# Nun 


 CHARGES IN DIVORCE SUIT
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"Has Prihition
INPANN
homas Davis Given
Ten-Year Sentence

GUARD OPEN
WATER BOARD
ASKS CITIZENS

City Streets Upheld

SHOTGUN AND KNIFE USED ON VICTIMS

THE CISCO DALLY NEWS
Phones 80 and 81 .


DAILY BIBLE THOUGHT with chains.

FIVE TEXAS FARM WOMEN TO BE HONORED AS WINNERS OF MASTER FARM HOMEMAKER TITLES


OTHER OPINIONS

## Headaches



## Heres Smiling Relief



## Carroll Auto Supply Company

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## VACATION RATES THE CRAZY WATER HOTEL

## at Mineral Wells, Texas

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Come on to the Crazy Water Hotel, Mineral Wells, Texas, "Where America Drinks Its Way to Health."
CRAZY WATER HOTEL COMPANY


# NY TIRE manufacturer or dealer who tells you a "breaker strip" is a "ply"-or that tire performance depends on weight-deceives you. 

## Beware the Man Who Tells You THIS IS A PLY

It is NOT A PLY, it is a breaker strip! The National Better Business Bureau defines a "ply" as follows -
"A ply is one of a number of layers of
rubberized cotton fabric, either cord or
square woven, extending from bead to
bead, and forming the body of the tire."
Four or six plies form the carcass or the body of the tire. If the fabric does NOT extend entirely around the tire from BEAD TO BEAD, IT IS NOT A PLY. The illustration points out the difference between a ply and a breaker strip. It also points out the "beads."
Certain manufacturers and dealers, jealous of Ward's commanding position in the tire industry, have made misleading statements about Ward's tires. They have published and displayed mis. leading charts - they have shown sections of obsolete tires-they compare their "second line" tires with our "first line" tires-and now in advertising and selling talks, "breaker strips" are being called "plys." These misleading statements, however, are cleverly worded and the breaker strip is called "a ply under the tread." No twisting of words, however, can turn a BREAKER STRIP into a it, AND WE BELIEVE THE CUSTOMER, TOO IS ENTITLED TO KNOW THE FACTS.

## Beware the Man Who Says WEICHT DENOTES SUPERIORITY

Many readers are familiar with the recent Firestone ads which compare Firestone tires with unidentified mail order tires. Weight has been given prominence as one of the items of comparison. Montgomery Ward \& Co. maintains that weight is NOT AN INDICATION OF TIRE QUALITY We recently purchased five Firestone Oldfield tires and five Firestone High Speed tires-the High Speed tire is more expensive than the Oldfield. These tires were carefully weighed by Dr. Ellery H. Harvey, and the results are shown in the statement at the right.
In the first place, note that there is a variation of five ounces between the heaviest and the lightest Oldfield, and that there is a six-ounce variation between the heaviest and the lightest Firestone High Speed. MOST IMPORTANT OF ALL VOTE THAT THE AVERAGE WEIGHT OF THE OLDFIELD IS ONE POUND FIVE WEIGHT OF THE HIGH SPEED TIRES. I weight denotes superiority, why is the cheaper Firetone tire heavier than the more expensive Fire tone tire? Surely this should convince any unbiased person how ridiculous it is to consider weight an indication of tire quality. Again we say, WE BELieve the customer is entitled to


On June 20,1931 , I weighed five Firestone Oldfield
tires on a tires on a tested Howe scale. Immediately after on
the same sale I weighed five Firestone four ply High
Speed tires. All ten tires were size 4.50 . Speed tires. All ten tires were size
weighed as follows: Firestone
Firestone

Firestone
Old field
$\qquad$ Variation between
lightest and heaviest tire
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Ward's saboratorv Chice
Subscribed and sworn ro beforeme this twvent-se
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Chicago, ill.
C13tuenton

# Here Is THE TRUTH About Ward's Riversites and Irail Blazers! 

The RIVERSIDE is our first quality tire. It is made by one of the largest tire companies in the world. It is built to one of the most stringent sets of specifications in the tire industry. It has been sold by Ward's for 19 years. Millions are in use today. Riversides are backed by a guarantee without limit as to time or mileage. Other famous nationally advertised tires that are equal to Riversides are much higher priced than Riversides.
The table at the right gives you the sizes for size price comparison. Having studied the price comparison with other makes, the only question for you to ask is: "Are Riverside tires really as good as these other tires with which they are compared?" Well, Montgomery Ward \& Co. is one of the largest and oldest merchandise institutions in the world. It is the originator of the "Satisfaction Guaranteed or Your Money Back" guarantee. It depends for its business not only on tires but also on some 40,000 other items of merchandise which it sells to you. Certainly it is reasonable to believe that Ward's is maintaining the truth in making these statements.


The TRAIL BLAZER is our second quality tire. It is equal to any of the "second line" tires offered by well known tire companies. As you no doubt know, close to $90 \%$ of all newspaper adver tising of the big tire companies is devoted to their "second line" tires, and it is these tires with which Trail Blazers compare. However, TraiI Blazers SELL FOR LESS than other second line tires.
This combination of quality with lowest price which is offered be Ward's seems to have made some of our competitors very envious, so they are making and publishing misleading and incorrect statements about mail order tires. But they do not compare their first quality tires with our Riversides and their second quality tires with our Traik Blazers. They know to do so would immediately indicate how much lower Ward's tires are priced. So they have cunningly priced their "second line" tires at exactly our Riverside prices, and they print comparison tables which are intended to make people believe that their prices are the same as ours. Well, they are not. The chart at the left is a true comparison, quality for quality, and price for price.

## MONTGOMERY WARD \& CO



About Cisco Today



## PERMANENCE

| This Is the <br> BANK that SERVICE <br> Is Building | More than five thousand years ago, the great rulers of Egypt erected as monuments to their that may still be seen standing nobly and eloquently in the sands of the desert. These baffling phenomena have withstood the ages and the ments because of the engineering genius, thepatient workmanship, the boundless wealth that created them. Today, man believes in anotherkind of permanence. Today, an institution en dures because of its ideals, because of its desire and capacity to serve. The First National Bank is such an institution. Its present building may stitution will endure, a credit to its community and founders |
| :---: | :---: |
|  |  |
| $\begin{gathered} \text { Modern } \\ \text { Safety Deposit } \\ \text { Service } \end{gathered}$ |  |

## First National Rank


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Topped with whipped cream --- made with Dairyland Ice Cream.
Contains all the Dean Drug Quality
DEAN DRUG CO.
The Rexall Store
Phone 33.
Cisco, Texas

## Final Cliarance of Summer Siliks

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Plain and Fancy Light enough for Summer and

Now 79c Yard

All Silk Radium Now 49c

ALL SILK CREPES
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