

June 27 .- Miss Laurette Turbefore an improvised altar of owers and palms at the home of arents, Mr. and Mrs. W. S. at 2515 Colonial avenue, Frining with Dr. J. B. Tidwell ofg at the ring ceremony. bride, who was given in marr, and carried a bridal bouquet

industri vill upid y in t lead

ace bolero jacket and carried an

15c

17c

fast\_

right

19c

36c

69c

17c

ee's

9c

17c

15c

29c

22c

25c

15c

15C

15c

the bridegroom as best man. charge for pupils use. Cobb is the son of Rev. and dames Geo. Colebank, Carl Carpenter. A. Cobb of McLean. He is a ny in Waco. Jeding the ceremony, Mrs. Wil-

arnes sang "I Love You Truly," panied at the piano by the ders, A. A. Tampke and Cecil G. Goff. sister, Miss Vernice Turner,

so played the wedding march Wagner's bridal chorus. Mrs. s was gowned in a French nude ock, while Miss Turner wore a een dress of net.

home. Misses Mabel and Mil-plans are carried out. Maddox presided at the punch to Waco. Mrs. Cobb wore a past two weeks. blue crepe dress with white aces for her going away costume. 0 Daily News.

gas company serving the city reford has announced that the ion granted the city last winter apply this winter, but the all be raised to that applying

reason that it is not now resuitable returns from the with relatives here.

Hereford city council was exthe rates to be lowered this and they intend to fight the n every possible way, accordstatement in the local news-

Rice was in Pampa Monday, Lean Wednesday.

me the bride of Ted Dulin BIBLE SCHOOL NOW IN PROGRESS BAPTIST CH.

> ing of 85 pupils and 15 teachers. taxpayers. According to Pastor Cecil G. Goff, Delinquent city taxes in Pampa up the firemen without knowing just vote of thanks for his efforts in the name of C. S. Rice as a candidate

etheart buds and lillies-of-the- out cost of any kind. and other work for the smaller pupils, penalty. The interest will be 3% for Saturday evening, defective wiring school Tuesday morning, with 73 was mayor of the town for four story willing and Bible study and other the month of July, with an increase caused a small fire at the old Ford pupils enrolled, and 15 members of the terms. phases of work are stressed. Tools of 1/2% each month.

Evans, Jr., of Fort Worth at- and materials are furnished free of The school faculty follows: Mes-

ate of Baylor University and is A. A. Tampke, J. A. Riddle, Bob Thomas, R. L. Appling, W. H. Floyd, ated with a power and light Thomas, R. L. Appling, W. H. Floyd, W. D. Biggers, Murray Boston, T. A. McLean Sunday. Landers; Misses Naomi Hunt and Odessa Kunkel, Messrs. Reep Lan-

RAIN CAUSES PAVING DELAY

The excessive rains of the past few weeks have delayed the paving of highway 66 at McLean; however, it is Cobb's parents were hosts to thought that the paving will begin

All the gravel, with the exception of The couple left immediately 60 cars, has been placed, and up to the reception for a honeymoon two weeks ago the gravel was arriv-They will make their home at ing at the rate of four cars per day. farsion apartments upon their but only eight cars have arrived the

It is understood that the contractors are waiting until work at Lubbock is finished. The machinery will then immediately be moved here FORD GAS RATES RAISED and they expect to top about a mile per day after getting started. Traffic will not be off the road long, as cars will be allowed on the pavement as soon as completed.

Misses Charlotte and Rosalie Cousins the plant was installed, giving returned to their home at Amarillo Wednesday after an extended visit

> Mrs. A. B. Pinnell and children of Dalhart are visiting their brother and uncle, Ralph Caldwell, this week.

> H. B. Hill of Shamrock, candidate for state representative, was in Mc-

## PAMPA TO COLLECT BACK TAXES

A daily vacation Bible school is in their attorney to start foreclosure ture belonging to W. P. Wooward, in club the past year. President Williams progress at the First Baptist Church proceedings thirty days after notices the northwest part of town Saturday. also thanked the Pampa club for their with an enrollment Wednesday morn- have been mailed to delinquent city The alarm was turned in properly, co-operation the past year.

chalk crepe trimmed with white every child in the community between total \$59,411.95, of which \$32,425.05 re- whose property was burning, and had club's behalf during his term of office. for county judge, subject to the action the ages of six and 16 is invited with- mained unpaid from last year. All to run back to the station to get dl- Rev. Cecil G. Goff, pastor of the Democratic primary. unpaid taxes are drawing a 10% pen- rections. The house and furniture was First Baptist Church, announced the Manual training for boys, cut-outs alty and interest on the amount and reported a total loss.

Miss Elizabeth Wilkerson visited in Amarillo last week end.

garage on First street, that was put faculty. He asked the Lions to meet done.

TWO FIRES SATURDAY

Miss Helen Hugos returned to her Jobe Abbott of Lefors visited in home at Enid, Okla., Sunday after a visit with friends here.



PHILIP WOLFE, candidate for Judge of Gray County

made a speech of appreciation of the on.

The city of Pampa has instructed. Fire destroyed the house and furni- co-operation afforded him by the

but the truck made the run to gather The club gave Lion Williams a

classes at work.

Ralph R. Thomas and Mr. Robert- missioners and grand jury as required son of Pampa, and T. J. Coffey were by law have been perfectly made each presented as visitors.

### WOLFE FOR JUDGE

Judge Wolfe is 44 years old, born in his behalf.

in Van Zandt county and raised in The News is glad to present his Palo Pinto county. He received his claims to the voters of Gray county law degree from Cumberland Univer- and bespeak careful consideration at sity in Tennessee, has had 24 years the polls.

of commercial and legal experience that fully qualifies him for the position sought.

Judge Wolfe says: "I do not think that any man should be so big that Reported.

years old; I know right from wrong, organizing a loan closet.

to do right by all people."

by many prominent people of Gray in case of sickness. These articles county, and The News is glad to are to be loaned only in homes where commend his claims to the voters at a doctor cannot get the necessary the primary. Judge Wolfe will speak to the vot- sanitary.

Live Issue of the Day." Everyone is Mrs. Pete Fulbright secretary. invited to hear him, with women and The ladies present heartily enchildren especially invited.

Eld. and Mrs. Flavil Yeakley visited member in town in this work. in Shamrock Sunday.

Lelia Lake this week.

forseen complications, the boy should Retiring President Claude Williams show steady improvement from now

#### RICE FOR JUDGE

The News is authorized to carry the

Judge Rice has been justice of the opening of the daily vacation Bible peace at McLean for eight years, and

Judge Rice has been complimented out before any material damage was at 11:45 next Tuesday and see the by county officials for having the best justice of the peace reports ever Geo. Thut of Lefors, County Agent turned in. His reports to the comtime.

> Judge Rice says that he will give his whole time to the office, if favored with election, and will see that all duties of the county judge are prop-The News is authorized to carry erly performed. His long record as the name of Philip Wolfe as a can- mayor and J. P. fully qualifies him didate for county judge, subject to the for the duties of the office, and he action of the Democratic primary. | will appreciate any vote or influence

LOAN CLOSET ORGANIZED

the law cannot reach him, nor do I A committee of ladies of the differbelieve that any man should be so ent churches of McLean met in the low that the lowest whisper of justice home of Mrs. Evan Sitter Wednescannot reach him. I am over 21 day morning for the purposing of

and I promise, if favored by election, A loan closet consists of sheets, pillow cases, towels, night shirts, Judge Wolfe's candidacy is endorsed night gown, layettes, etc., to be used equipment for keeping the patient

ers of McLean at 3:30 next Saturday Miss Antoinette Ahlschier acted as on the vacant lot near the City chairman at the meeting; Mrs. C. A. Motor Co., taking as a subject "The Strandberg was elected president, and

> dorsed this plan, and each one wishes the co-operation of every church

Master Orman Harlan of White Miss Nerine Smith is visiting in Deer is visiting relatives here this week.

