

SERMONETTE

By Rev. Stephen M. Tuhy, Lutheran Pastor, Pagan Community

The wise men are ashamed, they are dismayed and taken; lo, they have rejected the Word of the Lord, and what wisdom is in them?—Jer. 8:9.

Men that try to make Holy scriptures mere invention of men, find that their attempts are vain and futile. The simple, devout man of the soil who works hard all day and at night takes his Bible and reads it and delves into the wonderful teachings of salvation and believes them with his whole heart, is more blessed than the worldly-wise Bible critic who spends all of his time trying to disprove the Holy Word of the Almighty God.

A person who tries to make believers doubt the Bible and thereby destroy their faith in the Triune God is just as bad a criminal as a gangster who snuffs out the lives of innocent bystanders in criminal warfare. One soul is more precious than the combined riches of all nations. Therefore, to harm the soul of even one person is a vile act worthy of extreme condemnation. "None of them can by any means redeem his brother, nor give to God a ransom for him."—Psalm 49:7.

Religious "gangsters" of today are the so-called "higher critics," who, by alleged scientific study of the origin, dates, and the literary structure of the books of the Bible, operate with rational theories which tend to undermine the authenticity and canonicity of the 66 books of the Holy Bible. At first higher criticism was speculative, but later it became purely academic and skeptical. The fountainhead of this movement was Spinoza, a rationalistic Dutch philosopher. Other philosophers, some of whom were free thinkers of profligate life, followed Spinoza in a more radical way. The rationalists are responsible for the "modernism" which has crept into many Christian churches.

In some circles today it is considered "smart" to ridicule the Bible and try to attempt to disprove the miracles recorded therein. There are many miracles, with which we come in contact today but which we cannot explain, yet there are wise men who attempt to explain miracles of God as ordinary happenings of nature. They try to disprove that there is a God who made heaven and earth. Yet they cannot render a satisfactory explanation as to how the world came into existence; they fail to explain where life came from; how sin originated. Why, even the rocks cry out in evidence of their Maker, as well as the birds and animals. "The heavens declare the glory of God; and the firmament showeth His handiwork."—Psalm 19:1.

The higher critics deem themselves to be wise, but make fools of themselves. They do not understand themselves so well as the brute-creatures, yet they are ever ready to expound to the unaware public that the Bible contains nothing but attempts of primitive man to solve the origin of the world and the mysteries of the problems of life. They are proud and overbearing in their propaganda against the cardinal truths of the Bible, namely: the inspiration of the Bible, the virgin birth of Christ, the vicarious atonement of the Saviour, the truth of prophecy and the happenings of miracles. They place a stamp of naturalization on Holy Writ. However, we insist that higher criticism is neither intelligent nor scholarly. The wise men fail and must fail in every attempt. They are put to shame. The truth will always conquer. Those that reject the Word of the Lord cannot find an adequate substitute. There is no substitute.

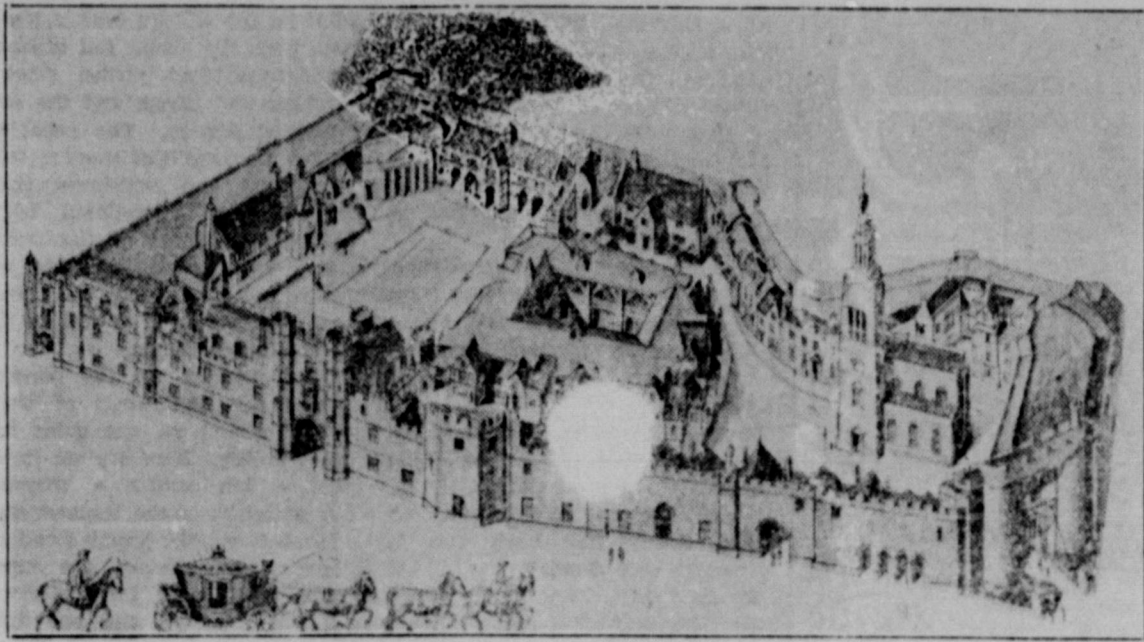
"Wisdom is too high for a fool."—Prov. 24:7a. "The wise men are ashamed." Yes, they have reason to be ashamed of using their brain power in an attempt to match the endless wisdom of the Holy God and to subvert it. "They are dismayed and taken." All of their wisdom has not aided them in finding the true course of life when they deliberately have taken the wrong road which leads to ruin. The pretenders to wisdom that "have rejected the Word of the Lord" always find that there is no wisdom in their lengthy dissertations that are not sanctioned by the source of all true wisdom. "We must confess that God's law and doctrine pure shall to us endure." Amen.

