# The McLean News 

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



With the Churches $\underset{\substack { \text { Cooking } \\ \text { in } \\ \begin{subarray}{c}{\text { School } \\ \text { Successful }{ \text { Cooking } \\ \text { in } \\ \begin{subarray} { c } { \text { School } \\ \text { Successful } } } \end{subarray} \text { No. } 40 .}{\substack{\text { Session }}}$
 The Happy Kitchen Cooking school,
vith tis prontabie and entertaining


 Denworthin will be preaching at
Desiming oot 13 , the veening ser-
Hect will be at 7.30




## Fun for the Whole Family


 CLASSIEID
DEPARTMEN


POP - The Tankard Corps


By J. MILLAR WATT


$$
\square
$$

What's? 位,






Promotion Is 'Secret' Key To Success Advertising Essential t Rapid Turnover in Business, Merchants Told. By MERLE THORPE
Editor of Nation's Busines.A wise and successful busines
man onece said to me:
"Big business is without excep."nig business is we: without excep.
tion a little business grown up. Only
tew small Lon a attle business grown up. On,
aig small enterprises ever beome Why? There is no difference
i. big. Why? Thitere is no difecomene
in the technique. Each buys, dis
play, sells, watches charge ac
wounts, est. plays, sells, watches charge ac-
counts, establishes credit, is cour-
teous, , tries to render a service to to
customers. There is one crucial dif-
tere





Now "promotion" to some has
Dad flavor. But I use it in the dic bad flavor. But I use it in the dic-
tionary meaning, to encurage, to
move forward, to provide the incen-
tive Pres. move morward, to provide the incen-
move. Promotion in asines is
tive
tnown technically as merchandis-
oher day who a thousiness man ment help
him He said he wasn't doing so
vell. He had recently
ness vell. He had recently set up in ing sosi-
ness, having raised and put slo, oio
into the eventure. This included his
tlock stock of goods, something left ove
tor rent, clerk hire, telephone an
lights, stationery, ete. He had Lights, stationery, ete. He
budgeted down to a nickel.
When he lamented that
trien he lamented that the elec-
tiim sign with his name on it cost
him $\$ 30$, that people didn't respond
is he exper aim he expected, that didn't respond me my
eve.
and
"How much did you set aside to
promoting this new venture?"
suked.
He
He looked at me blankly.
I explained. "Here you
Hything to take care you have ev- customers.
But what provision and thought have yut what provision and thought have
ju given to geting the customers
Dome in and give you trial?
Do you think and
 - new store? Out of curiosity? Do
Toutrade that way? Perhaps, some
mer disgruntled with his present
merchant







WHO's NEWS THIS WEEK By LEMUEL F, PARTON

 Once $A$ gain 1 ,
Fooling the Jinx -

 was his own inner resources which
finally recciamed and reissued the
waggish Mr. Wynn.
Funny hats shave figured in his
karma from the first. His fa.


 $\underbrace{}_{\substack{\text { tin } \\ \text { wa } \\ \text { He }}}$
 years of barnstorming and vaude-
ville followed. His recurring trou-
bles have been such that interview
ers or critics usually stress the
Paghiacci note when writing about
him, but it's rollicking, sympathetic him, but it's
laughter whi
comeback.

