

# THE MCLEAN NEWS

Volume XXI.

McLean, Gray County, Texas, Thursday, July 24, 1924.

Number 30.

## INTERESTING LETTER FROM T. A. TAGGART

Midlothian, Texas, July 17, 1924.  
To my friends at McLean:  
I told Mr. T. A. Landers that I would write a letter for publication in The News as soon as I had time to do so. We must do what we promise and promise nothing that we are not willing to do. This is the first letter of this kind that I ever wrote and in all probability will be the last and only one that I shall write. My reasons for writing it are, first, I want to write it, and second, I believe that many of you would like to have a word from me.

I warmly appreciate the good people of McLean and vicinity, especially the fine boys and girls there. I feel that we were not associated long enough to have become very well acquainted. But such are the vicissitudes of life. They form a panorama of shifting scenes and changing views on its horizon. Pictures ineffaceable hang on Memory's walls, and words inerasable are recorded on Memory's scrolls. It is a pleasure to live over portions of the past by looking upon those faces and listening to those words. We often find ourselves stealing slyly into the corridors of the past for the sake of communing with those whose faces we cannot see with the natural eye, whose voices we cannot hear with the natural ear, and whose hands we cannot touch. That privilege is one of the rewards, consolations, of former friendships. And early friendships, like early impressions, are the most lasting.

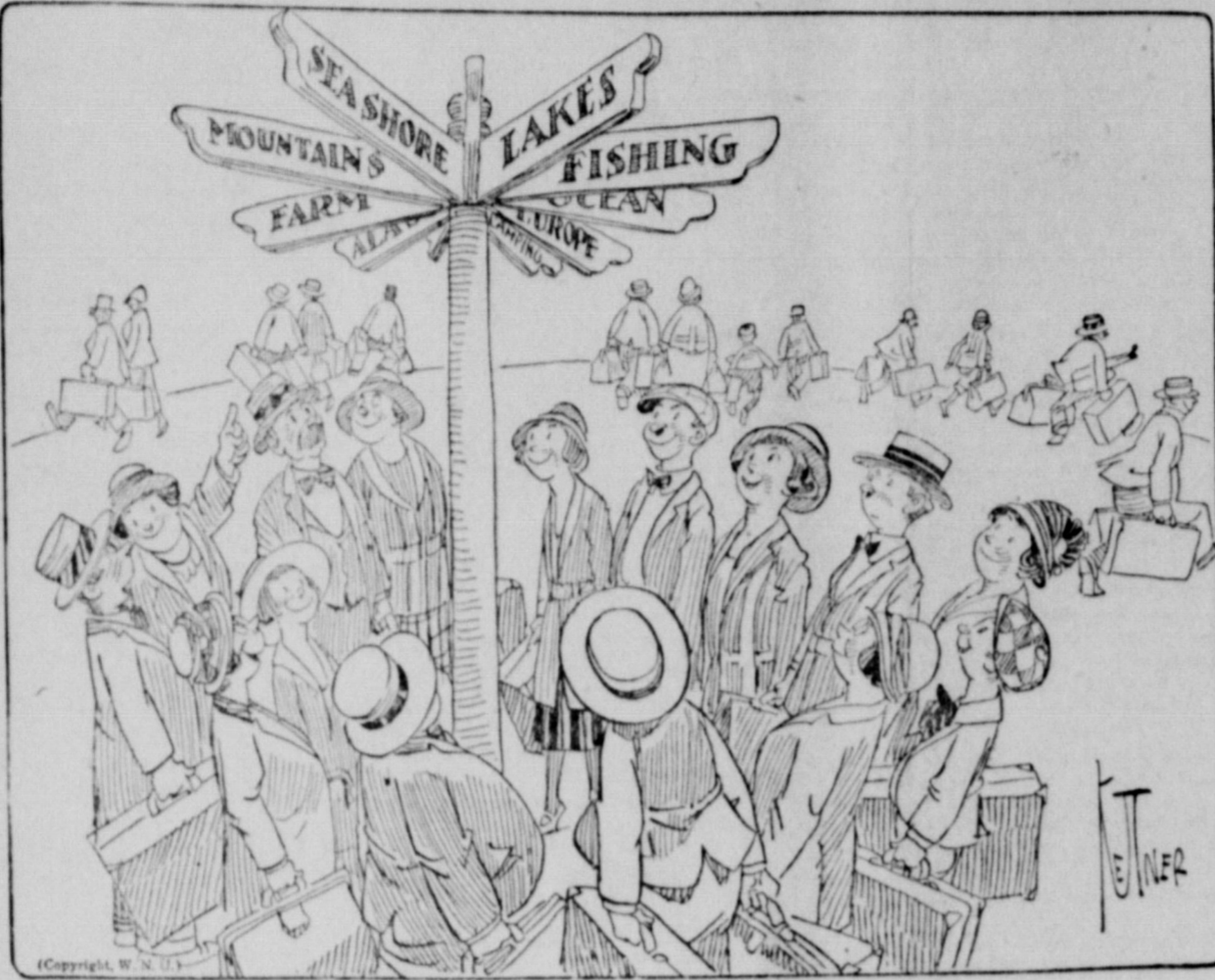
We left McLean at eight o'clock Wednesday morning, July 2. After making stops at Clarendon, Memphis, Vernon and Wichita Falls, we reached Floyd the following Saturday evening. The writer visited his former Sunday school class at Royse City twenty-four miles away Sunday morning. The visit was unexpected. We spent Sunday night in Greenville, going to Royse City Monday evening. While it is a great pleasure for a friend-loving person to write his friends, it is even a greater pleasure for him to meet them face-to-face. This is especially true as to teachers and former pupils. The writer enjoyed that pleasure while in the little city where he labored the four years prior to going to McLean. And let me state parenthetically that when the writer told Mr. Landers that he would write you a letter, and would, if fortune favors it, make you a visit at some future time, Mr. Landers remarked that when most teachers "leave this place they clean off the map of their memories." That is too true too often in other cases and other places. I remember stepping into a school room one morning during the past term of school and hearing a little girl standing by her desk repeat this as a memory gem: "The way to have friends is to be one." We love those who love us, generally speaking, because love begets love; and "all the world loves a lover." No, McLean will not be erased from Memory's map by me.

We left Royse City at ten o'clock Tuesday morning on the Bankhead Highway for Dallas. Those of you who have never driven a car through a crowded street in a large town or city, or over a viaduct where every car except your own appears to be running a race, hurrying to a fire, or a fugitive from justice, have missed a little thrill. In Dallas, as many of you know, car movements along the principal business streets are governed by a system of light signals, green, yellow and red lights. Attention is called to these light changes by the clang of a gong. And the instant a car violates any of the traffic rules, a traffic cop will be standing on its running board telling the driver "where to head in." On the viaduct connecting Dallas and Oak Cliff, over Trinity river, the speed limit is, I think, thirty-five miles and up an hour. We crossed shortly after twelve, when clerks, business men and others were going and coming to lunch. While crossing I was reminded of a torrential stream of water angrily hurling debris from one of its banks to the other. We crossed without a mishap.

About the first thing we observed on coming into Midlothian was Rock

(Continued on another page)

## Where To?



## METHODIST-PRESBYTERIAN REVIVAL

The Methodist-Presbyterian revival started with big crowds Sunday at the city tabernacle, and while rains the first of the week interfered by interrupting the services, the interest is growing at each service since.

Evangelist Neal is a forceful and entertaining speaker and Singer Watkins delights the audience with his pleasing voice.

The morning services begin promptly at ten o'clock and stop at eleven, making it possible for the business men to conveniently attend the services. Evening services at 8:30.

The meeting will continue all next week and everyone interested in the cause of righteousness is invited to attend.

## McLEAN MERCHANTS EXPECTED TO BE AT CANYON CONVENTION

Special to The News.

Canyon, July 23.—Retail merchants of McLean are expected to attend in force the convention to be held here Aug. 5, at which the advisability of going into permanent organization will be taken up, after a day devoted to discussions of the problems of the retailer and addresses by noted speakers.

One of the speakers will be Homer D. Wade, assistant manager of the West Texas Chamber of Commerce, Fort Worth, who has been asked to speak on "Advertising the Panhandle-Plains Co-operatively."

Talks on retail credit, accounting, cost-finding, and the general business outlook will be made by authoritative speakers from the principal cities of Texas. Following this, the merchants will consider the question of annual meetings and of the next convention city.

A feature of the gathering will be the fact that each retailer will be the guest of a local merchant in the same line of business. A trip to the Palo Duro Canyon is being planned, and it is expected to include a picnic supper in the great gorge.

The convention arrangements are being made through the local Chamber of Commerce, as a move to solidify the Panhandle-Plains territory, and to promote the common interests of this section.

## DEMOCRATIC PRIMARY TO BE HELD SATURDAY

The Democratic Primary will be held Saturday. J. E. Kirby is manager of the election for the McLean box.

Mrs. E. A. Hare and children of Amarillo are visiting their grandmother and aunt, Mrs. Heffner and Mrs. W. T. Wilson.

## FRANK JONES FUNERAL HELD AT HILLCREST CEMETERY TUESDAY

The funeral services for Frank Jones, son of Mr. and Mrs. Z. T. Jones of the Liberty community, were held Tuesday afternoon at Hillcrest cemetery by Rev. W. C. Garrett, pastor of the First Baptist church.

