



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

**MEMBER**  
 National Editorial Association  
 Texas Press Association  
 Panhandle Press Association

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

Resolutions, obituaries, cards of thanks, and items of like nature charged for at list rates.

Any erroneous reflection upon the character, standing or reputation of any person, firm or corporation, which may appear in the columns of this paper will be gladly corrected upon due notice of same being given to the editor personally at the office at 210 Main Street, McLean, Texas.

Come to think of it, voters can support any one of a number of candidates for governor and still be voting for a West Texas man.

With a number of the leading candidates for governor attacking Jimmy Allred, it begins to look as if it is conceded that he is the man that will be hard to defeat.

The man who is supported with tax money should keep his taxes paid. If a public servant does not pay his taxes, why should you pay your taxes in order to support him?

As many men as we have running for state offices who are well qualified to fill the office sought, with consideration for the whole citizenship, it is a pity that some of their friends would appeal to sectional prejudice for votes.

Taxpayers must begin to think of the tax problem as a personal one. To cut taxes you must reduce expenditures, and the taxpayer is the one to bring about this reduction; tax spenders cannot be depended upon for this purpose. Insisting that the law requiring publication of financial statements be observed will help.

The adoption of codes has not stopped chiseling in every line, yet we are assured that chiselers will get what is coming to them in due time, if they persist.

The codes are meant for fair competition, and that is the only kind of competition anyone should indulge in, code or no code.

Many people have lived to a ripe old age without the benefit of codliver oil, yet it is reported by the daily papers that the Texas Relief Commission has purchased \$45,000 worth which at the current price, would mean about 28,800 gallons of the medicine. This might set at rest the worry of some people who have become alarmed for fear the government money would run out for food and necessities of life. As long as expenditures like this can be made, other items should be easy to obtain.

Rev. Jno. H. Crow, pastor of the First Methodist Church of Claude, and former pastor here, was in McLean Monday.

L. A. DeLee of Wichita Falls visited in the J. A. Fowler and M. H. Patterson homes Sunday.

Mr. and Mrs. Louie Schlemeyer of Dexter, N. M., visited in the S. W. Rice home Sunday.

Mrs. L. Chism underwent an operation at a Pampa hospital last Thursday.

Mrs. J. B. Pettit was in Pampa Friday.

Miss Sinclair Rice left Sunday for a two week's visit in Bastrop, La.

**WHEELER COUNTY FILINGS**

(Courtesy Title Abstract Co.)  
 ROL—A. S. Martin et al to J. A. Welch, N 13 ac. of SW 1/4 of NW 1/4 section 7, block A-8, dated June 27, 1934.

ROL—The Texas Co. to T. F. O'Guaman et ux, NE 1/4 section 97, block 17, dated June 25, 1934. Also NE 1/4 section 77, block 17.

TOL—Leroy C. Bryan to Boatmen's National Bank, secs. 24, 38 (exc. 10 ac.) and 22 in block 44, and SE 1/4 section 128, block 23, dated May 15, 1934.

OL—Lella Gregg & Leon Harvey to Ed Apple, SW 1/4 of NE 1/4 section 72, block 13, dated April 4, 1934.

OL—J. M. Porter et ux to L. L. Leedy, E 1/2 and NW 1/4 section 22, block A-8, dated May 17, 1934.

Dr. Cont. Ira C. Boren et al to Ben G. Barnett, 1/2 int. in section 24 exc. W 1/2 of SW 1/4; 1/2 int. SW 1/4 section 37; 1/2 int. SE 1/4 section 37; all in block 13, dated April 3, 1934.

MD—W. S. Williams et ux to Paak T. Grimes, 33/80 int. N 1/2 of NW 1/4 section 69, block 13, dated June 6, 1934.

MD—Park T. Grimes to The Home Stake Royalty Corp. 1/2 int. N 1/2 of NW 1/4 section 69, block 13, dated June 6, 1934.

MD—Park T. Grimes to J. R. Simpson, 1/2 int. N 1/2 of NW 1/4 section 69, block 13, dated June 25, 1934.

MD—Lella Gregg & Leon Harvey to Clayton Heare, 1/2 int. NE 1/4 section 72, block 13, dated April 4, 1934.

OL—Lella Gregg & Leon Harvey to M. Reynolds, SE 1/4 of NE 1/4 section 72, block 13, dated April 4, 1934.

OL—J. H. Seright et ux to Jack Doyle, NE 1/4 section 62, block 13, dated March 12, 1934.

TOL—Jack Doyle to M. W. Rafferty, NE 1/4 section 62, block 13, dated May 18, 1934.

MD—Park T. Grimes to Carl R. Blackman, 5/80 int. N 1/2 of NW 1/4 section 69, block 13, dated June 29, 1934.

OL—I. E. Crow to Phillips Pet. Co., SE 1/4 section 36, block 24, dated May 12, 1934.

OL—Flora M. Thurmond et vir to Phillips Pet. Co., S 1/2 section 100, block 17, dated June 20, 1934.

OL—Southland Royalty Co. to Phillips Pet. Co., SE 1/4 section 36, block 24, dated May 23, 1934.

RD—J. P. Ledford to Southland Royalty Co., 1/2 int. NW 1/4 section 48, block 24, dated June 25, 1934.

**With the Churches**

**FIRST BAPTIST CHURCH**

Cecil G. Goff, Pastor  
 Sunday school at 9:45 p. m.  
 Morning service at 11. Message by pastor. Special music by choir.  
 B. T. S. at 7 p. m.  
 Night service at 8 o'clock. Message by pastor. Special music by choir. Orchestra.

Y. W. A. Monday, 7 p. m.  
 Men's ice cream supper Tuesday, 8 p. m.

W. M. S. meets in circles Wednesday, 3:30 p. m.  
 S. S. officers and teachers meeting Wednesday, 7:15 p. m.

Prayer meeting Wednesday, 8 p. m.  
 Choir rehearsal Thursday, 8 p. m.

