

## THE SUNNY SIDE OF LIFE

 Clean Comics That Will Amuse Both Old and Young
## THE FEATHERHEADS .



S'MATTER POP— Two No-Dinner Days, Honest!


FINNEY OF THE FORCE ETTAOUN

'Tis 'Nuff Said Yis Quak


By C. M. PAYNE






## Current Eivents (3) in Review <br> By Edward W. Pickard



## Floyd Giflfons 1. Alduciuydul

face BrokenOut Resino

## 1"

## Charley Was No Caveman, But Geology Did Interest Him.



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INSTANT SURE RELIE


Wintersmith's Ton
MALARIA

T. A. LaNDERS, Publisher



## To Our Farmer Friends

We carry go-devil knives, sweeps, her and garden rakes. See us our prices? right.

## Cicero Smith Lbr.C

City Drug Store


## C. S. RICE

 Funeral Director
## Embalming

 Flowers for Funerals eral Supplies MonumentsPhones 13 and 42
WE DO NOT CLAIM

Nesteen will put a diamond tiarra on a woman's headthat
with precious gemsBut

## WE DO CLAIM

that
is the tried and trusted $r$ coloring that Nesteen is the one hair coloring habitually used by countless women.
where Nature does.
SUMMER SPECIAL

## Landers Beauty Shoppe

bhock north of 149

## Specials for Saturday

want many of the community
happenings that are importan of purely local interest. The
day is past when any paper appreciates propaganda, but al
papers welcome live news.

## News from Pakan

 Martin Clumar and John Hraciar
Jr, attended the recreation club parts at Wheeler Priday night.
Mr. and Mr. John
Mertel and daughters, Beste and Julia, of Mc-
Lean vastied in this community Sun-
day day.
Miss Nadine Blue of Shamrock is
visting her bother Several from here attended the atr


CARD OF THANKS
We want to thank our friends and and words of sympathy during the
anness of our baby. We appreth every prayer and. Weery thought in in
our behalf Yourece our behaif. Your frlendiliness will
always be remembered with hearts. Mr .

A man eating dinner in a hash

"Waiter". he said, "you"ll have to
take this steak back and get me an-
take this steak back and get me an-
other. I can't even begin to cut it."
"Sorly, sir," sald the waiter, ex-
take this back now. You've bent it."

| Mr. and Mrs. Woodrow Mosely and |
| :--- |
| Mrs. H. H. Powell of Stimms visited | the latter's sister, Mrs. J. T. MeCarty.


| SUGAR ${ }^{\text {now }}$ ame in mame | 54 c |
| :---: | :---: |
| COMPOUND | 43 c |
| PFAS | 10c |
| SALMON ${ }^{\text {man }}$, | 25 c |
| CORN | 25 c |
| GREEN BEANS | $3 \times 25 \mathrm{c}$ |
| HOMINY | 25 c |
| PRUNES | 25 c |
| SOAP FLAKES ${ }^{\text {mamom}}$ | 30 c |
| CRACKERS | 15 c |

## In the Market

You will find the choicest of fresh and cured meats in our market at very reasonable prices.

## Free Parking Space

We have had the lots just back of our store leveled for parking cars. Use this space as often as you like.

## WHEN THE HOME TOWN

## MERCHANT WANTS AN AD-

"He sits down to his desk, takes whatever paper is handy, writes out a list of the goods he wishes to tell his customers about, puts down the prices, goes to his newspaper, perhaps picks out a few illustrations from the newspaper's cut service and leaves his instructions to 'set the copy in three columns ten; or two columns eight; or perhaps, a full page.'
"The home town newspaper workmen get busy. They pick the border that will enclose the ad, lay out the copy to as good advantage as possible, set the display lines, fill in the reading matter, justify the set-up, p a proof, read it, correct the type, and print it.
"The home town merchant spends a minimum of time in getting his message into print. And he gets a printed message that, take the small newspapers as whole, is surprisingly good. Perhaps the typography doesn't compare favoraby with a Marshall Field advertisement in the Chicago Tribune . . . but let's see why.

How the Chicago Tribune Does It
"The Chicago Tribune deciares it is the 'World' Greatest Newspaper.' Its equipment is worth millions of dollars. It has 40 or 50 linotypes; it has huge tubular presses that print complete newspapers almost faster than you can count them; it has type faces of all descriptions; it has hundreds of men, each group trained to do a particular job.
"But does Marshall Field call up the Chicago Tribune and say: 'We want a full page ad tomorrow. Come around and get the copy. We want some iilustrations too. Bring your illustration book'? Marshall Field does not.
"In the first place, Marshall Field's expert and high priced advertising man toils for hours on the lay-ont and the wording of that ad. He cuts out words changes words there, figures the amount of space each description would take, chooses illustrations, chec the wording again, and makes sure the prices are rect. He must make that message tell the reader what Marshall Field wants to convey.

## Expert Typography

Then the lay-out and copy is sent to an expert typographer. The typographer puts the lay-out int actual type. Perhaps he uses some newly desinged type, some hand drawn headings, and other finishing touches. The job costs Marshall Field from $\$ 35$ to $\$ 70$ extra, but they know how the ad will look before it goes into the newspaper.
"Finally Marshall Field place their OK on the ad. Then it goes to another set of specialists where an electrotype is made; or maybe just 'mats' are made.
"Then, finally, the Chicago Tribune and other newspapers are called. They get the mat or the electrotype and they print the advertisement-at a cost that is astounding to smalier firms.
"The small town newspaper is a pocket-edition, not only of a metropolitan newspaper, but of two or three
other highly technicai pols other highly technical plants as well."


What
Thinks about H


JOE E. BROWN ASKS BOYS AND GIRLS TO JOIN CLUB


the mclean news, thursday, June 18, 1936



