

# THE McLEAN NEWS

The Oldest Newspaper in Gray County — McLean's Home Paper Since 1904.

Volume 30.

McLean, Gray County, Texas, Thursday, July 6, 1933.

No. 27.

## Missionary to Mexico Describes Conditions There

Following is a letter from Rev. C. G. Hoffmann, missionary to Mexico, to Rev. Cecil G. Goff, pastor of the First Baptist Church, which tells of conditions in Mexico in an interesting way:

Allende 30, Toluca, Mexico, June 23, 1933.

Dear Brother Goff:

I was very much pleased to receive your letter the other day, and to know that you have been faithful to our call and are preaching the "faithful message" of Jesus. It had been many years since I had heard from you, and I often wonder where the boys are who studied with me.

Since writing the above I was called to one of our preachers here, Brother Moises Arevalo, who is visiting in our home, and a young preacher who lives with us and attends the public school here. We three played a game of two of "fronson," a native Mexican ball game, in which a ball is bounced against a wall and by turns the players have to strike it, a failure to bounce it back against the wall and causing it to drop into a given point area is counted one point against a man. Twenty points against a man makes him drop out, and the last one in wins. A good game, and one that develops a quick eye and an active body and gives some good exercise.

We have two boys here with us, young preachers who lived where there are no schools, and who had no money to go study. We allow them to live with us and give them books, etc., and they attend the public schools and are preaching in some missions nearby. We have helped some twenty-five to attend school since being here, many of whom are now pastors. They read theology with me at night.

You mention the financial difficulties. They are great for the mission work. Our budget has brought our receipts so low that now we receive approximately as much in the whole year as we did seven years ago in a month, for Mexico. And we have been notified that a new reduction will probably soon be made. Yes, financial difficulties are great.

But they are really the least of our problems. For we can always just make up our mind to do what we have and take up a notch in the belt. Our biggest problems are spiritual. Above all, a preacher, and especially a missionary, must be close to God, and that is rather hard when you are so alone. How can one educate his children in a Christian manner when the schools are atheistic? For Mexico is no longer Catholic but atheistic. Atheism is taught in all the public schools, and teaching of religion is forbidden in the lower years, even in private schools. And it is hard to give personal instruction to one's children when he is away from home as much as a missionary must be. I attend the work of seven weeks, with a little in several other weeks, and that means to be continually on the go.

Then we have the problem of an uneducated ministry and an uneducated constituency. When I took over this field seven years ago there were less than half the pastors who had been in school a day in their lives. Only three had ever been to university. By some hard work on this line improvement has been made, and the ministry is not what one would expect. Not a single man in the field today has ever spent a day in college.

And there is no middle class. People are either rich or poor. Only in the last few years has any progress been made to build up a middle class. And our Baptists have come together for the poor, or the destitute. Of course, their souls that are as good as those of the rich and it does give us a problem in training them to handle their affairs when they have been life accustomed to being dependent. Democracy is a new thing and it is hard to accustom them to taking their responsibilities, having the pastor a mere church-runner.

The big problem. The children have been taught from childhood that there is something lying in, or in adultery. They are taught in the public that lying is a duty when it helps a friend that way. (Continued on next page)

## RECOVERY

By O. L. D. Timer

The whole nation and the world at large are becoming slightly interested in the recovery of industrial conditions. I say slightly, for when we really become genuinely interested and fully make up our minds to come out of this nothing will be in our way. As yet most of the human race is still chasing their favorite phantoms regardless of how it affects the other fellow. It seems that lots of us have not realized the gravity of the situation. Instead of being willing to help the government, we are crying for another all day sucker to satisfy our sweet tooth.

Consider the case of the southern planter after the civil war. He flew off the handle and got into a fight that was a slow and painful process and was finally overpowered, starved or whipped, whichever you choose to call it. Anyway, he came out second best and sad indeed was his plight when he walked home and found his place gone to rack and very little equipment to wrest a livelihood from the soil, and the north had added insult to injury by placing a carpet-bagger governor over him. Did he weaken or give up and say no use? I should say no! He took his licking with good grace, took what was left, put his shoulder to the wheel, and by the strictest economy and industry he was in fine shape till he got to flying too high and this depression hit him in the face and he could not see how to steer his industrial machine.

I think he will be like the young man who got into a bad wreck and was so badly injured that his life was despaired of. The doctor came to see him and the young man looked dejectedly up in his face and said, "Doc, is there any chance for me?" The doctor said, "Just one in a thousand," and he courageously said, "I'll take that one," and he did. Our chances are very much better than this young man's, and if we will take that one we will come out with a triumphal entry such as the old Romans were wont to stage over the Applan way.

## CHURCH OF CHRIST YOUNG PEOPLE TO MEET

The young people of the McLean and Wheeler Churches of Christ will give a joint program at Wheeler Sunday, with the young people of Shamrock, Twitty, Allison and Briscoe as guests.

Eld. Flavil Yeakley, former minister of the McLean church, is now at Wheeler.

"Phases of Christian Life" will be the theme of the program, directed by Miss Viola Jones, with the following numbers:

Class songs, "Send the Light," "Tell Me the Story of Jesus." Prayer—Bro. Andrews.

Scripture reading, 1 Peter 4:2-19—Bro. Yeakley.

The Christian as a Soldier—James Burrows.

The Christian as a Light—Doris Hooker.

Special quartet—Wheeler.

The Christian as a Runner—Maudelle Corum.

"You"—Ruby Lee Williams.

Special music—McLean.

The Christian as a Laborer—Weldon Sandifer.

What Is a Christian?—Mary Yeakley.

Business session.

Song, "Blest Be the Tie That Binds."

Closing prayer—Bro. Barnett.

Following the program a picnic supper will be served.

## WITT SPRINGER INJURED

Witt Springer suffered some broken ligaments in his leg while playing baseball at the Lions picnic Tuesday, that may take a little time to heal. Mr. Springer was taken to Pampa Wednesday morning for an X-ray, and while the injured leg is painful, it is not thought to be a permanent injury.

## A CANNING SCHOOL

Piggly Wiggly and Western Lumber and Hardware Co. announce a canning school to be conducted by a lady demonstrator next week. See announcement in another column.

Miss Maybelle Veatch of Canyon visited friends here last week end.

## City Council Adopts Report on Cemetery

The cemetery committee composed of Rev. W. A. Erwin, Rev. Jno. H. Crow and T. A. Landers made a report at the meeting of the city council last Thursday afternoon, the report being adopted and the committee discharged. However, as a section of the report recommended a permanent committee, the same committee was reappointed to serve during the present mayor's term.

Recommendations made in the report follow:

1. That a map of the cemetery be kept at the city secretary's office, available to inspection by any citizen at any time.

2. That no deed be issued until the money is in the hands of the secretary, and that a cemetery fund be set up on the secretary's books, to be expended for cemetery improvements only, and only upon order of the council.

3. That a committee of three citizens be appointed by the council, to hold office concurrently with the office of the mayor; such committee to make recommendations to the council in cemetery matters, to function similarly to the band commission.

4. That when a lot is bought and a grave dug, a city official locate the lot or lots, and grave, properly, and that grave diggers be instructed each time as to proper method of replacing top soil on graves and protecting lot improvements.

5. That a committee be appointed, or the council act as a committee, to place proper values on the remaining unsold lots, if such can be legally done. New conditions have changed the values of certain locations and the original values are not in accordance with present conditions.

