## Cream Shipments Again Show Increase

 Airport Expert Tells Of Future Airplane Expansion

| THE CLARENDON NEWS |  |
| :---: | :---: |
|  |  |
| Publubed miuraly of Eaeen wokk |  |
| BAM M. BRASWELL, OMner mon Eatior |  |
|  |  |
| (en |  |
|  |  |
|  | $\begin{aligned} & \text { PANHANDLE } \\ & \text { PRESS } \\ & \text { ASSOCIATION } \end{aligned}$ |


#### Abstract

statement made by Delos Jemes, assistant manager of the agricultural bureau of the United States Chamber of Com merce. In an address made here in Clarendon last week, Mr. James decried the witless statement often heard that the best farmers were leaving the farm and offered statistics to prove that the production average per man was higher in the nation today then at any previous time. Of cours it is true that many men have achieved a competence on the farm and have retired from that vocation just as others have gained independence and retired from active work as merchants, bankers and the professions, then there are merchants, many farmers who have moved to town tor edoreational advantages but who still employ their best oudgement and experience in the management of farm properties. The per- son who argues that the honored vocation of farming is going to the dogs in the United States is not in possesion of the facts, nor is he a real friend of the farmer. No, the best farmers are still on the farm, and we have evidence in every farming community to back it up.


There is something unusually in keeping with the dominant life purpose of Mrs. Willebrant, in her new connection
as counsel for one of the great national air transport corporations. Mrs. Willebrant won fame in the past an ardent and effective prosecutor of violators of the eigh-
teenth amendment. She is enthusiastically "dry" and now she becomes valued counsel for a concern in whose employ no drinkers, casual or otherwise, can long remain at ane
recognize the menace of a liquor-befuddled brain at the wheel of an automobile, but even those who flout the liquor an air pilot who tampers with liquor. High speeds in motor driven machines will outlaw whiskey, if there were no other question or the dominant issues in this nation and the rapid adwho have thought lightly of the inefficiency and desirabili ty of prohibition. Liquor and modern civilization cannot survive together. One must go.

Despite the efforts of those who would force the price of wheat down to a profitless level, a strong reaction has price for the 1929 crop. Time was when the market bears and the entrenched interests could extort from the American farmer his products at a loss, but the public has been educated and aroused to the pitch that a profitless market
cannot long be maintained in this nation. There are men of vision who are ready to engage in movements to pro-
tect agriculture, the basic industry of America, and an aroused public conscience will not brook a conscienceless combination to rob the farms of a fair profit. This much
has the harangue among politicians about so-called "farm relief" contributed-it has spotlighted the plight of the farmer and awakened the public to his defense. Profits on the farm is not a political question, and a politician that
makes it so is of the most dengerous type of a demagog.

In prosecuting the work and advertising plans of the Panhandie-Plains, Incorporated, Amarillo proposes to pay outside of Potter County, appropriating ten thousand dollars to this worthy work. This liberal offer is being well re ceived over the Panhandle country and it is hoped that al paign this fall. Hundreds of desirable immigrants are com ing to the Panhandle by reason of this advertising and showing of farm exhibits in the middle west, and the move ment will become stronger in this, the second year. The
development of the Panhandle demands more citizens, and of the right type.

Not many of us had realized that fourteen graves of soldiers of the World War were in our cemetery, until the brought it vividly to mind. On a basis of a little over three thousand population, it means that nearly five to the ness to the sacrifice they made in the cause of righteous ness and patriotism. Recurring Memorial Days will fasten this truth more and more in the public mind and cause us to render that homage that all good citizens owe those who
have given their all for our flag, May they rest in

A most interesting fact is that the population per square mile in Texas is only 20.9, while in the United
States it is 40.0 . We will have to double our population in Texas before we are up to the density level for the nation, and then that of the nation will have become still higher-
There's room in Texas for many millions and here in the Panhandle is the greatest opportunity offered in the the tire state. Donley County needs more than double her
present population. Those that come and those who are al ready here will be even more prosperous when the doub-
ling is accomplished.

