$\$ 2.00$ Per Year All The Local News-While it is. News
BANK STATEMENTS
MAKE FAIR SHOW


GOOD RAINS IN SOITTH AND EAST


## INCREASING FAST



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SECOND TRIP IS
UNDER WAY NOW
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Booster

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## THE CLARENDON NEWS


It may be that there will not be so much cotton raised in Donley County in 1927 as last year, but the price will no doubt
outbalance the shortage until our farmers will recieve more money than they did last yew low price basis.
Good rains the first of the week over a good portion of Donley County assure good yields of cotton and feed in those
sections. Those who have been out over the county say there sections. hetes who have been out over the county say ther
is much better prospects than was at first thought, anyway.

The News believes there is no county in Texas where there
as little petty jealousies between towns and is as little petty jealousies between towns and communities as in
Donley County. This is a condition of which we should be justly
proud, and one that should studiously be maintained. It will
prem proud, and
pay us all.
Now comes Oscar Colquit, proclaiming himself a prohibit ionist as he announces for the United States senate. Well, well-
it will be hard for the old-time pros in Texas to embrace Oscar on those grounds. There are not many who believe Colquitt can stage a comeback

During the present summer right here in Clarendon is being demonstrated again an old truth. stores that are usin steady and intensive advertising are enjoying a satisfactory
business. Advertisigg is an investment that pays large return on time and money.

Henry Ford has apoligized to the Jews for attacks/made on them through his newspaper. Henry claims not to hav
known about the objectionable articles, and most of the folks in America are prepared to believe it. A fellow that fostered and participated in the foolha

Hog buyers tell us that many of the bred gilts and stocker hogs brought into Donley County the past fall and winter, are
being sold to the packers this summer, because of feed shortage. This is most regrettable, and proves again the value of plent of feed in the county. Some means ought to be devised to et
able farmers to hold their hogs.

Clarendon's Municipal Band has more than paid its own
in the matter of services to Clarendon and community, way in the matter of services to Clarendon and community,
since its organization. Its value to the community is being again demonstrated this summer on the advertising trips for the
Junior College. Our band is one of our most necessary avenues of publicity and entertainment.

Following on the heels of the grewsome tragedy near Alan reed, have been some regrettable incidents in nearby towns,
where negroes, not implicated in the murder, have been ordered where negroes, not implicated in the murder, have been ordered
out of the country, and otherwise threatened. Negroes must not be trouble makers in the South, but good citizenship demands that law-abiding colored folks have the protection and aid
of the better element of the white people. We have brought of the better element of the white people. We have brought
negroes into this section because of economic need, therefore negroes into this section because of economic need, therefore
while requiring obedience to law, we should see that they have a square deal.

## Luster Wax

Cleans, fills, and polishes. per bottle $\$ 1.00$

Metal Sponge for Kitchen Utensils 10 and 25 cents

Jenny Wren Ready mixed Flour per box 40c
Lime Juice, (unsweetenedd) per bottle 25 c

Give US A Chance We Want Your Business

## Shelton \& Sanford Groceries and Superior Feeds Phones 185 and 121

Silliman Evans of the Star-Telegram says that Dan Moody wiin not run for the United States Senate, but will make the
race for a second-term governor. Dan's friends all over Texas will be pleased if that is a true statement of the Governor's inlentions' and it will serve to clear the senatorial race, too.
Most people feel that Dan should serve the state in executive capacity long enough to prove himself as a leader before he rys to go higher.
Clarendon Junior College is growing in the favor of the people of the Panhandle, as its plans and purposes are being
made public. The bulletin is being distributed, the catalog is in the hands of the printer and much personal work is being
done in behalf of the new school. The Panhandle and this community will be well served by the new school and Dean Burton
and his co-workers have the hearty co-operation of the local citizenship.

SMALLER ACREAGE ENCOURAGING


The Government's first estimate will have a tendency
to strengthen prices. Anything that will reduce the supply
will strengthen prices, but it is too early to look upon the sitution as being unduly favorable. Better average prices for this year's crop are indicated, but they are far from assured.
Some are predicting twenty and twenty-five cent cotton. Let hope they are correct. They at least have something sub-
stantial on which to base their predictions. A smaller acreage on an average
Daity Record.

## ADVERTISING A PART OF BUSINESS WORLD

A high official of J. C. Penny company, which will spend bout advertising
"Slowly but surely the great American public is becoming, o quote from the advertising of a prominent New York store more critical of what it buys.' And I futher believe that we are approaching very near the time when the confidence building, service rendering type of merchant will discontinue such practices as are branded unethical. A newspaper is primarily news medium, and if advertising does not present an instruct,

Adverising is business news, and every day some new pro the power of publicity is evidenced. National advertising ie-up with nationally advertised brands are profiting much Good will accrues from publicity plus quality.
Advertising experts, too, have learned that if they convince
wo-thirds of the buyers, these will carry the sentiment to the thers and make the good will practically unanimous. The importance of the newspaper in the business world
pointed out by the man ng, "We entertain no fear for the future of newspaper advertisg, believing that its principle is fundamentally sound and that this principle will be more and more safeguarded as tim
goes on. We can all be sure that the American newspaper i vital and growing force in the retailing world."
There is no good substitute for a substantial volume of newspaper advertising. Circulars, handbills and miscellaneous
printing clutter up the post office floor, the streets, and automobiles, but newspapert office floor, the streets, and the a more logical and dig

## Of Course!

## YOU ARE A CAREFUL

 DRIVERBut how about the man behind the wheel of the OTHER car?

You never can tell. Better play safe by securing dependable Automobile Insuranc.