6. That a suitable fence be erected, enclosing the whole grounds, as soon as enough money accumulates in the cemetery fund, following which concrete curbs be placed around the parks. The old tool house should be moved from the central park to some inconspicuous part of the grounds, and all trees be given suitable care and more added as funds allow.

7. That future needs be in the hands of the committee above recommended, the council reserving the right to the final vote in all matters.

## DR. TAMPKE FINDS WEATHER PRETTY WARM

San Augustine, July 3, 1933.

Mr. T. A. Landers, McLean, Texas.

Dear Mr. Landers:

We arrived in this city Friday and had no trouble with the car or tires. We landed in a country of intense heat and we are almost suffocating. In fact, it is hotter than blue blazes here. Took the kids swimming once and expect to go again soon. I hardly know what to do with myself with nothing to work at.

I just wonder if the farmers are plowing up cotton by now. Is the cheese factory making progress? I hope that the ones in charge of the two enterprises will have a definite program worked out and give me something to exercise my lazy and rested bones with when I get back on the job.

If it is not too much trouble, I should like to have you send my paper to me here this week and also next week. Keep the wheels of progress turning up there. These down here seem to have stopped long ago. Very sincerely yours,

A. A. TAMPKE.

## METHODIST PIBLE SCHOOL NOW IN PROGRESS

The daily vacation Bible school at the First Methodist Church is now in progress with good attendance.

Pastor Jno. H. Crow says that there is still time for anyone to join the classes, and every child is invited, regardless of church preference.

Mrs. Willie T. Boyett is dean of the school. Miss Lola Ruth Stanfield is superintendent of the beginners division. Mrs. Wilson Boyd has charge of the primary, and Mrs. John W. Butler the juniors.

Vocational work is in charge of Mr. and Mrs. D. A. Davis and Mrs. J. E. Kirby.

Miss Thelma Gatlin of Longview came in Saturday for a visit with her parents, Mr. and Mrs. C. A. Gatlin.

## Lions and Ladies Picnic Supper and Installation

McLean Lions and their families celebrated the Fourth with a picnic supper and installation of officers, at the Wilson grove Tuesday evening.

A long table was spread with plenty of good things to eat, and plenty of ice cold lemonade furnished all present.

Retiring Boss Lion Jesse J. Cobb opened the session, turning the exercises over to the program chairman, Claude Williams, who called upon various members for short talks.

Lion Cobb gave a resume of the past year's work, paying a tribute to Lion G. C. Boswell who served as president of the club for the greater part of the year. Lion Reuben R. R. Cook, who has been absent the past month on vacation, made one of his characteristic humorous addresses.

District Governor C. H. Walker of Pampa was presented as installing officer, and after a short address, the following were installed as officers of the club for the present fiscal year: President, T. A. Landers; first vice president, C. O. Greene; second vice president, John W. Cooper; secretary, Reep Landers; Lion tamer, Claude Williams; tall twister, Floyd B. Roberts; directors, Boyd Meador and Ralph Caldwell.

## Pastor Goff Extended Call by Baptists

Pastor Cecil G. Goff of the First Baptist Church was extended a unanimous call for the coming fiscal year at the annual election held at the church Wednesday night.

Pastor Goff signified his acceptance of the call at the meeting, and Mrs. Goff was re-elected choir director by acclamation.

Other officers elected were: Clerk, Eunice Stratton; treasurer, T. N. Holloway; assistant choirster, W. H. Floyd; pianist, Dorothy Jean St. Clair; assistant pianist, Mrs. W. H. Floyd; board member, S. A. Cobb; S. S. superintendent, Reep Landers; assistant superintendent, Ralph Caldwell; S. S. secretary, Merle Grigsby; assistant secretary, Bonnie Bell; B. Y. P. U. director, Murray Boston; assistant director, Ralph Caldwell; B. Y. P. U. secretary, Sybil Young; assistant secretary, Marie Landers; S. S. chorister, M. D. Bentley; S. S. pianist, Mrs. O. E. Lochridge; B. Y. P. U. choirster, W. C. Carpenter, Jr.; B. Y. P. U. pianist, Willie Louelle Cobb.

## PROSPECTS GOOD FOR NEXT SCHOOL YEAR

By G. C. Boswell

As you noted in the paper last week, there was an article telling about the home economics credit. I rejoice with you in this matter and I know that you appreciate it very much. Very few schools have three years in this important work and McLean should be congratulated on being one of the few.

It seems funny to me, if this is a good way to express it, that I am not making preparation to begin public school work the first of September. After a person has spent as long as I spent in this particular work it is hard to get away from it. I fully realize that you should have a better year another year than you have been having. With the strong administration head that you have for another year and the able lot of teachers your school will continue to win honors and places of merit.

I will have to see that school play a game or two of football in the fall. I saw Coach Rush and Prin. Harding last week and they are happy over the outlook for another year. Mighty glad to note that McHaney is the head of the Bible class at Huntville.

## MUCH MONEY USED IN R. F. C. WORK HERE

By C. O. Greene

During the month of June, \$1042.16 of R. F. C. funds was paid to men working in McLean. The work consisted chiefly of the lowering of the city's water lines. However, other work has been done in the cemetery, and on the streets. Approximately 100 men were worked each week.

It is not known how much longer we will continue to receive such funds, as no advance information has been received.

## BRIEFS

By A. P. ANGELO

The American dollar is taking a long deep dive. Let's hope that Mr. Roosevelt has a string tied to it so that he can stop it when it gets down low enough.

The World Economic Conference seems to be at a standstill. The gold of France makes an impassable barrier. If France would pay her debts with some of that gold there wouldn't be so much of it for the conference to climb over.

Kidnapping hasn't been curtailed much as the months have gone by. The laws seem to be strict enough, but catching the kidnapers is where he difficulty comes.

The constitutions of some of the states seems to be what is holding the U. S. back in administering the National Recovery Act. The authorities have in many instances been forced to work around the state laws by court authority based on the interstate commerce laws.

The states have demanded assistance from the national government, and should quickly remove all obstacles out of the way of the administration of such aid as is forthcoming.

The national government is working out means of breaking up racketeering. Col. Franklin S. Hutchinson has been appointed advisor of the Senate committee on interstate racketeering. He is well qualified for the work, and is virtually at the head of the fight. Luck to him.

When the new program gets under way it will furnish work for eighteen thousand men in the state of Texas alone. The sooner it begins, the better we will like it.

## BAPTIST D. V. B. SCHOOL VOCATIONAL AWARDS

Awards were made in the vocational division of the daily vacation Bible school of the First Baptist Church, at the closing exercises held Friday evening.

One hundred fifty-eight pieces of handwork were on display, which were made at a total cost of \$2.05, the only expense of the school, the faculty donating their time and efforts.

This is the third successful term of the school, Pastor Cecil G. Goff opening the first session in the summer of 1931.

Following are the placings made by students:

Primary—pin cushions: Viola Appling 1st, Charlene Graham 2nd, Billie Marie Stewart 3rd, Mary Lee Abbott 4th. Beadwork: Joe Cooke 1st, Viola Appling 2nd, Frances Sitter 3rd, Brac Biggers 4th.

Junior girls—quilt blocks: Georgia Colebank 1st, Marietta Young 2nd, Dora Mae Overton 3rd, Billie Jean Biggers 4th. Pot holders: Georgia Colebank 1st, Willie Louelle Cobb 2nd, Dora Mae Overton 3rd, Billie Jean Biggers 4th.