| B |
| :---: |
|  |
|  |
|  |
|  | W wide interest and approval

with his demand for simple and pre.
cise language, official and unofficial,



 certain offenders for terminologi-
cal inexactitude,. and deplored the
publice trend toward ornate lan-
guage.
Perhaps under the pressures
and urgenceies ot the times pre
eisionists are coming forward in cisionists are eoming forward in
the entire field of communica
tions as they are in mation tio enture heid of commumica-
toons are in machine
tooling. War casualties among tooling. War casualties among
pedants and mystagogues may
be heavy. over here be heavy. Over here, Charles
A. Colin takes a long overdue swipe at the mystic word maze
of life insurance policies, as he addresses the Insurance Adver
tising eonterence in Allantic
City City. This writer has been
thrown for a loss every time he thrown tor a loss every time he
tried to read an insurance policy
and has tad to take them en. and has had to
tirely on faith.
Also in tune with the times is
Judge Pecoras s dep pondering and longestudied decision in that ques-
tion mark or period case. Sixteen tion mark or period case. Sixteen
entrants in a civil sevvice examina-
tion were sustained against their examiners when they picked the
question mark as the proper ending
for a certain sentence for a certain sentence. Just getting under way before the
war started there was in England
a society for general word renova a society for general word renova-
tion and fumigation and the ffrther-
ance of good tiction, In these en-
deavors. Mr. Mithrchill putout, but something more than an a
assist should go to the mischievous
and tironic A P Herber the and ironic A. P. Herbert, the par
liamentary gaa man who was far
ahead of Mr. Churchill in blastang at over-elegant word setups. Halt
Irish, the author of about 20 novels,
and a hail-diozen plays, he has


EbACRMENTM

 fin


Ask Me Another $+$ Approximately how long







The Answers 1. Approximately 50 miles.
2. Ap to 1 tie was played by
Brooklyn tond Boston in 26 innings in 1920 . Seven Years' war ( 1756
3. The
1763). Seve charmingly in in a combination of
plaid and plain fabrics, as pic-
tured, but it's very smart in one
Quickly Knit Robe
Decks Baby in Style
 7. In China fortunes are told by
reading the lines on the soles of
the feet as well as the marking
$\qquad$


Pull the Trigger on Lazy Bowels
 Loquacious Conductor
Aimed to Make Self Clear MO゙ํㄴN్ Fare, ".. said ejaculatory term sa conductor, mply no reference to the state
we weather, the complexion The admirable blonde you observe
n the contiguous seat, nor even Careless with Life
There is onothing of which men
are so fond, and withal so care
less, as life COLDS 666 盖
WATCH ${ }^{5}=$ THE SPECIALS $\begin{aligned} & \text { savingtoour readers. Italways pays } \\ & \text { to patronize the merchants } w \text { who }\end{aligned}$ advertise. They are not afraid of their merchandise or their prices.


The McLean News, Thursday, October 3, 1940








## untli smooth. Roll into a reetangular shet., spread fish mixture over dough, allowing 1 inch margin on all sides. allowing 1 inch margin on all sides Roll like jelly rols, mosisten edges with water to seal. Place on thee

 and bake in pre-heated oven tor 10minutes at $45^{\circ}$. Reduce heat

## SWISs sTEAK 2 Ib round steak (cut $11 / \mathrm{s}$

 4 tblypns. sh4. cupp four
is tusp KC baxing powder

1.5 cups
Wipe mean
nuth mitit and comere clour Rumb


asparagus with cream sauce 2 emp poles
 sata ane paprixam out ous pows
 heat and add parstey. salt and pap.
rikat serve over heatice asparasus.


## 1 cup fastry <br> $1 / 3$ seup salt 2 or 3 shorening

| sift and measure 346 cups flour, 2 cups sugar, $1 /$ tspn. salt. Sift again 3 times. Put in large bowl of mixer then add 1 cup shortening. Cream until of consistency of fine corn meal Then add 6 egg whites (unbeaten) 1 cup milk (out of this cup take 6 tolspmaful), Sitr into eggs, pour eggs and remainder of millk and beat untll smooth like velvet. Stop mixer and add $1 / 6$ tspn. lemon extract and 3 tspns. KC baking powder. Blend thoroughly and pour into loaf pans. Bake at $350^{\circ}$ for 40 minutes. <br> Marshmallow Ieing <br> 11/2 cup sugar <br> $1 / 4$ tspn. cream of tartar <br> 12 marshmallows <br> 1 cup hot water <br> $1 /$ tspn. salt <br> 1/2 tapn. vanilla <br> 2 egg whites (stiffly beaten) Pink cake coloring (if desired) <br> Cook sugar, water, sait and cream of tartar to $238^{\circ}$ or soft Sall stage. Add marahmallows and pour in slow stream over stiffy beaten egg whites. Add few drops of cake coloring. if desired. Add extract. Beat until jeing holds shape. Epread on cake. |
| :---: |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