**FIRST PRESBYTERIAN CHURCH**

W. A. Erwin, Minister  
 Sunday school 10 a. m., J. A. Ashby gen. supt., Mrs. Chas. E. Cooke supt. primary department.  
 Morning worship at 11. Sermon by pastor. Special music by the choir.  
 No services at night.

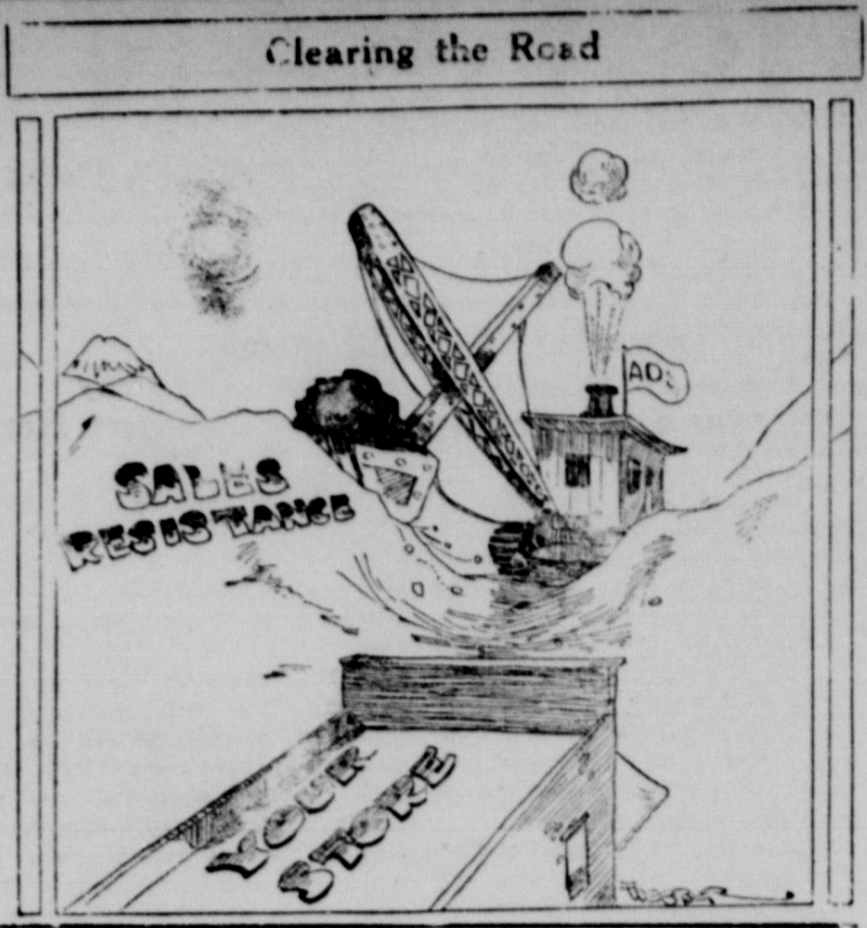
**FIRST METHODIST CHURCH**

N. U. Stout, Pastor  
 Sunday school 10 a. m.  
 Morning worship at 11.  
 Missionary Society Tuesday, 3 p. m.  
 Choir practice Wednesday, 8 p. m.  
 Epworth League 7:30 p. m.  
 Evening service 8:30 p. m.

**Queer Music**



By simply manipulating his hands in the air, Charles Stein plays music on the theremin in the Science theater at the new World's Fair in Chicago.



**PREACHERS AND EDITORS**

It is great to be a preacher. He has many advantages over an editor. He wears better clothes, has donation parties when the family larder is low, does not have to worry about meeting the weekly payroll, gets chances to kiss pretty brides, has reduced fares on the railroads, can make a speech and nobody can talk back and does not have to consider the NRA, and altogether has a glorious time.

The editor writes a piece and touchy subscribers stop the paper. If he does not write pieces they stop the paper because there is no news in it. He is in constant danger from libel suits and irate readers' attacks, but—and here is where the editor has it over the preacher—he does not have to take a vote of his subscribers every year to decide whether or not he shall stay on the job or move to another charge. He is lucky—it would be wearing to have to move every year, as would be his lot—Ablene (Kan.) Reflector.

**WHEN YOU DINE OUT**

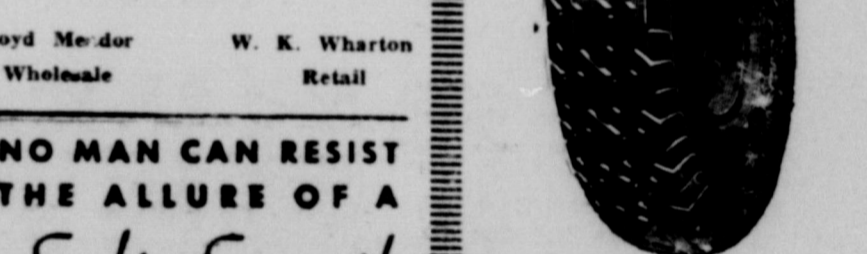
Naturally You Think First of **HIBLER'S CAFE**  
 A Cool Place to Eat  
 Open Day and Night

**PHILLIPS 66 PRODUCTS**

Lee Tires and Tubes  
 Phone 66  
 Boyd Meador Wholesale  
 W. K. Wharton Retail

**NO MAN CAN RESIST THE ALLURE OF A Soft, Smooth Skin**

DO PEOPLE regard you as pretty sometimes? Or do you bear the reputation for constant loveliness that goes with a flawless skin?  
 If the mirror shows your face losing some of its radiance... growing rough and dry... try using **OUTDOOR GIRL Olive Oil Face Powder**. There's nothing like it for smoothing away coarseness and restoring to your complexion its young, alluring beauty.  
**OUTDOOR GIRL** is soft and fluffy in look and feel, yet it clings for hours. In 7 smart shades to blend with any complexion. In large economy sizes at leading drug and department stores—50c, 25c. Mail coupon for generous free samples.



