# The McLean News 

The Oldest Newspaper in Gray County
The Paper That's Read First

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The McLean News, Thursday, February 13, 1936

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## S. S. LESSON 




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## nataliment plan. reed pon the


She- Just think, we have been

## wee jues, yesterasy:

| ri; Mr and Mrs. J. A. orruady | Pree Dellvery momm |
| :---: | :---: |

Phone 188

PROTECT YOUR EYES

## Eyes Examined

Glasses Fittel
DR. T. M. MONTGOMERY, Optemetrist 101 Oliver-Eal:le Bldg. Amarillo, Texas

| FOUNTAIN DRINKS |  |
| :---: | :---: |
| Pop Corn | Cigarettes |
| Candies | Pipes |
| Toiletries | Perfumes |
| Stationery | Gift Goods |
| Medicines | Clocks |
| Cigars | Razors |
| Everything for your comfort and |  |
| convenience |  |

## Erwin Drug Co.



## Satisfaction

is an important part of our store motto. Our store, like any successful business, is based on the idea of giving satisfaction te our customers. We pride ourselves on the fact that we have not failed to hold to this ideal during the lean years as well as the good ones.
If you are not a patron of this store, we invite you to give us a trial and be corvinced.

Quality - Service - Satisfaction
 O. K. Gro. \& Mkt. City Food Store Pigxly Wiggly Trimble's Cash Gre.

## City Food Sture

 Pucket's GroceryMarie-Mac Grecy

## Store-Wide Special Sale

## Opens February 14, 1936

See circular for prices - visit our store and avail yourself of this buying opportunity.
Men's Clothing Store


John Fildreth and Mrs. T. R.
were Pampe vistors Friday.
Davis wne in Pampa Thurs-


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With the Churches church or chist
w. B. Andrews. Minister Buble study begins at 10 Sunder
morning Freaching at 11. The er.
mon subject will be "Winning the World for Christ." The young people meet at 6 p . n:
The are studys Philemct.
Preaching at 7. The subjeot tor this servico
Wolta
studi
Ladees' meeting Thurrday at 3 . Mens meeting Thurstay
uiject, Paul at Corinhih
first baptist church Ceesl O. Coff. Pastor
Sunday school 9:45 a. m. Or Morning worshit at it it. Metas by the petor. "When Doas Back
siding Begin?" Suecial muste by the horis and or-hestra.
N
a
 yhest presbyterian church

Sund A. Exwin, Minster
 M


methodist w. m. s.

Circles Nos. 1 and 2 of the Meth
daist Woman's Missionary Society me dist Woman' Missionary society me mo
in joint session at the home of Mr
v . A World outlook program was ren
tered as follows: song.
Jesus. Invocation-Mrs. Alven Christan.
Devoticnal-MTs. w. L. Campbell. Scripture esson, Tsainh 35.
Meditation. common denominator Meditation, common denominator
Thaik, Being a Good Netghbor. th
ory of Jane Addams nunty neightor-Mrs. Roger Powers
Closing prayer-Mrs. C. c. Cook.



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\end{array}\right.
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Calek
cook
Tho
P

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1
$$-haseThe following attended the Bapus


$\qquad$ M. E. Flowers. T. N. Holloway, Ralp
 Henley and son.
Rev. and Mrs. Goff, Mrs. Thomas and Reep Landers had parts on the

Mrss Mroy Phillps and Mrs. Sam-
mise Cubine were Amarllo vistord $\underset{\text { Priday. }}{\substack{\text { mile } \\ \text { Cubine }}}$
Mrs. Boblinnch went to cailtornt
ast week to the bedstide of her grand ast teek tol
mother.

a Vist to Itasca.

Mr. and Mrs. A. B. Bingham and
unt ite son, A. B. Jr, visted in Pampa
Sumday sunday.
A. B. Bingham made a bu
trip to Detrott last week end. Mr. and Mrs. J. C. Payne were
Shamrock the frrst of the week. Mr and Mrss. O. L Craham wer
Pampan vistors Priday.


| Household Hints |
| :---: |
| by Jean Mueller | buekwheat pancakes The only way to keep buckwheat

pancakes sweet is to pour cold water pancakes sweet is to pour cold wator
on that which is left from one mornng to another. Fill the vessel en
tirely full of water and put it tirely full of water and put it in ${ }^{1}$
cool place When ready wo we. pour
off the water. which tubsorbs the the of the water. which absorbs the
oecidty.

