B. Landers families visited Mr. and Mrs. LeRoy Landers at Canyon Friday.

Mrs. Wilson Boyd of Amarillo is visiting her parents, Mr. and Mrs. W. B. Upham, this week.

Roy McCracken and family have moved back to McLean from the ranch.

Thos. Ashby and family visited in Altus and other Oklahoma points last week end.

Rev. and Mrs. J. S. Huckabec of Amarillo were McLean visitors Tuesday.

Mr. and Mrs. Scott Johnston and daughter, Shirley, visited in Fort Worth last week.

Editor Fred Landers of Esteline visited relatives here Sunday.

Miss Bobbie Quarles visited in Shamrock last week end.

Elmer Ayers visited in Altus, Okla. last week end.

Norvin Ashby left Monday for a visit in Illinois and Kentucky.

Mrs. Nora Turnbow of Clarendon visited in McLean Sunday.

C. A. Cash visited at Quitaque last week end.

Alex Hindi and son of Duran, N. M., visited in McLean last week end.

Miss Odessa Kunkel visited in Groom last week.

Mrs. W. H. Miller of Clarendon visited in McLean Sunday.

Colquit Saunders was in Erick, Okla., Sunday.

Little Miss Virginia Sullivan is visiting in Amarillo this week.

Frank Corum was in Erick, Okla., Sunday.

Orin Robinson of Amarillo visited in McLean last week end.

Mrs. A. A. Biggers of Amarillo visited relatives here last week.

ORDINANCE NO. 48

AN ORDINANCE AMENDING ORDINANCE NO. 42 WHICH WAS PASSED ON THE 28TH DAY OF SEPTEMBER, 1926, BY THE CITY OF McLEAN, ENTITLED "AN ORDINANCE GRANTING A FRANCHISE TO O. G. STOKELY, ED STOVER, AND B. F. HOLMES, SUCCESSORS AND ASSIGNS, TO SUPPLY AND FURNISH TO THE CITY OF McLEAN IN THE COUNTY OF GRAY, STATE OF TEXAS, GAS FOR FUEL, LIGHT AND POWER PURPOSES AND REGULATIONS FOR THE DISTRIBUTION AND THE SALE OF SUCH GAS TO THE CITY OF McLEAN AND ITS INHABITANTS BY O. G. STOKELY, ED STOVER AND B. F. HOLMES, THEIR HEIRS, SUCCESSORS AND ASSIGNS, FIXING NEW RATES FOR THE SALE OF GAS TO THE CITY OF McLEAN AND ITS INHABITANTS."

BE IT ORDAINED BY THE CITY OF McLEAN:

1. That sub-section (a) under Section 2 of Ordinance No. 42 be amended to hereinafter read as follows:

(a) That the net rate for natural gas sold and used for domestic purposes, other than minimum monthly bills, shall not exceed 30 cents per thousand cubic feet of gas, exclusive of penalty, for the first thirty thousand feet of gas and 25 cents per thousand cubic feet for all gas over this amount of thirty thousand cubic feet.

The rate for gas to the McLean Independent School shall be 25 cents per thousand cubic feet for the first thirty thousand cubic feet and 20c for all gas in excess thereof, and the bill for gas in all schools shall be billed one statement and one billing, as though used through one meter, the reason for this being that the public is one customer in fact.

2. That sub-section (b) of Section 2 of Ordinance No. 42 is hereby amended to hereinafter read as follows:

(b) Grantee shall sell gas for industrial and boiler purposes at a rate not to exceed twenty (20) cents per thousand cubic feet, exclusive of penalties, when the consumer will contract to use a minimum of five million (5,000,000) cubic feet of gas per annum, otherwise said industrial and boiler rate shall never exceed forty (40) cents per thousand feet of gas.

Passed this 29th day of August, 1931.

JOT MONTGOMERY, Mayor.
Attest: W. E. BOGAN, Secretary.
(SEAL) 36-3c

Mrs. T. A. Langham was a pleasant caller at the News office Wednesday. Mrs. Langham expressed appreciation of winning a year's subscription to The News at the Labor Day contests.

Bread gives more food value per penny of purchase price than any other food. Caldwell Bakery. Advertisement 36-3c

Mrs. E. C. Cooper of Dallas visited her parents, Mr. and Mrs. G. J. Abbott, last week.

Miss Jessie Cash returned Sunday from a visit with her sister, Mrs. Harrell, at Ballinger.

C. J. Cash was in Amarillo Monday.

H. C. Shoemaker of Peneon, N. M., was in McLean Friday.

Vester Smith was in Amarillo Saturday.

Mrs. Paul Bruce of Alanreed was a McLean visitor Friday.

DeWitt Burks of Amarillo was in McLean Friday.

Mrs. L. Sligar was in Canyon Friday.

Mr. and Mrs. Russell Paige of Channing visited the lady's parents, Mr. and Mrs. D. A. Davis, last week.

Mrs. Russett Grifford of Amarillo visited her grandparents, Mr. and Mrs. G. W. Sullivan, last week.

Mrs. C. S. Doolen and children visited in Shamrock Thursday of last week.

George Thut of Lefors was in McLean Friday.

Mrs. W. B. Upham visited in Pampa Friday.

Mrs. Leroy Freeman returned to her home at Dalhart Monday.

Brice Ladd left Friday for California.

Miss Idabel Newman went to Amarillo Monday, where she will attend school this term.

T. W. Gilstrap orders The News sent to his mother, Mrs. E. H. Gilstrap, at Chattanooga, Tenn.

SHOE SHOP
Shoe rebuilding with modern machinery.
Up-to-Date Shoe Shop
Reep Landers, Prop.
On Same Street as P. O.

REAL ESTATE

Take advantage of our service when you are in the market for town or farm property. Our years of experience enable us to know values.

Massay & Stokely
Phone 44
McLean, Texas

MEADOR CAFE

Open Day and Night

CLAUDE WILLIAMS

Lawyer
General Civil and Criminal Practice in All Courts

THEATRE BUILDING
Office Phone 60 Res. Phone 118

INSURANCE

Life Fire Hail

I insure anything. No prohibited list.