IT'S THE ONLY KIND WE SELL
V. A. KENT, Insurance Agency If It is Insurance I Have It" Phone 515


Watches repaired at Stocking's Drug Store are turned out with the skill of a factory expert. Every pivot is polished, every plate is trued, every pinion is perfectly adjusted and the balanceed wheel is timed just as it was when leaving the facterly a rairroad watch inspector does the STOCKING'S DRUG STORE

## LUMBER

SOLD ON MONTHLY INSTALLMENTS Agents for MOUND CITY Paints and Varnishes.
C. D. SHAMBURGER PHONE 264

## OUR WANT ADS. GET RESULTS

## Neyngine! 1/k-Ton - ${ }^{1245}$ 2-Ton - 81445 GRAHAM BROTHERS TRUCKS

These sturdy trucks are pown. ered by the New Engine-the finest ever built into a Graham Brothers Truck.
Only great volume production makes possible such low prices. More power ... More speed... Less fuel ... See them!

## Condensed Statement Of

THE DONLEY COUNTY STATE BANK





PINEAPPLE IN THE SUMMER MENU

t) The New and Finer PQNTIAC SIX 0
Renowned for Reliability True the Pontanasisi iead beauty of its Fisher bodiesand for the smoothness and snap it introduced into the if there is one Pontiac Six quality on which all owners are united, that one quality
is reliability is reliability!
This is more than a matter of infrequent adjustmentsmore than a question of extremely low upkeep costs. It
HOMMEL BROS.
ledge-based on experience basis of all Pontiac owner satisfaction.
For the Pontiac Six has demonstrated to the satisfaction of nearly 150,000 owners in eighteen months that a low-priced six can be made sturdy, staunch and unfailingly dependable with beauty, handling ease of comfort!


## Tive SERVICE <br> UNEXCELLED

Pastime Confectionery

Tours National Parks


Charting from the campus of the Univerity
Che vorlet Imperial Landau has set out underthediretion of the Chevro-
let Motor Companv, on a a ircle tour of western national parks to secure


## PIGGIV WIEGY

SATISFACTION AND BUSINESS The best advertising of any business is a satisfied customer. When a contented patron walks out of a store it means uture trade. PGGLY WIGGLY keeps its old customers pleased, and brings new shoppers into its stores daily by the high quality goods displayed, by the clean stores by the courteous employees, and especially by the low prices. The
fruits and vegetables are selected for fruits and vegetables are selected for their quality, the meats come from the largest packing houses in the country,

no Sevall sion
and the bakery products arrive daily from sunlit kitchens. The satisfied cuscomer always comes back.
Friday and Saturday BARGAINS
Bananas Nebenow, per li. . 08
Compound Whiniere ibbon $\$ 1.05$
TALCUM
POWDER

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clatoes canned, per can.37 HILLS BROS. lb. can . 55 Coffee Lady Alice, lb. pkg. . 35



## Louisvil. of a oth of of Mr. eity.



This Is True

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WHTE CREST FLOUIR




## Dry Weather

More than any other agency known to man, demonstrates to a very great advan tage the need for paint on all exposed sur face. Walls will split and crack, where they would be protected and remain abso lutely firm if they were coverd with paint

Our line of ready mixed paints is such that they may be used by anyone without a great deal of practice. Results are worth while and the appearance of the place is materially assisted by the application of even the first coat of paint

Let Us Show You
WM. CAMERON \& CO,Inc. Lumber and Building Materials.

## 



IHE FARMERS STATE BANK
It has ever been our intention to give all our patrons the best service possi-
ble. We consider it our duty to serve you es true friends should be
$\qquad$
FriendlyService


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| with neighbors.Cost is decreased by knowledgeand close supervision. |  |
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| removing the vegetable matter fromthe land. The distance apart is usually de- |  |
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## FIRST NATIONAL BANK

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| ON YOUR VACATION <br> Don't forget your Kodak, get your tresh films from <br> Phone 46 <br> BARTLETT'S ART STUDIO AND GIFT SHOP |
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## WHAT'S DOING IN WEST TEXAS



## les false economy to buy umbranded oils <br> $y_{2}$

T pays to be specific when 1 you buy oil for your car. Beware of the unbranded
"just as good!" "just as good
Ask for and get Conoco Mo tor Oil-the perfect motor oil. It is the tested scientific prod any motor by keeping it in smooth running order.
See the Conoco chart for the correct grade for your car.

CONTINENTAL OIL COMPANY



## cONOCO <br> MotorOils <br> Extraf fie for Yourcar:

TTXAS COUNCIL OF


## July Clearance Of Straw Hats

$\$ 6.00$ values, July Clearance
$\$ 5.00$ values, July Clearance
$\$ 4.50$ values, July Clearance
$\$ 4.00$ values, July Clearance
$\$ 3.50$ values, July Clearance


July Special Of Men's Shoes And 0xfords Closing out our entire stock of Men's Howard and Foster
Shoes an doxfords. Former $\$ 8.50, \$ 9$ and $\$ 10$ values, special $\$ 7.85$ \&

## FARM SEEDS



KNOW TEXAS
COUNTY VALUES
SHOW INCREASE
CCRETARINL

More Than hale million
DOLAR INCRESE Shown
OVER LAST YEAR'S REPORT

## Little Mercantile $\mathrm{C}_{0}$.

 Store News
## NoStore Gives as Many

 Values Or As Good Values As WeCourtesy Service, Fair Dealings, Quality Merchandise and Correct Prices.

Guarded by these principles our business has in creased steadly. It will pay you to do all your trading at this store.

You are invited to visit our store. You will receive the prompt service better merchandise for less, which has always been our constant aim.

## LITTLE MERCANTLE CO.

Home of Hart, Schaffner \& Marx Good Clothes

The Nipigon, Famed for Camping, Canoeing and Fishing