The deceased has been seriously ill for a long time as the result of a peanut hull lodging in his lung, but the boy coughed up the hull a few days ago and the hopes that were held for his recovery were ended by death relieving his sufferings Monday morning.

Everything in the way of medical attention and care was given the boy, and he declared all the time that he would recover, but his weakened condition did not permit his rallying after coughing up the peanut hull that caused his illness.

Interment was made in Hillcrest cemetery immediately following the funeral services.

## MRS. STEPHENS & HERRON HONORED WITH SUPPER

Mrs. Madeline Alma Stephens and Allie Mae Herron were honored with a supper given at the home of Mr. and Mrs. Wheeler Foster Wednesday evening. Supper was spread on tables under the trees in the yard and everything that is good to eat was there, from fried chicken to fruit punch.

The following were among those present: Mesdames Noel, Bogan, Stanfield, Bodenhamer, Hodges, C. S. Rice, Landers, Stephens, Upham, Garrett, Gracey, Hall, Herron, S. W. Rice, Lowry, Anderson, F. P. and W. W. Wilson, Walter and Wheeler Foster; Misses Frankie Mae and Fern Upham, Mildred and Floye Landers, Frances Noel, Nona and Jewell Cousins, Mary, Ruby, Ima and Clara Anderson, Snelair and Lucile Rice, Dorothy Cousins, Verna Rice and Juanita Massay; Messrs. W. B. Upham, T. A. Landers, W. S. White, Chester Lander, Wheeler Foster, Donald Beall, C. C. Bogan, and C. E. Anderson.

## MRS. JOYNER ENTERTAINS

Reported.

Mrs. Joyner entertained her Sunday school class and a few friends with a birthday party at the Presbyterian manse from 2:30 until 5 last Thursday afternoon in honor of Laura Lee Howard. Those present were: Laura Lee Howard, Nene Roberts, Josephine and June Turner, Irene McCoy, Betty Jane and Verna Louise Hall, Evelyn Alexander, Lois Kirby, Madge and Fern Landers and Inez Fay Franklin.

Games were played and kodak pictures taken. Rev. and Mrs. Joyner served refreshments.

Laura Lee received several presents. All enjoyed the party and some wished Laura Lee might have two birthdays a year.

## LOTS OF RAIN FELL HERE IN LAST FEW DAYS

Beginning last Thursday night, when a light rain fell, a spell of regular rainy weather hit the McLean community. Following Thursday night's rain a big rain fell Friday afternoon, then a bigger down-pour on Monday of this week, followed by a slow drizzle Tuesday morning, which puts the ground in better shape than it has, perhaps, ever been just at this time of the year.

A good season in the ground just at this time when we usually expect a July drought, means that bumper crops are practically assured for our community this fall.

## A BIRTHDAY DINNER

Mrs. T. N. Holloway entertained with a surprise dinner Sunday in honor of the birthday of her daughter, Miss Gladys. Among those present were the following: Misses Lolene Coffey, Sallie Campbell, Vivian Landers, Floye Jordan, Verna Rice, Fern Upham and Opal Davis; Mr. and Mrs. W. L. Hynes and daughters, Johnnie Villa and Gorda Lou.

## NEXT SALES DAY WILL BE HELD SATURDAY, AUG. 2

Plans for the next monthly Sales Day are going forward. The sales committee has a nice list of offerings, with prospect of more, and the next sale is expected to be a good one.

Sales will be held regularly each month hereafter.

## MISS UPHAM ENTERTAINS

Miss Frankie Mae Upham entertained a number of friends last Sunday evening with a seven o'clock supper. Among those present at this enjoyable occasion were the following: Misses Nona Cousins, Juanita Massay, Dorothy Cousins of Hewitt, Frankie Mae and Fern Upham; Mesdames Harold Rippy and Vigna Suckey; Messrs. Byrd Guill, Chester Lander, W. S. White, C. A. Strandberg, Harold Rippy and Dwight Upham.

## INDIAN ARRESTED WEDNESDAY

Wednesday afternoon local officers were notified that a man had made an effort to break into a farm house on the highway toward Shamrock. Sheriff Graves and Deputy Back went to the scene and arrested a man who claimed to be a Cherokee Indian. The prisoner was brought to McLean and later turned over to the Wheeler county officers.

Charlie Thut of Lefors, candidate for county clerk, was a News office visitor Tuesday.

## PROPERTY TAX-PAYERS MAY VOTE MONDAY

All property taxpayers who are otherwise qualified may vote in the city election to be held Monday to determine whether or not the city shall adopt the provisions and benefits of Chapter 11, Title 22, of the Revised Statutes of the State of Texas for 1911, governing street improvements.

This is one of the most important elections to be held in our town, and while it is not thought that there is any serious opposition, in that there will be no raise in taxes, yet it behooves every citizen who is interested in the progress of McLean to go to the polls and vote.

A vote to adopt this chapter simply means that the city council may have power to issue warrants against property affected for the building of sidewalks, upon petition of the property holders interested. In this case there is a demand for sidewalks on Main street and a walk to the school house, and this is all the improvement contemplated. These property owners are ready to build sidewalks, but want to take advantage of the warrant plan, and your vote will help make this possible without a penny's cost to you.

This is something that must be adopted by all towns before much progress in street improvements can be made, and we have never heard of any town voting no on this question.

On Monday afternoon of last week the Presbyterian Sunday school went out to the C. A. Gatlin place on Skillet creek for a picnic.

About fifty persons were in the crowd and the afternoon was spent in playing in the shade of the big cottonwoods, wading in the creek, and other forms of amusement. In the evening supper was served in true picnic style to all present.

## SHAMROCK ELECTION CARRIES WITH ONLY 7 DISSENTING VOTES

In the election held last Saturday in Shamrock corresponding to the election to be held in McLean next Monday, the proposition carried with only seven votes against it.

## PRESBYTERIANS HAVE PICNIC ON SKILLET

On Monday afternoon of last week the Presbyterian Sunday school went out to the C. A. Gatlin place on Skillet creek for a picnic.

## HOMER ABBOTT AND MISS OMA ARNOLD MARRIED SUNDAY

Mr. Homer Abbott and Miss Oma Arnold were quietly married at the home of the bride's mother, Mrs. J. T. McCarty, last Sunday afternoon in the presence of a few intimate friends and relatives. Pastor W. C. Garrett of the First Baptist church performed the ceremony.

The bride has been teaching school for the past few years, is prominent in church and social circles and numbers her friends by her acquaintances.

Mr. Abbott is a prominent young farmer who lives south of town and is associated with his father in purebred stock raising and farming.

They young couple left immediately for Oklahoma City for a visit with relatives and friends.

They will make their home on the farm near town.

## PECULIAR ACCIDENT AT POWER PLANT

One of the big engines at the city power plant blew a hole in the piston head last Saturday night, putting the engine out of commission. However, we have had interrupted service with the exception of about ten minutes a day allowed for cleaning the engine in use.

This is the first time either of the engines has been shut down for any length of time, and as the new part for the disabled engine is expected to arrive on any train, it has made little difference.

The street lighting system has been cut off after 12 o'clock each night while waiting for repairs.

## H. F. WINGO LEFT TUESDAY FOR OKLAHOMA CITY ON BUSINESS.

C. S. Rice and R. O. Dunkle went to Pampa Wednesday on business.

## POSTAL TO BE PAVED SAYS ENGINEER

Ben F. Lowman, Traveling Manager of the Postal Highway, was in McLean one day this week and stated that the Postal Highway designation from Jericho to Amarillo was made on the condition that the highway be routed south of the railroad, thereby eliminating all crossings, and that state aid is being withheld along this part of the route until such change is made.

Mr. Lowman says there are so few newspapers along the Texas part of the highway that it makes it difficult to get things done. In many cases nothing but personal visits will produce results, while in the more thickly settled regions where there are newspapers, it is very little trouble to keep things moving in good shape.

A paved highway over the Postal route within the next few years is a certainty, according to Mr. Lowman.

A bulletin showing the actual condition of the highway will be issued every two weeks by Mr. Lowman. Following is the one for Monday of this week:

## POSTAL HIGHWAY BULLETIN

Oklahoma City to El Reno—Good. Work has been started on the 39th Street bridge in Oklahoma county. El Reno to Geary—Good. Geary to Bridgeport—Five miles is good; the rest is under construction and is rough. Bridgeport to Hydro—Fair. Two bridges on this part of the road have had approaches. Hydro to Weatherford—Fair. Weatherford to Clinton—Rough part of the way. The hills west of Weatherford are very rough. Clinton to Foss—Rough. Custer county is bad most all the way; no grading has been done west of Weatherford and the water has run across the road in many places, making it a slow, rough road. Foss, to within two and a half miles of Elk City—Good. Some new grading on the two and a half miles east of Elk City and the same has not been dragged since the rains. Elk City to Sayre—The first five miles south of Elk City is good, but has not been dragged since the last rains; the rest of the road to Sayre is rough; several culverts are in bad shape and all of this part is in need of grading. Sayre to Erick, via Delhi—Fair. From Sayre to Delhi is the best I have seen it. The river at Sayre is "strawed" and crossing is good. Delhi to Erick—Fair. Most all culverts on this part of the road have high approaches and this is very dangerous, as in many cases they cannot be seen until the tourist is almost on them. Erick to Texola—Fair. None of the road through Beckham county has been dragged. Texola to Shamrock, Texas—Rough. There is not the maintenance there should be. Shamrock to McLean—Most all good. McLean to Alanreed—Fair. Alanreed to Jericho—Good to the Donley county line. We have not been able to get any grading done in donley county to date and it is 18 miles of rough road. Jericho to Groom—Part is rough and part is good. Groom to Conway—Good. Conway to Amarillo—Good. Some parts of the new grade in Carson county were not dragged after the rains and are very rough.

