





Editorial Says U. S. Safe From War for Ten Years; Time to Adjust Self

Editors Note:—Nobody doubts that Germany's bloodless victor Czechoslovakia, smashing one more section of the World Peace League, changes the course of European history. But does it mean for the United States? ...

By JAMES TRUSLOW ADAMS Author of "The Epic of America," "The March of Democracy," etc. Written For The AP Feature Service ...

...ask what the present European situation holds for America long run. But what is that situation? ...

...want to come to us, which means that our internal development of resources and business will have that stimulus. World trade is not likely to expand with rapidity for any nation, and no more for us than others even with uncertainty in Europe and a more or less assured certainty of peace here. ...

...The United States, without threat of a major war in the next 10 years, is probably safe from 1948 at least. The ship now is what the shipping Channel used to be. ...

...old Order Changeth years ago it would probably meant a great internal exodus of a half empty land. ...

Wear Clean Clothes DID YOU KNOW? Your clothes can't talk, but they do cause much talk. Call Tullos regularly and let the talk go on.

Phone 216 TULLOS CLEANERS WE DELIVER

IT IS VITAL! Since milk is nature's most important food you should have the best. Buy the only Grade-A milk sold in Cisco and Certified by City Health Officer.

OUR WAY ... By Williams

COMPLICATIONS cartoon by J.S. Williams. Characters discuss money and legal issues. 'SO SOMEBODY STOLE ALL MY THINGS I HAD IN HOCK TO YOU...' 'YES, BUT NOT TILL YOU BRING ME THE MONEY TO GET THEM OUT OF HOCK!' ...

Polish March Into Teschen



Having fled over the Czechoslovakian border into Poland before the Czechs finally capitulated to Polish demands for the Teschen area, insurgent Poles, led by Dr. Leon Wolf, a former member of the Czech Parliament, paraded back in triumph when the territory was finally surrendered. ...

Palestine Today Said To Resemble Besieged Country

JERUSALEM, Oct. 10 (AP)—Palestine today resembles a country under siege. In the streets and byways once trod by Moses, Christ and Mohammed, squads of grim-looking soldiers and policemen with rifles and bayonets patrol the city ...

A. and M. College To Construct 12 New Dormitories

COLLEGE STATION, Oct. 10 (AP)—Twelve new dormitories containing 1,250 rooms and a new dining hall with seating capacity of more than 2,500 will be constructed immediately at the Texas Agricultural and Mechanical college ...

NEW WAY TO REDUCE

WASHINGTON, Oct. 10 (AP)—Jaquelin Cochran, the flier, says important flights, such as the Bendix Trophy race, which she just won, are good stream-liners as well as good fun. She usually loses five to ten pounds on each such flight. ...

can-born, protect the Jewish settlements from the Arabs. Even the Jewish women, clinging to their "Promised Land" with tenacity, have taken up arms. ...

Encouraged by and envious of the grant of freedom to the Arabs of Egypt, Iraq and Syria, the Arabs of Palestine, numbering nearly one million, are demanding independent nationhood from their British rulers. ...

J. D. McKinzie CHIROPRACTOR 406 W. 6th.

House, Barn and Dairy PAINT Wall Paper, Auto Accessories, Home Supplies Western Supply Company

THERE'S NO POINT IN LETTING NERVES GET FRAYED!

COCKER SPANIEL Spanyell family dates back to 1386. Cocker is smallest of family. A very popular pure-bred dog in U. S. Standard colors range from solid blacks, reds, to shades of cream; liver red and combinations. Versatile, can be trained into retriever. Great lover of human family.

HE'S GIVING HIS NERVES A REST ... AND SO IS HE. Millions of people who live happily LET UP—LIGHT UP A CAMEL

Advertisement for Camel cigarettes featuring a pilot, a woman, and a pack of cigarettes. 'MECHANICAL ENGINEER' label. 'Smoke 6 packs of Camels and find out why they are the LARGEST-SELLING CIGARETTE IN AMERICA'.

DID YOU KNOW? —that the grower of tobacco also cures it—in many cases, in barns equipped to apply heat without smoke? That the planter works day and night until the curing process is completed? Selection of Camel's tobaccos requires the services of men familiar with every phase of growing, curing, and aging choice tobacco. It is well known in the tobacco trade that Camel cigarettes are a matchless blend of finer, MORE EXPENSIVE TOBACCOS—Turkish and Domestic.

