## The McLean News

## was a

 he court house election bein$\qquad$
 ge number of
munaity tavied laxes last
ote total
than other

Large crowd hears
LARGE CROWD hears
DK. SCRANTUNAI THE
 was said by the sp
largest crowd he to on an oldinary
rvice, gathered at the
chusch Tuesiay nig
r. R. A. Scranton, church Tuesday nig
r. R. A. Scranton,
ceretary fot the Pan Scranton spōke Eexcelence njoyed by t
present.
cigarettes MINORS PROTESTE
BY PANHANDLE P woun hane tase sume
$\qquad$ anmene to min
 and on otiare
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 working turuesh elfare department, exp


News is authorized
the candidncy of John ance the candidacy of John
suceeed himely as Mar succeed him
e coming
parks has
$\qquad$
ame consideration at the
Marvin Davis of Clarendon
in MeLean Saturday an.

Mr. and Mrs. J.
hughter, Miss Minnic
ssses Frances Noel and Lura
sey were An


METhodists TEARING
down old building
A force of men are tearing down A force of men are tearing down
he old Methodist church, preparaA a recent meeting of the Pan-
ory to ereeting a modern plant on handle Boy Scout Council, F. H. Heraral
present sile. he present sike.
 Mole building next door to the Red Melean as yet has no local boy
Cross builing until the new build- sout toup, but it is understood
ig is completed. Preparations are being made to ROCK THROWN IN FUN

```
Mr. and Mrs. C. H. Rowe and
rock visitors Saturday.
Mr. and Mrs. T. N. Hollow
went to Oklahom
W. F. News.
son of Ramsdell were _i|'own Sun
Mr. and Mrs. C. C. Bogan and 子
Sammie Cubine left Friday f
Canyon to attend school.
Miss Bertha S. Bertsch of Long-
l
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News From Heald

## By Special Correspondent． <br> Mr．and Mrs．W．J．Chilton opent

the week end at Gould，Okla，vis－
itiog their daughters，Mirs．Eastham
and Miss Fay．The latter re－
tarned home with unem．
and
turned home with unem．
Grandma Hajnes is
week with friends at Shamrock．
Church and Suanday school
hite
Miss Ona Taylor spent Saturday with Miss Ciara Reneau． Kate Cooke aud some friends
Mclean visited Miss Amie Mclean visited
Sunday afternoon． and Mrs．Troy Hinton his brothet，Lioyd，and wife
ited his
Sunday．
Jir．and
and Mrs．Brown Harbison of
Yelean are visiting his father＇s Mr．and Mrs．Booth Weods and Widren of Quitaque are visiting
Woous parents，Mr．and Mrs． Woours pare．
Dougherty．
Mr．and Mrs．Geo．Saye of Gracey
ted in the Edgat Bailey home Armstrong of McLean was A visitor Sunday afternoon． rt Wingo of Mclean visited young fodks were entertained young foks were entertained
party at the Mathews home urday night．
R．Landers is suffering with T．C．Lan＇ers is net well trs．T．
week． week．
ome of Lane children are
with sore throat．
F Phillips was in McLean F．
Dorman was in
Gurday afteseocon．－Bidwell
the latter＇s parents，Mr．
Haynes is in Mclean．

All Get Married＂March the High School Au isement． $11-2 \mathrm{e}$ Yukon fiour
ment tie
$\qquad$ W．Kibler has our thank
week for two subscriptions
News．One to her daughte
W．F．Harlan，of White Det W．F．Harlan，of Whit
other to W．E．Seitz of

## Wants

GROCERIES
are
ackett＇s Cash
Siore． $\begin{gathered}\text { cheaper } \\ \text { ifc }\end{gathered}$
GARBAGE and trasn hatied fro part of the city
Frank Haynes

## FOR SALE．－East

## Winety－one，Block No．



## Building Goodwill

NOT EVERYTHING OF VALUE appears in yo ur inventory．Your business good will，for example， is one of the most valuable assets your firm can have as a going concern．You can＇t go out into the market and buy good will，though men sometimes try to do that．Good will must be built．
THE BASIS OF GOOD WILL is understanding．The peddler does business without good will．He is unknown，and his business rule is＂Let the buyer beware．＂To．put your business on a higher plane you must do two things：1．You must deserve to be fa vorably known．2．You must be known．
ADVERTISING WILL NOT build you a good $w$ ll in spite of bad business policies．Your own integ－ rity and business personality have no substitute．But advertising takes your business to the people and kuilds good will by letting them understand and know your firm＇s business and methods of doing business．
TAKE A BANK FOR EXAMPLE．＇One good bank is＇about as safe as another bank．Interest ratespereretty much the same．One bank＇s money is as genuine as another．Why do banks advertise？ The answer is，to buid good will．The solid busines s sense of the banker tells bim that his bank must get acquainted favorably acquainted with people so as to earn their good will．If advertising for good will is sound enough to cause a bank to spend money for it，is it not worth something to you？
HONESTY OF ADVERTISING in The News g＇ves the proper surroundings for your own adver－ tising appeal．Your advertisement addressed to the confidenee of the public is most effective in a news－ paper which has the confidence of the public．To build up good will throughout the selling radius of McLean，you must use The News，which aione covers that area．The advertising message in The News reaches the reader in time to permit him to＂do it today＂instead of putting it off until tomorrow．
BUT IF YOU FORGET ALL of these points，remember this：The News offers you results not promises and will show you how to prove that you are getting results．Don＇t buy space buy results． And then be able to measure your results．Send for an advertising representative of The News and let And then be able to measure yake your advertising a ppropriation build good－will－and how you can－know him show you how you can make your adis paying you dividends on your investment．Any other kind of advertising is．foolish waste．

## The McLean News



## Oxfords

John Mertel

a Marern Gis

Spring Clothes
INSURANCE
SMITH BROTHERS GI


TYPEWRITTEN exam, thesis, or theme has
many advantages. It is easy to read, and many advantages. It is easy to read, and
makes a good impression; it is usually a Remington Portable for all your writine. This sturdy little ma hine in compect conven This sturdy, ittue machine is compact, convenkeevbard like the bie machines and tour- "big machine"" features It can be operated on your l.p, if you wish, for it carries its table on its back.

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