I represent some of the strongest companies in the world.

T. N. Holloway
Reliable Insurance

School Opening

may reveal the need of some extra furniture about the home, and whether you need to fit a bedroom for an extra boarder or you need a table lamp for the children's study, we have just what you want at a price in line with present conditions.

Our furniture is for sale, and this means that we are reducing the price on all articles to meet the present wholesale market. You will find that we are consistent in keeping our prices in line.

Come in and let us make helpful suggestions in all home furnishing problems.

Sitter Furniture Co.

Phone 271
McLean, Texas



FRIDAY AND SATURDAY SPECIALS

GRAPES	Concord 2 boxes	35c
LEMONS	per doz.	29c
PEANUT BUTTER	Armour, 1 lb tumbler	19c
CLEANSER	Sunbright, each	5c
SOAP	P. & G. or Crystal White, bar	3c
SOAP	Luna or Kirk's Flake, 10 bars	25c
COFFEE	Our Special, per lb fresh roasted and ground	25c
SYRUP	Pure Country Sorghum best we ever had, gal	65c
FLOUR	AMARYLLIS 48 lbs.	\$1.00
	Western Scout 48 lbs.	95c
MEAL	10 lbs	25c
	20 lbs	35c

Piggly Wiggly

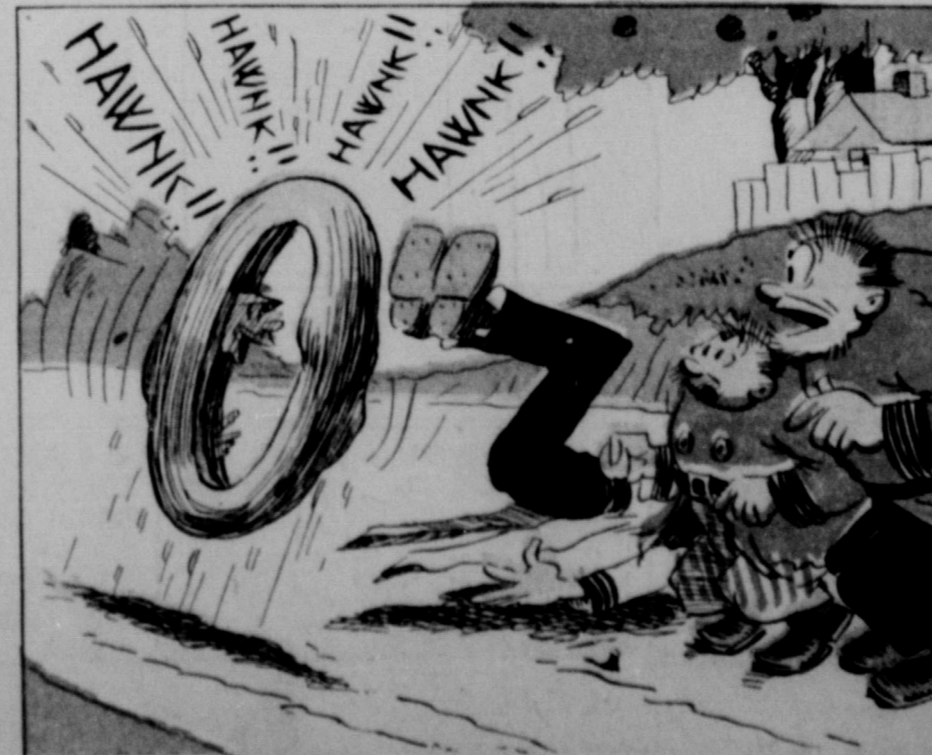
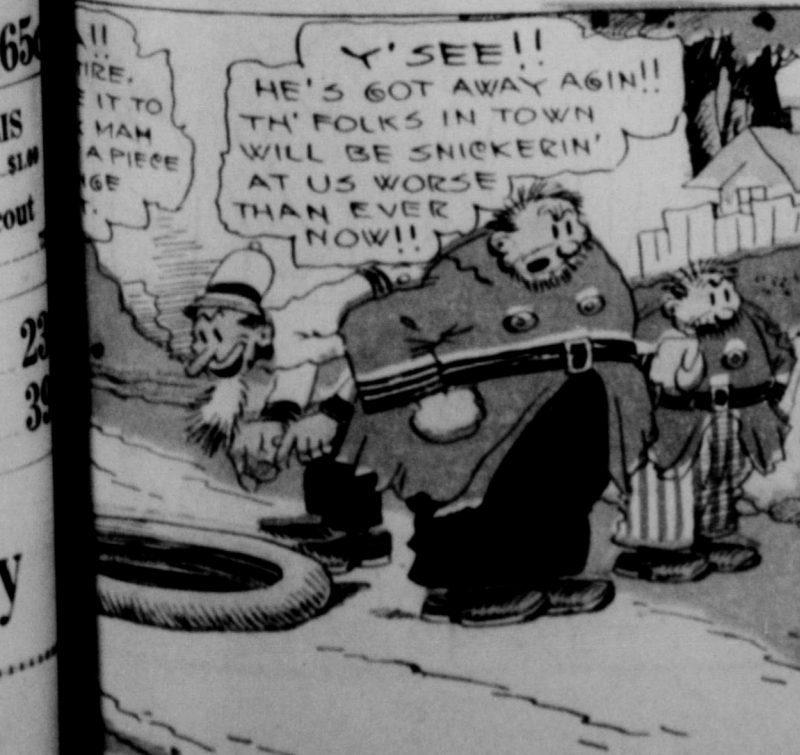


THE MCLEAN NEWS

The Oldest Newspaper in Gray County — — McLean's Home Paper Since 1904.