Mr. and Mrs. A. B. Bingham and Mr. W. Watkins were visitors in town last Friday.

Irene Caldwell visited her mother, Loyse, at Dalhart last week.

Mrs. E. J. Simon of Pampa visited in town Thursday.

Romantic Charm of Old England for 1934 Fair



Merrie England of the Sixteenth century will come to life on the street of "foreign villages" at the New 1934 Chicago World's Fair. Above is an artist's conception of how the English village will look when completed. Some of the buildings to be reproduced are the Cheshire Cheese inn; the Tower of London; Salford house; home of the forebears of George Washington; Ann Hathaway's cottage at Stratford-on-Avon, and Hadden Hall and Stoke Force church where Gray wrote his immortal elegy.

FREE PUBLICITY

Take any small community in which there exists a newspaper and print-shop. If every business or professional man who sells the owner and operators in such a plant anything during any given year, would set aside what he earned from this little group as the basis of his printing and advertising appropriations, it would enormously enhance the community newspaper's capacity to serve that community in promotional work—not only promoting purely business progress but likewise civic work of all descriptions.

Practically every kind of local activity, business, social, church, and school, depends for its success very greatly upon publicity. And the newspaper is the community's instrument of publicity. It would be an undoubted advantage to any small town if its newspaper plant were able to set aside out of its annual earnings yearly, a definite fund, such as banks set aside surplus funds, to fight any community tendency toward stagnation—have the means at hand to take up the cudgels, aggressively, in behalf of those things and activities which require intelligent publicity to enable a progressive community to express itself by effective, united action in any given direction.

The average country newspaper plant meets this need, not out of a maintained community fund of its own to cover the cost of spreading information throughout its pages, to print promotional placards, to sponsor public meetings, and encourage church and educational activities, but meets the community's requirements out of its own bare and woefully insufficient earnings. "Free Publicity" is the rock upon which many an ambitious newspaper institution has founded. It is almost universally the heavy drag which prevents this useful and potentially powerful institution from carrying on the promotional community work which it is so admirably fitted to do. And which no other individual and no other single business institution can successfully achieve.

And yet there must be and should be "Free Publicity." No newspaper can dodge this necessity, nor should it. Churches, or social and civic organizations should not be required to pay of their own funds, any considerable sums of money to carry on their activities insofar as publicity is concerned. Publicity is most effectively and economically achieved by the community's newspaper. It is the newspaper's primary function.

But the successful carrying out of this function must necessarily be limited by the newspaper's financial resources. It would surprise people to discover what a difference it would make, both to the newspaper and to the community, if, in some way, it should be possible for the paper to create a community promotional fund of its own, out of which to defray its expenditures classified under the head of "Free Publicity." In our own case, such expenditures have ranged all the way from \$200 to \$500 annually, and still we haven't done nearly as much as could be done, and as we would wish to do, under favorable circumstances. The suggestion made at the beginning of this editorial is only one way in which much could be accomplished.

"Free Publicity" is a function of a truly community newspaper which we believe to be entirely legitimate under the stated circumstances. It is not curtailment of this practice for which we are now appealing, but rather an expansion of it, by bestowing upon the newspaper the complete patronage and support by means of which, and by no other possible means, it can hope to "carry on" as it should and as the community has a right to expect.—Brilliant (Wis.) News.

News from Denworth

There were 51 present at Sunday school last Sunday.

Rev. Greenwood of Alameda filled his regular appointment at Back Sunday night.

Miss Birdie Bell Turner entertained a number of friends with a party Friday night.

The Mid-Continent Oil Co. showed their No. 3 Carville well Tuesday.

Mrs. Will Ivey and Katie Lee are quite ill with flu this week.