LET UP—LIGHT UP A CAMEL! Smokers find Camel's Costlier Tobaccos are SOOTHING TO THE NERVES

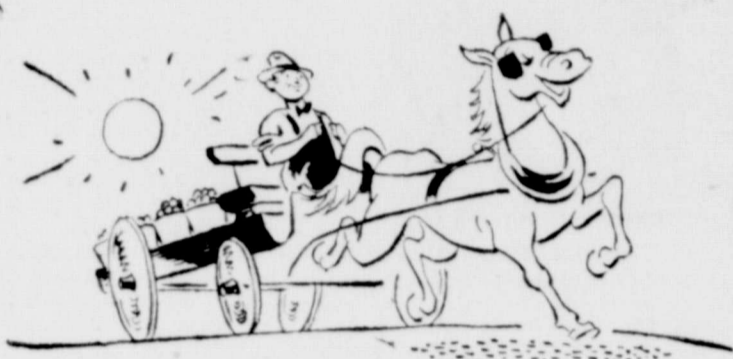
EDDIE CANTOR—America's great comic personality in a riot of fun, music, and song. Benny Goodman—King of Swing, and the world's greatest swing band—each Tuesday evening—Columbia Network. 7:30 p.m. E. S. T., 9:30 p.m. C. S. T., 8:30 p.m. M. S. T., 7:30 p.m. P. S. T.

# The Story of OD and AD

## and the TOMATOES

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 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, he found he had made just enough to live on.



AD thought there must be a *better* way to sell his tomatoes. He *knew* he must tell people about them, but he decided he could never sell very many tomatoes if he talked to people *one at a time*. So he used one of the simplest forms of ADVERTISING. He built a stand by the side of the road

where many people passed. He put up a sign that said: "AD's big, red, ripe, juicy tomatoes." 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 *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 healthy 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 he decided to make and sell tomato juice.

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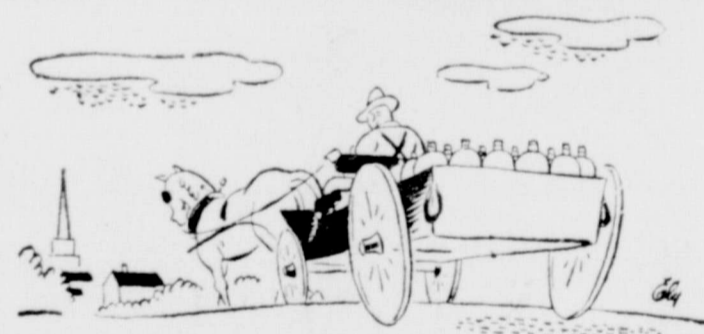
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He went to the grocery stores in town, where many people came every day, and asked the grocer to put a few of his bottles on their counters. Then he put an advertisement in newspapers read by thousands of people. The advertisement said:

"Enjoy the refreshing taste of AD'S PURE TOMATO JUICE, pressed from big, red, vine-ripened tomatoes. Good to drink and good for you. At your favorite grocery store."

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### 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 all day. OD spent a *longer* day in town trying to see *more people* in order to sell more bottles. But, even though OD and his wife worked long and hard, 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 women how good tomato juice was for their families to drink. He also sent salesmen to call on grocers. He got so many orders that he arranged to buy tomatoes from hundreds of other farmers, built a bigger building, bought more equipment,

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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 advertising was extended all over the country and 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 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," said 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 tomatoes 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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In an area of benevolent climate, blessed with an abundance of the purest lake water, possessing the best in recreational facilities, situated on the Bankhead, all-weather route, with two railroads and many highways, Cisco is the best place in Texas to live and to work.

Local Pictures!  
Local News!  
Local Editorials!

## COMMITTEE CONSIDERS LIFTING 2-DAY SHUTDOWN

### Loboes To Elect Officers At Semi-Annual Meeting

#### OUTSIDE OIL IS USURPING STATE MARKET

#### Restoration of 7-Day Production Possible Remedy

AUSTIN, Oct. 10 (AP)—The railroad commission today declared that oil from outside of Texas appeared to be usurping the Texas markets, and invited evidence to be presented at the statewide production hearing Saturday on whether the situation could be corrected by lifting Saturday and Sunday shutdowns.

#### Yankees Batter Cubs For Sweep Of World Series

By PAUL MICKELSON  
Associated Press Sports Writer  
YANKEE STADIUM, Oct. 10—The greatest victory march in all baseball history ended in burlesque this cloudy day as Joe McCarthy's pitiless New York Yankees stamped the pitiful Chicago Cubs, 8-3, for the fourth straight victory that made them the first ball club to win three successive world championship contests.