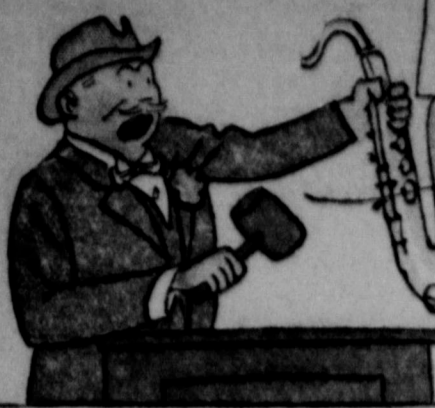
McLean, Gray County, Texas, Thursday, September 10, 1931.

SLIM JIM AND THE FORCE



KEEN STRONG
Whitcomb Printing Co., St. Louis, Mo.

ALS
35c
29c
19c
5c
3c
25c
25c
65c
LIS
slim
Scout
23
33
y



Marvellous tone — easy to play — finest instrument made — what am I bid?

Seven cents

The Outline of Oscar

GOING - GOING - GONE!



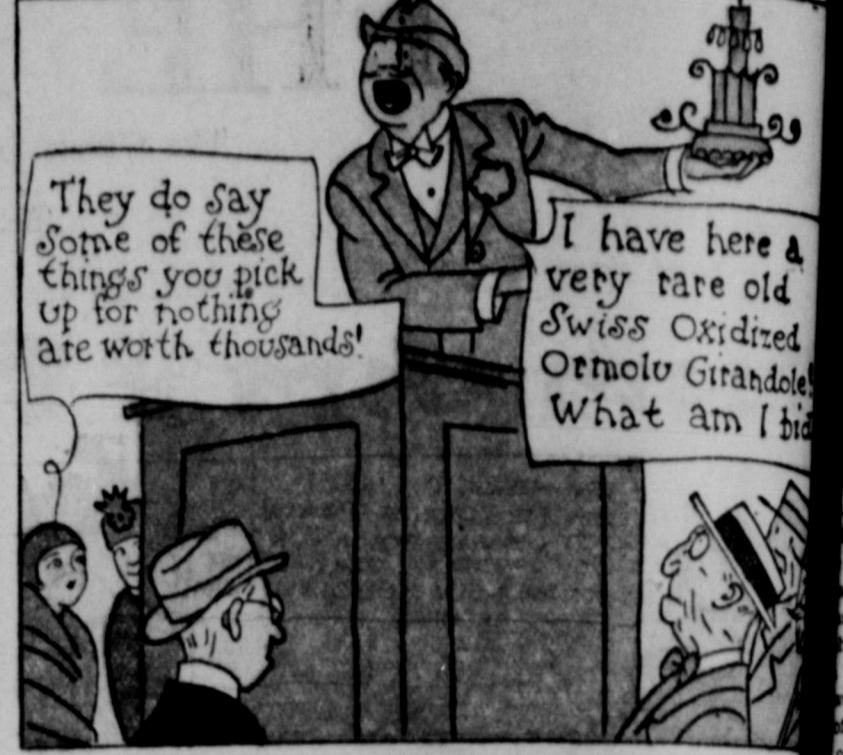
How exciting!

AUCTION TODAY



Twelve-Fifty — do I hear the fifteen?

— Early American Lustre Ware Poodle dog — no, I wouldn't care for that.



They do say some of these things you pick up for nothing are worth thousands!

I have here a very rare old Swiss Oxidized Oermolu Grandole. What am I bid?



Heavens — I'll have to bid on something — this is driving me crazy!

Thirty-seven — thirty-seven — thirty-seven — are you bidding, Madam? You must raise your hand!



Now for lot number 168 — a beautiful Antique Venetian Fifteenth Century Spinach Press — how much for the fine old Spinach Press?



Ten dollars!

Fifteen!

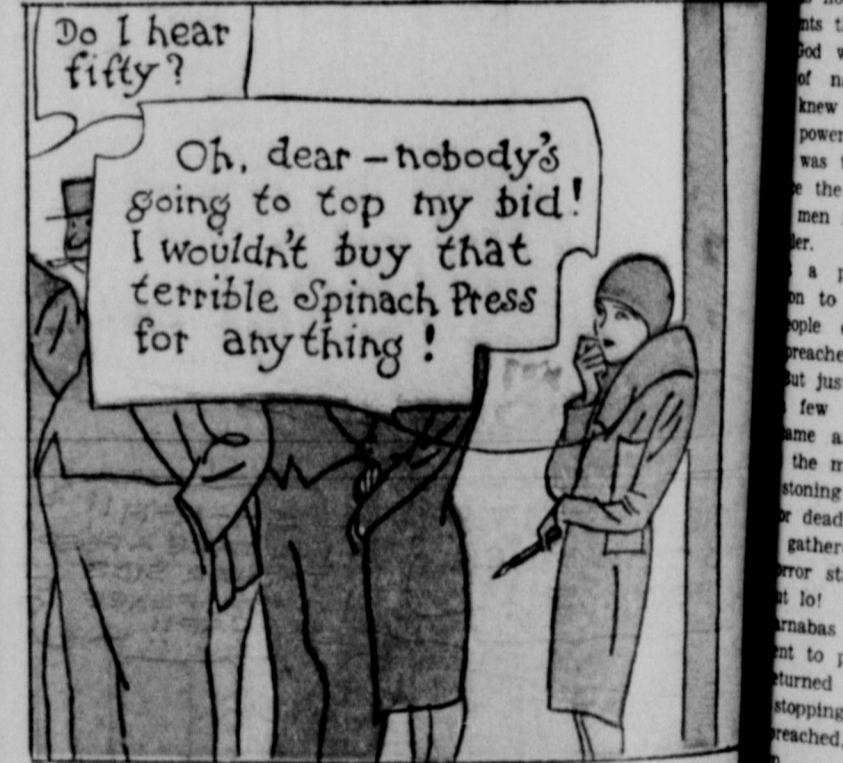
Twenty!



Forty!



Thank you, Miss-forty I am bid — forty — forty — once — twice — any more — raise your hands please!



Do I hear fifty?

Oh, dear — nobody's going to top my bid! I wouldn't buy that terrible Spinach Press for anything!



A-a-a-rgh!



Sold! Sold to the lady in the hat for fifty dollars!

Aren't just thrill



NASTY CRACK!