Intermediate girls—pot holders: Marie Landers 1st, Dorothy Jean St. Clair 2nd, Geraldine Graham 3rd, Frankie Mae Bell 4th. Towels: Dorothy Jean St. Clair 1st, Neva Flowers 2nd, Mavis Brewer 3rd, Marie Landers 4th. Pictures: Marie Landers 1st, Neva Flowers 2nd, Clara Fae Carpenter 3rd. Shoe holders: Geraldine Graham 1st, Estelle Kunkel 2nd.

Intermediate boys—wall racks: Neil Jackson 1st, David Flowers 2nd, Tom Jack Wade 3rd. Small wall shelves: Neil Jackson 1st, Albert Overton 2nd, Francis Petty 3rd. Corner shelves: David Flowers 1st, Francis Petty 2nd. Junior boys—Small wall shelves: L. E. Flowers 1st, Jeff Coffey 2nd, Jesse Dean Cobb 3rd, Orman Harlan 4th. Wall racks: Ferrell Abbott 1st, Herman and Harold Petty 2nd, Pruitt Stewart 3rd, James Edwin Finley 4th. Corner shelves: Jesse Dean Cobb 1st, L. E. Flowers 2nd, Orman Harlan 3rd, Damon Wade 4th.

## A BIRTHDAY PARTY

A party was given last week at the home of Mr. and Mrs. Floyd Lively, honoring the fourth birthday of their daughter, Eulamae.

Refreshments of ice cream and cake were served to the following: Oleta and Ronald Cunningham, Betty Jo, Jack and Arma Lee Gregory, J. D. and Betty Lou Roth, Bessie Mathenia, Mrs. Olin Davis and children, Kenneth and Dorothy Sue; Mrs. Luther Petty and children, Mr. and Mrs. J. W. Lively, Mr. and Mrs. Floyd Lively and children.

Mrs. C. S. Doolen and children visited in Hobart, Okla., last week.

## Boswell Writes Promised Letter to Home Folks

1930 S. 13th St., Abilene, Texas.

Mr. T. A. Landers,

Editor McLean News,

McLean, Texas.

Dear Mr. Landers:

Several of the people of McLean have asked that I write The News so that all could hear from us. Now I have waited six weeks to do this and must say that it has been a mighty long time to us. I think that we will have to have an additional copy of The News each week, as this will be cheaper than a divorce. Maybe you think that we do not read every line. I think that it is very nice of the ones that asked me to write The News, as it speaks so highly of the home town paper.

Speaking of the home town, that man Biggers got a good article in the paper. I am mighty glad that it was printed, for maybe Carl, D. A., John and Jack will be able, after close study, to comprehend a little of what Biggers wanted to get over. I understand that D. A. has quit golf until the cheese factory is running. That is characteristic of D. A., as one thing at a time is all that he can get in his head, and it takes one thing a long time to get fixed in so as not to leave him.

Really, we fully expected to be there for the installation of the officers in the Lions Club next week. But it is so hot and dry here that we feel that we cannot make the trip. It is getting mighty dry; in fact, for the last few days the dough will dry out before it has time to cook.

I think that we will like our new home and the work. I did something that no other school man can say that he has done this year. I signed that lot of diplomas for that fine high school class there and came down here and signed all of the diplomas for the college as dean, and had the pleasure to sign the one that was given Mr. Murrell for his doctor's degree.

I hope that you have a great time with the club next year. I really enjoyed being the boss Lion for that club. I realize that you have a few that you will have to just prod along with, but they mean well. I never missed men as I miss you boys in the club. I have not missed a single meeting since I came here, and I was placed on the educational committee. There are seventy-eight members in the club here. I surely did appreciate that nice letter that Reep wrote down here for me. Also what the boys that went over to Lubbock told those from here about me. The girls speak of McLean as home, and of course they would enjoy being there again, but we are "loosed" here and all that we can do is to say that the finest folks in the world are to be found there. I was mighty glad to know that Tom and John had joined the Lions Club. There are several others that would be worth something to the club if they would join, and I know the club would be worth something to them. I hope for the people all the good things.

## LIONS PICTURE IN INTERNATIONAL MAGAZINE

McLean Lions have their picture in the current number of the Lions Magazine.

The picture was made from a kodak snapshot taken by Mrs. Cecil G. Goff, when the club was in Hillcrest cemetery setting trees last spring.

Planting trees at the cemetery was one of the projects sponsored by the club the past year.

## A BIRTHDAY DINNER

A turkey dinner was given at the home of Mr. and Mrs. Scott Johnston Wednesday, honoring the lady's birthday.

Among those present were: Messrs. and Mesdames Scott Johnston, W. S. Johnston of Abilene, Norman Johnston, Jack Gray of Lefors, Jno. H. Crow; Elton Johnston, Mesdames S. W. Rice, T. A. Landers, Raymond Hall, J. R. Phillips, A. Stanfield, N. A. Greer, Mary Greer, D. A. Davis, Callie Haynes, Sam Kunkel, W. E. Bogan, Geo. W. Shetter, C. S. Rice, J. H. Bodine, J. E. Kirby, J. M. Noel, J. S. Howard, Mollie Smith; Misses Ethel Whitehead, Lola Ruth Stanfield, Eida Harris of Mangum, Okla., and a number of children.

Mrs. C. S. Doolen and children visited in Hobart, Okla., last week.



THE McLEAN NEWS

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SUBSCRIPTION RATES

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MEMBER

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The best way to get along pleasantly with some people is to never try to collect from them.

A man might as well confess his ignorance of a subject as to betray it by allowing himself to argue about it.

If Congress could pass a bill compelling everyone to be honest, and enforce it, we would not need so many of the relief bills.

Spasmodic efforts seldom pay in anything, and the amateur woodman who failed in his daily efforts this summer has excellent proof of the old saying.

McLean folks spent the Fourth in a safe and sane manner this year. The absence of fireworks was a relief to most people, or maybe it's a sign of advancing age when we lost interest in the things we used to enjoy.

Ever hear of the fellow who quit attending church because they took the electric lights off the wall and hung them from the ceiling? Excuses that seem good to one man might seem decidedly otherwise to someone else.

The world has always depended upon church leadership in all moral questions, and when moral questions get into politics, it is right and proper for churches and preachers to take the lead in discussing these questions.

The flu-fu bird flies backward in order to see where it has been; but there is no place for such birds under the new order of things. The changing order calls for new leaders with new ideas and a looking toward the future. We may profit by the mistakes of the past, but we cannot profit by looking toward the past.

Dean Boswell of McMurry College, former superintendent of the McLean schools, in a letter to the editor, states that he will be glad to take up any highway matter McLean is interested in with Judge Ely of the state highway commission who lives in the same city. This is a proposition that can be appreciated when it is remembered that Mr. Boswell knows our needs as well as anyone in the community, and should mean the saving of some expense during the course of a year.

The thought that we are our brother's keeper has been not only an ideal but a necessity the past few years. And this idea means that we must trade with our neighbor where possible, if he is to have anything with which to help us. Trading at home is a good application of the principle. There would be no grocery stores, dry goods stores, newspaper, etc., in our community if someone did not patronize them. Regardless of our opinion of prices or service, the fact remains that we must depend upon the success of our neighbors for our own success.

Farmers often joke county agents about making water run up hill. L. E. Moore of Harmony community in Jones county is interested in making water stay up hill. Twenty hours after a 1 1/2 inch rain he called the county agent to tell him that the top of his newly contoured hill was still too wet to plant.

