# Freich herr italians masilia il spali 

## Jaycees to Preseut Free Show Saturday



Editor's
Spectacles by grorge


1



## Three Major Problems Of Sheepmen Discussed




were concentrating in in
surgent Spain within easy
stiking distance from Francestriking distance from France.
$\qquad$

attempting a demonstration.
President Lebrun unexpectedly
summoned Premier Daladier for President
summoned
consultations
POLICE QUELL
TUNIS ITALAN


Shopping Days Till Christmas


## SPECIAL CLASSIFIED :-: USE THE WANT-AD MARKET - - IT PAYS

Call 608-Mail it in, or Give to Any Member of the Force-Rates: 3 Days for 4c Per Word- 6 Days, 6 c Per Word-Month, 20c Per Word


Garner Lauded as Best Qualified for Presidency at Detroit Rally


 Complaint," Says SALE All Regular $\$ 4.00$


Natural Poise Arch Shoe Regular $\$ 6.00$

- FERGUSON
shoe store


Mrs. E. S. Williams Buried December 1
Funeral services for Mrs. E. S
Williams, formerly of Cisco, who
GEORGE HILL
Mr. and Mrs. Archie Matthews
and baby of Abany visited in the
R. O. Jackson home Sunday
Mrs. Large and daughter, Leora,
visited in the Cook community
Visited in the cook community
Sunday afternoon. Ford Production
Mr. and Mrs. Dan McBeth and to Be Stepped Up
Hentrer, Stephers, visited in the then home at Rom-
ney Sunday.
Dois Stewart, who has been
working inwtan hor some time,
returned home Saturday.
Mr. and Mrs. P. D. Dichardson
and daughter, Eva, visited rela-
Roy Allen spent Monday with
his sather, who is seriously ill at
Rising stan.
Mr. and Mrs. Charlie Hil spent
Saturday night and
relatives at Pioneer.
C. R. Richardson and G. G
Crowell shopped in Cisco Monday $\qquad$


FOR HIM

## - Cigarette Cases

- Cigarette Lighters
- Asiph Tray Sets
- Tobaceo Po
- Brush Sets
-Luggage
- Bill Folds and Sets -Remington Electric Shavers -Watches, Strap and Pocket
- Cameras
- Cameras and Kodaks
-Sheaffers Fountain Pens and Sets
-Shaving Sets
-Razors and Sets
- Brief Cases
- Golf Balls
-Tie Racks
- Cigars and Cigarettes


## FOR THE CHILDREN

-Books

-Dolls

- Dolls
- Jewelry
- Jowe Banks
-     - Games
-Flashlights
-Cameras and Kodaks
- Footballs
-Zoop-Ball Game
-Chinker-Chel
-Checkerola
 -Make-Up Boxes
- Manicure Goods
-Perfume
-Cut Glass Perfume Bottles
- Dresser
-Lamps
-Luggage
- Luggage
- Bibles and Testaments
-Watches
-Diamonds and Jewelry
- Cameras and Kodaks
- Fountain Pens and Sets
-Ficture Frames
-Mucy Boxed Stationer
-Musical Powder Boxes
-Musical Powder Boxes
FOR THE HOME
-Glass Wa
-Dishes
-Mixmaster Food Mixer
-Silex'Coffee Makers
-Perforators
-Drip-Cut Serving Pitchers
-Baking Dishes
- Silverware
-Electrical Appliance
-World Globes
- World Globe
-Games
- Games

Miss Saylor's Unusual Candies, Christmas Wrapped

## DEAN DRUG COMPANY




## The Story of OD and AD <br> 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 and the TOMATOES

 them. This is the story of what happened.
## How OD and AD Sold Their Tomatoes



OD's wife squeezed tomatoes all day and put the juice in bottles. OD took it to town and wen from door to door, looking for people who wanted to buy tomato juice. In a whole day he could call 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.

## How OD and AD Sold Their Tomato Juice



AD felt sure there was a better way to make and sell $h$ is tomato juice. He took some money from the bank and bought a shiny new press that squeezed out juice easily and quickly. He put the juice in bottles that could be tightly sealed. He had labels printed for the bottles, reading: AD's Pure Tomato Juice.
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 his name on the sign, came back again and again. When the season was over, he had money in the bank.

AD thoughit 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 them, but he decided hecould never sell a time. many tomatoes if he talked to people one at a time.
So he used one of the simplest forms of ADvERTISSo he used one of the simplest forms of Advertis-
ing. He built a stand by the side of the road

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.

AD now saw how tiue 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 ilies to drink. He also sent He got so many orders that he arranged
grocers. to buy tomatoes from hundreds of other farmers built a bigger building, bought more equipment,


AD now saw how tue it was that the more

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 Tomafavorite grocery store."
Because so many 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. So AD bought tomatoes from his neighbors and made more tomato juice to supply the demand.
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, because 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 advertising was extended all over the country and his sales increased, he reduced the price. Thus more and more penple 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."

## The Cisco Dally Press



SOCIETY and CLUBS MrS. C. W. TRAMMELL, Ldi
Phone Numbers 535 and 608

Bride-Elect Is
Honored With
Dinner and Shower
$\square$
$\underset{\substack{\text { Cisco Women Visit } \\ \text { Missionary Tuesday }}}{\text { Then }}$

## PALAGE Sow sowne

 BAMEATDA DATromyzrower
MLKEY
ROOMEY

[^0]\author{

| Mrs. Cope Directs |
| :---: |
| Pelph | Delphian Program

}

Personals

EXQUISTE PERFUMES


- Lentheric
- Ciro
-Lucien Lelong
- Coty

Let Us Wrap Your Perfume for You in Christmas Style

RED FRONT DRUG STORE
PHONE 2.
Growers to Pool Orders Here


Warning Issued Against Pensions

## Union Scheme

## Erontur gits.

The Notebook

## b) bom ind bonicis

 Tonight "Ina the Wrong Bed" 'Hold Everything' ${ }^{\text {Samil Birad' }}$ Big Heated Tent \begin{tabular}{l} By Daniels hotel <br>
\hline
\end{tabular}

1 A CENTS TO ALL | TO ALL |
| :---: |
| No Reserve Seats | Show Starts 7:45 P. M.





[^0]:    $\stackrel{\text { Hax }}{\text { Hix }}$

    | THE |
    | :---: |
    | COME |

    

    Friday - Saturday
    "Listen Darling"

    DEANNE DURBI

    That Certain Age"

