## Zig Syring Zaily Herald



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## Babson's Plan

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## Large Irrigation

Project Under Way Petit Jurors





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## Easter Party Is Given Cactus Club


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## The Petroleum

Bridge Club Has Costúme Party

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Bobby Camphell Goes
To Sherman Democrat

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Colds that Hang On


## WHATYOU DON'T KNOW

is popularly supposed not to hurt you. But it may cost you money ... it may cause you inconvenience... it may tarnish the shimmering surface of happy living. .. In short-when all's said and done-what you don't know will often hurt badly.

When is ignorance bliss? When is wisdom folly? Surely not in this swift-moving commercial world of ours... When yesterday might as well be marked 'B.C' and tomorrow is pushing impatiently to prove today passe. Now is the time for every one to be informed to know what is going on - not merely in the political, social, and athletic world-but in the business and commercial world as well.

Your newspaper tells you what you ought to know . NEWS. Not simply local or world news... but shopping and manufacturing NEWS. It tells you-through its advertising-what is the very latest and best. From its pages you learn where to shop and what to look for Its advertisers are the backbone of national and local business: Their message to you is important knowledge that will save you money . . . make life easier . . . give ad ditional happiness to you and your family.

It will hurt you not to know their message.

## NEWS OF THE DAY IN PICTURES

\section*{APANESE ADVANCING ACROSS JEHOL PROVINCE <br> 

 -And So To Work

Derringer In Trim
OHIO OVERFLOWS ITS BANKS OVER WIDE AREA



Mysteriously Slain

- Navy Assistant


May is


## He Got His Man



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## What A Mail Man!

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Rer Rules Snow Festival






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## THIS RED TAPE SIMPLIFIES THINGS!

Biblical Quotation

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 A. P. Kasch to move an electric
sign from 3on Scurry to 203 Wen Chinese Humor

diANA DANE
Improvement Needed
by Don Flowers

 City Manager
Speaks Before
Civies Class

Carnival Scheduled For March 25


Expected To Attract Large Crowd




## THE WHEEL <br> Vocational Guidance, Sponsored <br> By Kivanis Club, Gets Under Way

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Campus Chatter


## Linck's

 THURSDAY Special On OurPickles

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## Why did you buy this N E W S PAPER?

SUPPOSING that, beginning tomorrow, all the newspapers are discontinued. What a furore the public would make. "News! News! We must have news or we will be no better off than the ancients," All right, suppose we give them news but cut out the advertisements.

Then you would discover that politics, the doings of society, notices of fires, accidents, deaths, scandals, society, notices of fires, accidents, deaths, scandals, sports, the activities of the police and criminals add lit-
tle or nothing to the real comfort and happiness of this great age in the world's history.

Advertising is the NEWS of all the looms, of all the furnaces, of all the laboratories, of all the shops, of all the stores, of all the world, and all working for you.

Because of advertising, luxuries and necessities that once cost a king's ransom are yours at little prices. Advertising pits merchant against merchant, artisan against artisan, producer against producer, for your benefit, forcing out the best there is in everything and telling the world about it.
Read advertising. Keep abreast of today. Advertising furnishes you with facts and opportunities that otherwise you would never know.