Local and Personal

Mr. and Mrs. C. T. Cline, Mr. and Mrs. W. B. Cline, Mrs. Andrew Buntin and daughter of Amarillo, Mr. and Mrs. R. H. Cline of Dallas visited the former's daughter, Mrs. Earl Stubblefield, Sunday.

W. E. James and family of Alanreed enjoyed an ice cream supper at the Luther Petty home the Fourth.

Mrs. Ray Singletary of Amarillo visited her parents, Mr. and Mrs. M. M. Newman, last week end.

Bruce Graham visited his uncle, Joe Hindman, on a ranch near Amarillo last week.

Mrs. L. A. Watson of Los Angeles, Calif., is visiting in the C. A. Gatlin home.

Mrs. Will Harlan and children of White Deer visited relatives here Sunday.

Mrs. Oscar Sullivan visited her parents at Huntsville last week.

Mr. and Mrs. J. M. Noel were in Amarillo Saturday.

Mrs. J. Walsman is visiting the world's fair at Chicago this week.

Mr. and Mrs. E. E. Filer of Groom visited Mrs. Ella Cubine Sunday.

Mr. and Mrs. Ercy Cubine visited relatives in Knox City Sunday.

A. B. Bingham was in Shamrock Sunday.

A. W. Haynes and son, John, were in Amarillo and Pampa Thursday.

Hansel Christian is in New Mexico this week.

N. A. Greer was in Clarendon Tuesday.

Mr. and Mrs. Lee Atwood were in Shamrock Saturday.

Miss Emma Jean Ayer visited at Hedley last week.

Odis Helm of Groom visited friends in McLean Sunday.

Miss Thelma Young of Childress visited home folks here last week end.

Pat Carmichael of New Mexico was in McLean Friday.

Mrs. C. E. Johnson of Wellington was in McLean Sunday.

L. Porter of Shamrock was in McLean Saturday.

Miss Elizabeth Wilkerson is visiting in Dalhart.

Roy Campbell was in Clarendon Tuesday.

Chas. E. Cooke was in Houston last week end.

Mrs. W. W. Whitsett of Alanreed was in McLean Monday.

Mr. and Mrs. Sam Ayers of Hedley visited in McLean last week.

S. R. Loftin of Alanreed was in McLean Friday.

Dick Wiles of Norwood was in McLean Friday.

Tax Assessor F. E. Leech has renewed his subscription to The News.

Robert Stokes is a new reader of The News.

Mesdames Wood Hindman and J. R. Glass were in Amarillo Saturday.

Lee Harlan is attending the cowboys reunion at Stamford this week.

RAT KILLING CAMPAIGN

A rat killing campaign that 362 Childress farmers report has rid them of more than 100 rats per farm is estimated to have saved a loss of \$1810 worth of feed, according to V. E. Hafner, county agent. Red squill as recommended by the U. S. Biological Survey was used at a total cost to farmers of \$90.50, or an average cost per farm of 25c.

The butcher offered him only \$15 per head for eight beef calves, but he had been watching his 4-H club girl feed out a calf in a demonstration, so Hugh Frizier of Cottle county put the calves in a pen and fed them the county agent way. After 61 days he sold one of the calves to the same butcher for \$30.

Mrs. Jones—"Dear, look at the cake I decorated for my birthday party. Don't you think my sense of design is wonderful?" Jones (counting the candles)—"Yes, but your arithmetic is terrible."

MISSIONARY

(Continued from first page) Teachers live in concubinage while they teach, and the natural tendency is both for them to justify their acts in the sight of the pupils, and for the pupils to copy their teachers' acts. More than 75% of the people in the entire republic are living in concubinage. They start very young, at fourteen or fifteen years, and from then on live with a person as long as the two are content together, and then get someone else.

Politically, it is hard for an American to become used to the life here. Liberty is an unknown thing here. While a form of democracy exists, the reality is a dictatorship and always has been. The government tells a person when to sweep the sidewalk, when to paint his house, when to repair the house, when to install running water in it, and when to do practically everything else in his life.

It tells him how much water he can use to wash or scrub, and fines him if he uses more than his allotment a day. No religious services are allowed outside a registered church building, and any building when once used as a church is declared to be government property and can be taken by the government when it wants to for library, museum, or any other use it wants. Ministers are not citizens, and cannot vote, hold office, or even comment on a law, favorably or unfavorably. A minister cannot inherit property, nor bequeath it to anyone except his wife or legitimate child. He cannot own real estate, and many other things.

In fact, the country is an anti-religious dictatorship. And don't believe all that propaganda that the Mexican government has but out, that the religious laws are just defensive laws against the Catholics. These laws are against ALL religion, and are harshly destructive and persecutive.

The Master be with you and yours. I shall be glad to hear from you when you can write, tho to do my continual traveling I may not be able to answer with any degree of promptness.

Yours fraternally, L. O. ENGLEMAN.

American cheese is no longer a factory product. Using home demonstration methods, thousands of Texas farm women are making this dairy product at home. Among them is Mrs. T. Cowan of Lynn county, who recently made 28 pounds at an actual cash cost of 50c.

A man was complaining of the lack of warmth in the boarding house in which he was staying. "In the daytime it is bad enough," he said, "but at night I frequently wake up and hear my teeth chattering on the dressing table."

CHIROPRACTIC

You are invited to come for free diagnosis.

Dr. Chas. A. Rhea at Hindman Hotel

Gillespie and Thomas Funeral Home

313 N. Main St. Phone 115 Licensed Embalmers Free Ambulance Service All calls answered, day or night Flowers for all occasions Service with Courtesy at a moderate cost

With the Churches

CHURCH OF CHRIST

W. B. Andrews, Minister The schedule for the coming week at the Church of Christ is as follows:

Bible study at 10 o'clock Sunday morning. Preaching at 11. The young people will go to Wheeler Sunday afternoon to assist in a Bible study. Young people's meeting here at 7:15 p. m. Preaching Sunday night at 8:15. This will be the last time until the first Sunday in September.

The boys of grade school age will meet Monday morning at 9 o'clock and in the afternoon at 1:30. And again at the same hours Thursday. Wednesday at 8:15 p. m. we will continue our chapter by chapter study through the Bible. The lesson will be found in Judges, 4th chapter.

The ladies meet Tuesday at 2:30 p. m. at the church building. Our meeting starts August 3rd, with Bros. Arceneaux and Martin.

FIRST BAPTIST CHURCH

Cecil G. Goff, Pastor Sunday school at 9:45 a. m. Morning worship at 11. Message by the pastor, "God's Message to Sardis." Special music by the choir.

B. T. S. at 6:45 p. m. Evening service at 8. Message by the pastor. Special music by the choir and orchestra.

The Junior G. A. will meet Monday afternoon at 4 in the church building. The W. M. S. will meet Wednesday afternoon for mission study, in circles. S. S. officers and teachers meeting Wednesday at 7:15 p. m. Prayer meeting will be held Wednesday at 8 p. m.

The G. A. will meet Thursday at 4 p. m. Choir rehearsal Friday at 8 p. m.

FIRST PRESBYTERIAN CHURCH

W. A. Erwin, Minister Sunday school 10 a. m. J. A. Ashby and Mrs. Chas. E. Cooke, supts. Morning worship 11 a. m. Sermon by the pastor. Anthem by the choir. No services at night.