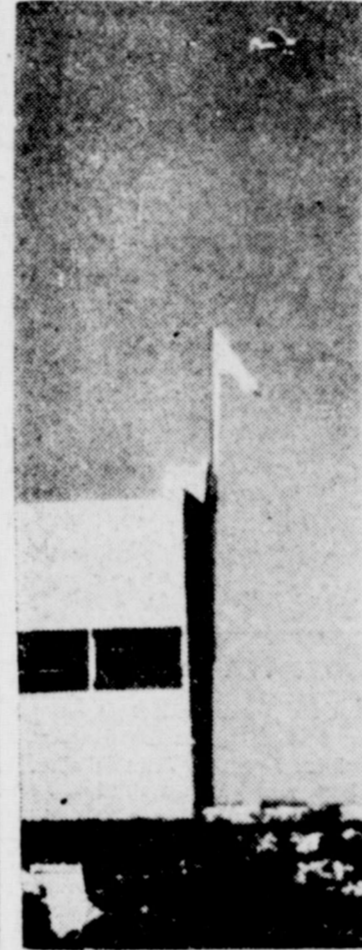
#### Weatherford College Home Coming Oct. 29

Sam Morrison, president of the ex-students association, today extended a cordial invitation to all friends and ex-students of Weatherford college to attend the Home Coming to be held at the college October 29.

#### Bulgarian Chief of Army Staff Is Shot

SOFIA, Bulgaria, Oct. 10 (AP)—General Ivan Peeff, 70, chief of staff of the Bulgarian army, was shot and killed on a Sofia street today by a man believed to be Macedonian. An aide was wounded. No reason for the attack was known.

#### Bomb Blanks Cameraman's Mind—But He Gets Picture



These two pictures of a demonstration bombing attack at Chattanooga, Tenn., were snapped within a few seconds of each other but the cameraman remembers taking only the first one.



Major Al Williams flying over the target building, quickly changed plates for the next shot. Davis got the picture of Major Williams' direct hit, right, but he doesn't remember taking it.

#### DINNER WILL BE HELD AT LAGUNA AT 7

#### Tentative Plans For November 11 To Be Discussed

The junior chamber of commerce will hold its semi-annual meeting for the election of officers at a dinner at the Laguna hotel at 7 o'clock tonight.

#### Supreme Court Refuses to Act in Hahn Case

WASHINGTON, Oct. 10 (AP)—The supreme court refused today to review the conviction of Anna Marie Hahn, of Cincinnati, under sentence to die in the electric chair as the poison slayer of Jacob Wagner.

#### Body of Man Found Near Railroad Track

WICHITA FALLS, Oct. 10 (AP)—The body of a man believed to be George Henry Richey, of Independence, Kan., was found near the railroad track here today.

#### Twenty Killed as Belgian Plane Falls

BRUSSELS, Oct. 10 (AP)—A Belgian airliner crashed today at Seest, Germany, killing 20 persons. The dead were reported to be 15 Germans, a Netherlander, and the Belgian crew of four.

#### Americans Urged to Insist that Britain and U. S. Keep Promises to Jews

Reports that Great Britain is considering abandonment of its mandate over Palestine has stirred American Jews to apprehensions for their countrymen and their homeland and to a demand that the United States insist that Great Britain carry out the promise which was made to Jews throughout the world at the close of the World War, assuring them of the restoration of Palestine and the establishment of a Jewish nation there.

The United States owes a debt that must be paid. That debt, un-

#### Can't See "Visualized History"



Threatening to withdraw his 17-year-old daughter from Baltimore's Western High school, E. Paul Behles, an architect, demanded the deletion of "Visualized American History" from the school's required reading list.

#### Loboes To Practice Secretly This Week

#### Vatican Paper Protests Attacks on Vienna Cardinal

ROME, Oct. 10 (AP)—L'Observatore Romano, the Vatican newspaper, today protested against the "outrageous attack" made by a Venetian crowd Saturday against the palace of Theodore Cardinal Innitzer, archbishop of Vienna.

#### War Scare May Have Set Marriage Record

EASTLAND, Oct. 10.—A deputy county clerk suggests that the "war scare" possibly sent 54 couples into the office in September to set what is possibly an all-time monthly record for marriage license issued.

#### Moore Drug Employs Soda Fountain Girls

L. C. Moore of the Moore Drug company today announced that two girls, experienced as soda fountain operators, have been employed by the store.

#### Weather

WEST TEXAS: Partly cloudy tonight and Tuesday.  
EAST TEXAS: Cloudy with probable showers in the south portions tonight and Tuesday.

#### Editor's Spectacles

By GEORGE

Through the "pen-lashing" which Specs the Loboes in Sunday's pastir stirred up a hornets' nest around my ears and they are pretty red this morning.