## FOOTBALL ORGANIZATION TO BE FORMED FOR THIS SEASON'S GAMES

A meeting was held Wednesday to formulate plans for a Football Association to help put over the games this coming season.

A committee was appointed to secure members for the association and to order suits for the players, etc., with the idea of going into a permanent organization at the next meeting, when officers will be elected and future plans fully perfected.

M. D. Bentley, manager of the Bentley Motor Company, informs us that Lincoln cars have been increased in price \$200 each and Fordson tractors \$75 each, which may be taken to indicate a raise in Ford car prices soon.



ZEN of the Y. D.

A Novel of the Foothills

By ROBERT STEAD

Author of 'The Cow Parader' and 'The Homesteaders'

Copyright by ROBERT STEAD

SYNOPSIS

CHAPTER I.—Transley's hay-cutting outfit, after stacking 2,000 tons, is on its way to the big Y. D. ranch headquarters.

CHAPTER II.—Draxk proposes to Zen and is nearly rebuffed. Transley pitches camp on the South Y. D. and finds Landon's outfit cutting hay.

CHAPTER III.—Y. D. and Zen ride to the South Y. D. Zen is a natural camp, not yet halter-broke and ripe for mounting.

CHAPTER IV.—Zen enjoys the prospect of a race between Transley and Lander for her favor, but secretly wishes at both ends.

CHAPTER V.—Fire blazes up in the Landon stacks. The Y. D. outfit comes to help.

CHAPTER VI.—Zen comes to find several hours of unconsciousness after herself in the dark with Grant.

CHAPTER VII.—Y. D. and his men arrive after daylight. Naturally, in the circumstances, hay is abandoned.

CHAPTER VIII.—Transley sends Zen an engagement ring and she wears it.

CHAPTER IX.—Transley announces his forthcoming wedding to Lander and sets him at work building a handsome residence in the town.

CHAPTER X.—The next summer Grant's father and elder brother are killed in an accident.

CHAPTER XI.—Grant enlists in the World War, winds up the business and places his wealth at the disposal of the government.

CHAPTER XII.—The great idea is to go back West, buy land, start a big farm and take care of Lander and others of his men.

CHAPTER XIII.—Grant's father and elder brother are killed in an accident.

CHAPTER XIV.—Grant enlists in the World War, winds up the business and places his wealth at the disposal of the government.

CHAPTER XV.—Grant enlists in the World War, winds up the business and places his wealth at the disposal of the government.

CHAPTER XVI.—Grant enlists in the World War, winds up the business and places his wealth at the disposal of the government.

CHAPTER XVII.—Grant enlists in the World War, winds up the business and places his wealth at the disposal of the government.

CHAPTER XVIII.—Grant enlists in the World War, winds up the business and places his wealth at the disposal of the government.

CHAPTER XIX.—Grant enlists in the World War, winds up the business and places his wealth at the disposal of the government.

"No, Peter helped me." "Who's Peter?" "He is the man who helped me."

"Let us give teddy a ride on Prince?" "Let's!" "Grant carefully arranged teddy on the horse's hames, and the boy elated his hands with delight."

"You! I am surprised—I had not known!" She had become confused in her greeting, and a color that she would have given words to suppress crept slowly through her cheeks.

"I believe it is. The East has great profusion—more varieties—but the individual qualities do not seem to be so well developed."

Sitting on his veranda that evening while the sun dropped low over the mountains and the sound of horses munching contentedly came up from the stables, Grant for the twentieth time turned over in his mind the events of a day that was to stand out as an epochal one in his career.

the trip to the house by the river—these were logical and easily followed. But why, of all the houses in the world, should it have been Zen Transley's house? Why, of all the little boys in the world, should this have been the son of his rival and the only girl he had ever—the girl he had loved most in all his life?

"You! I am surprised—I had not known!" She had become confused in her greeting, and a color that she would have given words to suppress crept slowly through her cheeks.

"I believe it is. The East has great profusion—more varieties—but the individual qualities do not seem to be so well developed."

Sitting on his veranda that evening while the sun dropped low over the mountains and the sound of horses munching contentedly came up from the stables, Grant for the twentieth time turned over in his mind the events of a day that was to stand out as an epochal one in his career.

Sitting on his veranda that evening while the sun dropped low over the mountains and the sound of horses munching contentedly came up from the stables, Grant for the twentieth time turned over in his mind the events of a day that was to stand out as an epochal one in his career.

Sitting on his veranda that evening while the sun dropped low over the mountains and the sound of horses munching contentedly came up from the stables, Grant for the twentieth time turned over in his mind the events of a day that was to stand out as an epochal one in his career.

failed to extinguish the spark kindled in the foothills that night so long ago. He reminded himself continually that she was Transley's wife, and even while granting the irrevocability of that fact he was demanding to know why Fate had created for them both an atmosphere charged with unspoken possibilities.



"I Must Go," He Had Exclaimed at Length.

"I must go," he had exclaimed at length, a sudden tack of safer subjects. What had she meant by that reference to Eastern and Western flowers? His answer reminded him how well he knew. And the confession about her husband, the worshiper of success—

"I must go," he had exclaimed at length, a sudden tack of safer subjects. What had she meant by that reference to Eastern and Western flowers? His answer reminded him how well he knew.

"I must go," he had exclaimed at length, a sudden tack of safer subjects. What had she meant by that reference to Eastern and Western flowers? His answer reminded him how well he knew.

"I must go," he had exclaimed at length, a sudden tack of safer subjects. What had she meant by that reference to Eastern and Western flowers? His answer reminded him how well he knew.

SENIOR B. Y. P. U. Subject—Light Bearers in Old Dark Continents—the Moffats. Leader—Eunice Stratton. Mrs. Moffat Tells Stories, and Robert's Reverse—Leader. Gardening and Gardening—Ozella Hunt.

Mrs. Geo. Briggs and children of Granite, Okla., came in Sunday to visit her sister, Mrs. J. E. Kirby.

Mr. and Mrs. D. M. Davis left last Thursday for Knoxville to visit relatives.

W. J. Bridge returned Sunday from Quanah.

Mrs. R. O. Dunkle left Sunday for San Antonio to visit home folks.

Paul Peak of Slavonia was in town Saturday.

Vines Bentley of Shamrock visited his uncle, M. D. Bentley, Sunday.

Mr. and Mrs. Henry Woods of Alanreed were shopping in the city Friday.

N. S. Ray of Grcey was a McLean visitor Friday.

Dan Cates of Heald was a McLean visitor Saturday.

I. P. Evans returned Sunday from Dallas and Granite, Okla.

Magnolia Petroleum Co. C. J. CASH, Agent Day Phone 184 Night Phone 191

REAL DRAY SERVICE We excel in Service because we have more experience and better equipment, so our customers say.

KUNKEL BROS. DR. J. A. HALL Dentist Of Shamrock, Tex. Will be in McLean on Thursday, Friday and Saturday after the first Monday in each month.

CUNNINGHAM FLOWER SHOP Plants, Cut Flowers, Designs, Flower and Garden Seeds Mail or Phone Orders Filled Promptly AMARILLO, TEXAS 1909-11 Van Buren St. Phone 1081



ITCH! MONEY BACK WITHOUT QUESTION HUNT'S GUARANTEED SKIN DISEASE REMEDIES (Hunt's Salve and Soap) is fully authorized to return to you the purchase price.

SHELL'S PHARMACY Gen. Bourland of Overbrook, Okla., came in last Thursday on business.



O. T. LINDSEY BUYS VULCANIZING SHOP FROM FRANK HOWARD

O. T. Lindsey of Clarendon has bought the Vulcanizing Shop from Frank Howard and the shop will be known as the McLean Vulcanizing Shop in the future.

Mr. Lindsey is an experienced man and will continue the former policy of the business in giving quick service. Auto tires and accessories will also be handled.

Representative Dewey Young of Wellington was shaking hands with McLean voters this week.

Willie Simpson of Shamrock is visiting his sister, Mrs. A. A. Christian.

Mrs. Buck Cooke left Wednesday for Vega to visit relatives.

Mr. and Mrs. Horace Wofford and daughters, Helen and Shelia, were Pampa visitors Wednesday.

Attorney A. A. Ledbetter was interviewing the voters at Pampa this week.

A car of nut coal due to arrive today. Cheney & Callahan. Advertisement. 29-tfc

WHY DON'T THE CHAMBER OF COMMERCE—

This question can be completed in most any manner and be a sample of what is heard every day. It gives rise to where does the work of the Chamber of Commerce begin and where does it end? Like any business institution, the Chamber of Commerce is limited by its finances. It has a service to the community to sell to individuals. The service rendered depends entirely upon the finance received, or in other words upon the number of members. A Chamber of Commerce with sufficient finances and an active membership can accomplish practically anything it undertakes. Because the individual members cannot see the direct returns, many of them are skeptical towards the organization and say that the Chamber does not do this or does not do that. Who, then, is the Chamber of Commerce? It is Mr. Smith the grocer. Mr. Jones the plumber, Mr. White the manufacturer, and all the other business men who make it possible by their active support. If the Chamber does not do some one thing that is considered of great importance to the city, it is because it lacks support or finance. Before you criticize, find out why.—Fort Worth Broadcaster.