There's Only ONE

"Delicious" Cake

made by a graduate baker using Betty Crocker recipes. There's not much fun or economy in baking these hot days.

Special at Caldwell's Bakery Saturday

Pie (apricot, pineapple, apple mince), each 17 1/2c Pecan Kisses, doz. 17 1/2c

LOW PRICES

Trousers c. & p. 30c Suits c. & p. 60c Ladies' Coats, c. & p. 60c Silk Dresses, c. & p. 70c

Let us take your measure for a new suit. A perfect fit guaranteed. Many new samples to select from, and priced right.

MERLE GRIGSBY

Rear of News Office The shop that made low prices possible.

SWAT THE FLY

We have the standard brands of fly killers and repellants for the housewife and stockman's use.

CITY DRUG STORE

More than a Merchant Witt Springer, Prop.

Dr. Thos. M. Montgomery



Eyesight Specialist Will Be in McLean the First Friday in Each Month Office at Erwin Drug Co. Optometrist and Optician 626 Polk St. Amarillo, Texas

LIBERTY S. S.

There were 70 present at Sunday school last Sunday, and Rev. Sidney Johnson of Lela preached following the Sunday school lesson.

Rev. Cecil G. Goff of McLean will preach next Sunday afternoon.

There were 41 at prayer meeting Thursday night, with W. J. Hanner as leader. Charlie Hale will lead the meeting this week.

PLEASANT MOUND S. S.

Fifty-five were present at Sunday school last Sunday. Rev. Cecil G. Goff of McLean preached in the afternoon.

Mrs. John Brothers of Mobeetie will preach at the 11 o'clock hour next Sunday.

A clergyman, annoyed by people talking and giggling, looked at the disturbers, and said: "Some years since, as I was preaching, a young man was constantly laughing, talking, and making uncouth grimaces. I paused and administered a severe rebuke. After the close of the services a gentleman said to me: 'Sir, you made a great mistake; that young man is an idiot.' 'Since then I have always been afraid to reprove those who misbehave in chapel, lest I should reprove another idiot.' During the rest of the services there was good order.

Native trees and shrubs may be transplanted successfully from the woods to beautify farm yards, as late as April, if they are balled and burlapped, it has been found by Mrs. C. M. Huddleston, Anderson county home demonstration club woman.

EAT WITH US

We serve good food, properly prepared and served.

You will enjoy your meals here.

Meador Cafe Telephone 1

AMARILLO GREENHOUSE

605 Tyler St. Telephone 2-2239, Nights We prepay delivery charges on orders of \$3.00 or more

Good Coffee



Do you like a GOOD cup of coffee? Here's a new Electric Percolator will make that good coffee everyday event. And think of the convenience making your coffee right at the table! It will be piping hot and just the strength you prefer yourself all those future visits to the kitchen coffee pot—see your local dealer instead, and from his wide selection of Electric Percolators Urns.

Southwestern PUBLIC SERVICE Company



Day's Lesson

CALEB

By Rev. Cecil G. Goff

Lesson text, Joshua 14:6-14. Golden Rule, Verse 6:4.

...the children of Israel two eyes. I've been to go from Egypt to Kadesh-barnea. A year of this time was spent in the desert, where God gave to the people the law through Moses, and when they built the tabernacle. From Kadesh-barnea the Israelites marched to the southern borders of the Promised Land, and there camped. They were within a hundred miles of the Promised Land. Twelve of their number, one from each tribe, were chosen to go into the Promised Land as spies and bring back a report to the people.

power with His promises. God extends to us that same power with His promises today that He did with His promise to Caleb.

Today the world is standing on the border of the Promised Land and crying for the flesh pots of Egypt, rather than taking the power of God, and with that power working out the many spiritual promises He has made us. God has never promised material prosperity alone to His people. He knows that all spiritual minded people know that material prosperity alone can bring nothing but overindulgence, wickedness, and consuming desire to a people. But if anyone will seek first God and His righteousness, He promises such material prosperity as we need to be happy. And the reason for so much suffering today is that men have sought the material prosperity without the righteousness of God. One must first surrender to God before he can possess the promises of God.

News from Pakan

John and Mike Valencik made a business trip to Pampa Thursday. Mr. and Mrs. Charles Lummus of Shamrock entertained the young folk of this community with a party last Thursday night. Games were played and ice cream and cake served. Everybody reported a nice time.

Mr. and Mrs. W. H. Bulice and family left Saturday morning for a visit with relatives at Dallas. They returned Monday. They were accompanied by Miss William Gordon, who will visit her uncle for a couple of months.

Mr. Latimer entertained the young folks of this community with a party Saturday night. Games were played and cookies and lemonade served. A good time was reported.

John Hrciar, Jr., Miro and Edward Pakan attended a 4-H club party at Twitty Friday night.

Mr. and Mrs. Earl Kramer of Shamrock visited in the Paul Stauffer home Tuesday evening.

Mr. and Mrs. Leo Wallace of Heald visited in the J. W. and Paul Stauffer home Sunday.

Dusan and Christine Pakan made a business trip to McLean and Shamrock Saturday afternoon.

Mike Mertel and sons, John and Milan, and daughter, Dorothy, made a business trip to Wheeler and Shamrock Saturday.

John Hrciar, Jr., made a business trip to McLean Saturday morning. Mrs. J. A. Clark of Dozier visited with her daughters, Mrs. Albert Williams and Mrs. Raymond Robertson, Saturday.

Witt Springer and family have returned from a trip to California, going over highway 66 and returning the northern route. Mr. Springer says there is no comparison with the roads; 66 is much the shorter and more comfortable route. They made Flagstaff, Ariz., 760 miles, the first day. It took almost double the time on the return trip.

The E. J. Gething, S. W. Rice, J. S. Howard, T. A. Landers, Sam Hodges, W. E. and C. C. Bogan families enjoyed a picnic dinner at the Gething ranch, the Fourth.

Rev. W. A. Erwin, pastor of the First Presbyterian Church, preached at Wellington four days last week.

Misses Sybil Graham and Lola Ruth Stanfield were in Amarillo Thursday.

THE NEW TEXACO MOTOR OIL "CRACK-PROOF" LONGER-LASTING Certified Lubrication Wide Way Service Station

Fresh Gulf gas saves money! WHAT a thrill—and a saving—when your car squeezes out extra mileage per tankful! Unlike stale gas, which loses important elements by evaporation... FRESH Gulf gas retains its power... its liveliness. Gulf's exclusive R-D-R process KEEPS Gulf gas FRESH... longer!

News from Ramsdell

Those attending the League union at Mobeetle from Ramsdell Friday night were: Erma Lee Cadenhead, Lillie Mae Pharis, Dorothy and Ellen Van Huss, Lena and Iva Davidson, Mr. and Mrs. Theo Scott and baby, William Gott, Floyd Davidson and George Van Huss.

Mrs. J. G. Davidson and daughter, Iva, called on Mrs. H. W. Finley and Mrs. Theo Scott Thursday afternoon. Mr. and Mrs. Brown of Alanreed were visitors in the Theo Scott home Sunday afternoon.

Mr. and Mrs. Charlie Bones of Shamrock were visitors in the J. I. Bones home Sunday.

Mrs. Knipe and son, Buck, and baby were dinner guests in the J. G. Davidson home Sunday.

Mr. and Mrs. Edney of McLean were dinner guests in the H. W. Finley home Sunday.

Rev. Virgil Lollar of Lela preached here Sunday afternoon.