Some of the boys do have the bit spirit, and I am sure that boy whose mother resented remarks Sunday is one of them.

I earnestly hope that it will give I was wrong—"make a fool out of the man who said he could not do it".

Dear Sir:  
Enclosed is a clipping from yesterday's Dallas Morning News.

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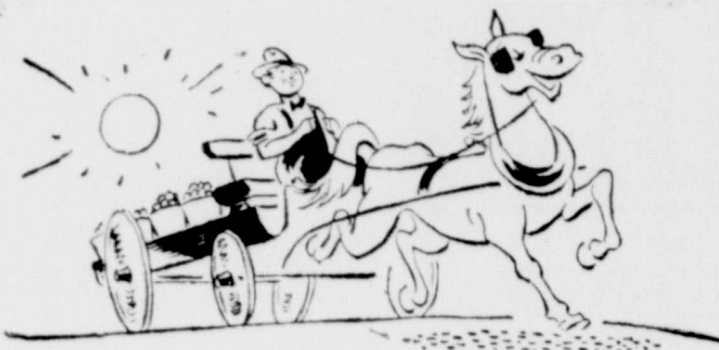


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SERIAL STORY MURDER TO MUSIC

BY NARD JONES

OF CHARACTERS DANNIE DOMBEY — heroine, the sensational singer...

Rogers got up, shrugging his shoulders and straightening his collar. "Better call me a guest, Tait. The fact is, I've been here all night."

CHAPTER VII

Three hours later, just as the little coupe was crossing the city limits, Myrna...

"What can I do for you?" Tait was still standing. He was puzzled at Rogers' curious visit, was nervous about the two girls in the car.

"I really expected that you'd return—and then somehow I fell asleep in that very comfortable chair. I hope you'll forgive me. But under all the circumstances..."

"Interested?" How do you mean? "Well, curious, then, I can understand that. After all, you're a newspaper man by training. You've been at the finish of a lot of things like this. But this is one...

that I wouldn't get worried about, Bob." The seemingly mild suggestion startled Tait. "You—you're not giving me warning, are you?"

"Of course not," Harris Rogers laughed disparagingly. "It's just a friendly tip. And, frankly, it's for my sake as well as yours."

"Just this. As you know, I managed Dombey himself—as well as the Swingers, I'd like to see the band go on, both because it means a good spot for me, and because of—of Mrs. Dombey. Poor Lud is dead. I don't know who killed him. I'd like to get my hands on him—but I think it's more important to keep things going for the girl he loved. And I'm telling you, Tait, if they start investigating all over the place there'll be a bad mess of publicity. That wouldn't be good for either the girl or her business."

and probably make her wealthy." Tait was silent a moment. Then: "I get the idea. But I don't quite see how it would help to stop investigating Dombey's murder. I'm afraid that Dannie Feeley couldn't see your argument."

"Naturally not. The police will keep on investigating. But it's a tough case. You know that. It may slide along for considerable time."

Tait shook his head. "But I don't see it your way, Rogers. In the first place, the most logical suspect that the police have right now is Mrs. Dombey. Until they...

can get some leads elsewhere she's going to have a bad time. In the second place, I'm not at all certain that she's interested in the money you can make for her with Lud's reputation and his hand—"

"Do you know her well enough to be sure of that?" Rogers wanted to know. "It occurs to me that their acquaintance before marriage was rather short."

Ignoring the remark, Tait proceeded: "In the third place, Rogers, all I have is your word that Dombey's affairs are in a mess and that his past might not look well in print."

glad to tell you whether I'm willing to believe it." Rogers' face darkened. "All right, Tait. I can tell you plenty. The manager of the Swingers dropped incidentally to the arm of the chair. I think that when I'm finished you'll be ready to forget that Lud Dombey was killed."

(To Be Continued)

Own Your Own Home. We have a number of nice homes for sale with small down payment and balance at 5% in small monthly installments. Also, other bargains for cash. E. P. CRAWFORD Agency. 108 W. 8th. Phone 453

LET'S TRADE! We will trade our Service Station Products for cattle, hay or anything used on the farm. Let Us Do It the Conoco Way. For a complete service call 500 and Count the Seconds. ED HUESTIS Cor. 8th and Ave D.

W. O. W. Camp. Cisco Camp No. 500 meets first and third Tuesday nights in each month. 707 1/2 Main Street. W. C. CLEMENTS, C. C. F. E. SHEPARD, Clerk.