HAVE A CIGAR, TOM.

DON'T CARE IF I DO.

HOW DO YOU LIKE THAT CIGAR?

U'M-M-? — PURTY FAIR —

THEY OUGHT TO BE GOOD.

How do YOU LIKE 'EM?

OH FINE! THEY'RE TWO FOR A QUARTER.

OH!

THEN YOU MUST BE THE TWENTY CENT

Sund... MISSIONA... Acts... Rev. C... the last less... the work... Antioch of... need to le... of an upr... by the Jew... Iconium a... re, but ti... was rep... were for... entered... was no... Paul an... to a ci... idol worshi... the message... probable... not compl... of the G... speaking ti... was uiderst... but wi... Paul spol... he did not... people... saw that... a whole... tending h... cripple... walked and... of his suff... come near... aping the... saw him a... try his fa... been he... commanded... and by... in contact... over, he... his comman... he desirc... how that t... ng to the... love and b... of man, bu... ple of L... miracle ha... be people... praising... and their... The peop... language wh... did not unc... till they i... tions to s... realized wh... a great... convince... were... power th... at not the... they... God was t... of nation... knew that... power tha... was the pe... men repr... er... a possi... an to Ch... ple of... preached... at just al... few had... ame and... the miss... stoning th... or dead... gathered... error stric... at lot He... arnabas h... ent to pre... returned to... stopping... reached... n... work don... tour by... great beg... Asia Mi... are two... which we... First, G... aries. He... His servi... need t... ce how... et or wa... way ou... strengt... through?... ere have... was more... an with... But He l... would be... of the... pening P... with man... today... too, so... and Barn... aged. Th... h of Gio... spirits... ve, with... our con... our ser... Christ... God's i... God-f... becau... in biddin... Russell of... Friday... Phillip... Friday

Sunday's Lesson

MISSIONARY EXPERIENCES
Acts 14:8-23

Rev. Cecil G. Goff
The last lesson we studied con-
tains the work of Paul and Barna-
bas of Pisidia. They had
been to leave that place be-
cause of an uprising against them
by the Jews. From there they
went to Iconium and preached in the
synagogue, but the same action of
the people was repeated and the mis-
sionaries were forced to leave. This
time they entered Lystra. Here there
was no synagogue and no
Paul and Barnabas were
led to a city completely
without worshippers.
The message was brought it is
probable that the people
did not comprehend such teachings
of the Gospel. Paul was no
speaking the Greek language,
was understood by the citizens
but was not their native
language. Paul spoke in the Greek be-
cause he did not know the language
of the people hearing
his message. The people
as a whole, were in no way
understanding his message. There
was a cripple, however, who had
been lame and who, no doubt, be-
lieved in his suffering and affliction,
came nearer seeing through
the heart of the Gospel.
Paul saw him and realized his de-
sire for his faith on the promises
of the hearing. Accordingly,
he commanded the man to be
up and by the cripple's faith
in contact with God's promise
power, he was healed. Paul
commanded with a loud voice
that the people to hear
the message he was
preaching to them had power that
went beyond, not only the
man, but of the gods which
the people of Lystra worshipped.
The miracle had a marvelous effect
on the people. They began shout-
ing and praising Paul and Barnabas,
and named them Jupiter and Mer-
cury. The people did this in their
ignorance which Paul and Barna-
bas did not understand, and it was
all they had made extensive
attempts to sacrifice to them that
realized what was being done.
At a great deal of persuasion
to convince the people that the
gods were merely men and
the power they had made mani-
fest was not theirs but God's. The
people they used were very sen-
sible and the creator and the
of nations. The people of
Lystra knew that there was a creator
power that ruled the nations,
and was the missionaries' task to
be the people that they were
men representing that creator
power.

There is a possibility for a whole
city to Christ that day when
the people of Lystra realized the
message preached by Paul and Barna-
bas. Just about that time, when
a few had turned to Christ,
some and stirred up the city
the missionaries. The people
stoning them, and finally left
for dead. His friends and fol-
lowers gathered around him, grief-
stricken at such a fatal
blow! He was not dead. He
hastily left the city
to preach in Derbe. Soon
returned to the church at An-
tioch at each place they
preached, to strengthen the
work done on this first mis-
sionary tour by Paul and Barnabas
great beginning for Christian-
ity in Asia Minor. It seems that
are two outstanding features
which we might here consider.
First, God never forsook His
servants. Here is a lesson which
His servants and missionaries
need to learn. It made no
difference how difficult a situation
was, God always pro-
vided a way out, and gave His mis-
sionaries strength and power to face
through with it. It seems
there have been few times when
there was more of God's power need-
ed with those first mission-
aries. But He has promised that His
power would be with us, even unto
the end of the age. He began by
sending Philip, Peter and Paul,
with many others, and He still
sends today with His servants.
Too, so far as the records go,
Paul and Barnabas did not become
weary. To be sure, it was the
power of God's power which kept
their spirits. But how much more
we, with our lighter afflictions,
our courage and spirit as we
serve our service of God. A half-
hearted Christian is the weakest
in God's kingdom, but a whole-
hearted God-fearing servant is the
strongest because all of God's power
is at his bidding.

William of Groom was in Mc-
Lean Friday.
Phillips of Lefors was in
Friday.