Mr. and Mrs. L. L. Morse, Racy and May Lea visited their daughter and sister, Miss Lucile, and other relatives in Norman, Okla., last week end.

Mrs. H. D. Hale was in Mobeetie Tuesday.

Grandmother Barton of Quail, Mrs. Leslie Quarles and Mrs. Homer Quarles visited Mrs. Clara Hupp Tuesday.

Mr. and Mrs. Ted King spent the week end in Healdton, Okla., visiting relatives.

Mrs. E. E. Gething and Mrs. Walter Meek attended the mother-in-law celebration in Amarillo Monday.

Prayer meeting will be held at the home of Mr. and Mrs. Homer Quarles Thursday night. The subject will be "Heaven."

The Back 4-H Club will meet at the home of Mrs. C. N. Ochiltree Friday afternoon.

The quilting bee will meet Thursday in the home of Mrs. Neville Back and quilt two quilts.

News from Webb

Miss Bennie Purnell visited her sister, Mrs. Hoffer, at Lefors last week end.

Mr. and Mrs. P. B. Kratzer and children were guests of Mr. and Mrs. S. W. Rice of McLean Friday evening at a birthday dinner given in honor of their daughter, Miss Lucille.

Among those attending the play at the McLean high school Friday evening were: Miss Corrie Lee Newman, Miss Lucille Rice, Mr. and Mrs. P. B. Kratzer and children.

Mr. and Mrs. Clyde Carson, their little son and Miss Ethelyn Williamson of Borger visited the ladies parents, Mr. and Mrs. Walter Williamson, Sunday.

The Webb school will have their elimination in declamation and story telling Friday evening at the school house, beginning at 7:30.

Wm. Blaisdel was in Pampa on business Monday.

Mrs. Les Quarles visited her daughter, Mrs. Forrest Hupp, at Denworth Tuesday.

Miss Sinclair Rice, Willie Nedbalek and Maurice Armstrong of Lefors visited Miss Lucille Rice Tuesday evening.

Mr. and Mrs. B. F. Gray and daughter, Thelma Jo, attended a Norge meeting in Amarillo Monday.

Mr. and Mrs. W. T. Wilson, Mr. and Mrs. Donald Beall and son were in Pampa Monday.

Miss Frances Boyles visited in Amarillo Sunday.

Miss Ozella Hunt of Darrouette visited home folks here last week end.

Bryan Burrows was in Pampa Friday.

J. W. Burrows was in Pampa Sunday.

Mr. and Mrs. Mark Huselby of Mobeetie were in McLean Thursday.

W. W. Boyd was in Texola, Okla., Saturday.

Sheriff C. E. Pipes of Pampa was in McLean Tuesday.

DID HIS OWN ADVERTISING

A story is told of a merchant who could not advertise in a newspaper. When he got in his fall stock, he advertised in a phone directory. When his daughter married, he sent out circular letters. When his wife entertained, he had mention made of the matter in a hotel register. When the new baby came, he tacked the announcement on a telephone pole. When the old man finally died—ah! there's where the rub came. His death was duly chronicled in the local paper with no mention made of him out of the ordinary obituary announcement except to say that he was "eccentric," which was hardly necessary, as everyone knew that already.—Donley County Leader.

John B. and Miss Sinclair Rice of Lefors visited home folks here last week end.

Mrs. Jack Gray and children of Lefors visited relatives here Saturday.

MIXED

The justice of the peace in a country town, in pursuance of his duties, had to hear and judge cases that were thought before him, and also to perform occasional marriage ceremonies. Though he found it difficult to disassociate the various functions of his office, everything had gone smoothly until one day he asked a bride, "Do you take this man to be your husband?" The bride nodded. "And you," said the justice, turning to the bridegroom, "what have you to say in your own defense?"

It may be all right for women to smoke—we say not to the contrary, but we do say that it makes them look cheap in the eyes of men. No man has a better opinion of a woman because of the fact that she is addicted to the cigarette habit. It is especially repellant to see a young girl smoking, but even the children seem to be taking up the habit. Just this week we saw a little girl not more than eight or nine years old, on the streets of Tahoka, with an unlighted cigarette in her mouth. O, the times! O, the customs!—Lynn County News.

NON-INTOXICATING

The police department of Dallas reported more arrests for drunkenness in January, 1934, than in any other month in the history of the department. This fact is enough to make sober people do some serious thinking. Beer is proclaimed non-intoxicating. Such a proclamation is believed by idiots. There is a fight ahead of us just like the one which some of us went through thirty-five years ago. We who are older are wondering if the new generation of preachers and civic leaders have the courage and stamina to win the needed victory for humanity. Thank God some younger men are showing themselves to be worthy.—Baptist Standard.