**OUTDOOR GIRL OLIVE OIL FACE POWDER**

For Sale at **COBB'S 5c TO \$1.00 STORE**

**THE EDITOR'S BEAUTITUDES**

"Blessed are the merchants who advertise because they believe in it and in their business; for their prosperity shall increase many fold."  
 "Blessed are the country correspondents who send in their well written items every week; for fame of their friendly neighbors shall go abroad in the land."  
 "Blessed is the woman who sends in a well written account of a party or wedding, for she shall see the details of the function and the names of her guests correctly reported."  
 "Blessed are those who do not expect the editor to know everything, but who call up and tell him whenever an interesting event occurs to them for they shall have a newsy paper in their town."  
 "Blessed are they who get their copy in early; for they shall occupy a warm place in the editor's heart."  
 "Blessed are all those who cooperate with the editor in his efforts in behalf of the community; for their town shall be known far and near as a good place in which to live."  
 Cherryvale (Kan.) Republican.

Mr. and Mrs. Walter Hudenstein of Duke, Okla., visited in the N. U. Stout home last week end.

**LOW PRICES**  
 Trousers c. & p. 35c  
 Suits c. & p. 60c  
 Ladies' Coats c. & p. 60c  
 Silk Dresses c. & p. 70c  
 Let us take your measure for a new suit. A perfect fit guaranteed. Many new samples to select from, and prices right.

**MAGNOLIA PRODUCTS**  
 Stay with Magnolia and you stay ahead.  
**C. J. Cash, Agent**  
 Magnolia Petroleum Co.

**WHY RUIN A Silk Dress?**  
 Ask us to show you our complete line of  
 Depilatories and Deodorants—Mum,  
 Odorono and other leading brands.  
**CITY DRUG STORE**  
 "More than a Merchant"  
 Witt Springer, Prop.

**43%**  
**More non-Skid Mileage**  
 Goodyear's 43% statement is based on the toughest tire tests ever devised—speeding up to 50—jamming on brakes every few miles, day and night—tougher use than most people give tires. Come in, see this wonderful new G3 that 'The Public Test Fleet' says is better than we claim—the costlier-tire-to-build that costs you nothing extra to buy.

Goodyear's New G3 All-Weather		Goodyear Speedway	
Guaranteed 1 year against all road hazards		Built with Super-Twist Cord Tough Thick Tread—full oversize	
450-20	\$6.10	440-21	\$4.45
450-21	6.30	450-20	4.70
475-19	6.70	450-21	4.90
475-20	6.90	475-19	5.20
500-19	7.20	525-18	6.20
525-17	7.75	525-21	6.80
525-18	8.00		
550-17	8.75		
550-18	9.05		
550-19	9.20		

We do guaranteed tire and tube vulcanizing.  
**Butler's Tire Store**  
 We Make Tires a Business, not a Sideline







**News from Whitefish**

John Bible and family spent Sunday with the T. E. Sparks family in the Pleasant Mound community.  
Mr. and Mrs. Rufus Kennedy and daughter spent last week end in Wichita Falls.  
Robert Crisp assumed the duties of carrier for our rural mail route Monday, July 2. He is taking the place of H. G. Guill, who has been carrier every since the route was established four years ago. He has rendered excellent service, for which the community as a whole is appreciative.  
Mrs. Gordon Thomas was ill the last of the week with a very severe toothache. She is reported well again since having the tooth removed.  
John Sparkman has also been having dental work done.  
Mr. and Mrs. Fern Davenport spent Sunday with Mr. and Mrs. Dee Davenport at Eldridge.  
Misses Mabel Ruth and Marguerite Crisp and Lula Mae Dunkle, who are attending the W. T. S. T. C. at Canyon spent the first part of the week at home.  
Messrs. T. E. and F. R. Crisp made a business trip to Pampa Sunday.

The Enloe Crisp home was a scene of gaily Saturday evening when Mrs. Crisp, assisted by Mesdames Fern Davenport and Monroe Byerly, entertained the members of the C. W. Club and their husbands with a bridge party. The club colors, pink and white were very cleverly carried out in the decorations and refreshments.  
Score awards went to Fern Davenport and Mrs. J. P. Elms, and cut awards to Monroe Byerly and Mrs. Charlie McMurtry.  
Delicious refreshments were served to the following: Messrs. and Mesdames J. P. Elms, Alanreed, guests of honor; Horace Bullock, Rufus Kennedy, Charlie McMurtry, Shorty Fulton, Noots Davidson, Robert Crisp, Fern Davenport, Monroe Byerly and Enloe Crisp; Miss Pauline Crisp, Messrs. C. P. Hamilton, Lorenzo Sparkman, Pat McMurtry and Billie Crisp.

Mr. and Mrs. W. E. James and children, Mr. and Mrs. Rufus Kennedy and daughter and Miss Pauline Crisp ate supper in the Enloe Crisp home Tuesday of last week.  
Billie and Bobbie Crisp spent Wednesday with Pauline Crisp.  
Grandmother Brown spent Friday night with her grandson, Marvin Hall, and family. She is visiting relatives in this part of the country before leaving for New Mexico.  
Mrs. John Sparkman has returned from a visit in Oklahoma, and reports a new granddaughter.

**News from Heald**

The Women's Missionary Society met Monday afternoon with a large crowd present.  
The Vacation Bible School started Tuesday with a large crowd present.  
Mr. and Mrs. Arthur Reneau visited in White Deer Thursday and Friday with the lady's parents, Mr. and Mrs. Oscar Phillips, and family.  
Mr. and Mrs. Frank Jones entertained a crowd of young folks with a party in honor of the 13th birthday of their daughter Margaret Sue.  
Mrs. Clara Blair and three children returned Sunday from Burk Burnett, where they have been visiting.  
Several from here attended the ice cream supper at Liberty Saturday night.  
Mr. and Mrs. John Quattlebaum and children are visiting in the Frank Moore home.  
Mr. and Mrs. Cecil Meroney and Miss Viola Burenoff of Pampa visited in the George Reneau home Sunday.  
Mr. and Mrs. Paul Stauffer of Pagan were Sunday dinner guests in the W. L. Hinton home.  
Mr. and Mrs. J. N. Hurd of Burk Burnett are visiting in the George eRneau home.