		The McLean News, The	ursday, June 30, 1932	CARD OF THANKS	Edward Smith of Dumas
Next Sunday's Lesson	News from Namsuel	NEWSPAPER SUBSCRIPTION PRICE	TO THE LOCAL SUCKER	ma the sitteens of McLean: I wish	ing his grandparents in
CHILDHOOD AND EDUCATION	Mr. and Mrs. R. A. Burrows spent	For the subscriber, the difference	in any community is the way men	to courtey the splendid	Raymond Allred and
					ter of Pampa were in the
Exodus 2:1-10	Carver at Amarillo.	cent a week. In the course of a	Take advertising. Some business	your midst. The business men and individual citizens have all contributed	urday.
By Rev. Cecil G. Goff	Mrs. Lloyd Davidson spens from	year it means to him only the cost	men, wine ency sener	individual citizens have all contributed	Mr. and Mrs. Birl Giau
In the close of last quarter's work	Tuesday anon Finany with not mounter	of five ten-cent cigars.	dangling bait that puts the promise	to the success of the program. trust that you may be successful in	and and and of Dirl Glass
the children of Israel were happily		newspaper with 1,000 circulation the	of their names in print.	your plans for the coming year.	day.
sottled in Goshen, one of the most fortile portions of the entire land of	Misses Lena and Iva, attended the	newspaper with 1,000 circulation the difference between a \$2.00 subscrip- tion price or a \$1.50 price means		ANTOINETTE AHLSCHIER.	
Egypt. But as we come to today's	Methodist Missionary Society at rear	tion price or a \$1.50 price means	are charity-directories, that are never		Wilmer Mercer was in a
lesson we see another picture. Years		\$500 a year. That \$500 may very well mean the difference between a	consulted-coupon books, that tempt	One reason why some content that not	Contraction of the second s
had passed. Joseph and his genera-	Bradstreet of Allison spent Friday	newspaper or no newspaper; the dif-	with promo-an an an	enough black in the way of printers	P
tion had long since died. And as the years passed the children of Israel	ter and sister Mrs Llovd Davidson.	ference between a profitable business	Only when local business men have	ink was used in their advertising.	YOUR HEALT
had multiplied until the Egyptians	Mrs Then Scott and Daby SUCHE	a house a nom fortable living	TITST PXILLSLCU ICRAVILLE	and the second s	and the second
became afraid of them. There was	Saturday and Sunday with the lady's	for the publisher and his family or	media are uney justified in presented	removes a yard of cobwebs from the	depends upon good
danger that they might form an army and overthrow the Egyptian govern-	parents, Mr. and Mrs. Lamo, at	a mere existance.	dollars into the sea.	store.	properly prepared-the
ment. Such a possible danger was	Mr. and Mrs. Joseph Privett of	In 1914 the general price of coun- try weekly newspapers was \$1.50 a	So much ridicule has been cast at		we serve. Try our s
not to be played with by the Egyptian	Shamrock spent Sunday in the F. H.	year. At that time the country pub-	the radio crooners that I am going	Co-operation, and not competition,	dinners.
kings. In order that the danger might be	Privett home. They were accompanied home by their little grandson, Donald.	lisher was buying newsprint for about	to offer a little mendiy, could radio		
overcome, extra labor was placed upon	and a set of a set a set double of the set of	three cents a pound in ton lots. To-	crooner accompany himself on the	Mr. and Mrs. Steve Greenwood of Alanreed were in McLean Saturday.	Open Day and Nich
the children of Israel. But with	Donah May and Juanita Exum were	cents a nound. At that time he was	cornetA. B. M., in France	Alanreed were in McLean Saturday.	Mondon C.
added labor they increased. Pharaoh	guests in the J. G. Davidson nome	naving one cent a pound flat for	Union.	D. E. Upham was in Shamrock last	Meador Cafe
continued his method of reducing the Liraelites and placed upon them ex-		postage. Today he pays one and one-half on the reading matter con-	The Moundridge (Kan.) editor says		
tra heavy labor. He reduced them		tant of his namer and zone rates on	"Another trouble with the country "		NAME OF A DESCRIPTION OF A
to makers of brick and drove them		the advertising At that time he was	that too many people confuse ones		
as slaves in the building of his royal cities, Pithom and Raamses. Still		naving \$12 to \$20 a week for printers.	Sam with Santa Claus.	AMARILLO (	GREENHOUSE
God caused His people to multiply.	Mrs. Ed R. Wallace, Mrs. H. T.	Today he pays anywhere from \$20 to \$40 for printers. There are but few	Three or four years on a good news-	605 Tyler St. To	elephone 2-2239, Nights, 9
His next move was to have all of	Fields and daughter, Miss Alma Lee.	itoms that enter into the production	paper is the most profound and prac-		
	of Shamrock called on Mrs. Arrie	of a newspaper that do not cost any-	tical education a man can nave	We prepay delivery charge	s on orders of \$3.00 or m
birth. He first turned this matter over to some of the Hebrew people,	Phillips Monday afternoon. Miss Juanita Exum spent Monday	where from 25 to 100% more now than the same items cost in 1914.	American Magazine.		
and of course it was not a success.	night with Mrs. Arrie Phillips.	Country newspaper subscription			
But later he made it a matter for		prices have not been increased in			
the Egyptians to enforce. Then the Hebrew baby boys were killed.	NEED BETTER ADVERTISING	anything like the proportion that	BEST MILK		
There were many of the children	As banks find it increasingly neces-	newspaper production costs have in- creased. The greatest bargain the		I I.C	
escaped, no doubt-God saw to that.	sary to keep their assets highly liquid,	public is offered today is the home-	There is no better milk		ream
But the time was ripe for God to keep His promise made to Jacob as	in just such proportion do merchants find it increasingly difficult to make	owned weekly newspaper, and no			I Culli
he went into Egypt. The Hebrew	operating loans of the banks.	subscriber who really wants the paper is going to stop his subscription be-			
children were probably two million	Economic students will tell you two	cause he must pay four cents in-		Is Ch	neaper '
strong. They were ready to be de- livered and moulded into a great		stead of three cents a week for it	to so brand our milk.	11	
nation. God, through the years of	more milions of dollars in bureau	ne is not that annous		Steffen's Home	Treat Package
growth and trial, had been mindful	drawers, socks and safety deposit	The neonle of any community wish	Hibler's Dairy	1	
of his people. They no doubt failed to see His divine guidance, never-		that community to be represented by		20c	PINT
to see His divine guidance, never theless, it was the thing uppermost	tory of this country. Merchants are therefore faced with	good newspaper. The people want	A		
in His mind, just as is His guidance	the necessity of getting their oper-	the difference between four and thre	e	I I I C	m fan Daarout
for His children today.	ating money from these hoarded	cents a week. To quote a report o	Snits cleaned & pressed 4	C: Use Ice Crea	m for Dessert
The time had come to take His people out of Egypt, and He needed	<sup>5</sup> funds. <sup>1</sup> Hoarded money can only be secured	, the National Editorial Association		1 D 1	Healthful
a leader.	by the merchant through the offering	The people mare willingly hay a fu	Trousers c & p 20	C: I ute and	incurvintur
v. 1, 2. God directed a man of the	e of his merchandise in such fashior	price for full value than a partia	4	1	
house of Levi to marry a woman o the same tribe. Their son was to	that possession becomes more impor-	price for partial value."-Publisher	s' Quality Workmanship	CITY DR	UG STORE
be that leader. The parents probably	y the money itself. In order to accom-	Auxiliary, Chicago, Illinois.		i uni Di	ou prom
knew nothing of God's plans. Bu	t plish any appreciable results, the	TRADE IN MALEAN!	Merle Grigsby	"More Than	a Merchant"
they were not willing to part will		8	The shop that made low		inger, Prop.
their boy, and hid him for three months.	e commodities' acceptability, but h must present these commodities more	e <b>D</b>	prices possible.	witt Spr	inger, rrop.
v. 3. When it was no longer pos	attractively and forcibly than ever be				