"Did you hear about Bingo's luck?" "No; what was it?" "He was operated on for the removal of a fine pearl he had accidentally swallowed while he was eating some oysters on the half shell." "Was the pearl very valuable?" "Yes. When examined by the experts they declared that it was worth enough so that it would pay for the cost of the operation and also for the funeral."

"Yes," said the ticket agent in Boston to the lady at the window, after spending a quarter of a hour looking up trains, berths and time tables, "I can fix you up with a through ticket to California and return all right."

"How nice!" exclaimed the lady. "When are you going?" inquired the agent. "Some day when I can afford it," replied the lady. "Thank you so much."

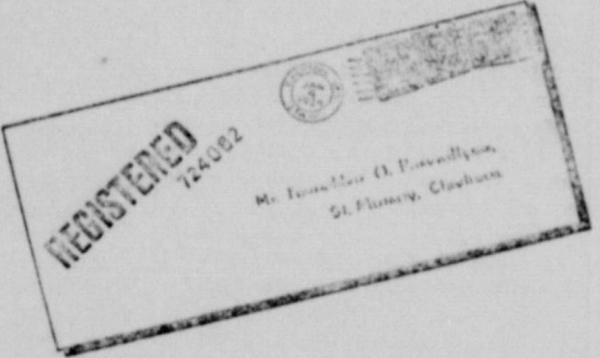
"Doc, what I need is something to stir me up—something to put me in fine fighting trim. Have you put anything like that in this prescription?" "No. You'll find that in my bill."—V. P. I. Skipper.

Miss Catherine Woods of Crowell visited Mrs. N. E. Pogue last week end.

Mrs. T. J. Coffey and son were in Amarillo Friday.

Rastus was about to die. For a long time he resisted the pleadings of Parson Bolt, but finally consented to forgive his bitter enemy, Sol Johnson. "Yas-suh," he said weakly; "Ah forgives him an' Ah doan wish no harm to him in de Golden City. Ah hopes Ah'll find him settin' there on de sunny side ob de street sound asleep, so's Ah kin creep up behin' him wiv a slipper-yellum club. Dat's all, sah."

GRADE A Sweet Milk or Bulgarian Buttermilk. Delivered at your door at a reasonable price. You can depend upon the quality. HIBLER'S DAIRY



Registered INSURANCE IS EXTRA PROTECTION At No Additional Cost...

Just as a REGISTERED letter guarantees delivery of valuable to the right party, so does REGISTERED Southwestern Life Insurance guarantee the future of yourself and loved ones.



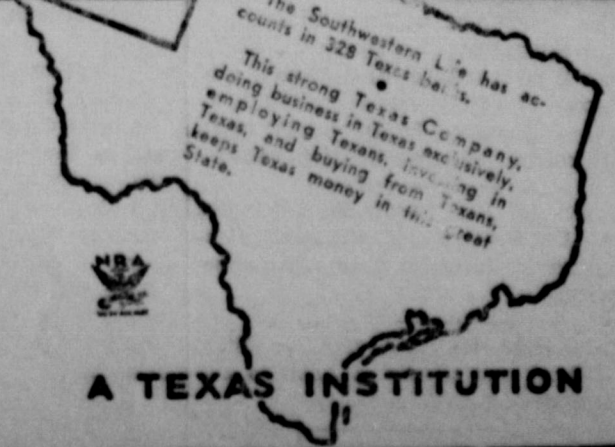
Every Southwestern Life Policy Bears This Certificate, Signed by the State Insurance Commissioner. "THIS POLICY IS REGISTERED, AND APPROVED SECURITIES EQUAL IN VALUE TO THE LEGAL RESERVE FUND WHICH ARE HELD IN TRUST BY THE COMMISSIONER OF INSURANCE OF THE STATE OF TEXAS."

SOUTHWESTERN LIFE DOES NOT OWE ANY GOVERNMENTAL AGENCY OR OTHER FINANCIAL INSTITUTION.

SOUTHWESTERN LIFE CO. HOME OFFICE

ASSETS \$41,777,955.29 CAPITAL AND SURPLUS \$6,597,248.40

W. D. BIGGERS McLean Representative



A TEXAS INSTITUTION

THE McLEAN NEWS

Published Every Thursday
News Building, 210 Main Street
Phone 47
T. A. LANDERS, Publisher
SUBSCRIPTION RATES
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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 line 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.

Contributing to the support of out-of-town newspapers and printing plants is a good way to build up other communities, and a certain way to tear down our own community.

The nicest courtesy you can show your guests is to have their visit mentioned in the home paper. The home paper is careful in spelling names and is glad at all times to assist you in writing social items properly.

The McLean band entered the Amarillo contest with only 20 pieces, winning over the Amarillo band of 50 pieces, the McLean band being the smallest band in the contest. That this is an excellent showing, no one familiar with the requirements of band instrumentation will deny.