Mrs. J. I. Bones visited in the J. G. Davidson home Sunday afternoon.

Rev. Vernon N. Henderson will preach here next Sunday. Everyone is invited to attend.

OIL INDUSTRY'S TAX

The average state tax is now 196% of the wholesale price of gasoline in Oklahoma and East Texas, and with the Federal tax added, the total average tax is 240% of the wholesale price. If the average Gulf Coast and East Coast prices are taken as a basis, the average state tax is 109% of this price and the combined state and Federal tax is 135%. On the basis of retail prices, the present taxes increase the cost of gasoline to the consumer, on the average, by no less than 48%. The combined Federal state and local levies upon gasoline increase the sales price to the consumer from 30% to more than 100%, depending upon the state involved.—Bollivar (N. Y.) Breeze, courtesy A. C. St. Clair.

Caldwell's 24 oz. Golden Krust Bread is the same price, even though flour prices have nearly doubled to us. Advertisement 26-2c

E. G. Blaisdel of McPherson, Kans., spent the Fourth with his parents, Supt. and Mrs. Wm. Blaisdel, of the Kewanee Oil Co.

Mr. and Mrs. Buck Campbell and baby of Pampa visited in McLean last week end.

Mr. and Mrs. R. L. Harlan visited their daughter, Mrs. C. C. Bender, at Pampa Sunday.

Misses Agnes and Lillian Abbott returned Monday from a trip to the world's fair.

C. S. Rice was in Clarendon Tuesday.

Miss Rose Watkins visited in Shamrock Sunday.

Quick Relief for Chills and Fever and Other Effects of Malaria! Don't put up with the suffering of Malaria—the teeth-chattering chills and the burning fever. Get rid of Malaria by getting the infection out of your system. That's what Grove's Tasteless Chill Tonic does—destroys and drives out the infection. At the same time, it builds up your system against further attack.

LET WHISKEY FLOW

It looks as if it were useless to make any further fight against the repeal of the Eighteenth Amendment—unless the tide that has been moving resistlessly against this Amendment shall soon be stemmed. It seems that the dog is determined to return to his vomit and the sow to her wallowing in the mire. Only the tragedy that we know the return of the saloon will bring to this nation can nerve our arm for the battle. If whiskey is permitted to return in spite of all the dries can do, it might then be well for the dries to lay off and give the calf all the rope he wants for a season. Let the wets rule. Let them put a saloon on every block of every city, town, and village in the nation. Let them open their whiskey joints at every cross-roads filling station, at every country store, and every community center. We just can't say let them open a saloon at every rural school house in the land, but if whiskey is a good thing and prohibition a bad thing, why not? If we must give whiskey another trial, why not give it free rein? Give it an opportunity to show its stuff. The consequences would be terrible, we admit. In ten years we would have more drunken sots to the square foot than we now have to the square mile. But possibly the American people would have learned a lesson that would last them a century. Let the liquor flow.—Lynn County News.

HE OBEYED THE LAW

Some years ago when the legal speed limit in Texas was thirty-five miles an hour, Rev. H. T. Money of Greenville received news that his mother was near death in Mineral Wells. He left for Mineral Wells at once, but did not drive over thirty-five miles an hour at any time. Speaking of it to this writer, he said: "I thought that if mother were living when I arrived, she would be glad to see me, but if she had died and if those in heaven know of earthly things, she would be glad to know that her son obeyed the laws of his state, even under those circumstances." Such citizens are the bulwark of any worthy country. They are America's hope. We need a great, powerful, dominant sentiment for obedience to law.—Baptist Standard.

BUY PRINTING IN McLEAN

Grade "A" MILK The Standard in Milk Rich in Vitamins Health and Growth in Every Bottle HIBLER'S DAIRY

MICKIE SAYS—

TH' CONFUSION CAUSED BY A MOUSE AT A LADIES' AID MEETING AINT NOthin' TO TH' UPHEAVAL 'ROUND HERE WHEN A LOT OF COPY FOR TH' PAPER COMES IN AT TH' LAST MINUT! THE EARLY AD GETS THE BEST POSITION

P. B. Barton and daughter, Mrs. J. E. Russell, Jr., of Matador visited their daughter and sister, Mrs. Witt Springer, the first of the week.

A number of people in the Liberty community enjoyed an ice cream supper at the Ira Sullivan home the Fourth.

Misses Corrie Lee and Idabel Newland of Canyon visited home folks here last week end.

Emery Crockett of Pampa visited home folks here last week end.

Promote Prosperity with Printer's Ink!

PLAYING FOR KEEPS

Years ago this writer was hurrying down the street of a little western Kansas town. We turned a corner and came upon two boys playing marbles "for keeps." One lad won all the marbles, and, of course, kept them. He was so proud of his luck that he boasted and swaggered. Presently he joined another group of marble players and again went in to win. Bue he lost. He did not have a marble left. Borrowing a few marbles, he again went into the game and won enough to pay back the marbles, and two over. He tried again and lost. Finally, he went home with one marble in his pocket. That helped his ego and he kept on day after day, trying his luck at "keeps." He won. He lost. And, totalling up the games, he lost far more than he gained. He was a good gambler, it is true, but he always found somebody better. One day the lad came to the office and asked the editor for a job. But the editor shook his head. He did not want the boy. There is a moral here, if you are looking for a true story with a moral. Anyway, this child of the print shop "swept out" until a reliable boy was found to do the sweeping.—Higgins News.

INSURANCE Life Fire Hail I insure anything. No prohibited list. I represent some of the strongest companies in the world. T. N. Holloway Reliable Insurance

We Still Have to Eat —Good time or bad time—work or no work—we still live and want to keep on living, and to do so we must eat. A dollar buys more good groceries now than it has for years, and it looks like for years to come. Save money by buying your groceries in quantities here. City Food Store Service — Quality — Satisfaction

HOW MARGE WON JIM WHATS WRONG? NOTHING MARGE WHY? YOU DONT SEEM TO CARE ANYMORE, YOU NEVER WANT TO KISS ME GOOD-BYE. NONSENSE! WELL ILL CALL YOU AS SOON AS I CAN! DOT WHAT DO YOU SUPPOSE IS WRONG? MARGE, YOUVE BEEN NEGLECTING YOUR SKIN. IT USED TO BE SO LOVELY, TRY OUTDOOR GIRL BEAUTY. DARLING... WHATS COME OVER YOU? NOTHING JIM, WHY? PREPARATIONS THE OLIVE OIL IN THEM WORKS WONDERS. Your drug or department store is now featuring Outdoor Girl Face Powder, as well as the other Outdoor Girl Beauty Products, in generous 10c and 25c sizes in addition to the \$1 package. If you would rather test five of the Outdoor Girl Olive Oil Beauty Products first, send the coupon below for the Beauty Kit. SEND 10c OUTDOOR GIRL BEAUTY KIT. CRYSTAL CORPORATION, 130 Willis Avenue, New York Dept. M2 I enclose 10c to cover mailing costs. Please send me liberal trial size of your five famous aids to loveliness. NAME: ADDRESS: CITY: STATE: MADE IN AMERICA FOR MISS AMERICA. Tune in "Outdoor Girl" Musical Gazette Monday, 8 p. m., K. R. L. D. (1040 Kilo.) and Tuesday, 9:30 p. m., W. E. N. R. (870 Kilo.)



