

The Services

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Newspaper

A MODERN DAILY NEWSPAPER SUPPLIES A SERVICE TO ITS READERS, THE EXTENT OF WHICH IS SELDOM REALIZED. A NEWSPAPER OFFICE IS EXPECTED TO BE A PUBLIC FUND OF INFORMATION WHICH MAY BE DRAWN UPON AT ANY TIME. FEW PEOPLE HAVE ANY IDEA THE QUESTIONS WHICH A NEWSPAPER OFFICE IS CALLED UPON TO ANSWER, DATES OF HISTORY, POLITICAL NAMES AND EVENTS, QUESTIONS OF SPORT, OF RELIGION AND EVEN MATRIMONY. THE TELEPHONES OF A NEWSPAPER OFFICE ARE ABOUT THE VERY BUSIEST IN ANY CITY, AND ON SPECIAL OCCASIONS, SUCH AS ELECTIONS, SPORTING EVENTS OR UNUSUAL OCCURRENCES OF ANY KIND IT WOULD TAKE A WHOLE REGIMENT OF OPERATORS AND SCORES OF LINES TO PROMPTLY ANSWER ALL THE QUERIES THAT ARE HURLED AT THE NEWSPAPER OFFICE.

DURING THE WAR NEWSPAPERS PROVIDED A BULLETIN SERVICE NIGHT AND DAY, SUNDAY OR WEEK-DAY AND CITIZENS OF ANY COMMUNITY WHERE A MODERN NEWSPAPER WAS PUBLISHED, COULD REST ASSURED THAT ITS SCOUTS WOULD BE CONSTANTLY ON THE QUIVIVE AND THAT NO MATTER WHAT HAPPENED OR WHERE—THE NEWS WOULD BE PROMPTLY COMMUNICATED TO THE WORLD BY THE BULLETIN BOARDS OF THE NEWSPAPER.

AND JUST AS IN WAR, SO IN PEACE, THE NEWSPAPER CONTINUES TO BE THE INTELLIGENCE BUREAU OF ITS NEIGHBORHOOD AND NO REASONABLE REQUEST FOR INFORMATION IS EVER DECLINED BY IT.

IN THE SUMMER SEASON THE RESULTS OF BALL GAMES AND SPORTING EVENTS OF ALL KINDS ARE QUICKLY MADE AVAILABLE TO THE

PUBLIC — AND PEOPLE JUST AS NATURALLY GRAVITATE TO THE NEWSPAPER OFFICE FOR INFORMATION AS WATER RUNS DOWN HILL.

AND ALL THIS IS SUPPLIED QUITE APART FROM THE PUBLICATION OF THE NEWSPAPER AND GENERALLY OUTSIDE OF REGULAR HOURS —IT IS A SERVICE WHICH IT SEEMS NATURAL FOR A NEWSPAPER TO GIVE, AND BECAUSE OF LONG PRACTICE, FOR THE PEOPLE TO EXPECT FROM IT.

AND WHEN YOU READ YOUR EVENING NEWSPAPER, WHAT A LOT IT CONTAINS IN ADDITION TO THE LATEST NEWS OF THE DAY. A MODERN DAILY HAS A DAILY COMIC AND THE NEWSPAPERS OF TO-DAY HAVE MADE "BRINGING UP FATHER" AND "MUTT AND JEFF" VERITABLE MODERN DAY CLASSICS. IN ADDITION THERE ARE FASHION DEPARTMENTS, RELIGIOUS PAGES CONTAINING THE SUNDAY SCHOOL LESSONS, SHORT STORIES AND A WHOLE DEPARTMENT IN ITSELF FOR THE SCHOOL CHILDREN.

AND NO READER SHOULD LAY ASIDE HIS OR HER NEWSPAPER UNTIL THE ADVERTISEMENTS HAVE BEEN THOROUGHLY READ. THEY CONTAIN THE NEWS OF THE STORES, THE LATEST EVENTS OF THE PLACES WHERE YOU SPEND YOUR MONEY, SO IT MUST BE PATENT TO EVERYBODY THAT THEY MUST READ THE ADVERTISEMENTS. SOME FEW PEOPLE SAY THEY NEVER READ THE ADVERTISEMENTS. THESE PEOPLE JUST DECEIVE THEMSELVES. THE PERSON DOESN'T LIVE WHO DOESN'T READ THE ADVERTISEMENTS.

So Read Your Paper Thoroughly. It Will Keep You Up-to-Date!