According to Nebraska's largest and most successful advertiser, J. H. Pfeiffer, of the Brandeis Stores, Omaha, newspapers are far in the lead of all other advertising mediums, since they possess five-sevenths of the requisites of a perfect advertising medium, no other medium being able to claim such a distinction.

It is very doubtful if it is generally realized the responsibility resting on the home town editor in trying to render community service—the kind of service that is needed, yet gets little recognition and no compensation, even from those benefited.

There are many who are ready to defend the community from wrongs, or supposed wrongs, but seldom do they assume the responsibility, or stand to lose heavily if an error is made, as does the home paper.

A little thoughtful consideration of what the home paper means to the community could be appreciated by any editor.

Some complaints are being made of chickens running at large in the city limits, and some residents have more stock than the law allows.

The city chicken ordinance applies the year round and no person may have more than four head of animals of all kinds. While these laws may have been ignored to some extent during the winter months city officials will doubtless be glad to see that they are strictly enforced from now on, upon being furnished with proof that the laws are being violated.

Right now is time to begin work in gardens and yards, and loose chickens and animals do more damage to property than at other seasons of the year.

Mr. and Mrs. Homer Brommels and R. L. Stephens of Portland, Ore., visited in the John Brooks home last week.

Mr. and Mrs. T. A. Landers visited relatives and friends at Amarillo and Canyon last week end.

Mrs. Bob Thomas was in Amarillo last week end.

Thawing Out the Party



With the Churches

FIRST PRESBYTERIAN CHURCH

W. A. Erwin, Minister
Sunday school 10 a. m., J. A. Ashby and Mrs. Chas. E. Cooke, supts.
Morning worship at 11. Sermon by the pastor. Anthem by the choir.
Evening worship 7:30. The male quartet will sing. The pastor will continue the series of sermons on the Prophecy of Daniel.
Christian Endeavor Societies at 6:30
Mrs. Mary Sligar and Mrs. Fay Wilson sponsors.
Junior choir Monday, 4:15 p. m.
Ladies' Bible study Tuesday, 2:30 p. m.
Choir practice Wednesday, 7:30 p. m.
The annual congregational meeting will be held Wednesday at 7:30 p. m. at which time reports will be given by all departments of the church.

CHURCH OF CHRIST

W. E. Andrews, Minister.
Bible study will be held from 10 to 10:45 Sunday. A five minute intermission between this and the regular morning worship. The sermon subject for the 11 o'clock service will be "Unrealized Dreams."
Johnnie Back is in charge of the young people's meeting to be held at 7:30. The young people are having a series of programs intended for radio broadcast. The programs so far are excellent.
There will be preaching again Sunday night at 7:30. The subject will probably be "The Rock of Ages."
The classes are taking charge of the mid-week meeting for a while. We will continue our course through the Bible, none the less.

PENTECOSTAL HOLINESS CHURCH

G. W. Roachell, Pastor
Please remember all our services.
Saturday night service at 7:30.
Sunday school at 9:45 a. m.
Morning service at 11. Message by pastor.
Please remember all young people are invited to attend our young people's meeting each Sunday evening at 6:30.
Sunday night services at 7:30.
Prayer meeting Wednesday night at 7:30.
We invite everybody to attend all our services. Come, you are welcome. Where will you spend eternity?

FIRST BAPTIST CHURCH

Cecil G. Goff, Pastor
Sunday school at 9:45 p. m.
Morning service at 11. Message by pastor. Music by choir.
B. T. S. at 6:15 p. m.
Night service at 7:30. Message by pastor. Music by choir and orchestra.
Men's supper Tuesday, 7:30 p. m.
W. M. S. Wednesday, 2:30 p. m. in circles.
S. S. officers and teachers meet Wednesday, 7:15 p. m.
Prayer meeting Wednesday, 8 p. m.
Choir rehearsal Thursday, 7:30 p. m.

LUTHERAN CHURCH

Pakan Community
Stephen M. Tuhy, Pastor
Sunday school at 9:30 a. m.
Morning divine service at 10. Message by the pastor.
Slovak Luther League Society meets at 7:30 p. m.
Lenten service Wednesday at 7:30 p. m. (Slovak).
Bible class and choir practice Thursday at 7:30 p. m.
Saturday school from 9 a. m. to 12 noon.

DORCAS S. S. CLASS

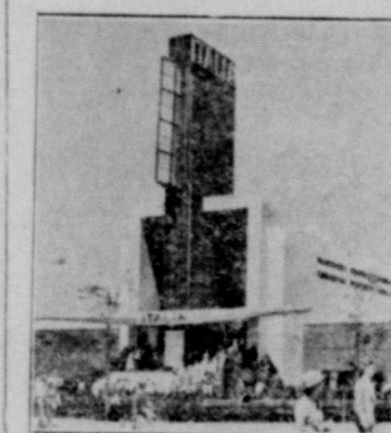
The Dorcas Sunday school class of

the First Baptist Church met for their regular social at the home of Mrs. J. S. McLaughlin, Friday. A very interesting program was given. Devotional was led by Mrs. Geo. Colebank. Talks were given by Mesdames Holloway and McLaughlin. Xylophone numbers were given by Maurine Tampke and Mary Lee Abbott. A story was given by Shirley Ray Glass. Games were sponsored by Mrs. Reep Landers.