stalk and made constructed than heretolore, but it she covered with slime and pitch. a must find its way into the hands and sort of oily asphalt, much of which hearts of a greater number of people. is found in Egypt today; and placed -John D. Wise, in the Columbia (S. young Moses in it. She then set it D.) Record. to float on the lazy waters at the

DOES ADVERTISING PAY?

MUST GIVE SERVICE

"A newspaper is in a more difficult

"You can't advertise today and quit

Mike Perry visited in Wichita Falls

-Bruce Barton.

ast Wednesday.

v. 4. No doubt each night and Does advertising pay? No, says the morning, and possibly more often, the man who sticks his ad in some timemother would go to feed the child. table or directory and expects people In the meantime his sister was to walk around, look it up, and by placed to watch. Her business was to seeing his name break their necks see that the ark did not float out of to get to his store. The man who the grass in the current of the river, wants to get results out of adverand to see that no one found the tising places his message in the home hiding place. paper that goes to the homes of the

v. 5. 6. One day the daughter of prospective customers and the readers Pharaoh passed by that way seeking appreciate the paper enough to pay a convenient place to bathe. She to get it. A real concrete example was close to the water's edge and as to whether newspaper advertising saw the ark. One of her maids pays or not was shown in the strike brought it. The baby was crying of printers in New York City when and the king's daughter had pity on the newspapers came out without any She knew it was a Hebrew advertisements. During that time him. baby, but that did not seem to bother business in the department stores her. God was taking care of that fell off 50%. A wedding announcement stuck up on a fence or a billbaby.

v. 7, 8. The sister was near. Posboard might be read by a few, but sibly she was frightened, but God the same announcement in the local sent her to the company. The despaper would be read by every subtiny of her little brother seemed to be scriber. Don't put your light under a in her hands. She asked if the king's bushel, says the Scriptures that are daughter wanted a Hebrew woman printed for people to read .- Loveland to care for the child. Why a Hebrew (Ohio) Herald.

woman? She had maids sufficient and could as well use an Egyptian. But the plan seemed pleasing, and she gave her consent. The sister,

edge of the river among the bul-

rushes.

who was probably Miriam, ran for position than any other business her mother. She was commanded to when there is a widespread deprestake the child and nurse it, for sion," J. W. Kayser, editor of the which she was paid wages.

Chickasha Star, said recently in an v. 1. God caused the child to editorial, which was reprinted in the grow. But it was not for his parents Maysville News. "It can curtail its to rear him. Pharaoh's daughter had cost only by curtailing its service to found him in the water and saved the public, and the moment it starts Therefore, when the child was to do that it is inviting disaster. A him. probably about five or six he was newspaper is built upon service. It taken into the custody of Pharoah's holds its place in the confidence and daughter. affection of the public because of

God's purpose for Moses was one the day in and day out service of high and mighty dealings, one which it gives. It must give this wherein he must deal with the king service whether it gives it at a profit of Egypt. Therefore, God placed or a loss."-Sooner State Press. the child where he would receive the Sign in a bathroom in a local very best of training from every standpoint for his future work. The boarding house: "Please Clean Tub

training in the royal house did not After Bathing Landlady." - Lehigh include the religious training, of Burr. course. God later handled that Himself. tomorrow; you're not talking to a mass

With everybody talking tax reducmeeting-you are talking to a parade." tion and the number ever increasing who are hanging on to public jobs. the Morrill (Kan.) News wonders how it can be done.

& SON Insurance Life - Auto - Casualty McLEAN, TEXAS C. S. RICE **Funeral Director** FUNERAL SUPPLIES MONUMENTS

Flowers for Funerals Ambulance Service Anywhere

> at Any Time Phones 13 and 42



SICK stomachs, sour stomachs and indigestion usually mean excess acid. The stomach nerves are overstimulated. Too much acid makes the stomach and intestines sour.

Alkali kills acid instantly. The best form is Phillips Milk of Magnesia; one harmless, tasteless dose neutralizes many times its volume in acid. For 50 the standard with physicians years everywhere

Take a spoonful in water and your Take a spoonful in water and your unhappy condition will probably end in five minutes. Then you will always know what to do. Crude and harmful methods will never appeal to you. Go prove this for your own sake. It may save a great many disagreeable hours. Get the genuine Phillips Milk of Magnesia, the kind physicians have prescribed for 50 years.

## RAIL TRANSPORTATION **IS EFFICIENT AND ECONOMICAL**

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• THE RAILROAD is the most efficient and the most economical transportation agency the human mind has ever devised.

The ability of commercial trucks to operate with various charges for their services has been because they are not required to carry all kinds and classes of freight. The truck can choose its freight and is privileged to reject that which it cannot handle, either because it is not equipped for such heavy service or the rates are too low to be profitable. The railroad CANNOT DISCRIMI-NATE but must accept all freight offered it.

In 1930 the shippers of Texas paid the railroads \$225,223,142 in freight charges. If the same volume and character of traffic had been carried by trucks it would have cost the shippers, according to the best available data on trucking costs, \$900,000,000, or four times as much.

What will be the effect on the shippers of Texas if only the traffic which the trucks cannot handle is left to the railroads? If traffic paying the higher rate is taken from the railroads by the trucks, it will be necessary for the rail carriers to increase their rates on the low grade traffic or go out of business. The total transportation bill will be greatly increased.

The railroad rate structure is a composite designed for the purpose of enabling the free movement of ALL ARTICLES OF COMMERCE, making it possible to bring even the cheapest commodities into general use and distribution. Were it not for the low rates made available by the railroads on many low grade commodities and raw materials, their distribution and use would be impossible and all commerce and industry would be seriously affected.

