# Contests Schemes ewspaper <br> The McLean News 

# McLean out of County-Wide Bonds merican Legion to Decorate Graves Memorial Day 



The McLean News, Thursday, May 29, 1930






Edgar G. Harris, publisher of the Blytheville CourierNews, and for fourteen years owner and publisher of the Laurel (Miss.) Daily Leader, declares:
"The trade of a town or city follows the circulation of its newspaper just as 'circulation follows the flag.'

Show me the circulation records of your home newspaper and I will make an accurate map of the trade radius of your town or city. Let me read your local newspaper for a month and I will come to your town a stranger and walk right into the leading stores without asking a single question of anybody.
"Newspaper advertising is a certain index to a town's progressiveness, and the man who reads newspaper advertising can measure accurately the importance of its stores and their ability and willingness to render customers service
"The merchant or business man who figures advertising as an expense will never get very far. Inasmuch, an investment as the merchandise which it is designed to sell and the element of good will which newspaper advertising carries, and builds and fortifies, it is worth more to the right sort of business than any amount of money invested in merchandise and fixtures and fine buildings.

Good will created by newspaper advertising is worth even more than personality, which is an important factor in any small city establishment, and this fact has been eloquently demonstrated by the chain stores which have, through the use of newspaper advertising, made tremendous strides within recent years.
"Here in the office of the Courier-News we do not run free publicity of any kind. We do not accept gratitudes. We do not permit advertisers to give us business to help the paper. But we sell advertising as a service, and believe we are thus adding to the prosperity of our patrons and the city in which we have invested our money and are making our home."

## The McLean News

## THE MAZAROFF MYSTERY

## J. S. Fletcher <br> 

## SYNOPSIS

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## CONTROLLED VOLATILITY

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