# The McLean News 

 DISCUSSIONS





ELECTIONS FOR CITY \& SCHOOL OFFICERS SOON
 sinum matuors mane ur soox Amomo con han rome rhated

TEXOLA WOMAN Who DIED
in N. M., HoNored


$\qquad$

Claude. March 6. 5 p. m., aged 34 years and 28 days. monia brought on by an oftack of
$\qquad$
$\qquad$
$\qquad$
$\qquad$under construction at Shamrock,
is poting inn new gin at Wheer.
The Whecerer gin will be modern in
50 physical training. More than
freshmen kirs have been re-
quired to purchase approved walk-
ing shoes, and have been given
footbal honored
Everybody should take an a active
Tom MeCarty left Wednesday for
Wheeler, where he entered two pure
Ramsdell, was a visitor in Mclean
Memphis visited in the S .
Mrs. J. H. Crabtree and titt
taughter, Pauline, and litt
Jane Campbell w
itora Wedneeday.W. J. Ball of Alanreed wasW. E. Clement and fami
Wednesday for Texola, Ok
brother's wife.
C. W. Ginn ahd John Strattonmade a
Thuesday.
Mr. and Mrs. W: C. Foster lefWednesday for Amarillo, where Mrs.

$$
\begin{aligned}
& \text { Foster goes for an operation. } \\
& \text { J. W. Kibler was a Wheeler visitor }
\end{aligned}
$$

$$
\begin{aligned}
& \text { Thursday. Kil }
\end{aligned}
$$

$$
\begin{aligned}
& \text { R. o. Dunkle left Monday for } \\
& \text { few days at Pampa on business. }
\end{aligned}
$$



The McLean News, Friday, March 9, 1923.


THE McLEAN NEWS

to the gas, would make the power
increase. everything destroyed in Europe,
there will be plenty to agree that increase. followed me by day and the unnecessary erection of Amer-
They night, these fourteen tireless men; ican tillboards consumes a vast deal
they hand arond me as I write, and of material that would be very they hand arond me as I write, and of material herection of buildings
sing their song again, they haunt helpful in the ere.
rew when I go to roost, and in the in Europe. Meantime the billboards

Life Insurance


## SPECIAL RATE <br> ON FARM AND RANCH LOANS

## amounts at a very low rate of inter atso loan maney on unpatented land, chance to still use his school money. <br> $\qquad$

## SMITH BROTHERS

## Coal <br> $\qquad$ Loans Insuran

## INSURE

before the THIRD ALARM is given. Ya are reminded every day that all classe of buildings burn. Let us write your surance and we will give you the best service and protection

## ROSS BIGGERS

## Fored <br> THE UNIVERSAL CAR

Truck Chassis

## SAFETY

We absolutely safeguard your money at this bank, "It's a Guaranty Fund Bank.

## FINANCING

We solicit calls for funds that are to be used for the expansion of business and farming.

## SERVICE

We make the grade of our banking service our pride.

## COURTESY

Your every banking need will have prompt, efficient, courteous treatment at this bank.

## The Citizens State Bank

A Guaranty Fund Bank


## NEW PRICE $\$ 380$ <br> F. O. B. Detroi

The Ford One-Ton Truck Chassis has proven its ability to reduce transportation costs in practically every line of business where there is a hauling problem. It is economical, efficient, dependable. At the new low price you will agree it represents a value that has never before been offered in the commercial car field. Place your order now for reasonably prompt delivery. Terms if desired

## Bentley Motor Co.

McLean, Texas


LISTER POINTS
We have all kinds of lister points to fit most all kinds of listers. Buy your points at the shop, where you can have them tempered or altered to suit. Prices reatempered
sonable.
The McLean Blacksmith Shop


That Wind Storm

## C. C. BOGAN





## Don't Fall off the Tower

Tomere builidanz is not the only risk men It is risky business to buy from Tom, Dick and Harry
You take no risk when you buy from us.
Erwin Drug Co.
The Rexall Store
McLean, Texas


Johnnie Back

We Want Your Trade

If good reliable goods, lowest possible prices, fair and square dealing and polite, efficient service can get it, we can count on you as one of our customers.
A full line of accessories, tires, tubes, gas and oils.

Come in and See Us
Cousins Motor Co.

All Work Strictly Guaranteed

## FLOUR

We have just received a car of Oklahoma flour that we guarantee is equal to any flour made in that state, and, keeping in line with our usual custom, we are making the price on this grade of flour lower than any place in the Panhandle.

We make special prices on large orders and are never satisfied with only meeting competition, but make the price, quality considered.

Haynes Grocery Company
We Make the Price-Others try to Follow



## POULTRY WANTED

## We are in the market for zour poultry

 and produce and will always pay $t$ highest market price.We handle oyster shell and coal oil,
Don't sell your produce until you our prices.

## KEASLER PRODUCE CO.

## "Out of Sight--

## Out of Mind"

Any business man these days who tries to economize by cutting out his newspaper advertising is "penny wise and pound foolish." He is paying a terrific charge against his overhead on account of business which passes him by

This is a cold blooded world, and even your friends will trade with the other fellow if he keeps after their business and You don't! Even Schumann-Heink finds it necessary to spen d vast sums to keep the people from forgetting her.Read the following editorial, taken from the Lyceum Magazıne:

## "It Pays to Advertise"

"We have just been reading the foremost.Americar musical journal. Madame Schumann-Heink bought page in this number (or her magazines did, which is the same thing) to tell of her recent musical triumphs. Who is Schumann-Heink? The world's greatest contralto. So heralded years and years,
'Well, hasn't she arrived? Isn't she established? Doesn't everybody know Schumann-Heink? Doesn't self-advertising start the suspicion that she lacks something and is trying to get it?
g 'ethical,' whatever the experienced and over-modest platformers often talk that way. We talk about beethical, whatever that means
"But Schumann-Heink is there and proposes to stay there. She knows the proverb, 'Out of sight, out of ind.
"In this same music journal is an ad for Mary Garden, reigning queen of grand opera. Mary is the most regular and systematic publicity gardner in the world. If any music journal should appear without her picture in it, there would be a sensation like the North Star had dropped from its setting. Mary is the Ivory Soap and the Heinz 57 of musicdom. Here, too, is a double-page ad of Rosa Ponselle. Rosa Raisa, GalliCurcl and John McCormack have bought big type, too. And bless us! Here is the page ad of Ganna Walska, new bride of multimillionaire Harold McCormick. She surely got publicity enough, but she has wedded a business advertiser. She buys big type to stay a big singer.
"We never pick up a music journal that we do not see the the advertising of the stars. We turn to the dramatic journals and we see the advertising of the stage stars.
"So our platform stars needn't fear the big type. 'They should fear the absence of it."
Keep yourself before the buyers of the McLean country through the only advertising medium in this

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