THE EDITOR'S VIEWPOINT

Wouldn't it be splendid if there could be brought to actual reality the public needs which are pointed out by the local newspaper, not only in Clarendon, but in any town? We sometimes wonder if our public fires of our prods in this direction and our suggestions in that direction, and we wonder if they would rather we talked of abstract matters altogether, if we must talk at all. We do not doubt that all of this is true at times. But we cannot get away from a realization of the fact that an editor's mind is not altogether his own. Nor his utterances. In rubbing elbows with his public he gathers a composite of their desires, dislikes and opinions, all of which become in a certain sense a part of his guiding influences. There are those who will not agree with us on this point, holding that an editor's mind should be "wholly his own." As an individual citizen, yes. But the editor who bluntly and sometimes rashly asserts his views and opinions in a manner which says to his readers, "Now that's the way. I, the editor, think that you should think, fails to convince a reader who has held a differing opinion, and, furthermore, antagonizes him. And he loses, in a paragraph perhaps, all opportunity which he might have had to mould thought and provoke action on matters purely civic in their nature, and which are of vastly more importance than the editor's or the reader's views on some political, religious or merely personal matter. It is the province of the local newspaper to stimulate thought along constructive civic lines, and concerted action, if there is need for it, will in time develop. No editor is so gifted that he can unfeelingly discern a public need in its correct proportion, but he can set folk thinking over it, and out of their thinking will come proper action.—Clarendon News.

THE GROWLERS

Their folks in this world what nothin' won't suit; Like an owl in the dark they's jest livin' t' hoot;

The light uv a smile is too strong for their eyes, So they crawls in their hole an' there waits till it dies; Er they turns on the smile with a joy-killing grudge, An' smothera its gleam with a thick, gloomy smudge.

Er they was enough uv them fellers around Then ev'ry good laugh would be under the ground. Whatever yew give 'em, 'tain't never jest right; It's too long er too short, er too heavy, er too light;

Er they ever sees heaven, they'll sniff an' they'll scowl 'Cause it ain't got no dungeon with gloom fer their growl; The brightness an' music'll worry 'em so, They'll pack up their snarls an' jest move down below.—Exchange.

BE CAREFUL THIS SUMMER

Careless campers who leave their fires burning in the woods or toss lighted cigar and cigarette stumps into the brush, burned last season more timberland than was cut by all sawmills in the country all year.

Reforestation has been recognized for years as one of the greatest necessities. Something is being accomplished in this direction. But forest fires at present wipe out much more timber every year than is being regrown.

Records kept by the forest service show that every year the area of forest land swept by fire is about twice as great as the area cut over by logging operations.

Four-fifths of the fires each year are man made. They might be prevented by the exercise of ordinary care. Most of them start from hot coals left by campers or picnickers or from lighted cigarette butts, and some of them come through carelessness of settlers in burning up stump piles and brush heaps.

The burned-over acreage is largely cut-over land, which reduces the monetary loss, but the potential destruction is nevertheless terrific, for the fires on the cut-over acreage destroy the seeds and young growth that would reforest the land.

The forestry service says the first important step in reforestation is to start the growth on the cut-over land, and on much of this land "effective protection against fire will be all that is necessary for this purpose."

WHAT IS A NEWSPAPER?

What do most people think a newspaper is? Postmaster General Harry S. New said recently, "A newspaper is what people generally think of as a newspaper."

Plain as mud. Having been in the newspaper business, Mr. New ought to know, but does anybody know?

The dictionaries seem to agree on one thing—that it is a paper containing news.

The word newspaper indicates that—but what is news?

News is something that people want to read—something that they did not know about the activities of other people.

But there are different kinds of news and no one kind always appeals to all people.

Some newspaper readers pick up a newspaper, glance through it hastily and put it down with the thought that there is nothing in it.

There may not be anything of particular interest to them in that issue, but to their neighbor several items may have a particular appeal. It is the business of the newspapers to print the news that they believe the largest number of their readers are interested in, and that is the aim of every newspaper.

So a newspaper is something that gives news, and in addition, it has come to be regarded as the official town booster.

When everyone else becomes so absorbed in their own affairs that they have no time for giving at-

tention to the general welfare of the community, the newspaper is expected to be on the job constantly, working for the benefit of the people.

Good newspapers look upon this added responsibility as their job and they work at it constantly.—Ex.

AGES OF ANIMALS AND BIRDS

- A sheep lives ten years. A cat lives fifteen years. A lion lives twenty years. A camel lives forty years. A bear lives forty years. A dog lives fourteen years. A squirrel lives eight years. A canary lives six years. A crow lives six years. An ox lives twenty-five years. A guinea pig lives seven years. A horse lives twenty-five years. A swan lives thirty years. A whale lives 300 years. A tortoise lives 100 years. An elephant lives 400 years. A parrot lives 125 years.

HER DUE

"Mandy, you didn't call for our wash for two weeks, yet you sent me a bill for it just the same."

"Yas'm. Ah done tuk a two weeks' vacation wif pay."—Life.

IT NEVER PAYS TO GIVE UP

I was talking with an old farmer back a number of years ago about the poor prospects of certain crops that year when he said, "Well, young man, you can't tell anything about a crop until it is made. It very often happens that the poorest prospects give the best yields, while the best prospects give the poorest yield."

Since that talk with the old man, I have watched this pretty close and have found the old farmer was about right. Ordinarily a poor crop prospect has a poor chance of making a good yield because a farmer will not put the same work on a poor prospect that he will with a good prospect. This year quite a great many poor prospects have been abandoned and the land planted to other crops. In some instances this may prove to be a paying proposition, but in quite a great many it will be a losing proposition.

This year the prospect for nearly all crops was poor and many farmers were "on the fence" as to what move to make. They wanted a crop but felt it a waste of time and money to go ahead with a prospect that gave no promise. One farmer says he looked over his cotton patch five times before he could decide whether to let the crop stand and risk a chance on working it out or to plow it up and plant to some other crop. He finally decided to work it out and now has a good cotton prospect. When he puts his cotton crop on the market this fall will be the time for him to decide as to whether he made a wise move.

The oat crop was a poor prospect, but most farmers let the crop stand because they were so greatly in need of some early feed. The

POLITICAL ANNOUNCEMENTS

The following announcements are subject to the action of the Democratic primary to be held in July:

- For State Senator, 31st District: J. W. REID
For Representative, 122nd District: DEWEY YOUNG
For County Judge: F. P. REID, T. M. WOLFE, C. S. RICE
For County Attorney: A. A. LEDBETTER, JOHN F. STUDER
For County and District Clerk: CHARLIE THUT, HARVEY HAYNES
For Sheriff and Tax Collector: E. S. GRAVES, L. D. RIDER
For Tax Assessor: D. M. GRAHAM, EWING LEECH
For County Treasurer: R. L. COTTRELL, MIRIAM WILSON

sorry to see the meeting close, but are well pleased with the good that was accomplished.

Mr. and Mrs. Andy Nelson and family of Heald, Mr. and Mrs. Burdine and children of near Alameda visited in the H. C. Nelson home Sunday and attended preaching services.

Several were present at Sunday school and preaching whose names we do not recall at present, but we were glad to see them and hope they will come again.

Mr. and Mrs. Kid McCoy and children, Mr. and Mrs. Lucian Purcell of Shamrock, Mr. and Mrs. Al Brewer and children of McLean called at the R. O. Cunningham home Sunday.

E. F. Bell and family of Alameda

and Miss Mariene Dorsey visited in the J. F. Corbin home Sunday.

Claude Martin and family of Alameda visited in the Myatt home Sunday.

Mr. and Mrs. John Lively went to Shamrock one day this week.

Mr. and Mrs. I. G. Hardin returned from Clarendon Sunday after a visit with relatives.

Fred Bell and family of Wellington visited in the R. O. Cunningham home one day this week.

Game Warden B. D. Garmon of Panhandle was in McLean Thursday.

Try a sack of Yukon flour, satisfaction guaranteed. C. & C. Feed Store. Advertisement. 29-tfc

A Good Show

FRIDAY NIGHT AND SATURDAY MATINEE

- Wm. S. Hart in "BLUE BLAZES RAWDEN"
It's a Good One
SATURDAY NIGHT
Pola Negri in "BELLA DONNA"

A sleek young love-tigress, playing with men's hearts, famous for her love scandals. Fleckle—but adorable; ruthless in love—but kissable; dangerous—but warmly alluring. Don't fail to see this picture.

Legion Theatre McLean, Texas

Lunches for Busy Folks

If you want a delicious and wholesome "snack" when noontime comes, or any time during the day, let some of our ready-to-serve meats be the base of the meal.

Only the best of meats, handled in a sanitary manner, sold here.

THE CITY MARKET

BRYANT HENRY, Prop. PHONE 165

Everybody needs one!