## • THE RAILROADS CANNOT SUBSIST ON LOW GRADE TRAFFIC ALONE.

THE TEXAS RAILROADS

-	and the second second	The McLean Nous Th			
cal and Personal	YOUNG FLOOD HERE SUNDAY		ursday, June 30, 1932		
and Mrs. T. N. Holloway, Mr. s. Ruel Smith and little daugh- ited in Clarendon Friday.	1 1 the many rains ever seen have	City Secretary W. E. Bogan and Mayor D. N. Massay attended the	S. S. CLASS ENJOYS CHICKEN FRY The Faithful Workers class of the irst Baptist Sunday school together	Of interest to Texas printers and	Fred Howard, in his Clay Cent (Neb.) Sun, opines that printers lik nothing better than a kick in th pants. They sweat their collars dow
A Stanfield and brother, L. C. of Groom, visited their	anaging mony crops and washing oil in many fields.	district convention at Lubbock Mon-	with a number of friends, enjoyed a	newspaper men is the announcement from H. M. Harrison, general man- ager of the East Texas chamber of	chants or officials from the unfa
at Mangum, Okla., Sunday.	chan in 1917, the previous second, when	Prosident Wilbur C. Hawk of Ama-	Mrs. R. L. Appling is teacher of the class, and the occasion was one	commerce, that his organization will hereafter be furnished with its entire	is that printers swallow, when the
and Ince of Amarillo visited	the house had the been raised 22 har and yet Sunday's storm raised he water to 19 inches deep on the	cher for this year should have been started some ten years ago when	by the class. Among those present were: Rev.	envelope supply by Texas printing offices and that the use of govern- ment printed envelopes has been	fought for have themselves been buy
	the water to 19 inches deep on the floor. The c.aw was filled with water bout 300 feet across, and a wagon	as there is no man some being floated.	C. E. Hunt and family, Jesse J. Cobb and family, Mr. and Mrs. Ralph	This decision of such an important	
Howard and Verna Rice were mrock Tuesday.	bed was washed from the barn to the highway dump, a half mile away. The	Mr. Hawk advocated the consolida-	Mr. and Mrs. T. A. Landers, Misses	organization should be considered by all fair-minded organizations and business men who use printed en-	CLASSIFIED ADVERTISING
Jot Montgomery is in a hos- Albuquerque, N. M., following	water raised to its maximum depth in the house in about ten minutes and covered the floor for about an hour.	of one of the county, and many	Faye Bible, Madge Landers, Mary	velopes in large quantinties. Many of these same men and organizations	RATES.—One insertion, 2c per word.
ration.	Other sections report hard rains,	of paid officials as the counties hav-		urge the trade-at-home movement, and insist that local newspapers preach the doctrine through heir	Two insertions, 4c per word, or lc per word each week after first insertion. Lines of white space will be
J. A. Sparks visited her daugh- rs. D. C. Regal, at Amarillo	The T. C. Landers farm was damaged by washing down about two-thirds of a vineyard near the orchard, damag- ing fences and sanding down the	to all county and city governments		columns, but when attention is called to their inconsistency, never bat an eye, but continue their practice of	charged for at same rate as read- ing matter. Black-face type at double rate. Initials and numbers
Everett Watson and Mrs. Frank	we were and sending down the	poses.	remarked a few days ago over his	encouraging the government to stay	count as words. No advertisement accepted for less than 25c per week. All ads cash with order, unless
	on account of the rain.	TERRACING POPULAR	ers for advertising a good and build-		you have a running account wit. The News.
and Mrs. Dewey Campbell and obby, of Dalhart, are visiting		been terraced during the last two	be bought for about half what they now sell for." Here's the low down on the matter, son: Without adver-	Lougumia-"A lot of trouble can be	REPRIF
t Wells of Dalhart is visiting	man a few days ago that he was	and last year the yield of cotton was increased by one-fourth bale per	tising, there is no car on the market	Pudinga—"What makes you say that?"	CAN
ndparents, Mr. and Mrs. W. Le ell.	dow display. But evidently that mer- chant, had not stopped to consider	corn five bushels, and wheat eight	around \$1,500 to afford a very small profit. Without advertising, breakfast	Barbara—"Isn't Muriel suffering	
and Mrs. A. J. Lemons of Le-	only one of the numerous methods	more than paid the cost of terracing the first season.	vertising, nearly every item one can	Loretta—"No, from sentimental	DUPLICATING sales books, 5c eac
·	gorgeously displayed window have on a man living even a mile out in the	One way to insure advertising be-	mention would be much more ex- pensive than it is under the stimulant		at News office.
A. Davis was in Shamrock y	country if he were driving to some other town to do his trading, because some live merchant in that "some	(Okla.) News, is to put those things	which produces a volume warranting a low price. And the beauty of the whole thing is that advertising is the	USED TRUCK SALE	PLANTS.—7 varieties of tomatoe all standard kinds; cabbage, early an late varieties; pepper, sweet and hot
rd Howard was in Enid, Okla.,	town" had sent a "silent salesman" into that man's home? You can't	care to read. Tell of the good fea- tures of the merchandise in such a	one item which is not paid for by	model.	Bradley yams and Porto Rico swee potato plants. Prices reduced this year. Come and see what we have
Martin of Wellington was in Wednesday.	sell a man your goods unless you can get him to town, and the best way to get him to town is to show	teresting in the advertisement beyond	itively benefits Fred D. Howard, in	1929 model. One 1½ ton model A Ford truck,	Roby's Plant Farm. Phone 182. tf
Williams of Groom visited his Mrs. A. Stanfield, Saturday.	him that our business men are mak- ing it worth while to come here to	price at which it is being offered for sal. It is possible to make an ad-	Relax-"I hear that Smith makes	1928 model. One 1½ ton International truck, 1926 model.	MISCELLANEOUS
Hamilton, Sr., of Mangum,	do his trading. After you get him here your display window might be all right, provided he happened to		Reflux—"Beat her, does he?" Relax—"No, just refuses to argue	One 2 ton International truck,	We do general furniture repairin Sitter Furniture Co., phone 271. th
was in McLean Wednesday.	pass it, but if you are depending wholly on your window, the proba-	hand, gazed at the smooth, white body		ALL IN GOOD CONDITION	INDIA INK, Stamp pad ink, sho card ink and writing inks at New
	bilities are he doesn't even know	in the water. "I cannot do it he groaned. "It is not man's work." Tears streamed from his eyes. The	for a poor old man. Won't you buy a ticket, my dear?"	For inspection, test, and bargain prices, see Mr. Sullenger, 204 East	
and Mrs. Bert Smith of Lelia fisited in McLean Sunday.	FRIERS PROFILABLE	woman, with a look of utter scorn, seized the knife—and finished peeling	Sweet Thing-"Mercy, no! What	0.0804	rolls a News office.
Witt Springer visited in Ama- besday.	C. R. Smith, farmer near Levelland in Hockley county, sold 1,000 frying- size chickens this spring to a cafe at	It's paradoxical to the Garnett	Fortune Teller-"The stars tonight tell me you have had trouble with	1	TCI "Where Your Dollars
Rex Williams of Magic City	25c each. Mr. Smith reports a fair margin of profit even at this low	(Kan.) Review why the very man	Mr. Meekman—"The stars I say	THE FAMOL	JS "Where Your Dollars Have More Cents"
in McLean Sunday.	price, as the chickens were raised on cheap home grown feed. Mr. Smith	a police court story because the widespread publicity might damage	and high total int the cash thing.		
ERTISING LIFE OF TRADE	keeps a record of his farming opera- tions and states that eggs at the	his business, refuses to advertise be-			
ntly, when it comes to ad- g, the president of the Ad-	present low prices are sold at a profit.	Mrs. L. L. Perry of Albuqeurque, N. M., is visiting her brother, C. E.			

That why the figures drawn from a study 17-year records of 120 corshould bear some weight. his conclusions should be a concerns which are deupon advertising for public

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of these 120 corporations ancreased their advertising exin spite of depression, at of 16% over the previous year. 17 years ago, many of these were small, today all are ing the foremost business of America, with net assets s what they were in 1915, combined net profit three great.

ther 60 corporations present nt picture. These failed to their adverising programs, ed an erratic course, adheavily when times were reducing their appropriaen business fell off. Though e of these 60 latter comwas an important national in 1915, today more than them have lost their position rtance and many of them e out of business. moral should be plain." To he tale, three noted incidents kind, occurring some years might be recalled. James Pearline, S. Jacob's Oil and were once three widely known with enormous production Every man, woman and country was familiar with For different reasons, their appropriations were cut ormously reduced. The first asses died and their prodno longer manufactured, few bars of the latter are and then.-Louisville (Ky.)