News from Ramsdell

Mr. and Mrs. G. C. Carver came in
Wednesday from Canyon.
The program rendered by the Mc-
Lean trade trippers Thursday even-
ing was enjoyed and appreciated by
a large crowd.
Mr. and Mrs. Ted Nowlin and little
son, Charles Allen, and Miss Lillie
Mae Pharis of Kelton spent Friday
night and Saturday with friends and
relatives here.
Joe Phillips of Lefors visited Mr.
and Mrs. H. Longan from Thursday
until Saturday.
J. S. Brown of Amarillo spent Sun-
day and Monday with relatives here.
James Pierce of Perryton visited in
the H. Longan home last week.
Mrs. E. E. Franks returned Satur-
day from a week's visit with relatives
at Kingsmill.
Mrs. Arrie Phillips returned Sun-
day morning from a visit with her
daughter and son, Mrs. Raymond
Robertson and Giles Phillips, at
Shamrock.
Mr. and Mrs. H. T. Fields and
daughter, Miss Alma Lee, and son,
Wallace, of Shamrock visited in the
W. N. Pharis home Sunday afternoon.
Mr. and Mrs. L. C. Pharis and chil-
dren of Lone Mound visited relatives
here Sunday.
Mr. and Mrs. Ferd Bones, Mr. and
Mrs. J. I. Bones visited in the Elbert
Bones home at Panhandle Sunday.
School opened Monday morning
with an enrollment of 30.
A number from this community at-
tended the barbecue at McLean Mon-
day afternoon.
Tommie and Misses Lorene and
Beatrice Stuart of White Deer vis-
ited in the George Kibler and Tom
Whitley homes last week.
R. J. Oliver and Bernice Bones of
Memphis and Mr. Smith of Twitty
visited the children's grandparents,
Mr. and Mrs. J. I. Bones, and other
relatives one day last week.

CARD OF THANKS

I want to thank all those who
supported me in the recent elections
and assure you that I have tried to
discharge the duties of the office of
Mayor to the best of my ability,
keeping the best interests of the city
at heart at all times. It will be my
policy to co-operate with all who make
any effort toward helping the city
go forward.
If at any time I can be of any
assistance to any citizen in any pro-
gressive movement, feel free to call
on me.

JOT MONTGOMERY.
Advertisement 1c

Miss Mannie Abbott left Thursday
for Amarillo, where she has a position
in the schools.

Mrs. Cox of Shamrock visited her
brother, John Brooks, last week.

CITY DRAY

Phone 188

ROY BIRD

GOLF VS. WORK

Once upon a time a reporter on
a New York daily asked a successful
capitalist to name some of the things
he had most enjoyed in his long busi-
ness career. One answer was: "Walk-
ing two miles to work six days a
week." Among the many things he
had acquired while trudging to work
was "time to think and plan." A
man at the wheel of a car does not
have time to think and plan, that
is a sure thing. He must watch the
road. He cannot let go the wheel.
If he does a bit of dreaming, he may
pay big with his life or the life of
someone he has run down. Taking
time to think is a rare thing today,
because speed is the "it" in life.
Walking has become a lost art. To
save for the lack of exercise, many a
business man must suffer in body
and mind, and pay a doctor. Golf
was once thought to be a sure cure
for all the ills of the flesh that
afflict the man who must spend long
hours in office or shop. But golf
and work do not go well together.
The golf fiend all too often neglects
the work he should be doing. Walk-
ing to work, however, has one draw-
back. Getting started in time to
take the walk without having to run
to arrive on the dot to punch the
clock. To race against time does
not afford much leisure to think and
plan for the day's work. Yet it is a
fact that people should walk more
and take time to enjoy God's great
world in an unhurried fashion that
brings a glow to the body and to
the soul.—Higgins News.

C. H. Biegel of Santa Barbara,
Calif., has renewed his subscription
to The News.

Mrs. Jack Gray and children of
Conlin visited relatives here last
week end.

**ACID
STOMACH**



EXCESS acid is the common cause of
indigestion. It results in pain and sour-
ness about two hours after eating. The
quick corrective is an alkali which will
neutralize acid. The best corrective
is Phillips' Milk of Magnesia. It has
remained standard with physicians in
the 50 years since its invention.

One spoonful of Phillips' Milk of Mag-
nesia neutralizes instantly many times
its volume in acid. It is harmless and
tasteless and its action is quick. You will
never rely on crude methods—once you
learn how quickly this method acts.
Please let it show you—now.

Be sure to get the genuine. "Milk of
Magnesia" has been the U. S. Registered
Trade Mark of The Charles H. Phillips
Chemical Company and its predecessor
Charles H. Phillips since 1875.

**ANOTHER "SECOND" PAPER
TAKES THE COUNT IN HIGGINS**

John N. Merriman of the Booker
News was a caller at the News
office Monday. He was seeking in-
formation about a printing outfit
that has been in the city the past
few months, on which Mr. Merriman
had a lien. On Tuesday, Mr. Merri-
man sent a truck from Booker and
the plant was removed to that city
in the west end of the county—
Higgins News.

Thus, another "second" newspaper
has taken the "count" and died by
the wayside. It has invariably been
the case that two newspapers can-
not exist for long in towns no larger
than Higgins, and even much larger.
However, some fellows still have the
nerve to try it out, to their sorrow.
Higgins now has the one and only
reliable paper, the News, owned and
published by L. D. and Molly Shaw.
—Miami Chief.

CARD OF THANKS

I want to express my appreciation
to the voters for their support in the
recent election. I promise you my
best efforts for the progress of our
town, and want every citizen to feel
free to discuss civic problems with me
at any time.
D. N. MASSAY.
Advertisement 1c

Misses Lorena and Letha Ashby
were in Canyon Friday.

Mrs. Inez McLarty visited in Ama-
rillo Saturday.

WHITES
CREAM
VERMIFUGE
For Expelling Worms
ERWIN DRUG CO.



Grade
"A"
Whole
Milk

Hibler's Dairy

**LACK OF WATER FOR
HENS COSTS OWNER MONEY**

La Grange.—Failure to provide a
sufficient amount of drinking water
for his hens cost Gus Housman,
poultry demonstrator of Fayette Co.,
\$22 in one month. As reported by
County Farm Agent W. H. DuPuy,
when Mr. Housman went to the
hospital for a minor operation, av-
erage egg production of his flock
dropped from 18 eggs per hen down
to only 11 eggs. A careful check-up
showed that there was an abun-
dance of green feed, that the poultry
houses were clean, that the mash
hoppers were full of mash, but that
the water fountains were not being
kept full of water. As 85% of every
egg is water, it was easy for the
county agent to diagnose the reason
for the loss in production.

The life of the average human be-
ing does not flow on smoothly from
the cradle to the grave. With most
of us, at one time or another, there
arrive events which profoundly in-
fluence our future. Whatever their
nature, they must be faced squarely
and must not be evaded.—Walter H.
Myttinger, M. D.