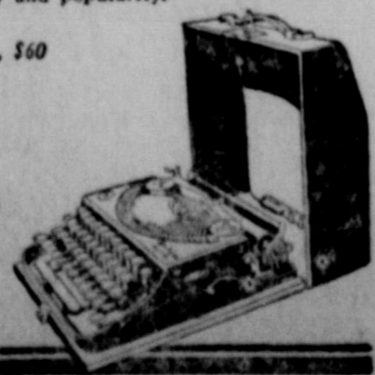
Remington Portable

IT fits in a case only four inches high and can be carried and used anywhere. It has the STANDARD KEYBOARD with four rows of keys and no shifting for figures. It has the automatic ribbon reverse. It has every feature you associate with typewriting at its best.

The extraordinary demand for the Remington Portable is proof of its leadership, in quality and popularity.

Price, complete with case, \$60

The News



Erwin Drug Co.

The Rexall Store



**THE McLEAN NEWS**

Published Every Thursday

T. A. LANDERS and FRED LANDERS  
LANDERS & LANDERS  
Editors and Owners

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

Subscription Price  
One year.....\$1.50  
Six months......75  
Three months......40

Four issues make an advertising month. When five issues occur in the calendar month, charge will be made for the extra edition.

Everyone admits that McLean has the best crop prospects within the memory of the oldest inhabitant. The recent rains coming right in the middle of what is usually the July drought, practically insures bumper crops all over the community.

The News believes that only those who are qualified for the office they seek should be elected in Saturday's primary. Personal prejudice, sympathy and other reasons should give way to the best interests of the people at large in selecting office holders at the coming election. It is only in this way that we may expect efficient management of the people's affairs.

To vote "yes" in the city election Monday will mean progress for our town, without a cent's increase in taxes. The adoption of Chapter 11, Title 22 of the Revised Statutes of the State of Texas for 1911 does not give the city council authority to issue bonds, but will only mean that the property owners on Main and First streets may have sidewalks put in by means of warrants, which only the property owners affected will pay. These property owners have asked for this privilege and it should be granted, as the improvements are badly needed.

Fast driving will mean the death of someone in McLean if care is not used. The habit of young folks driving in a race without looking where they are going is bound to result in an accident sooner or later. There is a state law forbidding the driving of cars by children under 16 years of age. This law is being violated in a number of cases and an accident caused by a child driver might go hard with the parents. There is no reason for unlawful driving of cars and parents should help the officers see that the laws are enforced.

**GOV. NEFF BIGGER THAN OPPONENTS**

Gov. Neff can well afford to pat himself on the back! Davis' nomination was mainly due to him and the fight against McAtee he started some months ago, instead of ruining him, as predicted, has only shown him to be a much bigger man than the machine politicians opposing him.—Quannah Tribune-Chief

**THE MAGAZINE PEDDLERS**

The usual run of magazine peddlers, "working their way through college," is invading the country towns and moping up. Canyon has been invaded, as a matter of course. Probably a majority who patronize these peddlers will find to their sorrow that the bunch are none other than a bunch of crooks, none of whom have ever seen inside a college, and most of the subscribers will find that they gave good money to support a bunch of floating thieves.—Randall County News.

Kester Rippy and family came in Saturday from Electra to visit relatives and friends in McLean and the Heald neighborhood.

T. M. Wolfe went to Pampa Wednesday on business.

Grandma Rogers is spending the week with friends here and attending the meeting.

Mr. and Mrs. Roy Campbell were Pampa visitors Wednesday.

Mrs. Josh Turner and sister, Miss Juanita Deason, of Breckenridge are visiting in the Lee Turner home.

Mr. and Mrs. E. R. Crews went to Turkey and Matador this week on business.

They go wild, wild, wild in the West They go simply wild over Yukon's Best. Advertisement. 29-tfc.

Groceries are cheaper at Puckett's Cash Store. Advertisement 7c

**INTERESTING LETTER FROM T. A. TAGGART**

(Continued from page one)  
Island box car No. 39805 standing by the crossing near the H. & T. C. station, the car in which our household goods were shipped, and from which goods were unloaded in good condition. The weather up to Wednesday evening had been very favorable for a move, but by one o'clock, the time at which we began to unload that car, the temperature was running upward, and is from ten to five each way still up. I note that Dr. Considine, government meteorologist at Amarillo, forecasted showers and cooler weather for Amarillo and vicinity yesterday (Tuesday), but Dr. Cline, government meteorologist at Dallas, promises hot weather for several days yet for this section.

This region is one of sunshine, black land and cotton. It is practically all in cultivation and country homes are not far apart. And so it is with the towns, large and small. Placing one end of a forty mile radius at Midlothian and describing a circle with the other end, a circle would be described containing about one-fifth of the population of Texas. It would include all or some of these counties: Ellis, Hill, Johnson, Parker, Tarrant, Dallas, Kaufman and portions of other counties. The highways are surfaced with concrete, asphalt, gravel or clay, and there is a great deal of travel on them at this season of the year. This is especially true as to the Fort Worth highways which are at some points literally lined with cars, many of which are en route to Colorado via the Panhandle. And permit me to say here that the eyes of all other parts of Texas are on West Texas and the Panhandle. People are watching its opportunities, interested in its growth and awaiting its development. This fact speaks well for your future. Make the most of it. Aeroplanes pass here daily. There is a landing here. They appear to be going from Dallas southwest and back again. "Jitneys" of various kinds pass through here to Dallas and Fort Worth about every two hours. In concluding this paragraph I will say that there are many, many more ways of spending money than there are making it; and it seems more difficult to keep our earnings than to get them in the first place. But that teacher whose name is Personal Experience has many lessons awaiting us in the school of life; and fortunate are they who can profit from the experience of others.

These are, I think, fine people. They are church-going and believe in education. There is here a band of fifty pieces which gives open air concerts almost nightly through the week. It has just lately been organized. School will open Sept. 8. The teachers' institute for this county will be held at Waxahachie Sept. 1st to 5th, inclusive. I hope that we shall like to live here, and that my work the coming year will be as pleasant as was my work the past year at McLean.

This letter would have been brought to a close sooner but for the fact that I have never heard any of the News force say in the language of Shakespeare's Macbeth, "Hold, enough." Now this letter is to everyone addressed. And should any of you write to me at any time I shall be glad to hear from you; and, barring the impossible, your letter will meet with a prompt reply. Once a young tree there was. It was of a species rare. It grew only amidst the most favorable environment. This tree was planted by the still waters of meditation. In due time upon it bloomed the flowers of pleasant association. Many passers-by plucked of those flowers because of their radiant color and fragrant perfume. In the course of time there appeared upon this tree a fruit as rare as the tree which bore it. That fruit was delightful to the eye and pleasant to the taste. It was named the fruit of sweet memories. And happy is he whose privilege it is to partake of the fruit of that tree.

With all good wishes, I am, sincerely your friend, T. A. TAGGART.

Mr. and Mrs. S. W. Rice and son and daughter, Mrs. Dewey Haddon, and son returned Friday from Lubbock.

Mr. and Mrs. L. O. Floyd and daughter, Mrs. Eunice, returned Friday from a trip to Lubbock and New Mexico.

Harvey Haynes of Pampa, candidate for county clerk, was a visitor at the News office Tuesday.

L. D. Rider of Pampa, candidate for sheriff, was a McLean visitor this week.

**SHERIFF GRAVES ASKS SUPPORT OR VOTERS**

I take this means to assure every voter in Gray county that I will appreciate your vote for sheriff and tax collector at Saturday's primary. I do not feel that it is necessary to make any further promises at this time, for my record as sheriff of this county is known to all of you, and it is upon this record that I ask your support. I have tried to meet each voter personally during the campaign, but the duties of my office have prevented my giving as much time to making a thorough canvass of the county that I otherwise might. Again assuring you that anything you may do for me in this regard will be appreciated, I am, yours respectfully,  
E. S. GRAVES. 1c

**SUNDAY WITH THE BAPTISTS**

W. C. Garrett, Pastor  
Don't forget Sunday school at 10 o'clock—M. D. Bentley, Supt.  
Preaching at 11 o'clock on the theme, "The Same Jesus Christ." The service will interest you, for there is a message in it for you.  
B. Y. P. U.'s meet at 7:30 p. m.  
No preaching at night on account of the revival in progress at the tabernacle.

**INJUNCTION AGAINST WHEAT FARMERS**

Pampa, July 18.—An injunction compelling D. F. Keohn and others of this county to deliver wheat contracted to the Texas Wheat Growers' Association to the association was granted by Judge Henry S. Bishop in Amarillo Tuesday afternoon.

The Texas Wheat Growers' Association instituted a suit against Keohn and others and asked for the writ of injunction alleging a threat to breach the contract signed by Keohn with the association.

About 3,000 bushels of wheat are involved in the suit, according to the petition.—Pampa News.

Redell and Arthur Campbell of Erick, Okla., visited Mrs. Stockton Wednesday.

T. N. Holloway was an Amarillo visitor Sunday.

Mrs. H. F. Wingo and daughters, Gertrude and Anna, were Alameda visitors Wednesday.

Miss Amie Ladd returned Saturday from a visit with relatives at Electra.

H. T. Fields of Ramsdell is a new reader of The News.

Columbus Cousins and family of Hewitt came in last week for a visit in the S. A. Cousins home.

