

TIME TABLES

Table with columns for routes (Going East, Going West) and train schedules (Daily, except Sunday, Sunday only) with times.

Advertisement for Buses, featuring the Arrow logo and a schedule for routes between Eastbound and Westbound stations.

Advertisement for Savage & Co. listing various goods such as Watches, Diamonds, China, Glassware, Wedding and Engagement Rings.

Advertisement for THE ACTON FREE PRESS, featuring an illustration of a woman and text describing the press's services and contact information.

Did You Ever Stop to Think?

By Edson R. Waite, Shawnee, Oklahoma

Harold B. Johnson, President and Editor of the Watertown (N. Y.) Daily Times, says:

"Newspaper advertising is emerging from the depression with greater appeal than ever before. It requires fire and water, highwater, flood and famine, to bring out staying qualities. During the past four years lineage was cut down, manufacturers and others tried the experiment of eliminating advertising in so many instances, but when the rainbow of hope began to spread across the sky again they lost no time in making their plans to get back into the papers.

"The newspapers of America have never before been subjected to such a test of strength as in the recent past. They emerge strong and vigorous. Their qualities have been demonstrated. If they had been less stable and vigorous during this recent depression, if their appeal to the people as an advertising medium had been less, they would not have survived as the American institution they have so long been in America. It was their great trial and they came through admirably.

"Fortunate that organization, commercial or otherwise, that was able to keep up its advertising throughout the depression. It emerges strongly fortified to-day. And fortunate indeed is that community or locality that has a strong newspaper that stood up vigorous, alert, unafraid, throughout the depression, to present itself as an avenue of advertising now in this movement of rehabilitation.

"The newspapers contributed more than any other agency toward steadying our people throughout the depression. If it had not been for a free, independent, courageous press that gave the facts and commented honestly we might have gone most anywhere. But we now come out of it all, recognizing in full measure the value of the newspaper during the past for four years as an institution of enlightenment, opinion and dissemination of fact, and appreciating the medium it presents for advertising in this period when we are all striving toward rebuilding and for full measure of prosperity again."

THE SUNDAY SCHOOL LESSON FOR SUNDAY, JULY 8, 1934

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