Delicious refreshments were served to Mesdames Colebank, Holloway, Wilson, Abbott, Thomas, Landers, Tampke, Lochridge, Newman, Corbin, Biggers, Glass, Dickenson, Wilcoxson, and McLaughlin.

The April social will be at the home of Mrs. Biggers.

Italy Takes Lead



Italy was the first foreign government to announce that it would participate in the new 1934 Chicago World's Fair. Its building at the '33 Exposition, shown here, will be augmented by two large new additions to be built for this summer.

PITY THE POOR PREACHER

A news dispatch from London tells us that it takes an awful lot to be a preacher. According to a notice posted in a church there, a person must have:

- Strength of an ox.
Tenacity of a bulldog.
Daring of a lion.
Patience of a donkey.
Industry of a beaver.
Meekness of a lamb.
Hide of a rhinoceros.
Disposition of an angel.
Loyalty of an apostle.
Faithfulness of a prophet.
Fevency of an evangelist.
Devotion of a mother.

Even so, many people find it quite convenient to criticize preachers for one reason or another. The title itself denotes to us mortals something apart from ordinary human beings, and each of us has a different idea as to just what a man should measure up to in order to be a successful preacher.

Some of us want preachers to be "broad minded." Others want them to "stick to the Bible," and so on and so on. Those of us who would like to see preachers take a broader viewpoint have no idea just how far the quality should be carried without affecting the dignity we want our preachers to maintain. And many of us who say ministers should preach more of the Bible probably would never be quite sure whether his words were coming from the Holy Book or not. At any rate, a preacher would have to be considerably more than a usual personality to meet requirements set by every member of his flock.

The London church, by the way, might have added one more qualification: Credit of the Bank of England—to pay preachers' debts incurred while waiting for delayed church pledges.—Memphis Democrat.

W. W. Wilson was in Pampa Friday

News from Back

Donald Dowell spent Sunday with Junior Sartor.

Alice, May Bell, Walter and Chester Todd visited Mr. and Mrs. A. T. Sartor and family Sunday.

Alice Todd spent the week end with Mrs. Walter Todd and family.

Mr. and Mrs. Percy Barker and son, Mr. and Mrs. E. R. Rigdon and family spent Sunday with Mr. and Mrs. Roy Barker and son.

The following enjoyed the supper given by Mr. and Mrs. Ernest Dowell Friday evening: Mr. and Mrs. Herbert Hale and family, Mr. and Mrs. Gross and Jackie, Mr. and Mrs. Jess Roberts and family.

Mr. and Mrs. H. D. Hale and daughters visited Mr. and Mrs. Lundy Marshall Monday evening.

Scotty Inghram and Louise Farris visited Sonny Boy Back and Lou Luana Roberts Sunday.

Mr. and Mrs. Jack Farris and La Voy; Mr. and Mrs. Onie Inghram and Richard went fishing at Beaver Dam Sunday.

J. J. Losson and Billie Wilkins visited Scotty Inghram Friday evening.

Miss Charlie Mae Carpenter has been ill the past week. Mrs. Neville Back has been teaching in her place.

Perry Masterson spent Sunday with Charles and Junior Lancaster.

THE COUNTRY NEWSPAPER

Turning from city newspapers to small town press exchanges that come to the editor's desk is like stepping from the slums, full of vice, into an old-fashioned garden sweet with lavender and thyme and the scent of perennial flowers. The pages of big dailies are so full of murder, thievery, immorality and selfishness that the better news is obscured by these glaring shatterings of the Decalogue. One puts the papers aside with a feeling of depression and heartache that the world is so full of terrible and unhappy things.

Then picking up the papers that record the happenings of the little towns around us, one gains renewed faith in life. Here are set forth only that which uplifts a community—the activities of the business men, the church items, the happy social gatherings of the people, the marriages, births and deaths, farmers' items, and all the thousand and one daily occurrences that make up the simple annals of the great common people, who are really the foundation of this broad country of ours.

Sometimes people speak lightly of the country newspaper, but it is one of the most potent and uplifting factors in our national existence.—Christian Science Monitor.

EARLY SETTLER

A visitor in the village was interested in all that he saw. In particular, he noticed that one of the inhabitants was treated with respect by the others.

"I observe," remarked the visitor, "that you all treat that man with marked deference."