Dwight Upham went to Pampa Monday.

Helen, Temple and Richard Simmons left Saturday for Tipton, Okla., to enter the orphans' home.

W. M. Allston of Gracey was a McLean visitor Thursday.

Hubert Bentley of Enterprise was in town Tuesday.

J. L. Hess went to Clarendon Monday on business.

Robert Robinson of Hot Springs, Ark., was shaking hands with friends here Tuesday.

Tom Prock of Alameda was a McLean visitor Monday.

S. R. Loftin of Alameda was a business visitor in the city Monday.

Mr. and Mrs. O. L. Sitter left Tuesday for their home at Anna, Ill.

W. W. Breeding and C. G. Nicholson of Enterprise were in town Tuesday.

Mr. and Mrs. J. F. Blanton of Pampa were McLean visitors Tuesday.

A. L. Morgan of Liberty was a visitor in the city Tuesday.

**News From Gracey**

By Special Correspondent.  
Everyone enjoyed a party given at the Bidwell home Saturday night.

Mrs. M. H. Kinard, who has been quite sick, is some better at the present.

Mrs. Fred Russell and children of Clarendon visited from Saturday till Monday in the W. B. Bush home.

Thomas D'Spain, who was sick the first of the week, is better.

Logan Kellar, Emette Fondren and Bailey Lakey came home from the harvest fields Saturday.

Mrs. L. F. Bidwell and family, Bailey Lakey and family, Mrs. B. D. Fondren and son, Emette, spent Sunday in the A. L. Lee home.

Mr. and Mrs. W. B. Bush and daughter, Miss Leeta, and niece, Mrs. Fred Russell, spent Sunday with Mrs. Bill Webb.

Mrs. J. S. Carwile and daughter, Nellye, spent Sunday in the Stewart home.

Luther Johnson and sister, Mrs. Jewelle Norman, and son spent Sunday in the Phillips home at Carpenter.

Mr. and Mrs. Percy Kinard and son, Vernon, returned from Corn Valley Saturday.

Mr. and Mrs. N. S. Ray visited in the Houston Below home Sunday.

Mr. and Mrs. Elmer Sparks spent Sunday in the J. W. Gilmore home.

Miss Laura Gilmore is spending the week with Miss Ada Lee Johnson at McLean.

Mr. and Mrs. Dewey Williams and J. E. Williams attended church at Liberty Saturday.

Miss Leeta Bush is spending the week with her sister, Mrs. Bill Webb.

Miss Lilla May D'Spain spent Saturday night with Miss Blanche Allston.

Mr. and Mrs. Fred Bidwell spent Saturday and Sunday in the O. L. Derrick home.

The singing class met in the Bush home Sunday night. All report a nice time.

Johnnie Back was a Pampa visitor Tuesday and Wednesday.

**MOON DOESN'T CARE WHEN YOU PLANT**

In Porto Rico, as in parts of this country, many farmers delay planting until the phase of the moon is considered favorable. To determine whether or not there is anything to be gained by such a practice, the Porto Rico Agricultural Experiment Station conducted a series of experiments in which crops were sowed during the various phases of the moon.

Radishes, oats, and a legume called Crotalaria Juncea were planted at various phases of the moon, grown for six weeks under like conditions, then harvested and weighed. There was no difference in the time of germination. Furthermore, there was not enough difference in the general growth of the plants to be noticeable to the eye. The difference in the height or the weight of the plants was not striking, and where there was some difference, it occurred with no consistency. In other words, while in several tests, crops sowed in the

**McLean Filling Station**

Oils, Gas and Accessories  
Sudden Service  
Magdolene Ford Oil will make your Ford run better  
FLOYD PHILLIPS, Mgr.

**Service Tailor Shop**

Hansel Christian, Prop.  
The place of better cleaning and pressing.  
First Door North of McLean Hardware  
Phone 173

**Hail—Fire—Tornado**

Why take the risk of fire, hail and tornado on your house or automobile, or the risk of hail on your crop when we can write you an insurance policy that will give you the kind of protection you need?

**RIPPY & BEALL**

Office at Citizens State Bank

light of the moon were heavier and taller, there was equally as many cases in which the crops started in the dark of the moon were larger. —Eugene Butler in The Progressive Farmer.

W. H. Mathis and Los Hancock of Enterprise were McLean visitors Saturday.

Sam Pagan of Slavonia was a McLean visitor Saturday.

Geo. Colebank and family of Back were in town Saturday.

F. E. Robinson and son, Oren, were in from the ranch Saturday.

Mrs. Fred Russell and children of Clarendon are visiting her parents, Mr. and Mrs. M. L. Bush.

Mrs. W. J. Bridge returned Saturday from a visit with relatives at Matador.

**\$4.00**  
**Sunday Excursion**  
To Oklahoma City and Return  
Via  
**Rock Island**  
Leave McLean 10:15 p. m.  
Arrive Oklahoma City 7:45 a. m. July 27  
Returning excursion train will leave Oklahoma City 6:25 p. m.  
For ticket and full information, call on  
**E. J. LANDER, Agent**

**Hardware In The Home**  
An important part in the construction of every home is played by the hardware. Hinges, locks, latches, sash weights, angle irons and scores of other items enter into the construction of every building.  
If the hardware is not of the best in quality, replacements will soon be necessary, all of which add greatly to the upkeep expense.  
Be sure to specify the use of the highest grade builders' hardware in your home—it pays.  
Our supplies of builders' hardware include all the best known brands, and satisfaction is assured.

**Western Lumber & Hardware Company**  
**When Your Motor Balks**  
When your car balks, what is the matter with it?  
One way to find out—generally "a thousand miles from nowhere"—is to climb out, lift up the hood and fumble around with the motor. Often you discover some trouble that could have been avoided by bringing the car to our shop for an inspection before you started.  
Wise drivers of motor cars always see that a thorough inspection is had before commencing a long trip.  
**Cousins Motor Co.**  
All Work Strictly Guaranteed  
Repairing, Storage, Gas, Oils and Accessories  
Day Phone 172 SERVICE CAR Night Phone 141



THE GOOD OLD SUMMER TIME

There are always two ways of looking at a matter: The right and the wrong way.

Take the midsummer for instance. Too many people permit their minds to dwell ever on the personal discomfort emphasized by this season and thus miss the blessings which come with this season and this season only.

If we have heat we also have ice. Time was when the supply of this cooling agent was harvested in winter in the far North and brought here in vessels to be sold almost at the price of diamonds.

Now, a dozen ice wagons pass the home every day, and the price permits it to become a part of the summiest time.

Then there are the summer fruits, the watermelon, the cantaloupe, the plums, the figs, the peaches.

Who would be willing to abolish midsummer if it carried with it the elimination of the watermelon?

And the annual peach cobbler, made from the fuscious Elberta!

The heaping dish of cut figs lathered in a lake of cream!

The early morning plunge into the cooling waters of the Mexican gulf!

These are some of the accompaniments of midsummer and they form delightful oases in what would otherwise be a long, dry, hot desert.—Galveston Tribune.

N. Y. P. S.

Subject—Bible Stories.  
Lead—Pearl Johnson.  
Abram's Name Changed—Herman Rhea.

Abraham Entertains—Angela—Helen Barnes.  
Abraham Pleads for Sodom—Ethel Stockton.

The Story of Isaac—Roy Rhea.  
Esau and Jacob—Alta Lee.  
Jacob's Name Changed—Elizabeth Bird.

Joseph Is Sold by His Brethren—Herman Lee.  
Joseph in Egypt—Stella Roby.  
Joseph in Prison—Pearl Johnson.  
Joseph Interprets Pharaoh's Dream—Reulah Lovelace.

Joseph Becomes Ruler in Egypt—Rex Roby.

A CUTTING REMARK

One of the worst things about bobbed hair is that too many editors needing a haircut and shave are trying to say something funny about it.—Chanute (Kans.) Tribune.

A MODERN LOVE SONG

Her hair was fair,  
Her eyes were blue,  
Her lips were red,  
Now mine are, too.  
And, oh,  
They taste like glue!

POLICE!

Dimples—"I had a very nice nut sundae."  
Dot—"So did I—also another one Thursday, but an awful one is calling this evening."

TRAINING A HUSBAND

Mrs. Pester—"Do you consult your husband's tastes in furnishing the abode?"  
Mrs. Knagg—"Always. How else would I find out what he shouldn't have?"

RAH FOR GRACE

Mother—"But, my son, you can't afford to marry on the salary you make—with the high cost of furniture and everything."  
Son—"Mother, Grace is reducing and I'm sure one chair will be enough."

Bob Turner of Canadian visited home folks here Sunday.

Douglas Wilson of Groom spent the week end with home folks here.

**VULCANIZING**  
Frank's Vulcanizing Shop

Coal  
Feed  
Salt  
Cake  
Meal  
Flour  
Cheney & Callahan

News From Back

By Special Correspondent.

Two good soaking rains last week put a splendid season in the ground. The rain which fell Friday was accompanied by some hail which almost if not completely destroyed the W. I. Bacon cotton crop. R. H. Corum also received light damage from hail.

Chas. Back made a flying trip to Childress last Tuesday.

Victor Back came in from Pampa last week and is now entertaining a good case of mumps.

J. E. Cubine and family moved to McLean last week.

Vernor Bacon went to McLean Thursday.