### MORE TURKEYS

key hatching season is on in nd, basing predictions on of hatching now underway, men are forecasting a 15% tion of turkeys this year

Nertsenjammer has acenough money to retire. he plan to live?" 



Anderson, this week.

Federation of America may Mr. and Mrs. J. R. Shirley of Magic N. M., is visiting her brother, C. E.

City was in McLean Monday.

## 'MAKE' YOUR OWN WEATHER

These hot days can be made delightfully cool and refreshing by using an electric fan. Your guests or your customers will appreciate your thoughtfulness-and you can do more and better work with less fatigue, when you are comfortable.

"You will also appreciate the economy of operating your fan, and the low purchase price.

**Buy from Your Local Dealer** 

Southwestern PUBLIC SERVICE Company C. O. Greene, Manager

## **A Hard-Boiled Year**

This is a hard boiled year for novelty in advertising. Polite copy has been given the bum's rush. It is a year for "more for the money" in advertising, which backs up our often repeated statement that the only purpose of advertising is to sell the product.

Advertising in

\$ 3 ....

# The **McLean News**

**Gets Results** 

Phone 47 for cut and copy suggestions.

There are a second to be an and the second of the second s	CONTRACTOR CONTRACTOR CONTRACTOR CONTRACTOR CONTRACTOR CONTRACTOR	THE REAL POST OF THE PROPERTY OF T	Thursday, June 30, 1932	SAFETY FIRST	Mae-"You remove
THE McLEAN NEWS	Red Cross Nurse	News from Heald	With the Churches		Mac-"You remember Ama at college, don't you?"
Published Every Thursday	Makes Final Re-		FIRST PRESBYTERIAN CHURCH	Henry and Sylvia were out driving.	Fay-"Why, no, I don't ma
News Building, 210 Main Street		Mr. and Mrs. T. C. Landers re turned last Monday from a visit with	FIRST PRESETTERED.	Henry had one arm around Sylvia, when the car hit a bump and skidded.	Mae-"Well, she was the
Phone 47	port to chapter	relatives at Glen Rose.	W. A. Erwin, Minister	"Oh. Henry," gasped Sylvia, "use	giri in our class-but y
TA LANDEDO" Dublishe	Miss Antoinette Ahlschier, Red	Mr and Mrs Prank Dailor and	Sunday school 10 a. m., J. A. Ashby	both hands"	was after you left." I form
T. A. LANDERS, Publisher	Cross nurse, made a final report of	children and Miss Alma Brock tool	mary department.	"Can't," says Henry grimly, "gotta drive with one."-Navy Log.	"Calabash must think a in
SUBSCRIPTION RATES	the year's nursing service to the loca hatte, in session Tuesday after-	dinner in the J. A. Haynes home Sunday.	Morning worship it a. m.	drive with one Navy Log.	wife-he uses such endearing
In Texas	noon.	Mr. and Mrs. Ernest Brooks and	by the pastor. Anthem by the choir.	Whangdoodle What's wrong with	WINEL HOW
One Year \$2.00 Six Months 1.25	M. & Anischler stated that a great	son, Mr. and Mrs. N. J. Holder and	No services at night.	Greenbucks? He's got plenty of	"He just said that whaten
Three Months .63	imple ement has been made since	son, Mr. and Mrs. U. G. Lane and family spent Sunday with Mr. and	FIRST METHODIST CHURCH	money, yet is afraid to spend a cent for anything but bare necessities."	wife desires, she does of he
Outside Texas	health minded. A large share of the	Mrs. Jeffries.	a descenter in a set of a set	Gyacustus-"He's lost confidence in	and the second se
One Year \$2.50 Six Months 1.50	good work was attributed to the pub-	Mrs. G. L. Armstrong of Hedley		everything and everybody-even in his	DEATUNE
Three Months	licity given the work by The McLean		supt., Mrs. C. C. Bogan supt. junior	own ability to enjoy what he might	BEAUTY SHOP
	News, the nurse saying that no work		department, Miss Frances Noel as-	buy with his money."	At Up-to-Date Shoe s
Display advertising rates, 25c per	publicity.	Wheeler spent the week end in the	sistant, C. W. Bogan secretary.	"I hear that Dr. Fluke sued the	1
column inch each insertion. Pre- fered position, 30c per inch.	President Reuben R. R. Cook re-		Preaching 11 a. m. by pastor. Epworth Leagues 8 p. m.	CIRVEORIS ICI SHRIPICI, PLD AIC WHOI	Permanent waves
	ported some 50 barrels of Red Cross	Mr. and Mrs. O. N. Elliott and daughter, Mrs. Clara Blair and chil-	i a se montal	passing their house he claimed he heard someone holler, "Quack, quack!"	Hot Oils
Entered as second class mail matter	through the community chest, and	dren spent Sunday with Mr. and Mrs	music by choir.	uter but the doctor lost his case	Marcels
May 8, 1905, at the post office at McLean, Texas, under act of Congress.	said that as much more would be	Ernest Krämer.	Womans Missionary Society Tues-	when the Claytons proved it was	Pinger Waves
the state and the state of congress.	requisitioned.	Mr. and Mrs. Hayes, W. H. Rut- ledge, Mr. and Mrs. Reep Landers		their duck."	All kinds of work-guand
M NATIONAL EDITORIAL	"The Delano itinerant nursing ser-	and children, Mr. and Mrs. T. A.		TRADE IN MeLEAN!	MRS. C. E. JOHNSO
MEMBER 1932	vice which has been functioning for	Landers and family, Mrs. Merle Grigs-		TRADE IN MCDEAN,	NES C F OF
- LK 1932	the past ten weeks in McLean and	by and children and Miss Eunice	FIRST BAPTIST CHURCH		Statement Bright Back Statements and Statements
MENBER	the surrounding trade territory has the following report to render:	Landers Sunday afternoon.	Cecil G. Goff, Pastor		and and the second
	"Three hundred thirty-one pupils	Mr. and Mrs. Bill Bailey and chil-	Sunday school at 9:45 a. m.	REAL ESTAT	E BARGAINS
TINAS PLA PRESS	were examined by local physicians	dren visited Mr. and Mrs. Earl Green	Morning worship at 11. Message by the pastor. Special music by the		
	and dentist, assisted by volunteer	Mr and Mrs Floud Winton thorse			
ASSOCIATION	workers and the nurse. 304 were found to have one or more defects.	Sunday afternoon with Mr. and Mrs.	B. T. S. at 7:15 p. m.	Now is the time to buy	
Panhandle Press Association	The following schools had this work:	W. M. Hinton.	Evening service at 8:30. Message		what you want.
2.e.s	Heald, 39 pupils and 5 pre-school;	J. W. Smith and daughter of Quitaque visited in the Floyd Smith	by the pastor. Special music by the	pear to lat as shew . we	W.1.12 1011 # 13
Sixteen railroad employees in	Liberty, 11 pupils and 3 pre-school; Skillet, 17 pupils and 2 pre-school;	home Friday night.	The W. M. S. will meet Monday at	Massay ar	nd Stokely
Russia are held responsible for	Alanreed, 66 pupils. These were the		3 p. m. for Bible study and business.		
a train wreck killing scores of passengers. A depot agent and	papers nem me second unough me	Sunday with Mr. and Mrs. Josh Chil- ton.	The Y. W. A. will meet Tuesday at 4 p. m. for Bible study.	Phone 44	McLean, Texas
others are accused of being	seventh grade as the state nurse held the summer round-up, and also the	Miss Doris Bailey spent Friday with	The deacons and men will meet	Paure 11	McLann, trees
drunk and mixing signals, caus-	ounits in the first grade McLean	Miss Wanda Phillips at McLean.	Tuesday at 8:30 in the pastor's home.		
ing the fatal crash. It has been a great many years since any-	indu periori noi erementari Prancei	CANDIDATES FILE EXPENSES	Wednesday at 8:30 p. m. the church will meet for business.	-	
	108. Those who were not examined last year in the McLean schools, and	1	Choir rehearsal Friday night at		
train wreck in this country.	the first grades had this work in this	The following candidates filed ex-	8:30.	Special I	our Dain
Our readers should keep in	service. 151 individual conferences	pense accounts with the county clerk	Friday night of this week, at 7	Special L	OW FILLS
mind that a paper can only be	"One hundred exemteen home vie-	Monday: C. S. Rice \$18.75, J. L.	o'clock, the choir will sponsor a pot luck dinner. All church members are	-L. Jarret +	
good in relation to its income.	ite were made which included 24 at	elogot Male Weihans and IT Cotta	invited to participate.		- 11 a have
ind, other things being equal.	the Back community, 42 at Alanreed,	Studer none, H. A. Nelson \$48.42.			
should patronize those merch- ants and organizations who:	and visits made in McLean.	Frank Jordan \$50.50, C. E. Cary \$75.30.	INTERMEDIATE G. A.	0	
through their advertising in the	"A home hygiene class was com- pleted after 19 class periods, two	C. E. Pipes \$163.06, H. C. Cottrell \$43, Lewis O. Cox \$35, W. W. Wilson \$27	The Intemeriate G. A's. spent an	C	1
nome paper, are not only help-	hours each, for which seven women	A. H. Doucette none, Frank Hill \$42,	enjoyable day at the home of Miss	BATT	FRIFS
ng to develop the community but are making it possible to	received certificates. We hope to	Clem V. Davis \$33.75, M. M. New-	Dorothy Jean St. Clair on June 19.	DAII	LILLO
have a better community pa-	have a loan closet which will be sponsored by the Federated Church	man \$19, Roy E. Arb \$13.30.	A cold lunch was served and every- one enjoyed the ice cream and cookies		· 1
per. A little' thoughtfulness	Council.		which were served later. A large	for a Short	Time only
long these lines will make bus-	"An application for the admittance	ROAD BIDS ASKED	group attended.		
ness better for all concerned.	of an incipient tubercula: case has	The county commissioners have not	The last meeting of the G. A. was held at the Baptist Church. A good	for e mori	
Our country is operating un-	been sent to the state sanitorium through the county judge. We are	The county commissioners have vot- ed to advertise for bids to pave the	held at the Baptist Church. A good program was rendered by the group	13 plate battery, guar	ranteed for 6 mont
ler the highest tax bill ever		McLean-Lefors road, provided the	leader. The next meeting will be	10. 1 T	
evied in time of peace upon my people. The wild scramble	admitted	contractor will take bonds in pay-		\$5.	25
or spending money has hit ev-	The ronowing derects were round	ment for the work. The grade and drainage has been	of this week for work. All inter-	00	
ry department of our govern-	n 304 pupils, including pre-school	completed and the bids will be asked	mediate guis are urgen to come.	11 plate battom	inntood for C mont
nent from local to national, the	bove: 189 pupils and 13 pre-school	for as soon as specifications have	BEAUTY WORK	11 plate battery, guar	anteed for 6 mont
nust few years, and now we nust pay for it in times when	second deriver care. Or the derects	been worked out by the engineer. The		\$4.	75
he dollar is worth much less	WITCHE WEIGHTE OF GOLDER, HOUSE MEET	kind of topping has not as yet been decided upon.	Finger Waves 20c	04.	10
han when we contracted the	origin, and so possible of prevention	and the second second	Marcels 35c Shampoos 15c	·	
lebts. The only kind of budget	as those of the teeth. "By recently	BONUS ARMY HERE	Shampoos 190	We give a trade-i	n malua an manu