"Yes," was the answer, "he's one of our early settlers."

"Early settlers?" asked the visitor. "Why, he can't be over thirty." "That may be true," replied the old man, "but he pays his respects promptly on the first of every month."

Every town has a few people who think marvelously well of themselves, but can see nothing good in their neighbors. To their way of thinking town officials are always doing things they should not do and are doing the things that should be done by other people's children.

Not Appendicitis—Gas Pains Fool Me

"I had such pain in my right side that I thought I had appendicitis. It was only gas. After taking Aderika I've had no trouble."—W. L. Adams, smallest of the stomach. For gas stays in the UPPER bowel. Aderika reaches the UPPER and lower bowel, washing out poisons which cause gas, nervousness and bad sleep. Get Aderika today. Tomorrow you feel the wonderment of this German Doctor's remedy. City Drug Store. 3

Running a Business Is Like Writing a Book

"The last thing that we find in writing a book is to know what to put first," says Pascal. It is the old problem, more difficult in business than in book-writing.

Some firms live half a century on a second-rate reputation that could just as well have been first-rate. They learn too late what comes first. Thousands of concerns try to prove they are first-rate by sending out second-class sales literature. To save a few dollars on printing, they are willing to swallow their pride, lower their flag, step down their prestige, and sacrifice their sales. They have yet to learn what comes first.

We do not claim that all printing should be executed by master craftsmen, but we do claim that business stationery and sales literature are too important to be bought on the same basis as firewood.

We specialize in high-class printing.

The McLean News

The Paper That's Read First

TTLER

illage was... he saw... that one... ated with... ers... rked the... that man... wer. "he's... asked the... over thirty... rue," replied... pays his... of every... few people... ell of them... ig good in... way of this... ways doing... and are... it should be... ldren are... spring have... They could... an anybody... nown reason... ber them... isn't good... hey contin... hey would... seacon.

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S. Lesson

Rev. Cecil G. Goff, First Baptist Church

OF THE KINGDOM

eternal treasures of the Kingdom of Heaven. If there are things in a man's life that mean more than that treasure, he will never secure it. Paul counted all things for loss when he compared them to the possessions of this world.

The parable of the pearl of great price depicts a man who had many possessions. The man finding the treasure in the field was evidently a poor man or a day laborer. The man here depicted is a rich man. He is a gatherer of pearls. He had many beautiful and valuable pearls, but when he found one that surpassed all that he had or had ever seen, he exchanged all of his pearls for the one of great value. So is the Kingdom of God. "What does it profit a man if he gain the whole world and lose his own soul?"

The dragnet was large. One end was fastened to some object on the shore. The other was then taken out to sea in a boat. The net was spread along with weights on the bottom to hold it down. The other end was then taken back to shore some distance from the other end. When it was pulled in it held fish of all kind. The owner kept the ones that were good for market and threw the others away. So is the Kingdom of God. A regenerated man is a serviceable man. Many may be caught in the nets of the churches, but only those regenerated and serviceable ones, according to the directions laid down in the New Testament shall make up the Kingdom of God.

The householder represents the propagation of the Word of God, which is the basis of the Kingdom of God. The Word of God and the Kingdom are propagated by the spread of the Word of God. The man who lives long in one place acquires many things, so the householder of the Word of God has the knowledge of both the Old and the New Testaments to bring to the hearts of his neighbors. Jesus taught much in parables. Such teaching is most effective. Dr. Irwin says "A parable is an illustration of a religious truth by a narrative taken from ordinary life." All of Jesus' parables were based on instances taken from ordinary life which people could easily understand.

A TRIBUTE TO CONSCIENCE By Rev. Claud E. Hunt In the beginning God made the heavens and the earth. And the firmaments and the lights to shine by day and by night. And the waters above and those below. And the grass and the herb and tree yielding their fruit. And fish of the sea and fowls of the air; beasts of the field and creeping things of the dust; and God saw all that it was good. But there was none to till the soil. And God made man of the dust of the ground, just as all animals were, and God breathed in man the breath of life. And man, unlike others, became a living soul and in likeness of God Himself. And God gave him dominion over fish of the sea and fowl of the air, cattle of the field and every creeping thing, and over all the earth, except one little tree in the middle of the garden that grew the coveted fruit. The serpent showed Eve the beauty of the fruit to be desired to make one wise. Lady Eve did eat and gave some to Adam. And they knew they were naked. Then man's conscience began to accuse. And since that beginning of excuses for a causing of their sin, man has never spent a day without a guilty conscience, and spends his time sewing fig leaves to hide from his maker.

No animal of the field, or bird of the air, or fish of the sea, or serpent of the dust has ever sewed a leaf or offered an excuse. The serpent took his dose and cursedly licked the dust. But man, with conscience of a guilty traitor, spends his time be-

tween acts of wrong, trying to satisfy the restless worm.

