

“What’s the News?”

WHEN Columbus and his caravels returned from the New World, the first question shouted from the shore was, “What’s the News?”

That’s always the question of paramount importance. Years ago folks asked it of the post rider, the soldier returned from the wars, the man who had been down to the settlements, or the neighbor back from the general store.

Today, you find the answer in your newspaper. Through the newspapers the news of the world and of the community quickly becomes public knowledge. And remember this, it takes two kinds of news to make a modern paper complete.

The first tells of happenings near and far—of fires, sports, elections, accidents, marriages, deaths, great men, great events.

The second tells of things you eat, wear and use—things you buy, things being sold to your friends and neighbors. This news is *advertising*.

It’s just as important to keep up to date on the advertising in this paper as it is to read about what’s doing in the world of events.



Advertising in The Evening Gazette is an essential news service. It is distinctly to your advantage to be guided by it.