## cherse cake <br> package Holland rusk, rolied anc 

 Mix with ruskForm crust ar
Nor save a iltte for the tom of pan
1 pave a catule for the top.
peat youese strained
Bof two eges
Beat yolks of two eggs
i, cup sugar y
Pinch oup sugar
salt
inch of salt
teapson nour, rounding
teaspoon baking powder 4. ceappoon cram
Whites of egrs

Whites of eggs beaten stilr to 1. Filuns 1 teaspoon suyar
some imnamen and rusk
Bake in a slow oven Bake in a vrench chocolate cream

1 pint heary cream 2 ounces bitter chocolate
$11 / 2$ teaspoons buther 1. cup water 1. cup powdered susar
1,4 tabeespoons
selatin 4. teaspoon vanilla Mix chocolate, water and butter nd meito over, pan or bouling wate: issolve gelatin in water enough
over. Stir in powdered sugar. $t$ cool. Stur pocausionally sugar. that tifly whipped cream.

## carrot ring

2 cups mashed carrots
${ }^{2} 1$ cups mashed carrots
tablespoon onion fulce
pint cream
6 egs yolks
Salt and pepper to tate
Sale egz whites
${ }_{6}^{6}$ egg whites
Cook until thick and put in a rina
mocha cream
pint (2 cups) milk
cup of coffee liquid
cole
tabiespoons taploca
2 tablespoons cocoaa
5 tabbespoons sugar
1 egg
1 teaspoon vanilla
Scald the milk and eorfee in
fouble bolier. Add tapicaca and th touble boller. Add tapioca and the
usar and cocoa which have been
 Hightys, beaten egg yoik, strrinige con tanty. cook unth tit thickens
 in white of the egg. Add vanili
oon land serve in sherbet
gilas Coo land serve in sherbet gid
with or without whipped cream
Hit ind added to the mixture before the egg white adds the the deliclous tast
it this dessert. This recte will servo it this dessert.
do you know that

1. By soaking lemons in hot water of a few minutes, you can get aimot
wice as much fuice from them? 2. Dry bread crumbs can be kepl rom scattering if a paper bag fastened to the opening of the food
chopper, and held in place by rubber band?
Mr. and Mrs. John Stratton
Skellytown visted home Skellytown vis.
Sunday night.
Mr. and Mrs. A. C. Meler and itthe faughter of Little Rock, Ark., visited

Mr. and Mrs. V. B. Reagor Amarillo and Miss Fern Landers of
Vega visted home foiks here Sunday. Rev. W A. ATwin E L stiter were in Amarillo Tuesday
Rev. W. A. Erwin preached
Gutherie, Okla., Wednesday night.
Mr. and Mrs. Donald Beall and son were in Pampa the first of the week
 Mrs. Estel Bowen and daughter vis
ited in Shamrock Thuroday. L. S. Tinnin was
arat of the week.

## Who Pays

 for the Advertising?THE UNSUSPECTING ONE

It is a pecullar paradox, but I belleve a true one-the person pay. ing for the advertising is the man who does not advertise. There are times when economy is not economy. To illustrate: in 1910, the leading merchant of a certain town refused to do any advertising in the local newspaper. He felt that his customers knew his reputation for honesty and unexcelled quality of stock.

This merchant did go so far as to advertise on country blliboards a brand of shoes that he carried-"Star Brand Shoes Are Better. Buy at-". Though this advertising kept the spark of life in his business, it was never given due credit. He never awoke to the realization that to sell. the public must realize through the eye-advertising-that it needs that particular article.

Modern business has been revolutionized through advertising. No longer does a merchant wait untll his stock gets low; today he is ready, with each season, to buy new style dresses, shoes, accessories. Due to elaborate advertising done by big manufacturers and merchants. we have become label consclous-we do not buy just a shirt-we buy an Arrow Collar Shirt-we buy I. Miller Shoes-we buy Morton's rodized Salt. We have become conscious of the need of a certain product cortain brand. When we buy, certain names are indelibly stamped on our minds. For example, "Gold Medal" has become synonymous with flour. Thus, you see the progressive merchant is farsighted enough to sell his merchandise through advertising. Let The McLean News work for you; your advertistng is the cheapest help that you can hire.