Mrs. L. Moody left Monday for
Dallas after a visit with her daugh-
ter, Mrs. B. N. Henry, and family.

WHAT PRICE SMOKES

On the front page of the Dallas
Morning News in Wednesday's issue
is a picture showing a farmer trad-
ing a bushel of ear corn for a pack-
age of cigarettes. The corn and the
cigarettes each has a market value
of 20c. The farmer estimated that
he smoked 365 packages of cigarettes
a year, which would cost him 365
bushels of corn—this would be half
of his corn crop. However, he said
he had to have his cigarettes, if it
took all the corn he raised.—Groom
News.

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

Trade at Home

TREES & SHRUBS

Consult us when you need trees
and shrubbery, or your place needs
landscaping. We know Panhandle
conditions and are always glad to
be of service.

Bruce & Sons Nursery
Trees with a Reputation
Alanreed, Texas

**Sparkling... Ice Cold
SOFT DRINKS**

Zestful... zippy... cooling... no
wonder so many folks stop here daily
for a refreshing soft drink.

After school, or after the show, we are
waiting to serve you.

CITY DRUG STORE

"More Than a Merchant"
Witt Springer, Prop.

New Mexico
Day
Frid. Sept. 25

New Mexico
Day
Frid. Sept. 25



AMARILLO, TEXAS

Sept. 21st to 26th

FREE GATE

No admission charge to the fair grounds or
exhibits, 29 acres free parking space, and
many wonderful—
FREE ATTRACTIONS

\$15,000.00
In Cash
PRIZES

Wonderful exhibits from
every Tri-State county!
Big prize awards in
every division. Plan now
to attend this big event
of the year in the Pan-
handle-Plains—interest-
ing, educational, and fun
for everyone!

Dodson's
World's Fair
SHOWS

The "Million Dollar Mid-
day"—circus, menagerie,
museum, carnival—5
acres of canvas, 48 rail-
road cars, 400 people 16
rides, 30 tent theatres!
Hands, pretty girls,
horses, animals—every-
thing!

"THE FALL OF BABYLON"
NEW CHICAGO REVUE

Chicago's most beautiful show girls in the biggest and most
corgeous production of 1931. Dazzling costumes, marvelous
stunts, breath-taking scenes—all every night before the
grandstand. Also spectacular fireworks, after the show each
night. Popular prices.

THE FAMOUS LEONARD STROUD'S
BIG RODEO CONTEST

The best riders and ropers in America will compete for
\$1500.00 in cash prizes! Trick riding, broncho bucking,
steer riding, roping contest—the best of the West's cow-
boys in thrilling, death-defying events and exhibits of skill.
Every afternoon—at popular prices.

**Save and Grow
with Us**

On the strength of the friendly,
helpful and personal interest that
we feel for each of our customers,
you will be benefitted by a bank-
ing connection with us.

CITIZENS STATE BANK

J. S. Morse, President

John C. Haynes, Cashier

Wait! Watch!

For the Greatest Merchandising Event Ever Held in McLean!

**The Famous Store's
Bankrupt Stock Sale**

ENTIRE STORE OF HIGH GRADE MERCHANDISE SLASH-
ED—CUT—RIPPED TO THE CORE!

Watch for Further Announcements

Tom Titus Almost Indian Giver

By JANE OSBORN

THAT Miss Perkins was calling "HAT" announced Tom Titus at the Omega Chi fraternity house, addressing some of whom were gathered around the large fireplace in the main hall just before dinner. "You know, she's the old girl that wants our old clothes, Miss Perkins—Jane Perkins—ouch!"

No one was especially interested, nor especially concerned. The name suggested to them all a rather dried-up spinster, of which the college town had plenty. This particular one happened to be interested in an industrial mission. The mission, she said, needed all the old clothes it could get. They sold the garments at a very small price to the men who applied for help and shelter. Sometimes, she said, all the men needed to get back on their feet again was a decent suit of clothes. It was hard to get old clothes. And it had occurred to her that the men at the fraternity houses would have lots of clothes to discard before they were really at all badly worn.

No one thought enough more about it to get together anything for the industrial mission. Then one afternoon at about five, when Tom Titus was reclining very comfortably before the open fire, Miss Perkins drew up in her divan and with jaunty self-assurance walked to the front door of the fraternity house and rang the bell. As was the custom, Tom Titus, being nearest the front door, opened it and straightway he knew that this Jane Perkins was a very welcome number.

She had come for the clothes, she told him. The industrial mission was her pet charity. She and her grandmother, she explained, had lived in town long and they felt that they were fortunate to have such an interesting cause to work for.

"I'm mighty sorry," Tom Titus told her, "that we haven't anything ready now, but I'm sure we will have tomorrow. Can you call, or shall I or one of the other men bring them around?"

"I'll call," smiled Jane brightly, and Tom found himself smiling rather eagerly back at her.

After she had gone he explained and likewise assured the brothers, one and all, that it was their duty to produce something or other for the bundle for the industrial mission.

Rodney Praed was responsible for the package that followed, but he never would have thought of it if it had not been that Tom insisted that Rodney should donate his old raincoat and his second pair of shoes, not to mention all the neckties he owned but two, and all his winter underclothes to the cause. "You're a senior," Tom told him. "You'll soon be earning money and you can buy more by the time winter comes around."

So the bundle was assembled. Rodney took upon his shoulders the task of packing it up, and the next afternoon Tom waited to give it to Miss Perkins when she called. He asked if he could not go with her to the mission—so he could help carry the bundle—and before he had left her he had dated her up for the next Saturday night house dance.

That night Tom discovered that his spring suit—the only suit he owned beside the one he was wearing and his tuxedo—had disappeared from his closet. Rodney Praed said that it seemed only fair. He had sent Rodney's suit.

Tom Titus made no comment, but the next morning early he found his way to the industrial mission. A brisk looking white-haired lady, apparently rather nearsighted in spite of thick-lensed glasses, was at the desk in the reception room. Ranged on hooks and lingers behind her and around the room were various suits, coats, hats, etc.

