# The iliclean News 

The Oldest Newspaper in Gray County - — The Paper That's Read First




## Fun for the Whole Family


By RUBE GOLDBERG



MESCAL IKE B, SLHUNLEY


Such Things as Come With Spring

Unbalanced



## THE McLEAN NEWS



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 newspapers teach smoking thru
their advertising columns and
thereby nulify all the good work
of the other taching agencles of the other teaching agencies.
However, the speaker added
that education is not the work



- FOR RENT

SPACE IN THIS PAPER Will Arrange To Suit

## GOOD NEIGHBORS--PRICES TO

FIT YOUR BUSINESS


Around the campfres in the Canadian wilderness men fronticatering over the mysterious disappearance of six ever his right-hand man, Tete Blanche.
But Garry Finlay, brother of one of the missing men, Flame, his ginnt airedale. Neither bullets nor poison could hold them back. At last, scorched by the leaping flames of a forest fire, they solved the mystery of the missing men and brought retribution upon the murderers.
Read this swift-moving adventure story of the mys-
SERIALLY IN THIS NEWSPAPER

A merchant will make a complete coverage of mailing circulars, only to be blandly informed by several in the territory covered that they received no circular. The answer is not that the mailman has been lax. It lies in the essential failure of the circular mailing to serve the purpose intended.

Circulars come unexpected and uninvited to the average home. There is no particular aversion to the circular, it is just that it is something not looked forward to. This comes partly from its irregular appearance and partly because it is entirely devoted to the sender's interests.

Contrasting, a newspaper is invited. The subscriber comes to the awareness that it is issued as much in his interest as in the interest of the firms who fill its advertising columns. The news columns, as well as the advertising features, hold the attention of every member of the family. The man of the house doesn't stuff it in his pocket, or leave it forgotten in the car or in the barn, before other members of the family have had their look at it. The news, even more than advertising, holds the paper in the home until all have read it.

The newspaper is expected. It comes on regular days. If it doesn't arrive on schedule, questions are asked. If Pa has mislaid the paper, Ma wants to know about it. She can't be expected to inquire about Jones' circular, however, because even if she did want to see it, she probably had no inkling that one had come to their mail box.

The newspaper offers a regular service. You can depend on its being issued each week and the week after. It does not require a special event or a special combination of events to bring it out. It runs a weekly messenger service for all who are to use and pay for it. It is not an excursion special.

Because of its regularity of issue and development of reader interest, the service offered by the newspaper is of definite value. This would be true, even if the paper never had a line or word designed to promote legitimate community activity. It offers a definite public service.

To take advantage of this service, telephone 47. You may expect the same gratifying results that others enjoy each week.


## Para Vanished Men <br> CHAPTER I

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Government Agency Helps You




## MERCHANTS

Your Advertising Dollar
buys something more than space and circulation in
the columns of this newspaper. It buys space and che columns of this newspaper. It buys space and
circulation plus the favorable consideration of our readers for this newspaper and its advertising patrons. LET US TELL YOU MORE ABOUT IT