In the beginning God gave a law to govern each division of his creation. Man gains his knowledge thru a hundred modes. He arrives at his decision as to right or wrong, intellectually. But conscience guides his footsteps to the right or reminds him of the many gravitation balances in fellowship, all heavens and earth. Nature develops the tender blade, then the grain. Instinct guides the footsteps of the roaming beast or fowl, while conscience undertakes to guide wandering prodigals in the strait and narrow way.

Created for the glory of his maker, a little higher than the beast, a little lower than the angels, he obeys his maker's guide. Traitor-like he challenges infinite purposes, cherishes the price of his soul, and forgets that the worm shall never die. Oh, conscience! Thou that haunts in the recesses of the night; conscience, thou faithful guide that follows across the deep blue sea; you've dyed the raven hair to a snowy white and followed to the grave. Conscience, guide of the glory of an infinite God, you'll perform your task and live, the worm that never dies.

Conscience, the only excuse of a guilty race is an apron of fig leaves to cover shame. You made Abel's blood cry out from the ground; you brought the mighty king that slew the poor man for his one ewe lamb across confession blocks; you brought the prodigal back to a lonely home to confess deserting sins against heaven in a father's sight; you brought back the traitor's price of his soul and laid it at the guilty feet; you kindled the fire that burns in the bosom of all Adam's race, and your treasure hides his face from his maker.

Conscience, thou faithful angel guide God has helped you Himself. When your possessor has been too criminal and the task has been too hard

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and you've been too weak, God has called Himself and interceded to arrest his mad career. You've been faithful in your task since that day Adam and Eve sewed leaves to cover their naked shame.

Conscience, that is mindful of the harvest, approving the right or condemning the wrong, from where hast thou come? Only from the source of all good. You've led the murderer to the gallows and hanged him in the cold; you've brought a million sinners to a throne of grace and made them bare the secret of their heart, and kept before them the fact that they are a sinner still; your path leads to Jordan only, saved by grace.

Infinite in your purpose and task, though you've been murdered a thousand times, you'll live on in the bosom of your treasure, though you have to wiggle the worm that never dies, in the lake of brimstone and fire.

ELECTION NOTICE STATE OF TEXAS, COUNTY OF GRAY, CITY OF McLEAN. To the qualified voters of the city of McLean, Texas: Take notice that an election will be held on Tuesday, April the 3rd, A. D. 1934, at the City Secretary's office in the city of McLean, Gray County, Texas, for the following purpose and none other: Electing three aldermen. Every person who has attained the age of twenty-one years who has resided in the State of Texas twelve months and within the corporate limits of the city of McLean six months prior to the date of said elec-

DEAR LOU: Women everywhere can serve luscious Butterfly Buns with coffee or milk this week with no trouble of baking over hot stoves. These can be bought with a combination offer of Red Devil's Food Cake for only 39c. Joe Penner - and CALDWELL'S BAKERY

tion, and is a qualified voter under the laws of the State of Texas, shall be entitled to vote at said election.

No person shall be eligible to any of said offices unless he possesses the requisites provided for voters at such election.

R. S. Jordan has been appointed to serve as presiding officer of said election, and he shall select two judges to assist him in holding the same.

Said election shall be held in the manner prescribed for holding elections in other matters.

Witness my hand and seal of office this the 9th day of February A. D. 1934. C. J. CASH, Mayor of the City of McLean, Texas. Attest: W. E. BOGAN, City Secretary.

Gene Harlan of Skellytown is visiting his grandmother, Mrs. J. W. Kibler, this week.

Mrs. J. L. Bidwell returned Thursday from Amarillo, where she has been at the bedside of her son, Joe.

CLAUDE WILLIAMS Lawyer General Civil and Criminal Practice in All Courts THEATRE BUILDING Phones: Office 60, Residence 83

Witt Springer and Creed Bognn left Saturday for a trip to California.

Mrs. E. J. Lander visited in Oklahoma City last week.

Mrs. Vernon Rice and Miss Frances Boyles were in Amarillo last week.

Mrs. J. Gordon of Ramsdell was in McLean Saturday.

Mr. and Mrs. T. W. Barnes of Pampa were in McLean Saturday.

Mr. and Mrs. Caleb Smith were in Shamrock Saturday.

Roy Stout was in Amarillo Friday.

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DOROTHY DARNIT

By Charles McManus

HELLO DOLLY, I GOT A PROBLEM THAT'LL MAKE YOU STUDY. WHAT IS IT? LET'S SEE NOW HOW DOES THAT GO? OH I REMEMBER THIS IS A DANDY ONE SPRING IT. WHICH TRAVELS FASTEST HEAT OR COLD? HEAT OF COURSE. ANYBODY KIN KETCH COLD. CHAS. McMANUS