debts. The only kind of budget that is worth anything is the cash budget, and this goes for governmental expenses the same as individuals.

With the law allowing utility companies to make a certain profit, there seems to be little chance for the Railroad Commission to secure lowered rates. or to keep some companies from by the development of right habits raising rates. Every time a of feeding. company is sued or molested in "Eyes defective-58 had defective any way that costs them mon- vision, while 35 had defective eyelids, Thelma Upham, went to Wichita ey, the costs are deducted from which in many cases is indicative of the earnings and figured in ar- eye strain. 16 had defective hearing, remain for a visit with relatives." riving at profits. There is no 38 need to have ear wax removed, more reason why profits should while 4 had discharging ears. Many be guaranteed for these com- car troubles are traceable to measles, panles than to guarantee that scarlet fever, flu and colds; also degrocers or printers should make fective throats. 217 had defective a profit. If the government will throats and noses, 7 with defective get out of all kinds of business, hearts which may be caused by dewe will be much better off.

some way from the 32 cents lymph nodes which may be caused per gallon gasoline tax that ob- by carious teeth, diseased tonsils, tains in Germany, but with the poor nutrition, etc.; 3 with orthopedic national government joining the defects, 104 with defective posture. states in taxing gasoline, we While we found many defects, yet we may expect counties and cities see the results of health work. After to follow suit.

classed as a luxury, and there cluding three at Alanreed, nine chilwas some excuse for taxing dren have had their tonsils removed everything connected with them and one pair of glasses have been but they have since become so fitted. wrapped up in our commercial " No man ever stands so tail or so and social life that they may straight as when he stoops to help a be considered to a large extent child." necessities. There has never been a going back to inconven- ROBERT MATHIS ON HONOR ROLL For County Treasurer: ient living, and there must be some way found to continue with modern conveniences without taxing them out of existence.

"How is it that that wizard dentist university for the spring quarter, it is at the circus side-show can pull teeth announced by the registrar's office. nlessly?" SO DAL

he dentist's signal so that the aud- better on all courses carried during ence cannot hear the victim when a given quarter. A total of 268 young he hollers."

If a man is right, all the bombardent of the world for five, ten, twenty, orty years will only strengthen him in his position. So that all you have do is keep yourself right. Never nd the world .-- Talmage.

as those of the teeth. By recently developed methods, practically all of the permanent teeth can be saved, and the dental defects of this set to a large degree eliminated. It has

long been known that dental decay in both first and second sets begins in fault of development-in pits and fissures of the enamel. Dental decay can be further reduced at school age

fective throats, mainutrition, after Amarillo Tuesday.

effects of communicable diseases; 8 American motorists are still with defective skin, 178 with enlarged

the first service, 134 had one or more Automobiles were at one time defects corrected. In this month, in-

Waco, June 2 .-- Robert B. Mathis of McLean, who received his A. B. degree from Baylor University, June 1, also won a place on the honor roll of the place on this roll, a student has "A brass band blares out loudly at to make an average grade of 86 or cople made the honor list at this

> Mr. and Mrs. Buck Campbell of ampa visited relatives here Sunday. Mrs. Henry Benson of Shamrock For County Attorney:

ime, the record shows.

