## BRIEF BITS OF NEWS

 Russia's Big Guns Rain Shells On Jap Value Of Dam Lines As Battle Gains In Intensity
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Would Shorten Lak Effectiveness AUSTIN, Aug, 9 (AP) -
Effectiveness of Buchanan
and other dams in the proposNew Dealers Face Primary Tests In 3 States Today

Foes of Incumbents In Arkansas And Ohio Also are Claiming Loyalty To The Roosevelt Program

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 'Four Aces' Win Again




CORRIGAN SAYS LIE DETECTOR COULD BE WRONG

 | FDR Facing | Texas GOP Keynoter |
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| Romps On New Deal |  |

## Gangster-Style Slayings Occurring

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THE BPORTS BOOSTERS COME TO TOWN FOR YEAR'S FINAL SERIES

By Hank Hart Not Downcast




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## Who Sees Armstrong As 'Reptical Of Ambers'

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SPEAKING


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## TBu SNA

Got an loe box to sell? Want to buy a fur plece? You can bry and sell through our Want Ads-they're the most widely read in this city!

Call "Classified" 728 Or 729

## Rearniticos! coll <br> 

 WARDS AUUUST FURNITURE SALE Save at Some of the Most Sensational Low Prices in Years!
 3 Streamlined Pes. - $-69^{88}$

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Feel the weight of the tightly woven crasht Ideal for drapes, slip covers, pillows $136^{\prime \prime}$ wide.



##  <br> 3 Pe. Bed Dutfit <br> - $14^{79}$

So sensationally priced we cannot possibly guarantee quantities! The all steel, chipproof enamelled bed has decorated panels!
You get a 50 POUND cotton mattress instead of the usual 45 ! Restful 90 coil spring !



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YARD. 6 and 9 ft widthe Sq yd...


## The Saro of OD and AD

OD and AD owned neighboring farms. Both decided to grow tomatoes. But when their tomatoes were ripe, OD and AD had different ideas as to how they would sell them. This is the story of what happened.

## How OD and AD Sold Their Tomatoes



OD filled baskets with his tomatoes and put them in a wagon and drove to town. He went up them in a wagon and drove to town. He went up and down the streets looking for people who wanted to buy tomatoes. Some days he sold all. Some
days he sold only a few. When the season was over, days he sold only a few. When the season was over
he found he had made just enough to live on.


AD thought there must be a beterer way to sell his tomatoes. He knew he must tell people about them, but he decided he could never sell very them, but he decided he could never sell very So he used one of the simplest forms of AdveritsIng. He built a stand by the side of the road
where many peopie passed. He put up a sign that said: "AD's big, red, ripe, juicy tomatocs." Because so many people saw the sign, enough people stopped to buy so that he sold all his ripe tomatoes every day. Many who bought, remembering his name on the sign, came back again and again. When the season was over, he had money in the bank.

One day AD heard that tomato juice was healthful and good to drink. He thought it would also be convenient to handle, to sell, and to serve in the home. He told OD about it. The next year both decided to make and sell tomato juice.

## How OD and AD Sold Their Tomato Juice



OD's wife suveered tomatoce all day and put the juice in bottles. OD took it to town and went from door to door, loolking for people who wanted to buy tomato juice. In a whole day he could call to buy tomato juice. In a whole day he could call
at only about 50 homes. As most people had never at only about 50 homes. As most people had never heard of tomato juice and did not know how
good it was, he sold only a few bottles each day.

$A D_{\text {fett t wure there was a better way to make and }}$ sell his tomato juice. He took some money from the bank and boughta a shiny new press that squeczed. Dank and bought a shiny nev, press that tqueczed outt juice casily and quichly. He put the juice in
bottles that could be tighty sealed. He had labels printed for the bottles, reading:
printed for the botlies, reading:
AD's Pure Tomato Juice.

He went to the grocery stores in town, where many people came every day, and asked the grocers to put a few of his bottles on their counters. Then he put an advertisement in newspapers read by thousands of people. The advertisement said:
"Enjoy the refreshing taste of AD's Pure Tomato Juics, pressed from big, red, vine-ripened Toma-
toes. Good to drink and good for you. At your toes, Good to drink and
Because so mary people read about it, enough people asked for it to exhaust the supply quickly. And remembering AD's name on the label they came back and asked for it again. Se AD bought tomatoes from his neighbors and made more tomato juice to supply the demand.

## What OD and AD Did The Next Year



OD and his wife decided that if they were going to make any money, they would have to work harder. So she got up earlier in the morning and picked tomatoes and squeezed and bottled juice picked tomatoes and squeezed and bottled juice
all day. OD spent a longer day in town trying to see all day. OD spent a longer day in town trying to see
more people in order to sell more bottles. But, even more people in order to sell more bottles. But, even
though OD and his wife worked long and hard, though OD and his wife worked
they could not make any money.


AD now saw how true it was that the more people he told about his tomato juice, the more he sold. So he advertised in other cities, telling sold. So he advertised in other cities, telling
women how good tomato juice was for their famwomen how good tomato juice was for their fam-
ilies to drink. He also sent salesmen to call on ilies to drink, He also sent salesmen to call on
grocers. He got so many orders that he arranged grocers. He got so many orders that he arranged
to buy tomatoes from hundreds of other farmers, to buy tomatoes from hundreds of other farmers,
built a bigger building, bought more equipment,
more bottles and labels, and employed more people. AD knew that, because his name was on every bottle, he must always maintain the high quality of his product. And, bscause he did this, women soon insisted on AD's Pure Tomato Juice.
AD already had found that the more he advertised and the more bottles he sold, the less it cost him to put up each bottle. Therefore, as his adhim to put up each bottie. Therefore, as his ad-
vertising was extended all over the country and vertising was extended all over the country and
his sales increased, he reduced the price. Thus more his sales increased, he reduced the price. Thus more and more people could afford to enjoy tomato
juice, and, although his profit per bottle was now juice, and, although his profit per bottle was now
very small indeed, he sold so many bottles that he had a very fine business. So both AD and his customers were benefited.

## AD tells OD how an Idea Became an Industry-through ADVERTISING

One day, years later, OD called on his old neighbor AD. He said "It's remarkable how your business has grown since you got that idea about selling tomato juice."
"Yes," mid AD, "but even more important have been the benefits to other people. We are now only one out of many producers of tomato juice. Yet we take all the tomatoces grown by more than a thousand farmers who have here an assured market for their crops. We give steady employment the year round to several hundred
people and employ hundreds more on part-time. We pay more than half a million dollars a year to manufacturers of cans, bottles, labels, supplies, and equipment.
"The entire industry now sells more than twenty million dollars worth of tomato juice a year and the public enjoys its healthful benefits-at the lowest price at which it ever has been sold. Yes, tomato juice was a great idea, but that idea would have benefited very few -without Advertising to tell the story."
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## POLITICAL

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## TT HAPPENED ONE NIGHT" <br> Plus: <br> "Music And Flowers" <br> In

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Hospital Notes