Neediess to say the merchant who did not advertise, after being in business 25 years, had to close his doors. He had been his own best customer. His stock had become so antiquated that it couldn't be given away. The accumulation of button-shoes were objects for any museum. The only up-to-date stock in the store was that advertised "Star Brand Shoes Are Better.

Therefore, I contend, "The Merchant Who Does Not Advertise Pays for the Advertusing." He loses his customers to the company who is able through advertising to offer new, fresh merchandise at cheaper prices-due to a rapid turn-over. The non-advertiser cannot afford the attractive prices made possible through volume business resulting from advertising. Consequently his profts are eaten up by the old stock left on his shelves. This non-advertiser pays by his accumulated stock and loss of customers the advertising bill pald by his competitors. The more enterprising merchants realize that advertising in The McLean News is not an expense, but an investment that yields return far greater than the expenditure.

## THE McLEAN NEWS

| Publuwhed Every, Thuraday |
| :---: |
| News Bullding, 210 Main Street | T. A. LaNDERS, Publisher gubscription rates One Year

Slx Mons Mont
Sharee Month One Year
six Menths

Three Months | En eered as seconct class mail matter |
| :--- |
| May 8 . | May 8. 1905, at the post onitie a:

MoLoan, Texas. under act of Congres.

|  |
| :---: |
| Display advertising rate, 250 pe oolumn inch each insertion oc per inch |
| Resolutions, obituaries, cards hanks, and items of like natur charged for at tine rates. |
|  |

## It's Possible





that."
"He has to. He's deat."
Pete-1 see where a sctentist bas
diseoveed that meat-eaters are twics
as active as vegetarians." as active as vegetarians."
Heinte -I could have twim thas:
The way prices are they have to h.

Portune Telier-"I can see some-
thing in store for you. It
It
Cant you see where I signed th.
register?"
"Yes, sir," came the reply, "that's


A boost for the home paper
is $a$ boost for community
growth. growth. .........
If a man has a disarreeable,
habit. there may bite little to
worry about If the hatit has
the man that may be some.
thing else again the man, that $m$
thing else again. .
The merchants who advertise
freely in the home paper sell
in much more than their own mer-
chandise. Their combined efforts are responsible for a be
ter local market and a mo active trading center for every-
one. They contriute to the
communitys growth in no small
fashion fashion.
Whille it is probable that no nuthern Democrats to vote for the the
merchant can hope to have as firan
many customers as the news-
paper has readers yet at he
same time he has an oppor.


 News editor is not asked to rec
ommend the best" cafe, hote service station, store. etce,
traveler. This is a servic
rendered by the home pape
that most home town peopl that most mome tewn the tour-
know 1 ittre about, yet the
ist appecites a place where he
can get rellable information can get reliable information,
and he generally thinks of the
newspaper first. newspaper farst.



 sttures. with the millions of circula- -Lynn County News.
ers. a better advertisng meadum
than any other group of mewspapers How much do you want for it,

| or perodical publications. ${ }_{\text {When }}^{\text {properly }}$ conducted. |
| :---: |
|  |  |

field that elty dallies, farm fournals ondary influences


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\begin{aligned}
& \text { ondary influences. } \\
& \text { Through service to its commuulty. } \\
& \text { the country newspaper will not mere-- } \\
& \text { iy survive, it witt continue to foursh }
\end{aligned}
$$

$$
\begin{aligned}
& \text { ondary infuences. } \\
& \text { Through service }
\end{aligned}
$$

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\begin{aligned}
& \text { the country newspaper will not mere- } \\
& \text { ly survive, it with ontunue to foursh } \\
& \text { as the repesentative, most dis- }
\end{aligned}
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$$
\begin{aligned}
& \text { as the most representative, most dis } \\
& \text { tinetive, moot wholesome type }
\end{aligned}
$$

BELLBOY 13

The Transient


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                            Mrs
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                            Mrs, Morrison-"You used to say Mr. Morrison-"Yes, but
    ed my geography since."Advertsing should not be taken as
a stimulant but rather used as a - -


