

The McLean News，Thursday，March 4， 1926.

## InValhalla and Out

SYNOPSIS

 CHAPTER III
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Son＇t you know thast dyoon want
Jncht $r$
$u$ was Captain Brept．
Trs the pe


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# Touring 



Think how low the recent reducti of Chevrolet prices brings the co a fully equipped automobile．C what you get for Chevrolet＇s $n$ prices with any other car in the Remember that Chevrolet equipn includes speedometer，Fisher Body balloon tires on closed models，D finish，Alemite lubrication system scores of other features essentia modern motor car．
Now more than ever before price for price and value for valu you will buy a Chevrolet．Con
Ask for a Demonstrati Shelburne－Archer Chevrolet Co ．

McLean，Texas
QUAEITY
AT LOW
cos


The McLean News, Thursday, March 4, 1926

THE McLEAN NEWS place to place, and we are inclined

| T. A. LaNDERS |
| :--- |
| Editor and Owne |

Enterad as seond class mail oftice at Melean, Texas, under act
of Congress. 81.50 $\begin{gathered}\text { Subseription Price } \\ \text { per year in advance }\end{gathered}$ him to ply his trade without con-
tributing anything in the way of community support. We are glad
to know that his auditor was not influen
marks.
 The action of the Northwest
Texas Conference of the Methodist


 Meree manal meting to be held at Amarlio. is cemmeniather and The city of Shamroek had ${ }^{\text {fanchall}}$ Pmancial statement putiblibed tin

 gratulate Shamroek
gressive city councit.
 minimum or exenses for some years shouid make
the question.

## The new law in reard to olecting school truatees shecid bo beet in    

 this sominns. ise for an ol boom


## While the law allows posting with new and redoubled delight.




 aise to atheor trom woe heov beten is pobised as news, tree of cont
to
thansone........$~$



There it a dop tax law or our tell it by the numbor tot does in wear


 more execues for a perren to to derf that treaseparemon to koon heep neighbor's premises than there
any reason fr allowing chickens

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A gentleman who was traveling
Hrough this section plying hav
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trade, made the remark tolying his an ac-
tradine
Arade, made the remark to an ac- Fditor Castleberry of the Texola
Huantance, who desired to locate Iribune was a molean
hyuntance, who desired to locate Mlribune was a My-Lene Texola
visitor
cre at times, has no permanent
place of business, but travels from

 C. E. Francis:
TIS FINISHED
Tis finished; the conflict is past,
The heavenborn spirit is fled:
His wish is accomplished at last, His wish is accomplished at last,
And now he's entombed with the
dead.
The months of afflietion are o'er
The days and the nights of distress; him in anguish no more
We see
He's gained his happy release. No sickness, no sorrow, no pain,
Chall ever disquiet tim now;
For death to his spirit was gain, His soul has now taken its flight His soul has now taken its light
To mansions of glory above
To mingle with angels of light,
And dwell in the kingdom of love. The victorv now is obtained;
He's gone his dear Savior to see;
Hns wishes he fully has gained-
He's gone where he longed to
Then let us forbear to complain With new and redoubled delight.
SID DENSON DEAD
Word was received late this af tennoon that sid Denson died from
the effects of gas received in some
way about his work in a filling
station at White Deer. of this county was a former sheriff
here who wall bany friends grieved to hear
of his death. E. B. Reeves of Alanreed is a
new reader of The News.
Mr. and Mrs. R. S. Jordan vis.
ited their son at Amarillo the first
of the week.
Bob Collier Jr. of Breckenridge
visited his uncle, J. L. Collier,

## visitid Mon <br> 



## Wants


$\qquad$
$\qquad$
McLean once each week. Leave
GUMMED
 LOST.-A black mare mule, with
white mouth, blocky build, weight
about 900 pounds. Finder,
notify Poult about 900 pounds. Finder please We extend our heartfelt thanks
notify Paul Ftak. Phone 49, 2. 9-2 to our many fitiends in the BoydADDING MAChine paper at
the News office.




# The A. B. C's. 

of Advertising

Advertisers who know do not expect each d lar invested in advertising today to return tomorro bringing profit with it They know by experience that this is not the logical method of building bu ness. They know that part of every advertising do ness. They know that part of every advertising,
la" noonerly spent goes ino creating "good will," tablishing prestive, educating patronage-into future assets as it were.

The profits they are receiving todav are the oult not only of vesterday's advertising, but weels. monthe perhens even years rone bv.

On the other hand, those who have back of them a record of cales to a steadily increasino number of satisfied huyers chould naturallv be nlanning still greater sales and more and more buyers.

As every successful advertiser knows, it isn't nrice inducements alone that attract patronage. It's Ouality and Stvle and Distinctiveness each one of importance easilv ecuual to Price. Remember that it is most imnortant.
$I t$ is al theee things combined that to to mal attractive offerines Then if the anpeal is pronerl nresented-if it is nlaced before an audience of s.
ficient cire and wecmonsivenese surcess is certain.

With truthfulness and interrity the odvertiser milids un a bulwark that will forovor stand hetwoen him and adverce circumetannes a bulwark of public confidence huilt on pond faith.

And advertisine that fails to noovide such nroteetion is the onlv advertising that does not nav. Advertiaing, to he onccesoful. must do more than create hnsiness for today. It must build business for morrow

It must he hacked bv flawless merchandice and sincere service. It must find a friend everv time it makes a cale. That kind of advertisine rannot fail onn the morchant who is reanonsible for it.
To have the confinence of the enmmunity is have a husinese ascet hevond all price-a form of hrsiness incurance that safeprards against fire and flood famine and failure. And to strengthen and snread this confidence to increase this asset to mol-n enmar thic insurance - is to advertise constantly and consistently.

These are the A. B. C's. of Successful Advertising


The McLean News, Thursday, March 4, 1926.

News from Alanreed Mrrs. H. T. Wilkins has the flu
this week.
nes Mirs. H. T. Wilkins has tie flu
this weik.
Miss Anna Miss
sicks.
Miss.
Miss.

Will These New Inventions
Cheapen Sugar and Gingham?





snake jumped into car


|  |
| :---: |

INSURA

LIFE INSURANCE
FARM AND RANCH LOANS LANDS FOR SALE
$\qquad$ o. c. stokely Mclea ${ }^{2}$, Texas

## We Are

## Proud of Our

## Friendships

Because our progress is marked by the number of loyal friendships herd and new ones formed, we feel gratified in the snowledge that the names on our books :Tre the te voluntarily there becatuse they like our service.

## The Citizens State Bank

## 

Just unloaded a car of P. \& O. implements. You can ${ }^{40}$ per emt interest
better implements than the P. \& O. line. Let us demonstumer on meter de
Don't forget, Saturday, March 13, we give away th WE FURNISH THE HOME COMPLETE

## Hamilton-McGowen Hardwart and Furniture Company