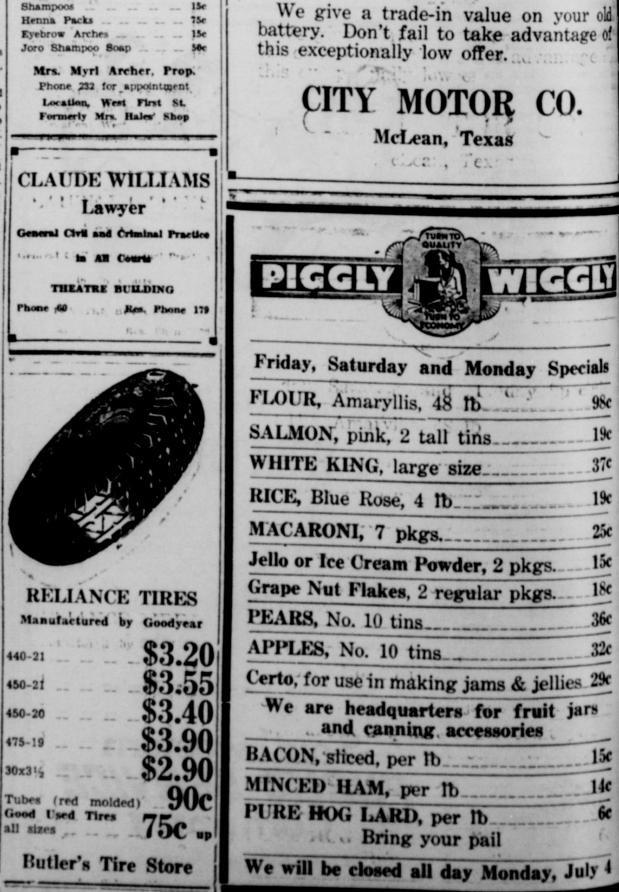
isited relatives here Sunday. .

BONUS ARMY HERE Henna Packs Eyebrow Arches \_\_\_ Recruits for the Washington bonus Joro Shampoo Soap army stopped in McLean Monday, Mrs. Myrl Archer, Prop. enroute from California. Phone 232 for appointment Two different motorcades stopped Location, West First St. during the day, with a speaker to Formerly Mrs. Hales' Shop address the crowds and collectors to solicit funds from the business men. Mr. and Mrs. C. A. Gatlin and CLAUDE WILLIAMS daughters, Miss Clara Pearl and Mrs. Lawyer Falls Tuesday. The young ladies will General Civil and Criminal Practice Mrs. Betty E ndcock and Miss tarantal Cin Al Courter' Prart Dorothy Cousins of Hewet are visiting Mrs. S. A. Cousins this week. THEATRE BUILDING Mrs. Emma Johnson, who is nursing Phone 60 Mother Springer, visited home folks at POLITICAL ANNOUNCEMENTS The News is authorized to carry the following announcements, subject to the action of the Democratic Primary in July: For Representative, 122nd District: JOHN PURYEAR D. O. BEENE H. B. HILL RICHARD WISCHKAEMPER IVY E. DUNCAN For District Clerk: LOUISE MILLER DUNN GEORGE BENTON For County Clerk: CHARLIE THUT **RELIANCE TIRES** MABEL DAVIS Manufactured by Goodyear D. R. HENRY For County Tax Assessor: F. EWING LEECH 440-21 For Commissioner, Precinct No. W. W. WILSON 450-21 M. M. NEWMAN J. E. CUBINE 450-20 For County Sheriff: LON L. BLANSCET 475-19 C. E. PIPES For County Judge: 30x314 S. D. STENNIS C. E. (Elmer) CARY Tubes (red molded) 90C PHILIP WOLFE Good Used Tires C. S. RICE

For Dist. Atty., 31st Judicial Dist:

LEWIS M. GOODRICH

SHERMAN WHITE



98c

19c

370

19c

25c

150

180

36c

32c

15c

14c

60







#### The McLean News, Thursday, June 30, 1932 The Mitchell (Neb.) Ind LEADERSHIP the suggestion that "If me THE COMMUNITY MIRROR **Odd**—but TRUE took an active interest in the When a herd of cattle stampedes in of the town, schools and fright, the fastest runner is in front. A town or community may be able would be much less in The real leader may be in the rear to cover up evidence of its decay and part of the officials to because it has seen no reason for backwardness to all local appearances, than the taxpayer can affi joining the stampede. but there is one thing that will let But an official who re GIRAFFES RUNNING In politics, in current literaure, and the cat out of the bag in spite of in life in general, apparent leader- no advice or intelligen everything that can be done about it. ship often is merely the ability to the subject of expendent INTO THE WIRES OF A RECENTLY The newspaper is the mirror of the run fastest in a stampede. Those his course is meeting with NETALLED TELEPHONE LINE IN community, and if the town is dead, proval of the public and keen EAST AFRICA PUT THE SYSTEM who are stubbornly at work changits gaunt, grinning skeleton will stare ing the course of events are quite ogry of spending. It's not he OUT OF COMMISSION . IT WAS out at you from every column from ing the course of events are quite so why should he care is NECESSARY TO RESTRING THE the banner headline on the front page tude assumed by many of frequently inconspicuous. to the last "filler," says the Texas ENTIRE SYSTEM ON ing officials. He is the best leader who most Commercial News. BO FOOT fully understands the nature of That does not mean that the newsthings, so that his plans are not Geo. W. Rhea admits that paper is dead. Far from it. Some of doomed to ultimate failure; who posnot know how much religion the liveliest newspapers in the counesses an active, far-reaching imdo with paying of one's m try are published in towns that are agination which can see many pos- but finds very few active GRASS WIDOW not entitled to any kind of news sibilities; who has a sense of values, members in Drexel (Mo) medium whatever. But that condition WAS ORIGINALLY so that among possibilities he is able not paid-up subscribers to does not exist for long, because a GRACE WIDOW to choose the most excellent; who newspaper is a business enterprise as has a sense of order, to give form, de-Caller-"Are you sure the well as anything else, and if it is run A WIDOW BY sign, and program to the values and is not in?" at a loss, in time, it, too, will of GRACE purposes he selects; who has prac-1 Dignified Office Boy-"Do y necessity fail. And a newspaper cantical sense and judgment, and so his word, sir?" not run without advertising patronuses the most feasible means to acage. The cost of newspaper production complish his ends; and who has he energy and enthusiasm to carry his is probably higher now than at any other time in the history of journalplans persistently toward fruition. TREES and PLA ism, higher because more is demanded. All these qualities are susceptible to Many people think if a newspaper SAY increase, discipline, and refinement by has a large number of subscribers it NE E S OF THIN education .- Antioch Notes. is a paying proposition. But such is BAD OFF IN SOME PARTS OF not the case. Circulation is a costly peernnials and rock AT THAT Too much publicity cannot be given CHINA HAVE BEEN feature of the business. If an editor plants. the alleged reply made by Wm. Wrigcan secure enough out of his cir-COLLECTED ON 60

culation to maintain the cost of keeping it, of clerical work and collections and securing and maintaining business, he is lucky. There's no profit in that branch of the business whatever.

A merchant pays his bills because he wants to stay in business, and to do so he must maintain a good credit rating. He pays his rent so he will not be thrown out of his building. WHEN THE PAPER He pays his light and water and telephone so his utilities service will not be cut off.

But he keeps up his advertising for ness to do so. He knows that he must have a constant turnover of merchandise, that styles are constantly changing, that new goods must And that it doesn't print the kind of come in, whether the old is sold or not, that his profits will dwindle un- He tosses it aside and says less a constant volume is maintained, and he knows that nothing but continual, practical advertising will keep his business moving and enable him to show a profit at the end of the year. So the local newspaper filled with ads of local business concerns He reads the social doin's with a reflects the image of a live and growing town .-- Clearmont Mo.) News(.