## The Town Doctor

(The Doetor of Towns)

## What is there that some communities have that others lack, which makes the difference between compliments and criticisms that something that invites you or repels and oppresses yout difference which so disting difference which so distinguishes or from the ordinary? and opresses you-that it largely a matter of that which, for want of a better name, has been termed by the advertising profession as . .at a belt." Lack of "atmosphere" in a town is that which is responsible fo motorists going through your town without seeing it, or remember- ing it. How often have you heard the remark, referring to busines motorists gow ofter have your town without seing it, or remember- the remark. referring to busines ing its, How houses, places of anusementand even homes- "t doesn't appeal to me, there's no atmosphere"? How your town looks IS important, for while people weigh val ues, they constantiy compare towns. There are thousands who woold go out of their way to patrize were such that created "atmosphere." "Atmosphere", attracts, induces, tempts, allures. fascinates and impresses. it SELLS your town, while the absence of it in any com- munity creates a pall and silence that shouts to the world, including its its own inhabitants, "This place LACKS what you are looking In every section of this great land of ours, cities, towns and vil lages have, to a greater or less degree, thought of, talked about, and lages have, to a qreater or less degree, thourgt of, talked about, an in many cases, sTaRTED a Clean-up Camping has been carried out depends upon the wide-awakefulness of the peo ple.


 enthusiasm and with ine ideas of doing big things, we materialy add
to the joy of the paint store man, the see merchant and the selle
of garden and yar tools and it is fine for everybody But our hand
are soft, our backs are weak and our will not too strong, and alto
gether too soon the glamor and incentive of the first days becomes Verily, in a few short weeks many now tidy and much boasted of
gardens will be but weed patches, unattended and forlorn. Likewise
many a Clean-up Week widely heralded
 and keep AT it until it is done-and well.
Do have a Clean-up WEEK-make it the year 'round, for your customers, from whence they may come, are becoming more critical
-they demand atmosphere," and there can be none without cleanli-
ness ALL of the time.

This Town Doctor article, one of a series of fifty-two, is publish-
ed by The Clarendon News in co-operation with the Clarendon Lions
Club.

## 

Clarendon's building program seems to be accelerating as we swing into the summer months. With a wonderful
natural location, with a super abundance of good water with lots of pretty homes, lawns and shade trees, with fine
churches and splendid schools, with a citizenship of rec ognized culture and intelligence, with all modern conveniences, surrounded by a rich, versatile farming country, Clarendon bids for even greater growth-and we are going to
get it.

Now comes the American Gas Association and testifies that newspaper advertising was responsible for its greatest increase in gas consumption in the New England
section. No corporation or business is too great or too section. No corporation or business is too great or too pow-
erful to operate without specific and institutional advertising and this applies to all business. A business worth operating is worth advertising.
We note with sorrow that Editor Homer Steen of the Floydada Hesperian and president of the Panhandle Press
Association has suffered the loss of his father in the last fow days. The elder Steen was a pioneer newspaper man, himself, although not in harness for many years. Homer
Steen has lost more than a father and our condolences are

## 



For Friday and Saturday:

| PEPPER | matis | 23 |
| :---: | :---: | :---: |
| RAISINS | \%.zan |  |
| SUGAR | $\xrightarrow{\text { xxax }}$ |  |
| SCOT TISSUE |  |  |
| COFFEE | "axituma | \$1.48 |
| JAR RINGS |  |  |