**News from Pakan**

The Lutheran young people's society went for a roller skating party on a truck to Shamrock Wednesday night. Members who went were: Dusan, Sam, Christine and Edward Pagan, Paul Frak, Louise Rislan, John and Anna Mertel, Godfrey and Edward Cadra, Olga and Susie Hrnciar. Non-members were: Mrs. George Dolak, Bob Macina, Dorothy Mertel, Dorothy Hrnciar, Jake and Pauline Latimer. All reported a nice time, although everyone was tired from skating.  
Mr. and Mrs. Paul Macina and family: Dusan, Miro, Sam, Christine and Edward Pagan; Mrs. George Dolak and son, Georgie, went to the closing of the old settlers picnic at Wheel Friday night.  
Mr. and Mrs. John Lively and Caleb Smith were dinner guests at the Macina home Sunday.

**NAVAJO BRAVES TAKE TO SEWING MACHINES**

The sewing machine may be the white woman's own, but Navajo Indian braves like them so well they won't let their squaws use them to sew papoose rompers.  
When Indian service home demonstrators showed squaws at Chin Lee how to cut babies' rompers from a pattern, the braves seized the scissors and sewing machines and turned seamstresses.  
The pattern was drawn in the sand and the braves literally covered the demonstration field. Dr. Jay B. Nash, director of Indian conservation work, said.  
Turning to sewing together the pieces of cloth, the women were allowed to operate the sewing machines until the men could stand it no longer and their impatience to get at the "pedal pusher" relegated the women to the background. The tribesmen wound up the demonstration by busily running seams in papoose rompers and Nash added "they did a remarkably good job, too."

**FOR MAN AND BEAST**

A bridle path three hundred and fifty miles long is being stretched across the entire state of Massachusetts with "horse hotels" at intervals of twenty miles, which is considered a comfortable day's going. To some of our western readers this may not seem much of a trick. But those in dense areas will be cheered by the news that something is being done besides drawing even tighter the network of hard-surfaced roads. We are all for good straight roads, and plenty of them. But we don't want them everywhere. We want some wilderness left, some solitary winding ways, some hills not sheared down, some brooks not bridged, some footing fit for the hoofs of a horse. We are for the machine and for speed, but we also want to preserve some of the amenities and quietudes and leisureliness, and among these one of the best is the comradeship of man and beast on a narrow trail.—Woman's Home Companion.

**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  
EUGENE WORLEY  
Shamrock  
PHILIP WOLFE  
**For County Clerk:**  
CHARLIE THUT  
J. V. NEW  
**For Tax Assessor-Collector:**  
F. E. LEECH  
EDWIN G. NELSON  
**For Co. Supt. of Schools:**  
JOHN B. HESSEY  
W. B. WEATHERRED  
**For County Treasurer:**  
D. R. HENRY  
**For County Judge:**  
C. E. CARY  
J. P. WEHRUNG  
**For Judge, 31st District:**  
W. R. EWING  
**For District Clerk:**  
W. S. BAXTER  
FRANK HILL  
**For District Attorney:**  
LEWIS M. GOODRICH  
E. F. RITCHEY  
**For Commissioner, Precinct 4:**  
W. W. WILSON  
M. M. NEWMAN  
J. E. CUBINE  
**For County Attorney:**  
SHERMAN WHITE  
**For Sheriff:**  
MRS. C. E. (Tiny) PIPES  
J. I. DOWNS  
R. B. STOUT  
J. F. MEERS  
EARL TALLEY  
JOHN V. ANDREWE  
No. 14165.

**TREASURY DEPARTMENT**  
**OFFICE OF THE COMPTROLLER OF THE CURRENCY**  
Washington, D. C., May 25, 1934.  
Whereas, by satisfactory evidence presented to the undersigned, it has been made to appear that American National Bank in the town of McLean, county of Gray, and State of Texas, has complied with all the provisions of the Statutes of the United States, required to be complied with before an association shall be authorized to commence the business of Banking; Now therefore, I, J. F. T. O'Connor, Comptroller of the Currency, do hereby certify that American National Bank, in the town of McLean, county of Gray, and State of Texas, is authorized to commence the business of Banking as provided in Section fifty-one hundred and sixty-nine of the Revised Statutes of the United States. In testimony whereof witness my hand and seal of office this 25th day of May, 1934.  
**J. F. T. O'CONNOR,**  
Comptroller of the Currency.

**ALMANAC**

*She's a drug store blonde and her teeth are false!*  
*Why, I think she's very nice.*  
*"A good word for a bad one is worth much and costs little."*

**JULY**  
3—Ambrose G. Blyden shoots President Garfield, 1881.  
4—First street cars in U. S. run in Brooklyn, 1824.  
4—First trans-Pacific cable service starts, 1903.  
5—P. T. Barnum, "sucker-a-minute," born 1810.  
6—John Paul Jones, first U. S. naval hero, born 1747.  
7—Four are hanged for assassination of Lincoln, 1865.  
8—The Liberty Bell is cracked while tolling, 1835.

Mr. and Mrs. D. E. Upham were in Shamrock Monday.  
Mrs. H. W. Brooks and children are visiting in White Deer this week.

**DANGEROUS CRIMINALS**

It seems to us that sheriffs and jailers are taking entirely too much chance with hardened criminals. In the first place, a thug and murderer should never be allowed in the run-around, and forbid communication with any of the other criminals to hatch up plots for escape. Personally, we had as soon take our chances with a den of rattlesnakes as with a bunch of killers. Such criminals should be caged and kept caged like a den of tigers. And even then, as a double precaution, be accompanied by someone with a free gun hand.—Terry County Herald

As much iron can be absorbed into the system by sucking a twenty-penny nail as from eating a dish of spinach.

