Putnam Area May Be
Another Newcastle Pool

Hemisphere Handelasp at Pan-American Party


England Concerned in Tunisia Crisis

Spectacles By grorge

| By GEORGE |  |  |
| :---: | :---: | :---: |
|  |  |  |
| , | Official |  |
| about as ignarat | of WI |  |
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|  |  | Program for Lions |
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|  | Ages at Death |  |
| is certainly not hard to recciates. |  |  |
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| How many mexican eiti- |  |  |
|  | cota |  |
| number is extremely small in |  |  |
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| company from which we |  |  |
|  |  |  |
|  | within a few days of 100 years, the mother was 84 and the brother was also 82 , he said. |  |
| bound. We are grateful for | Weather |  |
|  |  |  |
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 THOMPSON TO RECOMMEND TO FEDERAL GOV'T

## Finds Possibility of U. S. Regulation Has Vanished <br> Fort worth, Dec. 14. (PP) Chairman Ernest -O . Thomp. Chairman Eranest O . Thomp- soan said todoy that the Inter tot state Oil Compact commission definitely wants its iffe denintely wants sits ifife ex tended for an lesat two years He said possibility of of ted. <br>  <br> $\$ 18,000$ School <br> Project Begins at Scranton


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The Cisco Daily Press


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paper devoted to the upbuilding of Cisco and East SUBSCRIPTION RATES: ONE YEAR $\quad \$ 5.0$ Daily Press League, Dallas. Texas.


Entered as Second Class Matter December 11
34 , at the post office at Cisco, Texas, under the
o Easy on Indicting Nations as a Whole
$\mathrm{E}^{\text {DMUND }}$ BURKE remark
His remark is worth keeping in mind today, when the temptation to do
$\qquad$
$\square$ are swell folks, and at times we are pretty present contradictory traits, how much more $\mathbf{H}^{\text {ER }}$ $\qquad$
$\square$ exactly that 1

## STAMPS

## Nonce

 $\mathrm{H}_{\text {sal }}^{\text {AR }}$$1-$

Wide Range of Gifts for Men Simplifies Milady's Problem

- Her gift must be exceptional. Nothing less could symbolize you affection. Yet by all means give a gift that's practical, too Meter-Miser. The double-purpose gift that will thrill her with is beauty . . . its many conveniences . . . its constant food promoney in every way a refrigerator can save!
For only Frigidaire has the Meter-Miser, the simplest refrig
 This Christmas give this gift of greater joy and satisfaction. Christmas Purchase Plan makes it easy. Come in now and


## West Texas Utilities Company

## Only Inigidaure has

 the meter-miser

Xmas Eve Delivery

Small Down Payment
It han eseeit fall, twilit still, with a voice feeble, perhaps, but earnest as lips, and with human and zeal which fidelity shall extinguish, call on the PEOPLE
its rescue,"
Perhaps we carelessly think of the constitution as y yellow parchment screed
enshrined in the archives at Wisent, did not think of it so. or the authoritative sageshent, it is worthless as enshould be lost, the constitulone hand if that document institution, the fundamentment would be lost. For it
is a fearful fact that th if conington. It is safe only in one gary that the citizen reading it makes it real, touchable, definite, somegrasped and proved instead of an abstract worship of fine phrases and florid demagog
As ignorant as the aver e American might be is mind the tangible prim ciples of the constitution, a what it means, it will be very difficult indeed for those er to evade its injunctions no u to nullify its purposes. You are the defender of the
constitution and you are the Look in the Classified First.
T
Cave-Dwellers to Celebrate Xmas in 0 mn Home

$\left|\begin{array}{l}\text { Specs--- } \\ \frac{\text { (CONTINUED FRoM PAGE 1) }}{}\end{array}\right|$ fore, at least the most of us
never thought of that before.
But the constitution of the United States is a law against
dictators, a law against the dictators, a law against the
invasion of personal liberties by the government, and
an exact definition and limi-
tation of the powers that our government may exercise in
the common welfare.
mot depend upon the govern-
ment. On the contrary this
enforcement depends upon
the citizen. How can thecitizen enforce a law of
which he knows nothing?which he knows nothing?
That is next to impossible.ty a trend or policy tendingco destroy or nullify a orin-
ciple one knows nothing of
the principle.
$\qquad$There is a quotation on theflyleaf of the pamphlet whichcontains our copy of thea statement by Daniel Web
"I shall eacuity I possess in aid-faculty 1 possess in aid-
ing to prevent the con-
stitution from being nub-ing to prevent the con-
stitution from being nul-
lified, destroyed, or imp-paired; and, even though
 , paired; and, even though


LEI FRIGIDAIRE GLORIFY HER CHRISTMAS HER KITCHEN...AND YOUR GOOD JUDGMENT FRIICIDARE.

## With The METER-MISER

 "
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## SKI'S THE LIMIT

$W_{\text {new central }}^{\text {ITHimat }}$ Slimatrer, you

like a canopy, overhead, $\qquad$ at that!" She caught his arm, gracious gesture. But one this boy Reynolds accepted coldly.
ding breathless, watching a
Then he inclined his head briefly,
 a bird silhouetted against the the like, some face wore a wide grin.
"Why, he's the rudest person
an skimmed down the trail of ever saw!" Sally's face w ow like silvery smoke billowing fly bright. Then she shrugged her
 EXCLUSIVE! rear seat as well as front seat.
Invisibly located under the front
seat floo out of tue way, Stude-
baker's Climatizer draws in in 200 CLIMATIZER




$-\begin{aligned} & \text { they were gray, and very grave, } \\ & \text { as well } \\ & \text { asel } \\ & \text { wet hers squarely. }\end{aligned}$


$\qquad$ everyone at his clowning. Th square of polished floor in a tiny ning one kand absentmintecaly, run-
to mentiom with any you
She wished she telt any you
le wished she
he sounded!
ded!
Be Contin
"Your STATIONS
are sovery CLEAN-
all along the eread"
 There are many more service check cards from Humble customerss have made our point for us; when traveling by car, you'll find it more comfortable and more pleasant,to follow the Humble route on Texas highways. You'll meet with cleanliness, with friendliness, with a genuine desire to be helpful and with an expert knowledge of what your car needs to keep it running right and looking good.
Humble sign! -stop for service where you see the
(IUMBLE
HUMBLE OIL \& REFINING COMPANY

## The Story 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. and the TOMATOES

## How

 OD and AD Sold Their TomatoesOD's wife squeezed tomatoes all day and put the juice in bottles. OD took it to town and went from door to door, looking 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.


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.

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 JuIce, pressed from big, red, vine-ripened Tomatoes. Good to drink and good for youl. At your favorite 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.
where many people passed. He put up a sign that said: "AD's big, red, ripe, juicy tomatoes." Be- " cause 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 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

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 tive 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,
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 people could afford to enjoy tomato juice, and, although his profit per bottle was now very small indeed, he sold so many bottles that very small indeed, he sold so many bottes his
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."

## 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, 6c Per Word-Month, 20c Per Word