Soph-"Did you ever see anythin
unsettled as the weather?"
Landlady-"well, there's your
"Does Ray go in for swimming?
Pimples, Blackheads Gol



## CREED

 BOGAN
## Insurance

Hail Te tex

## C. S. RICE

 Funeral Director Embalming Flowers for Funerals AmbulanceFunervice
Funcal Supplies Monuments Phones 13 and 42

| GRADE "A" |
| :---: | :---: | :---: | :---: |
| Whole Milk |
| FREEE DELivERY |
| Anywhere in City Limits |
| Hibler's Dairy |
| Phone 61 |

Life Fire
T. N. Hollowa neliable Insuran

LANDSCAPIN


## Fruit Trees



V IM SM/H-
insurance

## list. I repreesent scme of the companies in the

Funeral
Embalming
Flowers for Funerals
$\frac{\text { Phones } 13 \text { and } 42}{\text { GRADE "A" }}$

| FAR MAI AND Scut |
| :--- |
| SAPANESE |


exactly bad."
Actress - "t must be some coid-
storage egs."
Strictly speaking. the "average
American" has about as much chance
he does of being
throne of Italy.
Miss cimis-"Who can tell me Ju:
Karl-"It is a piece
The only sate time to make a pre
diction is after the thing has hap-
Some folks don't tell what they
they don't know
Man is the only animal that can be

Ne house.
Never put pins or tacks in the
nouth. mouth
Never allow a loaded gun in the Never fill the tank of
as stove in the house
Never try to drive a cronken nall. ared bulls or boars.
In concluston. Mohler
it is better to be careful all the time
than dead once.
J. R. Phillins was in Pampa the
frist of the week

Baten Bros Serv Sta


AUTOMOBILE SERVICE
We treat your car and your pocketbook right.

66 Service Station


Austin. Peb. In- Because 87.500
worth of property for a married and
s5.000 or ar a single person are listed as
legal disgaualingeations person aree listed
age assistance law, applicants neces-
asarly should be abbe to give adequa
deerription of all real property oune
as well as personal property if
as well as personal property it
latter is valued at
si.
Orville s. Caracenter., who will
Executve Dirpetore of the oold age
assestance Eonmisson, said today con-
assstance Sommisston,
cerning the new law.
"Each applicant should be able
deesribe ail personal property,

and lvestock, in addititon to his or her
real property"
Mr.
arpenter
ex--
plained.
Al appitiants should have the fol
1owing intormation avaliable:

2. Deseription of property from thy
county
number, tete ase asessor. telling block


5. Deseription of all property diss
posed of during the tast two year
posed of during the last two yearr.
rerson sold to. and durhese prico
cotained from such sate
of transter.
Appleants will be able to g
bianks in their own locailly Februan


Real etate in small toxns is ad-
vancing rapidity it selling and rent-ing value The ctites have had thel
day. The young tokss now coming oo
age canco rum age cannet run to the ctyy tho day
they are 22 and get a joo at high
wages the cittes are overrowded and there are more men than dobe
There neer ans anthing the mat.
ter with the small town The viliase




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Pleasant Mound News

 Mhe past week end. Mr. and Mrs. Leon Waldrop and
son. , B. are spending the week at
San Antonion
 Sunday wrth thetr daughter, Mres Happy, sunday, Revival Hal Mounce, and family at Mctean.
Butord Heney of Liberiy' spent Pri.

 Pampa last week. Mr. and Mrs. Jack Dorsey. Mr
and Mr.
South Texas chis worse.
Sisted in Mrs. Khte E
Ararlito
or
$\qquad$ L.:.ke Orah
tors Monday. the lady's
the week
$\qquad$

$\qquad$
$\qquad$
$\qquad$
$\qquad$

## Variety Show

Monday Night, February FUN - MUSIC - LAUGHTE

## Froceeds for American Legion Hu

Tickets on sale by any Legion

## Gin Closing for Season

We will gin Saturay, Feb. 15 ing the gin for the season; how will accept cotton and store for any day up to Feb. 22. We appreciate the nice busine us this season, and will be ready ginning next fall.

## McLean Gin

S. R. Jones, Mgr.

When you check our values and you will understand why so many of neighbors save extra dollars every by shopping with us.

## 0. K. <br> Grocery and Marke