**CLAUDE WILLIAMS**  
**Lawyer**

General Civil and Criminal Practice in All Courts  
**THEATRE BUILDING**  
Phones: Office 60, Residence 82

**AMARILLO GREENHOUSE**

605 Tyler St. Telephone 2-2239; Nights, 5126  
We prepay delivery charges on orders of \$3.00 or more



**C. S. RICE, Funeral Director**  
Funeral Supplies Monuments Flowers for Funerals  
Free Ambulance Service, anywhere, any time. Phones 13 and 42

**Reynolds & Adkins**

**ABSTRACTS**

(Wheeler and Gray)

**FEDERAL FARM & CROP LOANS**

Jerome Stanley Adkins, Manager  
In Thurman Adkins Law Office  
McLean, Texas

**Warning!**

against accepting any new low-priced car with "Lop-sided" Performance.

By "lop-sided" performance, we mean a car that gives you too much of what you don't want—and not enough of what you do want. Too much excessive speed, for instance, and not enough dependability. Too much flashy action and not enough economy! Too much "break-neck" performance, and not enough safety and comfort!

There are cars on the market like them—you know them. Lop-sided cars—unbalanced cars—that burn up the road and also burn up gas—and oil—and expensive mechanical parts—and your hard earned dollars! So, watch yourself. Avoid grief, disappointment and expense. Get a balanced automobile—with everything you want and nothing superfluous you don't want! An 80 h. p., 80-mile-an-hour **DEPENDABLE, ECONOMICAL Chevrolet!**  
Last, but not least, buy your car from a permanent established dealer.

**Cooke Chevrolet Co.**

Sales Service

An ingenious invention—the "grapefruit spoon"—was recently offered, providing a miniature umbrella which opens and shuts and keeps the juice of the grapefruit from squirting upwards.

A new electric watch regulator enables jewelers to regulate a watch accurately in ten minutes instead of ten days.

John Puryear, state representative, was in town Tuesday.  
Ralph Caldwell was in Oklahoma City Monday.

Dr. and Mrs. J. W. Whisenant of Duncan, Okla., visited in the M. H. Patterson home last week.

Life — Auto — Casualty  
**W. E. BOGAN & Son**  
Insurance  
Fire Hail Tornado  
McLEAN, TEXAS

**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, Texas



**STANDARD**  
**FOOD MARKETS**  
"SELLS FOR LESS"

Outstanding Values for All Week

NRA Corner 1st & Main FREE DELIVERY PHONE 30 NRA

**CORN FLAKES**

"Miller's Crispy Toasted" 2 boxes for 17c

**PRUNES** fresh Italian GAL. 28c

**PEACHES** yellow clings GAL. 41c

**CHERRIES** sour red pitted GAL. 44c

**CRACKERS**

"Delicious"—Dainty—Salted just ripe! 2 lb. box 19c

**CLEANSER** Lighthouse brands 3 cans for 9c

**LEMONS** large size Sat. & Mon. only DOZ. 33c

**LETTUCE** large, firm and crisp Saturday & Monday only! HEAD 5c

**SALMON** No. 1 tall Alaskan pink 2 cans for 25c

**MILK** Armour's Veribest 3 tall or 6 small cans 17c

**LAUNDRY SOAPS**

P & G OR CRYSTAL WHITE

10 reg. bars 25c | 6 giant bars 21c

**SUGAR** pure cane in cloth bags 10 lb. bag 55c

**COFFEE** Break O' Morn LB. 19c

**KERR MASON FRUIT JARS KERR MASON**

**PINT SIZE DOZ. 69c**

**QUART SIZE DOZ. 84c**

**1/2 GAL. SIZE DOZ. \$1.03**

**Local and Personal**

T. H. Andrews, who lives south of town, lost a fine horse Sunday. The horse was all right when the family left for Sunday school, but was found dead when they returned home at noon.

Mrs. R. M. Waugh and daughters, Misses Inez and Mamie, of High Point, N. C., are visiting Mr. and Mrs. J. A. Fowler. Mrs. Waugh is Mr. Fowler's niece.

Among those who have our thanks for subscription favors this week are: Bud Back, J. L. Hess, Mrs. J. A. Fowler, W. D. Biggers, Mrs. R. L. Harlan and Geo. W. Sitter.

Harris King and children went to Mangum, Okla., Saturday, where the children will spend several weeks with their grandparents, Mr. and Mrs. F. H. King.

Mrs. Harris King and children visited the lady's parents, Mr. and Mrs. S. W. Johnson, at Childress last week.

Mr. and Mrs. J. W. Ivey, Mrs. C. C. Bogan and C. W. Bogan visited in Geary, and Oklahoma City last week.

Mr. and Mrs. Sherman Detherage and daughters and Mrs. Bob Scott of Wellington were in McLean Saturday, enroute to Denver, Colo.

Mr. and Mrs. W. B. Upham, Mr. and Mrs. W. W. Boyd attended the funeral of Hugh Gull at Alanreed Friday.

Mr. and Mrs. Joe Price of Vernon moved to McLean this week. Mrs. Price is a daughter of D. M. Thomas.

Miss Thelma Gatlin of Longview is visiting her parents, Mr. and Mrs. C. A. Gatlin, this week.

Mr. and Mrs. George Thut and son of Lefors visited relatives in McLean Friday.

W. T. Wilson and daughter, Mrs. Donald Beal, attended the funeral of Hugh Gull at Alanreed Friday.

Mr. and Mrs. Harris King left Sunday for a visit in Colorado and Washington, D. C.

George Bagby of Clarendon visited F. H. Bourland Friday.

E. J. Windom and son were in Spearman Saturday.

Mrs. Gordon Guffee of near Houston visited here last week.

Mrs. Roy Sherrod and daughter of Alanreed were in McLean Saturday.

John V. Andrews of Pampa was in McLean Friday.

Earl Price of Wellington was in McLean last week.

J. V. New of Pampa was in McLean Friday.

J. J. Simmons of Pampa was in McLean Saturday.

J. T. Blakney, Alanreed merchant, was in McLean Saturday.

Miss Lucile King of Mangum, Okla., visited here part of last week.