Jesse Cobb was buying supplies in McLean Friday.

R. H. Corum was a McLean visitor Friday.

Chas. Back was trading in McLean Saturday.

Clyde Holloway had business in McLean Saturday.

C. M. Carpenter was a business visitor in McLean Saturday.

Miss Vida Colebank visited Misses Lela and Beatrice Back Sunday.

Ode Holloway and family of Liberty visited in the Bud Back home Sunday.

W. I. Bacon returned from the harvest fields Sunday.

Chas. Back marketed two loads of fine porkers in McLean Monday.

Mrs. Mollie Flowers was a welcome visitor at the News office Monday. Mrs. Flowers orders The News sent to Mrs. J. E. Johnson of Pomeroy, Okla., and Mrs. Urs Mann of McLean.

Jacob Hess was in from the ranch Saturday. Mr. Hess says he is in favor of sidewalks.

We have the cheapest flour in town, and the best. Cheney & Callahan. Advertisement. 29-tfc.

Groceries are cheaper at Puckett's Cash Store. Advertisement. ttc.

TEXAS MISREPRESENTED

Texas will again be misrepresented to people of the East when a party of Elks who left Dallas Tuesday arrive in Boston to attend a national convention of the society in that city. They will wear four-gallon hats, wool shirts, bandanas, leather britches, boots, spurs and six shooters. Such undesirable publicity has cost this state untold millions in development in other years, and we were of the opinion that such practice had been abandoned.

These costumes have created impressions in the East that neither life nor property are safe in this state. Only two weeks ago a Murphysboro, Ill., citizen wrote to the Dallas chief of police inquiring about his sons who had come to

Texas to work in the harvest fields. He had been told that "slave farms" were located in this state and feared his sons were confined in one of them.

A New Yorker in Houston a few months ago when the Texas Cattlemen's Convention was in session in that city, was amazed to learn that all the four-gallon hats he saw were worn by Houstonians, while the real cattlemen were dressed in the habiliments of any other successful business man.

Two weeks ago the writer was in Amarillo to attend the annual meeting of the Texas Press Association. That city is in the heart of the cattle country, yet the apparel worn by its citizens was not different from that of the people of Paris, and the cattle raised in Lamar county amounted to less than two head per farm of our nearly 7,000.

We revere the memory of those pioneers whose calling made it necessary for them to dress in the habiliments described above, but it is time people of the effete East learned that Texas is not a land of lawlessness, long-horn bovines, cactus and rattlesnakes, but that its citizenship is made up of law-abiding, intelligent, cultured people, whose agricultural wealth is greater than that of any other state in the Union, and that the barbed wire fence and white-faced cattle replaced many years ago the range rider and wild-eyed maverick that was all horns and bones, and whose beef qualities were questionable.—Deport Times.

GOSPEL ACCORDING TO YOU

There's a sweet old story translated for man,  
But writ in the long, long ago,  
The gospel according to Mark, Luke and John,  
Of Christ and His mission below.

Men read and admire the gospel of Christ  
With its love so unfailing and true;  
But what do they say and what do they think  
Of the gospel according to you?

'Tis a wonderful story, that gospel of love,  
As it shines in the Christ-life divine;  
And, oh, that its truth might be told again,  
In the story of your life and mine.

Unselfishness mirrors in every scene,  
Love blossoms on every sod,  
And back from its vision the heart comes to tell  
The wonderful goodness of God.

You are writing each day a letter to men,  
Take care that the writing is true;  
'Tis the only gospel some men will read—  
That gospel according to you.  
—Anonymous.

IT'S YOUR CHUM

The home paper is your chum, your pal and your intimate friend; the city daily is your casual acquaintance, the magazine is your occasional visitor. And when it comes to advice, we trust a chum and intimate friend first, don't you? You may not know it, but the smallest paper not only delivers more friendly and intimate home influence circulation, but it is trusted far more widely than the city daily produced by men so far away that they can't possibly be in touch with your community.

There's advice to remember when you want to sell something—offer it to those who read the home-town paper, because they have long ago learned that they can believe what they see in its columns. It isn't so much of advertising, either, that your message will be buried, as often happens to advertisers in the dailies. If you haven't learned the truth about advertising in your home-town paper, then you haven't learned all you ought to know about successful merchandising.—Houston (Miss.) Times-Post.

ROYAL TYPEWRITER for sale at the News office.

W. Sherman White  
Attorney-at-Law  
McLean  
Texas

INSURANCE

LIFE FIRE HAIL

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

Money to loan on farms.

T. N. HOLLOWAY  
Reliable Insurance

WHAT OTHERS?

She—"Fess up now that you men like talkative women as well as you do others."  
He—"What others?"

SANITATION FIRST

That is the rule in our shop. Best barbers—best service. Try us. Modern methods.

Elite Barber Shop  
WEST & EVERETT, Props.

READ THE ADS

Thrift Brings Success

Thrift is the basis of success in every walk of life. Be thrifty and you score a certain measure of success in whatever you undertake.

We welcome you to make this bank your headquarters. Arrange to put by a certain amount of what you receive. We will take care of it for you, and when you want it the money will always be ready for you.

The Citizens State Bank

A Guaranty Fund Bank

CAPITAL AND SURPLUS \$33,750.00

J. S. MORSE, President CLAY THOMPSON, Cashier

Candidate for Re-election

THE AMERICAN NATIONAL BANK  
Announces its candidacy for re-election as your

FINANCIAL and BUSINESS AGENTS

Subject to the action of the Discriminating Banking Public

Our record of service in the past years is proof of our ability to properly care for your wants in the future.

During our long term in the banking business we have faithfully served the legitimate needs of our constituents. We have a safe bank, a convenient bank, an accommodating bank, a complete organization, a realization of public responsibility.

On this platform we solicit your influence and vote of business.



The American National Bank



Home Canning

If you intend to combat the high-cost-of-living by canning fruits and vegetables for future use, get your supplies here.

Right now is a good time to put up pickles. Everyone likes pickles—sour, sweet or dill. Be sure you put up enough to last through the winter. You can get everything you need at this store to make your pickles a success.

Fruit jars, rubbers, caps, full strength spices and the purest brands of vinegar await you here.

Free Delivery Any Part of the City

McLean Supply Company



**GULLING MERCHANTS IN SMALL TOWNS**

Local Storekeepers Used for All Kinds of Scheme Advertising From Thermometers to the Famous Motion Picture Slide

By C. M. Harger

Various as is the advice on advertising tendered to bankers, most of it is the light that falls in one respect. It reveals but the dimmest silhouette of the myriad fantastic schemes to which the banking institution of the small town is exposed. The banker spends a vast amount on schemes that promise well, but actually are of no value as business getters. And the promoters! They are as the six and twenty-four and aft of the salesman of the story who wired his house that he couldn't get orders because six men were ahead of him and was rewarded with the classic reply, "Go like hell—twenty more are behind you."

For instance, last winter a dapper young man approached a country banker, entering briskly.

"If you want to do some real advertising, I have the plan," he announced. "I am going to put one of these cards in every room in the Continental Hotel, and it will be there for years."

The card had a lot of printing about room rates, fire escapes, meal and hotel laws, surrounded by advertisements.

"Only cost you \$10, and think what the guest will do when he looks for a bank to do business with."

The bank bit and so did eleven other firms of the town. At the printing office a little later it was found that the cards cost the brisk young man just \$15; he collected \$120. That was not all. Weeks afterward the cards were still lying on the desk of the hotel waiting to be put up. Maybe they have been nailed to the doors by this time, but I doubt it. After all, what earthly good could it do to apprise the stranger of the existence of the bank in town—even if he took time to look at the advertising?

Then there is the thermometer. The promoter is to place a huge mercury tube in a prominent place and around it are advertisements—only \$8 each this time. "Everybody wants to know how hot or cold it is," he argues. "This is not for strangers; it is for your home folks, and they will have to read your advertisement. See?" The bank sees \$8 worth.

He puts up the thermometer, all right. I watched one for a half hour one day, but while a few folks glanced at the mercury, I did not see anybody read the advertisements. Come to think of it, I could not myself remember any advertisement on it. He got \$104 out of that little scheme. Six months afterward I went by the spot where the thermometer had been—lo, it had vanished. Where it went or when, I don't know. It probably has been since repainted for some other town—at \$104 a throw.

Analyzing the propositions, it soaks in that a bank advertisement to be effective must be the display's central attraction—not a thermometer or room rates.

Scores of banks have invested in the illuminated moving window card. "This is an age of electricity," the agent begins. "Here is a thing that will hold the attention. Just look!" It is a book like affair, the pages turned one by one by electric current. On each page is an advertisement—\$11.50 each, the odd figure to make it seem businesslike, I suppose. The book is placed in some store and is to operate for one year.

Rather attractive it is when on the first day it starts to dazzle the public. Business men who have paid for it—\$174 worth—gather to see their signs. Later I watched it operate. Something seemed to be wrong. Folks would glance at it, see one leaf flop, then wearily walk away. Nobody seemed to care to wait until any particular leaf came in sight. Three weeks later the book was open, but solemnly still.

"What's the matter?" I asked the storekeeper.

"Blamed if I know. It got out of order. It's not up to me to fix it." And he didn't. The advertisers sent an electrician to tinker with it a couple of times and then let it go. It stood open at the advertisement of a firm that had been out of business for a few months. Then there was a fire and that was that.