AUTO LOANS. C. E. Maddocks & Co. Ranger, Texas

COMPLETE MOTOR CHECK-UP. Let us thoroughly check and adjust all parts on your motor; starter, ignition, carburetor, timing, etc. Only \$1.25

John Bean Wheel and Axle Alignment. Enables us to give your wheels perfect alignment so necessary for hot weather driving to save your tires. At least possible cost to you.

Our Men Trained. With factory-trained mechanics there is no guesswork in our work. All work completed in least possible time at least costs. WE KNOW OUR FORDS

GOOD USED CARS AT PRICES UNUSUALLY LOW. NANCE MOTOR COMPANY. STEVE NANCE --- Phone 244 --- PETE NANCE

Femininity For Fall. Women welcome lovely new feminine hairdos for fall. GOODBYE to the severity of the page boy bob! Goodbye to the severely tailored woman! Once more we welcome the rounded features, the grace, the ease of charming femininity. YOUR new hairdo for fall will be up from the neck, soft curls will replace tight ones, and a scissors, comb and brush will make your hair a feathery nimbus. ELITE BEAUTY SHOP. ELIZABETH McCracken, Proprietor. Cisco.

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SHE'S O. K. NOW. Make sure your car is in perfect condition and ready for a trouble-free trip on any occasion. Let our expertly trained mechanics put your car in perfect shape. All work guaranteed. Our rates are low. GENUINE FORD BATTERIES. Starter, lights, ignition, spot light, twin horns, radio—much is demanded of a battery the modern automobile. To insure long life and dependable performance on the cars and trucks of today, Genuine Ford Batteries are built with extra capacity—extra power. Inside and out they have the strength and durability that means long, trouble-free service even on the toughest jobs. To be sure of your car's performance, be sure of the battery. You CAN be sure with a Genuine Ford Battery. Priced as follows: 17-Plate, \$9.15; 15-Plate, \$9.00; 13-Plate, \$7.85; 13-Plate, \$6.85. These with your old battery.

DR. R. C. FERGUSON. 208 Exchange National Bank Building — Eastland, Tex. Office of Children and Infant Feeding. Office Hours: 9:30 to 12—2:30 to 5. Office Phone 191. Residence Phone 190

NEIL LANE FUNERAL HOME. 300 W. 9th Street, Cisco. Phone 167. OUR GREAT AIM—is to be helpful to those who engage us; We want all to feel satisfied with the manner every detail was looked after.

Wake Up In Your Own Home! It's a grand and glorious feeling. Come right down and talk to us about it. Be a regular fellow and build a house. We have many pictures of homes with plans and specifications—and financing is very convenient. Rockwell Bros. & Co. 111 E. Fifth. Phone 4

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CHEST COLDS. RELIEVE MISERY of your cold as 3 out of 5 people do—massage throat, chest, back with VICKS VAPORUB. Its direct poultice-vapor action brings prompt comfort and relief.

Bring Guest or Family to Laguna Hotel Coffee Shoppe. Dine in a cool, pleasant homey atmosphere. Always the best in foods and in service. Menues and prices to suit varied whims of customers. Laguna Hotel Coffee Shop. ED BROWN, Manager

ORRJE DEE JACOBS. Box 324. CISCO, TEXAS. Phone 14-J. MAGAZINE BARGAINS. Good Until November 10, 1938. Good Housekeeping 2 years \$4.00. Cosmopolitan 2 years \$3.50. Harper's Bazaar 2 years \$7.00. Pictorial Review 16 Mo. \$1.00. Pictorial Review 42 Mo. \$2.00. Life 1 year \$3.50. Life 2 years \$7.00. Red Book 2 years \$3.50. AND OTHERS AND ALSO 1938 X-MAS CARDS IMPRINTED or BOX ASSORTMENT —SEE— ORBIE JACOBS. Box 324. Phone 14-J.

DRASTIC PRICE REDUCTION ON 1938 Demonstrators and OK'd Used Cars. IMMEDIATE DELIVERY ON NEW CHEVROLETS. A Proven Product. 1938 CHEVROLET DEMONSTRATORS. Low Mileage Substantial Discounts. New Car Guarantee Your Car in Trade. YOU SAVE MONEY HERE. A-G MOTOR COMPANY. ANDY AND JACK ANDERSON, Proprietors. PHONE 52. CISCO, TEXAS

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MATTRESSES. Improving Recovering "NEW!" IS THE WORD. show you how easily we get old, worn mattresses modern Inner-Spring. You will be astounded. All be glad you looked into All the smartness of looks, of springy comfort, clean-from lint and dust respawning when we return your msses. Come, see—and see how low our charges. Hopkins Broom & Mop Company (Mattress Dept.) 1307 W. 15th Street

