# The McLean News 

XXIII. McLean, Gray County, Texas, Thursday, January 14, 1926. No. 2.
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Gas Trace Found
Kachelhoffer W New High School
bulcciag Planned
by School Board A trace of gas was struck at the
Kandhefor oin well Tuedy, wher










 will be a candidate in the coming for such purposes, based on our
Demoratie primary to suceeed my- present tax valuations.
J. as Sheriff and Tax Collector
J. W. Burrows, W. S. White and J. A. Ashby were appointed as a
C. of Giay county.
nive served the people of this anitue co ascertain present in-
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 Clay Thompson has accepted a
posstion as District Manager of
the American Central Lifie Insurance
Company with henduarters at Company with headquarters at
Amarillo, and will move to that
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Since the beginning of organized society everything without a name has ended with a question mark. The very reason why marriage itself has been able to maintain so much sentiment amongst civilized races is that it gave to our children a name.
There is no virtue in a name itself, except that it throws the light of investigation upon whatever the name stands for.
Now the obiect of this article is simply to get you to remember the names of the articles you buy, or at least the names of the people you b y them from. Because that is the onlv way of increasing good business methods in this city.
In this last twenty years business men have discovered a new method of establishing a name. They do it through advertising.

Now again there is no snecial virtue in advertising except that it does two things. First, it sells goods cheaper, because it sells more of them. And, second, it shortens the time that it formerlv took to establish a name. There are iust as honest business men who do not advertise as there are who do. That is not the noint. The noint is that thev are not as cood husiness men and that vou do not have any way of telling whether they are honest or not.
Now there are a great many advertisers in this naper today who have established for themselves. or for their nroducts, a onon name. There is a lifetime for their nroducts, a onod name. There is a lifetime
of hard effort attached to the cionature of manv of of hard effort attached to the cionature of manv of
these ads, so you cannot nossiblv do better than to read this advertising for whatever von wish to buv.
When a man or a produnt has an ectablished name. vou know where to go, if the quality does not live un to the guaranty.

So turn to the advertising in this paper today; read it, buy from it, and you will know that if at any time the thing you buy isn't right, the man with a name will make it right.