**STRONG ARM OF BUSINESS**

Advertising is the strong arm of business, says a publisher. American business supremacy is the result of fine ideals, energy and printers ink. Advertising is the twin of salesmanship. Never are they separated. Every business profession or vocation uses them in some form. The mainspring of all business is advertising—and printing is the voice that carries the message to its market. You can call upon printing to establish confidence and good will; to create the desire to buy.

An exchange tells the story of a boy who took some rabbits to market and returned that night footsore and weary without having made one sale. His mother inquired why he had not made any sales, and his reply was that no one had inquired what he had in his bag.

Almost a quarter of a century ago A. F. Pears, the famous English soap-maker, was spending about one-quarter of a million dollars annually for advertising. His annual sales ran into the millions and Pears' soap became known throughout the civilized world.

About this time the directors of the company decided that since the concern was selling the entire output, the advertising could be dispensed with and it was accordingly stopped. Within six months the company lost 35% of its total business and it cost \$5,500,000 to get it back to where they left off advertising.

Who of this generation ever heard the question, "Good morning, have you used Pears' soap?" It was a by-word 25 years ago, and every one used it to greet friends with.

This illustrates the memory of the public and the practical value of uninterrupted advertising.

Advertising at the present time is on that hreshold of far more daring and wonderful things.—Herrin (Ill.) News.

Printed salesmanship pays.

**GUESTS**

Did you ever stop to think that people read newspapers because they want them? The newspaper is not forced on anyone. People pay for it and pay for it regularly. Whole families await it eagerly and quarrel good-naturedly over their individual turns to read it. Each praises and criticizes it as one is prone to criticize the other members of the family. That is why its sales force is immeasurable. Door to door salesmen use all kinds of ingenious devices to get inside the home. But the newspaper is a welcome guest. One type of selling is forced, the other type is received cordially. Door to door handbills are an intrusion upon the privacy of the home, but the newspaper is invited in. Its messages are read avidly and its advertisements are considered a part of these messages. The newspaper is so definitely a part of the people, so much an accepted member of the family that its pages constitute the finest advertising medium yet devised.—G. B. Williams, editor, Dun-kirk (N. Y.) Observer.

A. W. Brewer and family visited in Tucumcari, and other New Mexico towns last week.

Miss Fern Landers, who is attending school at Canyon, visited home folks here the first of the week.

A note from Supt. C. A. Cryer indicates that the fish are biting well in New Mexico.

Mrs. S. L. Ball of Alanreed was in McLean Saturday.



**VOTE FOR —**  
**Mrs. C. E. (Tiny) Pipes**  
Candidate for  
**SHERIFF of Gray County**  
Democratic Primary

**H. C. SHOEMAKER**  
Watchmaker & Jeweler  
**ALL WORK GUARANTEED**  
Clocks a Specialty  
**AT CITY DRUG STORE**

Judge C. F. Cary of Pampa was shaking hands with voters here Monday.

Mr. and Mrs. Arnold Attebury and children of Amarillo were in McLean Friday.

Mrs. Bob Lynch and daughter, Miss Bobbie, visited in Vernon and Chillicothe last week.

Mr. and Mrs. Walter Foster and son, James, of Pampa visited here last week end.

Mr. and Mrs. Marvin Hall and baby of Alanreed were in McLean Saturday.

W. E. James of Alanreed was in McLean Saturday.

Mrs. Witt Springer was in Pampa Thursday.

W. W. Boyd was in Alanreed Friday.

Mr. and Mrs. N. E. Pogue and daughter, Barbara Ann, visited at Chillicothe and Vernon last week.

Jack Morse was in Pampa Saturday.

Ed Clifton of Alanreed was in McLean Saturday.

Mr. and Mrs. C. E. Henley and son of Forney were in McLean last week.

Attorney Claude Williams was in Pampa Monday.

Mrs. Walter Cash visited relatives at Chillicothe last week.

**BARBER SERVICE**

**Modern Shop**  
Expert Barbers  
Popular Prices

**Elite Barber Shop**

**SINGER Sewing Machines**

and Singer Motor-driven Brush Vacuum Cleaners  
See the new Singer—it sews backward as well as forward.  
**SINGER SEWING MACHINE CO.**  
L. G. Runyon, Mgr.  
214 N. Cuyler St. Pampa, Texas  
26-4p

**N. E. POGUE**

**Watchmaker and Jeweler**

All Work Guaranteed  
at Erwin Drug Co.

**SERVICE FOR**

**MOTORISTS**

**MAGNOLIA PRODUCTS**

Your trade appreciated  
**McLean Filling Station**  
Arnold Steger, Mgr.

**LANDSCAPING**

Shade Trees Evergreens  
Fruit Trees Shrubbery  
Rock Garden Materials  
Place orders now

**Bruce & Sons Nursery**  
Trees with a Reputation  
Alanreed, Texas

**Life Fire Hail INSURANCE**

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

**T. N. Holloway**  
Reliable Insurance

**"THEY SAY ... "**  
**KILLED BRUTUS**

Brutus was a good dog, the friendly, tail-wagging, smiling kind of dog. Wanting to be petted he jumped upon the lady, who was frightened. The person she told this to said Brutus had jumped and snapped. The next person had said Brutus was frothing at the mouth. Some boys saw Brutus and threw stones. Brutus ran. "Mad dog! Mad dog!" the boys cried. Brutus was cornered and shot.

