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The Sanforit Herald
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 Tuespar. arruit 22. 1911 BIBLE VERSE FOR TUDA God NEver peserts Us

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Polnting out that the American people are becoming B. C. Forbes reveals in the current insuue of Forbes Manga-
 000 , a new high tent hear the yorks, thanks to the conscientious, persis
and leg.work of many thousands o
 panies have accumulated waseteo of more thinn $\$ 30,000,000$.
000 . The larcest percentage has been dircectly
Invested ood. The largest percentage has been directly invested in
Amertican employment-giving enterprises, in city





Continumy Mr. Forbes points out it
It is, especially, the friend of widows and orphans.
It
succors millons of familles in their hour of dires It is our greatest ald in keeping bereaved familices to-
 agency to encourage thrift
Increasingly it
nen in moseasidesty itrcumstanaces to boild up financial proticeion in old ade.
More paren
More parents are utlilizhng insurance to lay up funds
the ediucation of their chidren Annuititea provide financial security in later yearn, Group Inyurase, totaling $\$ 16,000,000,000$, now blessen employee pery physical tosts. Not on only it the cost to the
and or $p$ in many instances employera pay The vast sums premistribsted by insurance companiesholders and beneflciciries wave have done much to keep down the cost to taxpayers of furnishing relief. The 1940 beenefit



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want oren the the thent page of the newnpaper, are Wastling their breath for as Jack Barndollar of the Amer-
lcan Newsmaper Publisher
Asmoclation roveals the the page if read by as many people as the front pane and the
maside pages are read by 97 percent of both men and women thene advertisis meeting of Georivilia advertising men at Macon, Ga. He sald ducted by he beoreau an a study of newspaper reading eothaccording to an Aseciated Press dilapatch, were:
Ninety-two - perient of
oll
readera trated pagee.
picture page.
The ond didea that rixht-hand pages are more carefuly read than lefthand pages is untrue.
sectitiocs sectlan pasees are about as well read as tront sectionsite space doubles the value of adivertiaing, and ndstrong as price appeal. low advertising trends, and merchants who wonder how
much location has to do with advertising value and re-
 orn and advertising managers have contended for a long
time that every page of a newwapaper which is attractively
 and advertisements, gets concentrated attention from readInt in of course ellwayn interesting to neo statements of
facts and fikures from men who make a sudy of such matlers, and
vertiser."

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F. S. C. W. Girls Appointed To Be Frosh Advisors

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Press Freedom Called
Bulwark Against Isms


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## Classitied Advertisements

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27 Cases Listed For Regular City Court On Monday

HOLD YOUR HORSES, RED!


Easy 0n The Feet!! SHOES for MEN Numu-Bush $\$ 8.95 \& \$ 10$ Freeman .. $\$ 5.00$ to $\$ 7.50$ Others ........ \$2.95 \& \$3.95 He mitye your size in IVEY'S星 (KNOCKED HIM DOWNT








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## Olme Sanfart Turali

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20 Speedy Torpedo
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## Hearings $\mathbf{O n}$ Citrus Bills SetThursday

Part Of Greek Army Gives Up As King Leaves Athens
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tors $\operatorname{On}$ Measures

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British Rearguard At Thermopylae Cut Push Through Pass Balkan Conflict Seems Near End Loudon Sources Say Most Greeks Are
Continuing Battle










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