This confirms another maxim—the public will not wait on the street to watch a moving advertisement unless it is so commanding that it forces attention. You can, of course, get attention of a kind to the slide in the movie palace

just before the thrilling "Antics of Adelaide" and after the news reel showing the "Barbecue at Baraboo"—which recalls an experience with movie slides.

"Nothing like it—a thousand persons will see it every performance. Here are six slides that will make 'em sit up and take notice. Only \$8 a month for eight months, and we agree to have them shown in the Lyric Theatre every night and matinee. Change slide every week or every month, run 'em over and over."

The banker approached signed up for six months. The slides were poor; they showed scratches after being run a half dozen times.

"I have always believed in the worth of billboards, but I have changed my mind about the precise billboard that counts," said a banker in a Kansas town. "One of my experiences was with a group of signs on one big billboard placed just outside of town on the main automobile road. Everybody will read it," declared the promoter, "and it will be there forever."

"It cost me \$35, and there were eight firms represented on the billboard—our bank, two dry goods stores, two groceries, a chiropractor, a dentist, a garage. When I drove out to see the sign it looked very gorgeous in its high colors, set on a rise just outside the city limits. Across the top was a banner line 'Trade at Our Town; It Pays,' and at the bottom, 'Come Here, the Best Town in the State.' It looked pretty good to me, but we had to stop the car in order to get time to read all the signs. Then we went on riding, and as we approached 'Your Town,' a few miles beyond, there was another set of signs with the same banner lines, and proclaiming that it was 'The Best Town in the State.'"

"Then I look to watching billboards, and as the car sped along I realized that a group of signs was too much for the eye to take in while the flivver scooted by. The signs that really got attention were the single firm boards, large, and located where they could be read."

"Anyhow, the investment was what the bankers call a 'short-term affair.' In less than three months along came a high wind and the billboard blew over and it is ever yet. I have no particular kick on the group signboard. While it is new and novel, it probably does some good, but I am not going to spend any money on another section. When I advertise on a billboard it is going to be all my own, and it will be placed where even the demon speeder cannot fail to get a square look at it."

But not all experiences have gone into this sort of publicity. Bankers usually have a rough conviction that the newspaper is the best medium for reaching the public; especially if it covers the territory it serves closely, it means a definite asset. Some small-town papers are a delusion in that they have a very small circulation. The paper that counts is the local newspaper that reaches the largest possible percentage of the families in the community. It is better to use one paper that does this than two, each with a limited circulation, because their lists are partly duplicated.

But what kind of publicity? "I'm going to give this town some publicity," declares a promoter of one kind. "Folks don't know who are the real people in business. I'm working with the Daily Palladium, and you know what a good paper that is. It reaches everybody and we are going to set the old town afire. Just look at this."

He hands out a piece of paper on which is typewritten a piece about the bank—falsome praise, every word of it.

"Will you kindly sign this order so we can know that it is approved?" The "order" is an agreement to pay 20c a line for its publication in the Daily Palladium and 20c a line for the weekly edition.

Maybe the banker is the kind

who will try most anything once and so signs. The "write-up" appears there all right, along with twenty others in a bunch on an inside page. It makes twenty-six lines. Every firm is "popular," every store "up-to-date." It certainly transfigures the business men into princes of trade. The promoter, paying regular rates for the advertising, charges double price. That nets a pretty far return for two days' work. Perhaps it is a satisfaction to see one's name in a se-form write-up, but can it help business? That is what advertising is for.

An entirely different kind of advertising that costs banks a lot of money is the program system. The ladies' auxiliary of the Sons and Daughters of I Will Arise decides to give a home talent show at the opera house. It prepares a program with the cast of characters in the centers of four pages, and around them groups advertisements. It is a poor committee that cannot clean up \$100 from a program, and it is often the real spirit of the performance. The bank is the first patron solicited, and usually it gives its order. The cost is not much, and it is usually for a good cause, but when they come along every few weeks it counts up.

Plenty other schemes are promoted in our town, and the banks sit in on most of them. They are mostly on the same basis—about 50% to the promoter. Road maps, church directories, school teachers' lists, town booklets—the imagination of the promoter is inexhaustible. There has been recently even a scheme to erect elaborate street markers at intersections in the business district with advertising on all four sides. This last, however, did not go through—the city officials had too much sense to allow it.

Promoters have harder picking than they used to; most towns have business men's associations. No member will sign up for a promoter's scheme unless a secret committee has passed on it and given written approval. About the most the promoter can do is to interest firms that do not belong, and in a town of five merchants and wise bankers there are mighty few of that kind.

The banks have done their share to help support the well-dressed schemers. New plans are all the time developing, and the sensible banker will analyze a publicity plan before he parts with money that might be put to better use.

Generally bankers are fair judges of publicity. Their weakness is that they are liberal with their patronage, especially if the plan comes from a home organization or agent, and therefore they are the first victims of a promoter's approach.—Henry (H.L.) News-Republican.

Groceries are cheaper at Puckett's Cash Store. Advertisement. ttc.

**JUST COMMON FOLKS**

The distinguished citizens in your community may not be the ones who have been born into a place and position in society, but it is likely that they are the unknown father and mother in the unknown home, rearing for decency and God some unknown children whose characters will become the backbone of the next generation.

Real greatness is often unknown, save to God, and the very few who can appreciate worth.

Never despair if your name has only three entrances into the local paper—birth, marriage, death. If it proves to be the birth of someone of goodness, the marriage of a real man or woman, and the death of a soul that will be missed, it is enough newspaper notoriety for a saint.—The Progressive Farmer.

J. F. Watkins of Pampa spent the week end with home folks here.

We sell better flour than you usually get elsewhere. Feed Store. Advertisement. 29-tfc

**HIS BABY GIRL**

Gertie—"And why does that man always refer to you as his baby girl?"

Mabel—"Oh, I don't know. I suppose I keep him up so late nights."

**FAIR WARNING**

Tom—"Dearest, I've lost all my money."

Gladys—"How careless of you! The next thing you know, you'll be losing me!"—London Answers.

Mr. and Mrs. B. M. Stevens of Brockensville are visiting the latter's parents, Mr. and Mrs. C. E. Anderson.

Mrs. Evan Sitter and children left Saturday for Children to visit relatives.

**READ THE ADS**

**Hall's Catarrh Medicine** will do what we claim, for a tried your system of Catarrh or Discharge caused by Catarrh. Sold by druggists for over 40 years. F. J. CHENEY & CO., Toledo, Ohio

**A. A. LEDBETTER** Attorney-at-Law McLean, Texas

**THE SUPREME TEST**

In the 500-mile International Speedway races held at Indianapolis recently the 10 cars winning the highest score were equipped with Firestone tires. These endurance races demand tires that will stand up under the hardest strains. A flaw in the workmanship might cause the driver to lose his life. BUY FIRESTONES—THEY STAND THE SUPREME TEST OF SERVICE.

**Star Filling Station** Headquarters for Service L. L. ROGERS, Prop.

**YOU TELL'EM**



Many a man just learns to shift for himself when he buys his first car

Sluggish people are liable to trade just any old place. Thrifty folks will be pleased with anything purchased here. Try us once, you'll come again.

**Cicero Smith Lumber Co.**

W. T. Wilson, Mgr. Phone 3



**HOMEMADE ICE CREAM**

Ice cream made at home is pure and healthful, besides it is economical. We have freezers in all sizes and at prices to suit every pocketbook. Come in and look them over.

**McLean Hardware Company**

W. B. Upham, Manager

**SO IT'S YOU**

Who wants to know where you can have that dainty summer dress cleaned or that filmy flowered shirt waist made to look like new. We know how to treat the most delicate material. Bring them to us.

**City Tailor Shop** LEE CASON, Proprietor

**LIFE INSURANCE**

Insure your life in the Kansas City Life Insurance Company The Successful Western Company

**E. M. RICE** Agent, McLean, Texas Life Accident Health

**PICTURE FRAMING**

I can frame your enlarged pictures, including those with convex glass, and save you money over solicitors' prices. Ask to see my line of framing material.

**EUNICE FLOYD**

Telephone 70 McLean, Texas

**An Insurance Policy**

is your best protection against Fire, Hail and Tornadoes. Let me write you a policy in a strong company that will fully protect you against loss.

**C. C. BOGAN** Insurance that Protects



**The Touring Car \$295**

Runabout - \$265  
Dismountable Rims and Steerer \$5 extra

Coupe - \$525  
Tudor Sedan - 590  
Fordor Sedan - 685

All prices f. o. b. Detroit

You can buy any model by making a small down-payment and arranging easy terms for the balance. Or you can buy on the Ford Weekly Purchase Plan. The Ford dealer in your neighborhood will gladly explain both plans in detail.

**21 Years of Service**

In the 21 years since its founding, on June 16th, 1903, the Ford Motor Company has contributed largely to the motorizing of modern life. Ten million Ford cars have quickened the pace of business, have brought convenience to day-by-day travel and healthful enjoyment to the American family. Economical manufacture on a large scale makes personal transportation available to all.

**Ford Motor Company** Detroit, Michigan



SEE THE NEAREST AUTHORIZED FORD DEALER

**Ford**

THE UNIVERSAL CAR