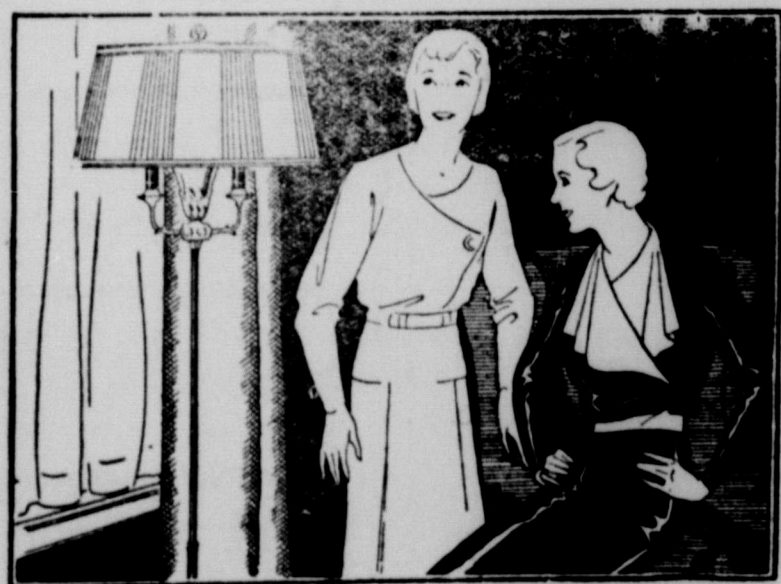
From gossip to scandal is a short step, and heaven help the person or thing against whom the public mind is poisoned.

Successful merchants and manufacturers are those who realize the mischief that can be created by "They Say." These business men, determined to say the truth, themselves, about their own merchandise and service, employ advertising to protect themselves and the public from half truths, from falsehoods and from the common garden variety of ignorance that works havoc among the very best of intentions.

These merchants and manufacturers are under no delusions. They know they cannot tell untruths about their products and get away with it because there is nothing that will bring ruin so fast and sure as to turn the bright, white light of publicity on inferior wares or unsatisfactory service.

Advertising forces manufacturers to compete for your trade and your dollars. It compels the offering of better merchandise, better service, fair prices. You can trust the advertisements in this paper!

**See the New Lamps**



The improvement which has been made in lamp designs during the past three years is simply short of marvelous. It is no longer necessary for you to undergo this strain which has been placed upon your eyes due to improper light facilities.

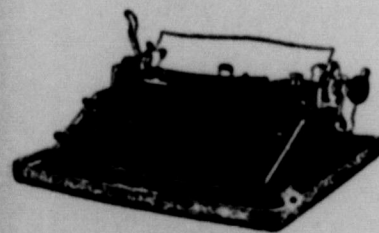
The new lamps are made to give you the soft glareless light of the indirect luminaire from the same lamps. You may have a comfortable evening's reading under the direct light which may be had through the regular features of the new lamp.

Many of the new lamps also have the new three light lamp so that you have the effects of three levels of illumination from one lamp bulb.

The care of your eyes has always received your earnest consideration. You will like the comfortable vision which you will enjoy from these new lamps that are reasonably priced.

**Southwestern PUBLIC SERVICE Company**

**Let's have it Quiet**



The eternal plea of those who want to work — and think. Especially those who write. For when thoughts must be written, quiet is a blessing.

That's why the Remington NOISELESS PORTABLE is the favorite writing instrument in den and library — in stateroom and berth.

Quiet for the worker. Undisturbing to those nearby.

Try this quiet writer at your convenience. No obligation.

For Sale By  
**The McLean News**

**Local and Personal**

Mr. and Mrs. D. C. Regal of Amarillo visited the lady's parents, Mr. and Mrs. J. A. Sparks, Wednesday. They had as their guest Miss Rochelle Daud.

Mrs. E. B. Fardner and son, Stanton; Mrs. E. L. Lowder and children of Clinton, Okla., visited the former's sister, Mrs. H. M. Barnes, last week end.

Mr. and Mrs. John Quattlebaum and children of Vernon visited in the home of Mrs. Eva Rogers last week end.

T. C. Landers, Mrs. A. H. Carver, Mr. and Mrs. Charles Carver, Mr. and Mrs. W. Dillard and Arthur Carver were here Sunday.

Mr. and Mrs. Witt Springer and Paul Dowell visited the lady's parents, Mr. and Mrs. P. B. Barton at Matador the first of the week.

Mr. and Mrs. D. E. Upham visited the lady's parents, Mr. and Mrs. J. B. Overstreet, at White Deer Sunday.

Mr. and Mrs. E. D. Jordan of Dallas visited their parents, Mr. and Mrs. R. S. Jordan and I. P. Evans, this week.

Mr. and Mrs. A. L. Jordan and little daughter of Amarillo visited the former's parents, Mr. and Mrs. R. S. Jordan, Sunday.

Mr. and Mrs. M. W. Banta were called to Holdenville, Okla., Friday to the bedside of the former's daughter, Miss Kanola.

Mr. and Mrs. B. C. Franklin, Mrs. Bob Bond and baby and Mrs. L. L. Rogers visited their son and brother at Quanah last week.

Mrs. G. V. Koons, Mrs. E. J. Lander and Miss Dorothy Cantrell were in Amarillo Friday.

Master Kenneth Davis of Liberty is visiting his grandparents, Mr. and Mrs. D. M. Davis, this week.

W. H. Floyd, Mrs. Eunice Kennedy, Mrs. Maud Struble and Mrs. Gus Nicholson were in Amarillo Monday.

Mrs. Frank Rodgers visited her father, W. L. Haynes, at Weatherford, Okla., Wednesday.

Mrs. E. J. Windom and children Mrs. F. E. Yeldell and children visited at Lefors Monday.

Mrs. Gordon Thomas and Mrs. Ward of Alanreed were in McLean Saturday.

Miss Gorda Lou Haynes of Weatherford, Okla., visited her mother and sister here last week end.

Mrs. Callie Haynes is visiting her sister, Mrs. Etta Hudgins, at Erick, Okla., this week.

Mrs. C. F. Seago and son of Lela visited the lady's parents, Mr. and Mrs. H. M. Barnes, last week end.

Mrs. Jesse Kinard and daughters of Dalhart visited relatives here last week end.

T. H. Andrews was in Pampa last Thursday.

P. Blaylock of Wichita Falls was in McLean last week.

Mrs. Whitey Rigdon and son were in Amarillo last Wednesday.

