# The McLean News 





## Che SECRET ADVERSARY

 by Agatha

IN THIS thoroughly exciting and charming tale of mystery, advenuure and love, the game. with of
reader, is to try and guess the identiy of the art criminal, the mysterious "Mr. Brown." He is so vague that he seems to be merely an intelligence without bodily substance. He is the brains of an international band of crooks but his movements are so shadowy that none of his fellow conspirators knows who he is, were he lives or would be able to recognize him upon meeing. Ar times you will think you have discoved ${ }^{\text {to }}$ "Mr. Brown" is a decided surprise to you. It is an interesting game and a remarkably interesing story

Read This Fascinating Novel as a Serial in
The McLean News
EXTENDING A POLICY

# Why Business 

## "Freezes Up"

## Many men in business do not know

Generally speaking, business has this unbusinesslike habit: When everybody's on a buying "jag," busEness breaks its back to supply demand. It buys, hires, builds and borrows. It expands enormously. Under such conditions, business employs every means that it recognizes to increase output and sales. And it advertises its head off to a public that needs no buying urge. Let buying falter, and what does business do?

First-It curtails advertising.
Third-It further curtails advertising. Fifth-It still further curtails advertising. Seventh-It STOPS ADVERTISING.

Second-It curtails production.
Fourth-It hacks at "overhead."
Sixth-It hacks again at "overhead."
Then-It tries to explain the situation to the bank. nery in an endless stream.

When times are bad it uses an advertising squirt-can and wonders why the bearings "freeze!"
People are not much interested in advertising when their pockets are bulging with money to be spent, spent, spent.

But they are intensely interested in advertising when what they spend must be carefuily spent. Then they buy what they can afford and they know advertising tells them where to find it,

Some day, not now, perhaps, but some day, business will learn to conserve its advertising energy when business is flourishing so that it may expend it lavishly to stimulate business when it lags.

Now's the time to spend it lavishly. Those who are doing it-and some actually are-feel the depression less than the ones who have cut down expenses by cutting down advertising.

You can advertise to nearly all the people in this territory by using The McLean News, every subscriber paid in advance.



