## The Cisco Daily Press

# WRIGHT SPEAKS TO CLLSS OF 70 TONIGHT 

Uncle Sam Must Have All the Scrap Metal, and in Shortest Time Possible


Official U. S. Treasury War Bond Quotas for June


## 2...W:...

GAS RATIONNG PLAN IS DUE NEXT TUESDAY
"LAUNCHING OF SHIPS" WILL BE SPEAKER'S TOPIC; ALL CISCO MiNISTERS INVITED TO ROSTRUM

CONGRESS'NAL U. S. SOLDIER
WASTRELS GET CION MURDER
NEW THOUGHT

GOOD FELLOWS
HAD FINE TIME
AT LAKE PARK

The Cisco Daily Press


Why advertising bas to be a good buying guide

For You!
April, 1933


You'd Gladly Pay-
a few dollars more for complete insurance coverage after your home burned. Do it now and be safe.
ICE CREAM

13 Pt.- 2 Pts. 25 c


When a busincss man runs advertising in this newspaper for a product, he in effect signs a contract with you that the product is as he represents it.

Then the normal operation of our Free Competitive Enterprise System gives you further guarantee that the factors of price, service, and quality are kept in line.

For instance: If a business man gets his prices too high then an alert competitor comes in with lower price.
If a retailer gives poor service, people
 With wages up and long range prices down, it now takes fewer hours of work to buy the things we want. Thus more
people can enioy a bounteous life and our stand ard of living people can enjoy a bounteous ite and our slandard ol hining
goes up. Note these examples which show how long the auerage man bas to work to buy these things. 1914

## iire for small car

 Low priced car Hours46 Electric washing machine Year's ciothing for family of four Year's supply of soap for average family $\qquad$
4514
187

708 | 68 |  |
| :---: | :---: |
| 8 | 323 |
|  | 11 | competitive store.

If a manufacturer puts out poor quality products, people just stop buying from him and the business man goes broke.
Thus, the American Way works automatically for you-the con-sumer-that's why it's the best way!
So when you see a product or a store consistently advertised in your newspaper, you can be pretty sure that that ad vertiser is giving you the MOST for your MONEY

## WHAT TO DO

Use advertising as your buying guide because ad vertising automatically protects you.
And when the point comes up-give a plug for the system which makes this possible - The Free Competitive Enterprise System which has given us Americans the world's highest standards of living.