R. L. Jones of Amarillo was in McLean Monday.

E. J. Windom was in Spearman Monday.

Mark Huselby of Mobeetie was in McLean Monday.

Mr. and Mrs. R. S. Jordan were in Pampa Friday.

Mr. and Mrs. Frank Rodgers were in Sayre, Okla., Friday.

A. A. Callahan was in Pampa Monday.

Mrs. Donley Hall visited in Alanreed Sunday.

Joe Hindman of Vega visited his mother, Mrs. J. R. Hindman, Sunday.

Miss Lois Kirby of Canyon visited home folks here this week.

Rev. and Mrs. J. W. Story visited relatives at Higgins last week end.

J. W. Smith of Oklahoma City was in McLean last week end.

**BAPTIST ELECT OFFICERS**

The following officers were elected at the annual conference of the First Baptist Church Wednesday evening: Clerk, Eunice Stratton; treasurer, T. N. Holloway; S. S. superintendent, Reep Landers; asst. supt., Homer Abbott; S. S. secretary, Merle Grigsby; asst. secretary, Estelle Kunkel; B. T. S. director, Mrs. A. R. McHaney; asst. director, Ralph Caldwell; B. T. S. secretary, Marie Landers; asst. secretary, Odessa Kunkel; church chorister, Mrs. Cecil G. Goff; asst. chorister, W. H. Floyd; pianist, Mrs. W. H. Floyd; asst. pianist, Willie Louelle Cobb; board member, S. A. Cobb.

Poet—"I am going to publish a volume of my poems and do it under the name of John Smith."

Friend—"Well, I don't think that would be quite fair."

Poet—"Why not?"

Friend—"Just think of the thousands of innocent men who will be suspected."

Mrs. Jackson—"Say, Mis' Johnson, did Mose give Celestine an engagement ring foh bein' engaged?"

Mrs. Johnson—"No, Mis' Jackson, he done bettah dan dat. He guv huh a engagement wringer an' wash-tub."

Tightwad—"I didn't see you in church Sunday."

Ken—"I presume not; I took up the collection."

Mrs. Jim Boyle returned last week from a visit in Tulsa, Okla.

Malcomb and Forrest Stout returned Thursday from Duke, Okla.



**NEW Style  
NEW Features  
NEW Colors**  
*The NEW  
Remington Portable*

The smartest, most efficient small typewriter ever made—with standard 4-row keyboard—big machine action and lifetime dependability. No increase in price—but immense increase in value.

We have it on display. Come in and try it!

For Sale By  
**The McLean News**

**CLASSIFIED ADVERTISING**

**RATES**—One insertion, 2c per word.  
Two insertions, 4c per word, or 1c per word each week after first insertion.  
Lines of white space will be charged for at same rate as reading matter. Black-face type at double rate. Initials and number 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.

**LODGES AND CLUBS**

McLean Lions Club luncheon every Tuesday, 12:05 p. m., First Baptist Church. Visiting Lions welcome. T. A. Landers, president; Reep Landers, secretary.

**FOR SALE OR TRADE**

**FOR SALE**—3,000 Eng. White Leghorn pullets, prices from 22½c to 30c. Clarendon Hatchery, Clarendon, Texas. 26-2p

**BIRTH ANNOUNCEMENTS**, pretty stock designs, 5c and up, or printed to order on wedding vellum at a reasonable price. News office.

**PRINTED gummed labels** for parcel post packages, 1c each at News office.

**BIRTHDAY CARDS**, many beautiful designs, 5c each, at News office.

**ADDING MACHINE** ribbons and rolls, typewriter supplies of all kinds at News office.

**FLOOR SWEEP**, \$2.25 per 100 lb drum. News office.

**TYPEWRITER** ribbons all makes, 5c each. Portables, 40c, at News office.

**PLENTY** of r-1 top cane seed and seed corn. Cooke Chevrolet Co. 1c

**RUBBER** stamps, pads and ink, at News office.

**DUPLICATING** sales books, 5c each at News office.

**WEDDING** announcements at News office.

Candidate cards at News office.

New shipment of office supplies at News office.

**MISCELLANEOUS**

**STORAGE** under daily supervision News office.

**BARGAIN** rate on Amarillo Daily News. From now until Dec. 1, 1934, for only \$2.25. Subscribe at The McLean News office. 26-5

**ESTRAYED**.—Taken up at my place, 7-year-old sorrel horse, 5 brands. Prove property and pay feed bill and this notice. W. F. Burdine, 3 miles East, 6½ miles North, McLean.



**Advertising Pays**

**WHEN THE ADVERTISER HAS SOMETHING WORTH SELLING**

If a business man has a suit of clothes or a pair of shoes or some other article tucked away on a shelf, how can he expect to sell it if the people do not know it is there?

City merchants have long since learned the value of consistent and persistent advertising, and they reach out to the country towns for rural trade.

The small town merchant could just as well hold that trade if he would do even a fraction of the advertising city firms are constantly placing before the consuming public.

Recovery will come to those who seek it. It will pass by those who make no effort to achieve it. People do not have to HUNT for places to spend their money.

**The McLean News**

The Paper That's Read First

**REPAIR ORDERS**  
**SALES BOOKS** 3c  
**COLLECTION BOOKS**  
**RECEIPTS**  
**GUEST CHECKS**  
**APPROVAL SLIPS**  
**VOICES**  
**TIME TICKETS**  
**OFFICE FORMS**  
**REQUISITIONS**  
**REMITTANCE BLANKS**  
**CONTRACTS**  
**PRODUCTION RECORDS**

**For Every Requirement**

We can furnish non-duplicating, duplicating and triplicating books and pads of every kind for every business. Our factory connection assures complete satisfaction—superior quality at low mass-production prices; and prompt service, too. You can buy from us just as advantageously as from the factory, and we relieve you of annoying details.

Ask Us About  
**SALES BOOKS**  
**CAFE CHECKS AND**  
**Manifolding Books**

**THE McLEAN NEWS**