"Is there something I can do for you, young man," she said, and right away Tom knew she was Jane's grandmother. "We have some rather nice things this morning."

This was an opportunity, thought Tom. It would be easier getting his suit back this way than by explaining the prank and making himself out an Indian giver.

"I was looking for a suit, so's I could go to work," said Tom with assumed wistfulness. "The one I'm wearing is borrowed."

With a little maneuvering he picked out his own suit and retired to another room to try it on. The kind old lady insisted that a dollar was ample pay for it and threw in a half dozen rather good second-hand ties and some shiners, 'nto the bargain.

Later when Jane Perkins took much better she told how she had first begun really to admire him when he gave an almost new suit to the industrial mission. Her grandmother had told her that she let a very poor young man have it—a poor and out-of-fellow who was trying to get a job.

And even after they were engaged Tom did not tell Jane Perkins the truth of the matter. And he is wondering whether it is one of the confessions he ought to make after they are married.

Bones

Little—Listen, mmm. Last night, as Ah was going home, I sees somethin' shinin' in the bushes and Ah hears the dismal rattlin' ob bones.

Joe—How much did ya win?

BELIEVABLE ADVERTISING

The retail merchant does better to "lean backward" in being truthful than to threaten public belief and reader confidence by any overstatement, the Better Business Bureau holds. Advertisements should be believable as well as truthful, according to the principles laid down by the bureau. A number of practical suggestions for the attainment of this end are proposed. They include:

Superlative and extravagant statements should not be used. Such phrases as "Greatest Values in City" and "Biggest Purchase Ever Made" cannot be proved and are not inspiring.

Merchants should limit their statements to facts about their own establishments. "Mud-slinging" is disapproved.

Special purchases in which regular merchandise is included for a special purchase sale should be carefully labeled to indicate both types of merchandise.

The true meaning of "free" is "without obligation." The customer should not be obliged to make a purchase or perform a service to obtain the "free" article.

Seconds, irregular or imperfect are the approved terms for advertising merchandise which is not perfect and should be prominently stated in the heading or sub-heading. "Run of the mill," "sub-standard" and similar terms are not approved.

Illustrations which accurately portray the merchandise. Stock photos may be used unless the illustration is definitely misleading.—Wisconsin Press.

TIME FOR SOME THINKING

The man who is so minded can easily start strife and discontent in practically any line of endeavor.

People are grasping for "just anything" that might lessen their burdens. Little thought is given for future generations or normalcy's return. They are interested in get-needs and letting the rest of the ting results for their own personal world take care of itself. Foundations of institutions that have centuries in the building are being challenged by the men who are "whipped" by their own hand and are endeavoring to place the blame for their condition upon someone else.

In about ninety-nine cases out of a hundred the individual is where he is today because of lack of good judgment on his part and not because the other fellow led him to ruin. Few people in Hall county who are crying "hard times" now but who have wasted enough money during the past five years to be living easy now, had they saved it wisely.

The chronic "bellyacher" who blames everything and everybody for his condition, is a menace in times like the present. The man who has the ability and the manhood to hold his head up and fight fair for the ultimate "come back" is a boon to any community right now.

Let's be careful not to be too quick to fall for every scheme for sudden relief presented by men who are interested in selfish gain. Take time to count the cost. Sometimes immediate relief will react in disaster later.

It isn't a time for radicalism but for sane thinking.—Estelline News.

A GOOD NEWSPAPER CODE

In a first page announcement of the merger of the old New York Morning World with the Telegram, Roy Howard, of the Scripps-Howard newspaper chain, says:

"We realize that no newspaper of character and force can be pleasing to all people and all factions. Frequently a newspaper can be judged quite as effectively by its enemies as by its friends. We will see to it that the World-Telegram is neither a Pollyanna nor a town scold. We will be independent in all political matters without being neutral. We will try to keep our political policies on the editorial page and out of the news columns.

"We will seek to be as fair in our news columns to those with whom we disagree as to those with whom we are in accord. We will not recognize as taboo and above frank discussion any subject having to do with health, happiness, education and progress of the average citizen.

"We will essay the difficult role of being tolerant with the intolerant. We will remember that there is no such thing as journalistic infallibility. Above all, we will cherish as a pearl of great price a thing which we think to be ours—a sense of humor."

Mr. Howard in the foregoing has sounded admirably the keynote for a successful and useful newspaper. The World-Telegram will be such a newspaper if the code he outlines is adhered to in its editorial and news management.—Roanoke (Va.) Times.

EXTRA COPIES THE NEWS, 5c

EXPECTED TO PLEASE

Running a newspaper is a constant struggle between unwieldy mechanical requirements and the diverse elements of public opinion. Sometimes we debate thorough overboard editorial standards and the requirements of cold type to toss the frail craft of publicity to his meretricious demand. But then, business is business.

Einstein claims there is no such thing as time, but anyone connected with a newspaper knows better. Making the mail is ever a worry, and the needs of getting the paper out on time drives the makers of a paper ever onward. Ads must be in. Items stories and editorials must be set up in type for going to press, despite personal feelings. When the schedule breaks down, the quality of the paper breaks also. The urge of time is a constant obstacle. Many inaccuracies and errors get by in the challenge of "press time."

Another problem confronts the editor in the valuation of news. In the grist of the week's news are stories of various importance. Which ones shall be given preference? The editor must guess at which articles interest the largest number of subscribers. If he is a good guesser, the newspaper is "newsy." If he merely fills space, the readers lose interest. He must guard against propaganda and yet promote worthy matters. He should be impartial in his selection and treatment of news, and should not allow a group or groups to unduly influence him.

In short, an editor is expected to please everyone in spite of his limitations.—Tenino (Wash.) Independent.

Many a fellow joins lodges and pays dues in order to boost his business, and then is unwilling to pay advertising business for the same purpose.—Minnesota Press.

The buyers of cut price printing get just what they pay for, although most of them think they are getting more.—Pacific Printer and Publisher.