The Gallatin (Mo.) North Missourian has heard "it rumored that drastic He says of information it doesn't steps will be taken by local authorrathering in front of local business

up just right, rusin' it all night. He says there ain't a single thing in loyal to their town, their neighbors, it worth while to read, stuff the people need. ly on the bum-But you ought to hear him holler when the paper doesn't come. He reads about the weddin's and

DIFFERENT THINGS

SEVEN YEARS IN

ADVANCE

sports like all get out; most derisive shout. He says they make the paper for the women folks alone.

He'll read about the parties and he'll fume and fret and groan;

itles to prevent the idle rich from But you ought to hear him holler have a crumb-

News, there are two classes of people. My father says The News ain't put They are the leaders and the "riders." carry on in spite of adversities, being

> their homes and themselves. The "riders" are content to live on the crumbs that fall their way. They are it's strict- the whiners, who cry about hard times and poor business, yet do nothfig to better conditions. Because the heavens fail to open and drop money into their laps, they bemoan their luck and howl about hard times. But if the leaders do something to help better conditions, then they ride right along, free, of course, and pick up what they can.

> > The Carthage (Mo.) Press says that

"maybe they call them receivers be-

cause so often they receive as fees

In every city, large or small, ac- Since newpapers pay a tax every DOESN'T COME cording to the Collinsville (Okla.) day on the advertising in their columns, which tax varies according to The leaders are those who never quit the amount in each issue, Fay Seathe simple reason that it is good busi- He finds a lot of fault, he does, pe- hoping, never quit working. They on, in his Manhatan (Kan.) Mercury, inquires, "Why shouldn't radio stations pay a tax likewise on the amount of advertising they broad-

> 66 Service Station PHILLIPS PRODUCTS Wholesale Hondquarters LEE THRES Courteous Service

at Ford Garage JOSH TURNER, Mgr.

ley, Jr., when one asked him why he did not stop his tremendous advertising after he had built up a gigantic business: "Did you ever hear of trainmen taking off the locomotive after they got the train moving?"

# All suited to this se Give us your order Landscape Artists

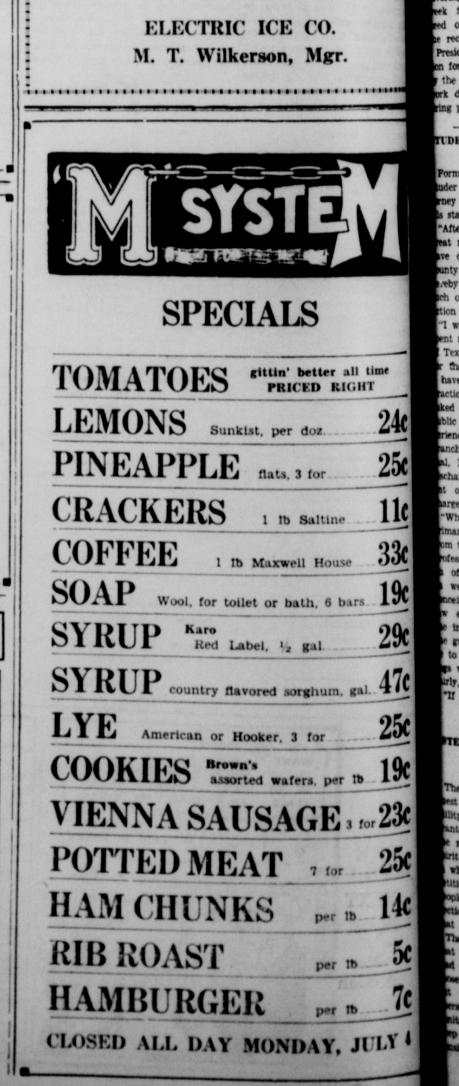
Vol

ions

Bruce & Sons Num Trees with a Repu Alanreed, Texas

## **DO YOU LIKE ICED DRINKS?**

-with plenty of chipped or shaved ice to give the that much-desired frosty bite? Of course you do! Soif you would have the most refreshing iced drink chip your ice from a cake of our ice-the best, mot dependable of all refrigerants. You need an ice bu filled with ice because most foods need moisture in preservation.



establishments and spitting large gobs of chewing tobacco, et cetera, He's always first to grab it, and he upon the sidewalks. The merchants do not object particularly to the use He doesn't miss an item or a want of their show windows as box seats ad--this is true. for a spitathon, but they don't like He says fhey don't know what we for pedestrians to track the Climax want, the dumb newspaper guys, all over their floors when they come I'm going to take a day some time in to buy."

when the paper doesn't reads it plumb clean through;

and go and put them wise:

Sometimes it seems as though they Bert Campbell, in his Waukomis must be blind and deaf and dumb; (Okla.) Hornet, furnishes food for But you ought to hear him holler thought to be considered in casting when the paper doesn't come.

strange. And

The Alma (Kan.) Signal man, after

lets it be known: "We might as well

one's ballot: "When a man who has THE CRUCIFIXION OF YOUTH proven a colossal failure in most of

his undertakings is elected or appointed to a public position that pays For the first time in 300 years on \$7,500, and goes into office practically this hemisphere, youth in its twenties broke, at the end of the first year is is denied the opportunity which its able to buy a \$20,000 home and a qualities should give to youth. Young \$50,000 farm, it is evident that he is men and women who have come out a proflicient financier or just a gi- of high school and college in the last gantic crook. You can draw your five years are the tragic section of own conclusions." the army of the unemployed. For they are denied something more than

It may be old-fashioned, but this mere labor. They are barred from suggestion of Jewell Mays, in his life. In panics and calamities of the Richmond (Mo.) Missourian, is in the past on this continent, some place realm of possibility: "If all the law- was reserved where times were fairly books and literature were destroyed good. To these places youth went, from the earth in an instant, the being denied its opportunity elsewhere. Golden Rule would be sufficient to Today in the whole wide world there reconstruct a new human code." is no place for youth to go where it can get a chance at the bottom rung

ob- of the ladder for its life climb up-The Texhoma (Okla.) Times serves that foreign countries are ward. Literally millions of young smarter than we are. While they people of both sexes, well equipped for still owed us a war debt that they life, with the best blood in the couldn't even pay interest on, they country in their veins, eager to come were able to borrow from American to grips with life, are stagnating. bankers something like thirteen billions holding minor jobs with no chance of dollars. for improvement, walking the streets

looking for work or sitting about One of the funny things noticed by their homes unable to find a place Faust Roper in the Lexington (Mo.) where they can exercise their powers. News, is the way one's name always It is tragic. It is the deepest tragedy stands out in a paper; fairly leaping that America has seen since the days at your eye. Its's the same sort of of the old colonists in the 1600's. thrill as hearing yourself called to the Why this body of youth does not telephone at a ritzy social gathering, openly revolt, why the dynamite in

its heart doesn't explode in some Depressive times have hit the social phenomena is cigarette smokers, for there has been maybe it is not so encouraging as a big decline in cigarettes smoked it seems .-- William Allen White during the month of April. The de-

crease amounts to 20%. Hard times have caused many people to drop this reading a lot about women, candidly nasty habit .-- Will Zorn.

admit right off that we don't want The Cordell (Okla.) Beacon dis- to start any argument over the quescovers that a lot of people are be- tion of the superiority of women to cining to think that, after all, they men. We knew a man once who got might as well live as economically as into that sort of an argument, but he their parents. never tried it but once.

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