MANY BIRDS OBSERVED IN THIS SECTION

T. C. Landers hands us a list of birds observed on his farm the past year. Some little agitation was raised last year about the number of native and visiting Panhandle birds, and Mr. Landers made the following list: quail, (bob white), kildee, plover, wild duck, cardinal (red bird), barn owl, martin, whippoorwill, humming bird, English sparrow, dove, blue jay, oriole, mocking bird, scissor tail, bee martin, grackle, thrush, rain crow, American sparrow, meadow lark, wheat bird, black bird, prairie chicken, raven, butcher bird, vulture (buzzard), sparrow hawk, screech owl, horn owl, blue darter (hawk), robin, curlew, snipe, blue quail (Mexican), woodpecker, wren, stork, sea gull, snow bird, sap sucker. If others have noted other varieties we would be glad to have additional names.

A PICNIC PARTY

Mrs. M. W. Banta gave a picnic party at Skillet Creek Monday afternoon honoring Miss Kanola Banta who is visiting here.

Refreshments of sandwiches, cake and lemonade were served, and various games played.

Among those present were: Kanola Banta, Leta Mae Phillips, Marietta and Dorothy Sue Young, Maxine Johns, Lois Bowen, Wanda Estes, Bonnie, Frankie Mae and Imogene Bell, Mabel Back, Mavis Brewer, Mesdames Bee Everett, Elmer Johns, A. W. Brewer, J. A. Meador, Frank Bell, M. W. Banta, Miss Sue Jones, Harold Lee Meador and Glen Brewer.

A SWIMMING PARTY

James Emmett Cooke entertained a group of friends July 3 with a swimming party in honor of his cousin, Anna K. Overton, from Canyon. After an enjoyable swim, refreshments of ice cream and cake were served.

Those present were: Anna K. Overton, Odessa Kunkel, Addie B. Mantho, Juanita Brooks, Marie Landers, Dorothy Sitter, Mary Emma Back, Geraldine Bowen, Sybil Young, Nadine Tedder, Jewel Smith, Estelle Kunkel, Wilson Shaw, Wilburn Lynch, Charles Finley, J. D. Back, Averill Christian, Soener Sitter, James Emmett, Joe and Billy Cooke.

COTTON PLAN TO CLOSE

It is expected that Saturday night will see the roundup of the cotton reduction plans by the government. Gray county ran out of blanks the first of the week, and the average production estimate was placed too high on many applications, necessitating a lot of extra work by the county agent and committees. Reports indicate that this county will go above the quota asked for. A change announced this week will allow as much as fifty percent of the crop to be plowed up under the plan. Officials urge that no cotton be plowed up until further advices from Washington.

800 AT ANNUAL PICNIC

Some 800 people from five or six communities enjoyed the annual picnic held at the Richardson Creek grove, three miles east of the Sitter ranch, Tuesday. Rev. W. A. Erwin, pastor of the First Presbyterian Church of McLean, and Eld. Hendry, minister of the Wellington Church of Christ, were the principal speakers. Lunch included ice cream and plenty to eat. Entertainment features included calf roping, bareback sweepstakes races, saddle races, bundle races, steer riding, etc.

A. W. Haynes, John Haynes and family, Mrs. Roy Campbell and little daughter visited the former's daughter, Mrs. C. C. Sloan, at Pampa Tuesday.

Mrs. O. W. Sullivan, Mrs. Allen Wilson and little daughter and Oscar Sullivan visited their son and brother, John, at Clovis, N. M., this week.

Mr. and Mrs. Thos. Ashby and son, Norvin, and Mrs. T. H. Andrews visited in Canyon Friday.

J. B. Kibler and family of Oklahoma City visited relatives here last week end.

Mrs. Roy Campbell, Mrs. E. J. Lander and Miss Robbie Howard visited in Clarendon Wednesday.

Miss Frankie Andrews of Canyon visited home folks here last week end. Spud Lynch of Canyon visited home folks here last week end.

Mr. and Mrs. Chester Lander visited the Canadian rodeo Tuesday.

News from Heald

Mrs. N. J. Holder and son, Mrs. Corb Jeffries and daughter visited Mrs. O. N. Elliott Friday afternoon. Maudell Saye visited Glyndora Bailey Friday.

George Reneau was in McLean last Thursday.

Mr. and Mrs. J. I. Watson and family of Alanreed spent Sunday in the Jack Bailey home.

Mr. and Mrs. W. J. Chilton visited in the T. F. Phillips home Sunday.

Neal Smith of Quitaque visited his brother, Floyd, Saturday.

Mr. and Mrs. Woodie Green visited in the O. N. Elliott home Sunday.

Leola Nelson spent Saturday night with Betty Jo Bailey.

Mrs. Bryant visited Mrs. R. W. Bailey Monday.

FIRST METHODIST CHURCH

Jno. H. Crow, Pastor Sunday school 10 a. m., C. S. Rice supt., Miss Jewel Shaw supt. intermediate division, Mrs. Willie Boyett supt. junior division, C. W. Bogan secretary.

Sermon by pastor at 11 a. m. Epworth League 7:45 p. m. Evening worship at 8:30. Woman's Missionary Society Tuesday, 3 p. m.

Choir rehearsal Wednesday, 8:15 p. m.

Our vacation Bible school got off to a good start with splendid attendance. Mrs. Boyett has arranged three divisions: Beginners, Miss Lola Ruth Stanfield, primary, Mrs. Wilson Boyd; junior, Mrs. J. W. Butler. Vocational work is in charge of Mr. and Mrs. D. A. Davis and Mrs. J. E. Kirby.

EPWORTH LEAGUE

The following program will be given next Sunday at 7:30 p. m.

Topic—What Makes a Missionary? Song, "We've a Story to Tell to the Nations."

Scripture, John 10:14-16—Bathus Woodward.

Song, "Jesus Calls Us"

Prayer.

Special music—Jewel Shaw.

Introduction of discussion: The Eleven Things That Make a Good and Efficient Missionary—Miss Bridge.

Examples of Present-day Missionary Life—Bruce Graham.

A Pastor's Work—Jack Crow.

What a Teacher Met and Overcame—C. W. Bogan.

Benediction.

W. L. Campbell and daughters, Mesdames Inez McLarty, Hansel Christian and Vernon Rice, visited at Stinnett Tuesday.

Miss Texola Harlan, Mrs. Alma Turman and daughter visited in Shamrock Thursday.

Mr. and Mrs. J. S. Morse are visiting their son, S. B., in New Mexico this week.

Mrs. N. E. Pogue and baby returned Friday from a visit with relatives at Crowel and Dallas.

Rev. W. A. Erwin, Spencer and Frances Sitter attended the picnic near the Sitter ranch Tuesday.

Miss Irene Caldwell of Dalhart is visiting her brother, Ralph.

Miss Frances Noel of Canyon spent the week end with home folks here.

Miss Faye Bible of Canyon visited relatives here last week end.

Byrd Gull and family attended the Richardson Creek picnic Tuesday.

Mr. and Mrs. Everett Watkins of Berger visited in McLean Friday.

CLASSIFIED ADVERTISING

RATES.—One insertion, 2c per word. Two insertions, 4c per word, or 1c per word each week after first insertion. Lines of white space will be charged for at same rate as reading matter. Black-face type at double rate. Initials and numbers count as words. No advertisement accepted for less than 25c per week. All ads cash with order, unless you have a running account with The News.

FOR SALE

INDIA INK. Stamp pad ink, show card ink and writing inks at News office.

ADDING MACHINE ribbons and rolls at News office.

DUPLICATING sales books, 5c each at News office.