## Cash or 30 Days ONLY-We Deliver

Shelton \& Sanford
Groceries and Feeds PHONES 186 AND 421



| 39 Counties in Panhan Unite in Efforts to Possibilities of Th | handle-Plains sto Exploit Farm This Part of Texas |  |
| :---: | :---: | :---: |
|  |  |  |
|  |  |  |
| aneme weme |  |  |
| 为 |  |  |
| Lem |  |  |
| (ous |  |  |
|  |  | mim |
|  |  |  |
| , | , |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  | of mand but int bideste to in int | , |
|  |  |  |
| \%ill 1 matis |  |  |
|  |  | mima |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  | \% |  |
| cen remb | atem |  |
| (taminio chamo ot iom | Youme |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  | dedeme mat mom |
|  |  |  |
| mex |  | - wiumman mexam |
| Nom |  | con |

## EXTRA! <br>  <br> G records these days if you use Conoco Gasoline. Every click seems to whisper "Exira! Extra!"-and that m because Conoco Gasoline is packed with them <br> The Conoco Gasoline supplied to you today is refined especially for summer driving. Summer is the season of long trips and continuous use of your motor. Consequently you want a fuel which is good in every particular-but with special emphasis on mileage. <br> Keep your motoring costs down by filling always at the sign of extra miles-Conoco. CONTINENTAL OIL COMPANY <br> $5=5$

## 




Dr. S. F. Huneycutt,


00000000001
Learn the Lesson of Thrift portant lessos. He. He knows me he value of putting
 Saving money is is zos important as astring It is esestial to be protected against emergen It will be great oantort to you to know that THE FIRST NATIONAL BANK

## -and learn what marvelous

 performance you can get in a low-priced carIf you are one who has always believed that truly fine car performance can only be had in a high-priced automobile-come take the wheel of a

Here, in the price range of the four and with economy of better than 20 miles to the gallon of gasoline, ance that will literally amaze and delight you-
-marvelous six-cylinder smoothness that eliminates vibration and
body rumble-power that takes
you over the steepest hills-acevery mile a pleasure-and handling ease that leaves you refreshed at the end of the longest drive!
Emphasizing this outstanding sixcylinder performance are the bodies by Fisher. Created by master designers-they represent, in every detail, an order of coachcraft never before approached in a low-priced automobile.



The Flash of the Green Light---Says

with


When you see a green light think of Pennant Gas- the pleasant signal that says power and performance for your motor ca
Sold by the Following Courteous Dierce Dealers

> C. M. BELL, AGENT.
C. W. Bennett, Jr. Service Station Clarendon, Texas
C. W. Smith Filling Station, Clarendon, Texas F. M. Elles Filling Station, Clarendon, Texas Aduddell Garage, Brice, Texas
R. L. McDaniel Garage, Brice, Texas Ray Brown Filling Station, Jericho, Texas

Pierce Paraffin Base Motor Oils will lengthen the life of your car




LOYALTY - the giant force that will accomplish with ease, undreamed of heights in building this community.

LOY ALTY-the vibrant cooperation of every member of this community in forcing into the foreground the best that is in us, urging ever onward the impulse for greater development of home activities.

It is the community that is loyal to home activities that always has the best community.

OUR INTEREST IN THE WELFARE OF THIS COMMUNITY PROMPTS US TO SPONSOR THIS MESSAGE TO THE PEOPLE OF CLARENDON AND VICINITY.

Greene Dry Goods Co.
The Big Daylight Store

## Clarendon Motor Co.



## H. C. Kerbow \& Sons

 Home Company For Home People.Caraway Bakery and Cafe
"Good to the Last Bite."

Wm. S. Bagby
Dependable Insurance
The Home Bakery milk-maid bread.

## Foxworth-Galbraith Lumber Co. Clarendon and Lelia Lake

 Home Builders.Alderson Art Studio and Gift Shop
"Tell Your Story With Pictures."

The First National Bank
"The Old Strong Bank."

The City Garage
Durant Cars
Wholesale Marland Products

Amarillo Furniture Co.
factory distributors.

Little Mercantile Co. Home of Hart Schaffner \& Marx.

Donley County State Bank The Bank Where You Feel at Home.