Mr. and Mrs. S. D. Shelburne and Mrs. Lena Jordan visited in Amarillo Saturday.

Jack Bodenhammer of Dodsonville was a visitor in McLean Friday.

N. E. POGUE

WATCH MAKING

EYEGLASS REPAIRING

All Work Guaranteed

At Montgomery Drug Co.

Southwestern Life Insurance Co.

Harold Rippey
Local Representative



CHILDREN CRY FOR IT—

CHILDREN hate to take medicine as a rule, but every child loves the taste of Castoria. This pure vegetable preparation is just as good as it tastes; just as bland and just as harmless as the recipe reads.

When Baby's cry warns of colic, a few drops of Castoria have him soothed, asleep again in a jiffy. Nothing is more valuable in diarrhea. When coated tongue or bad breath tell of constipation, invoke its gentle aid to cleanse and regulate a child's bowels. In colds or children's diseases, you should use it to keep the system from clogging.

Castoria is sold in every drug store; the genuine always bears Chas. H. Fletcher's signature.



TEXAS BUSINESS FAILURES

The number of commercial failures recorded in Texas during July was greater than the number in July last year; however, there was a drop of 17% in the total liabilities of the failing concerns as compared with 1930, according to the Bureau of Business Research of the University of Texas.

Even though the number of failures in July increased from 41 in 1931 to 45 this year, total liabilities for July were \$725,000 as compared with \$872,000 in July, 1930, and were the lowest for any July since 1925. The Bureau's report said. "Average liabilities per failure at \$16,000 were 24% below those for the corresponding period last year. The increase of 12% in the number of failures as compared with June is significant because there is usually a seasonal drop of about 4% between June and July."

Wife—"Paul, the neighbors are complaining about you running the lawn mower at six o'clock in the morning."

Hubby—"Which neighbors?"

Wife—"Those that play the radio till 2 a. m."

A newspaper man who does not love his work is out of place. Newspaper writers yield service to millions every day.—National Printer-Journalist.

MacTavish—"I didn't see you in church yesterday."

Yolande—"No. I took up the collection."

N. H. Greer of Memphis was in McLean last week end.

Mrs. John Hales and daughter visited in Amarillo Friday.

Fire Hail Tornado

W. E. BOGAN & SON

Insurance

Life — Auto — Casualty

McLEAN, TEXAS

WOMEN WANT PRICES IN ADS

Women, who are recognized to be the principal buyers of the nation, like to see the prices of articles in advertising. If results of a study among representative housewives made by the Woman's Home Companion may be termed conclusive. Of 273 women questioned, 259 replied affirmatively to the question, "Do you like to see the price of an article in an advertisement?" By far the most frequent reason given was "So that I will know whether I can afford it." Desire to compare prices, elimination of the necessity of communicating with the advertiser, wish to judge the product's worth, avoidance of embarrassment when shopping, and interest created by price were other reasons given for the quotation of prices.—Wisconsin Press.

After counting the automobiles parked in the city on band concert evenings and on Saturday nights, observing their shiny new "coats" and the number of expensive models found parked side by side with more medium priced cars, the Lindsborg (Kans.) Progress is convinced that depression isn't cutting as large a figure as it had been led to believe.

Mrs. Alva Alexander and little daughter visited relatives at Amarillo last week.

C. E. Hood of Cedaredge, Colo., visited his sister, Mrs. B. Gerard, last week end.

The Vegetable TONIC
HERBINE
CORRECTS CONSTIPATION
ERWIN DRUG CO.

C. S. RICE
Funeral Director
FUNERAL SUPPLIES
MONUMENTS
LICENSED EMBALMER
Ambulance Service Anywhere
at Any Time
Phones 13 and 42

NEWSPAPER PRESTIGE

Naturally the advertiser who buys good will goes to the publication that has the greatest influence with its readers, and from this class of foreign advertising papers receive by far the greater part of the national advertising carry. But this class of advertising goes only to the weekly newspapers that have prestige in their respective communities. The better and influential the newspaper in this advertising—Ed Bemis, president of Newspaper Associated Manufacturers Inc.

Mr. and Mrs. Vernon Rice visited in Amarillo last week end.

Mrs. T. M. Wolfe of Lefors visited in McLean Friday.



3 RULES big help to BOWEL

What a joy to have the bowels like clockwork, every day! It's no you mind these simple rules of a old doctor:

1. Drink a big tumblerful of before breakfast, and several a day.
2. Get plenty of outdoor exercise out unduly fatiguing yourself.
3. Try for a bowel movement exactly the same hour every day.

Everyone's bowels need help at the thing to use is Dr. Caldwell's Syrup Pepsin. You'll get a thorough cleaning-out, and it won't leave insides weak and watery. This doctor's prescription is just fresh herbs, pure pepsin, and other ingredients that couldn't hurt a But how it wakes up those lazy bowels! How good you feel with your system of all that poisonous waste matter!

DR. W. B. CALDWELL'S
SYRUP PEPSIN
A Doctor's Family Laxative

M SYSTEM

FRIDAY & SATURDAY SPECIALS

Coffee White Swan 3 lb can \$1.35
55 oz. pkg. Oats free

ORANGES, per doz. 18c SYRUP, Twin AA, gal. 59c
COOKIES, 1 lb pkg. 23c PINTO BEANS, 9 lbs. 29c

Dinamite A new Breakfast Food
A Laxative Food
2 1/2 lb pkgs. Blue Label 46c
1 1/2 lb pkg. Red Label

SOAP, 8 bars P. & G. 25c Meats, 6 Potted or 3 Vienna 22c
PINEAPPLE, 2 flat cans 23c SALTINES, 2 lb 29c

Snowdrift 3 lb 59c
6 lb \$1.09

MACARONI, Fould's, 3 for 20c
BACON, Cudahy's Rex sugar cure, machine sliced, lb 26c

Turco An all purpose household cleanser
1 lb pkg. 25c

DRY SALT, per lb 12c
MINCED HAM, lb 15c WEINERS, lb 15c