LOST AND FOUND

STRAYED—White mule, wt. about 1000 lbs. Notify LeRoy Williams, McLean, 1p

WHY ADVERTISE?

Too many advertising managers are unable to answer the question put to them by local merchants as to why there is any necessity of advertising. The Inland Bulletin has compiled the seven objectives of advertising with the percentage to be allotted each:

- 1. Institutional advertising—to make the store name mean something to the public, as well as to make it well liked—10%.
2. General publicity—to keep the store name before the public as often and as many ways as possible, and with the least possible cost—10%.
3. Background and authority—to attach importance to the name of the store, making the name echo authority, dramatizing the store—10%.
4. Fashion information—to do the retailer's share of making the public want better, newer and more stylish things, by keeping before them the latest trends—15%.
5. Merchandising news—to sell merchandise with honest and real salesmanship, deserving a profit because it serves—30%.
6. Price feature—to promote bargain events, and occasional fast turn-overs of special purchase—15%.
7. Clearness—to create or find a market for left-overs, slow moving stock, broken lines, etc.—10%.
The above is a lesson in advertising to any merchant, but it should also teach the advertising manager of a newspaper the proportion with which a merchant should appropriate his advertising budget to secure the maximum results. And if the store gets a maximum of results the merchant is going to continue to advertise, and to increase his advertising budget.—The Buckeye.

Miss Bobbie Quarles visited in Canadian Tuesday.

Carl Estes is visiting in Oklahoma this week.

Mrs. E. W. Brock of Chillicothe visited relatives here last week end.

Mr. and Mrs. T. H. Andrews were in Amarillo and Canyon Tuesday.

Joe Simpson was in Canadian Tuesday.

Mr. and Mrs. Walter Cash returned Friday from a visit at Chillicothe.

Miss Winnifred Howard of Canyon visited home folks here last week end.

Sammie Cubine was in Clarendon Tuesday.

BATTERY CHARGING

Quick Service We Specialize in Crankcase Service

Magnolia Service Station

Hibler and Jones, Mgrs.

A DIPLOMATIC AGENT

The agent for the Useless Brush Co., Incorporated, was a very smart fellow and he was well up on feminine ways. He rang the doorbell and a servant girl opened the door. "Good morning," smiled the man of brushes. "I am trying to find a married lady whose name I cannot just recall, but I think this is her home. She is a woman who is easily described. Perhaps you know her. She is a handsome woman, with a perfect schoolgirl complexion, beautiful hair and teeth, lovely eyes and an ideal figure. I thought—" "Mary," called a voice from the top of the stairs, "tell the gentleman to come in and wait. I'll be right down."—Pathfinder.

THOSE SCRIPTURAL NAMES

"Yes, sir, my children all have Bible names," announced the talkative old lady. "There's Esther, and David, and Solomon, and the last was Pizlem Civ." "Pizlem Civ?" queried the visitor. "I don't remember seeing that name in the Bible." "Oh, yes it is, and I can prove it," exclaimed the old lady. She brought a well-worn Bible and turned triumphantly a certain page and pointed to the place. "There it is, plain as day," she declared. She had her finger on "Psalm CIV."

"Josh," said the farmer to his son, "I wish you'd eat off to yourself instead of with the summer boarders, if you don't mind."

"Ain't my society good enough for them?" asked the son, rolling up. "Your society is all right," explained the farmer, "but your appetite sets them a terrible example."

Young Son—"Papa, what do you call a man who runs an automobile?" Papa—"It depends on how near he comes to hitting me."

John Porter and Walter Davis of Shamrock were in McLean Wednesday.

BARBER SERVICE

Modern Shop Expert Barbers Popular Prices

Elite Barber Shop

LANDSCAPING

Shade Trees Evergreens Fruit Trees Shrubbery Rock Garden Materials Place orders now.

Bruce & Sons Nursery

Trees with a Reputation Alanreed, Texas

MANDARIN ORANGE GASOLINE

New high test, anti-knock, 66 gasoline Pleased customers testify to its quality

BOYD MEADOR, Agent

Phillips 66 Service Station L. L. Rogers, Mgr.

66 Service Station W. K. Wharton, Mgr.

A Canning School

A lady representing Kerr Mason Jars will be in McLean next week to conduct a canning school, which will be free to every lady in this territory.

Monday the lady will be at the Piggly Wiggly grocery for a demonstration of Kerr jars, which will be followed by a two-day school in some suitable building. Come in Monday and get acquainted with the demonstrator and arrange to attend the school.

Piggly Wiggly Western Lumber & Hardware Co.

"UNCLE ELI" GOLF

Uncle Eli's oldest son got the idea into his head that it was time he learned to play golf, so as to get plenty of exercise. Uncle Eli told him that he could get just as much exercise chopping wood as he could from playing golf.

"Oh, no, father," said the son; "it's the walking between the strokes that provides such wonderful exercise; it strengthens the legs as well as the arms."

"Oh, that's it, is it?" said Uncle Eli, and then he went out into the yard and placed sticks of wood at intervals all around it. When he had got this all arranged he handed the boy an ax and said: "Now play the full course."

A GOOD DIET

After dwelling for an hour on the parts played by carbohydrates, proteins and fats, respectively, in the upkeep of the body, the professor asked: "Now what three foods are required to keep the body in health?" And the young woman answered: "Breakfast, luncheon and dinner."

Insky—"When I began in business I had nothing in the world to guide me but my own intelligence."

Bascum—"That sure was a bad start."

Mrs. S. W. Johnson of Childress visited her daughter, Mrs. Harris King, last week end.

O. G. Stokely was in Dallas the first of the week.

MAGNOLIA PRODUCTS

Stay with Magnolia and you stay ahead.

McLean Filling Station

C. J. Cash, Mgr.

HELP KEEP McLEAN MONEY IN McLEAN

You Can Get Anything in the Following List at a Fair Price

- Account Files Adding Machine Paper Adding Machine Ribbons Advertising Blotters Advertising Novelties Auction Bills Badges, Ribbons Bank Forms Banquet Folders Bereavement Cards Bill and Charge Statements Bill Heads Bills of Fare Birth Announcements Blank Books Books and Booklets Brief Cases Business Announcements Business Cards Business Stationery Calendars Calling Cards Catalogues Christmas Cards Checks and Drafts Circulars Commercial Stationery Concert Programs Correspondence Stationery Coupon Books Day Books Deposit Slips Directories Dodgers Draft Notices Duplicate Blanks Envelopes Filing Cards Financial Statements Gummed Labels Hand Bills Hook Files Hotel Note Heads Index Cards Inks, Pens, Pencils Invitations Invoices Invoice Files Leather Tabs Ledger Leaves Legal Blanks Letter Heads Library Paste Loose Leaf Dicta Manuscript Covers Meal Tickets Menus Monthly Account Notes, Promissory Notices, Collection Office Equipment Order Blanks Pamphlets Paper Clips Pencil Sharpeners Piacards Pocket Bill Fold Prescription Books Recital Programs Receipts Tag Envelopes Store Sale Bills Store Counter Pad Stand Files Stamp Pads Show Card Ink Show Cards Shipping Taps Ruled Stationery Rubber Stamps Rubber Bands Remittance Cards Reception Cards Telephone Directories Thum Tacks Tickets Time Books Typewriter Supplies Ungummed Labels Warrants Wedding Invitations Window Cards Wrapping Paper

THE McLEAN NEWS

The Paper That's Read First