France and Germany Bury the Hatchet

Editor's
Spectacles



## Poland Has Own Minority Question

 Peace and Protection
From Aggression Is
Theme


PAN-AMERICAN


The Cisco Daily Press
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ons; so long as he owns them he is happy.
And the young buck who goes accourting
find his path much smother if he can pre-
sent his sweetheart's parents with a string sent his sweetheart's pa
of a dozen ponies.
 are supporting at least 40,000 more horse
than the tribe actualy needs. Furthermore
these horses are eating erass ant other for age whics might well be supporting va
flocks of sheep-posession of which would flocks of sheep-possession of which would
actually mean more food, more cash mone
and better living quarters. and better living quarters.
Indian Commissioner to persuade the Navahos to reduce the num-
ber of their horses and increase the size of thir sheep flocks. But until he can persuad
them that "a worthless horse is not an asset but rather a liability" he is likely to mak
scant headway.
It is easy enough for the white world t It is easy enough for the white world to
look down with amused contempt on the red
man who is so ignorant that he doesn't know
real wealth when he sees it. Yet perhaps real wealth when he sees it. Yet perhap
the same sort of confusion, under some othe
guise, is commoner than we generally real guis.
izen
won won wonder why we look on it as a national c
lamity produce a more than usually manage produce a more than usually ample cro
Foodstuffs have been the most tangible an universally accepted form of wealth since
the first hunter lugged home the first arrow pierced deer; if we consider ourselves un
tunate because we have an abundance, tunate because Navaho could hardly be blamed for being bit puzzled.
NOR is it likely that he could quite under
stand our difficulties with "over produc $\mid$ tion" in other lines. For here, again, th things we produce are wealth-wealth pur do without them because we are producin too many of them, the situation is hardly on
which would commend white man's eco nomics to the red man.
Somewhat similar is the complaint that we have put too much money into produc
tive machinery during the last decade or so tive machinery during the last decade or so.
This machinery produces wealth; why should our ability to produce more wealth get us
into trouble?
When Mr. Collier undertakes to explain the ins and outs of wealth to the Navahos,
perhaps he had best confine himself strictly perhaps he had best
to horses and sheep.

Navaho Economics
Much Like Our Own
$\mathrm{I}^{\mathrm{T}}$ seems that the Navaho Indians are going
$\qquad$ ought to be able to draw a use
two out of this odd situation

Among the Navahos, ownership of horse is the one infallible sign of wealth and to much, as a beast of burden; he can b mangy, spavined, sway-backed and generall unmistakable horse he fills the bill.
SO the Navaho who has made his mark on

New McCarter Well In Rising Star Area

About Our Friends

By STEP A. LONG

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Listening Posts

With Our WILD LIFE


| With Our WILD LIFE | transportation of one bird. Without proper food and cover con ditions quail cannot exist farm or locality. Encourage the | $\begin{aligned} & \text { day that he had been missing his } \\ & \text { quail slowly. He tok his dog } \\ & \text { and went down on a creek that } \\ & \text { runs through his place and here } \end{aligned}$ |
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## ALLY OOP

## By Hamliv



The Sin of Covetousness


MYRA NORTH, Special Nurse


Friday, December 9, 1938

THE CISCO DAILY PRESS


# 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 <br> and the TOMATOES 

 them. This is the story of what happened.
## How

 OD and AD Sold Their TomatoesHow OD and AD Sold Their Tomato Juice


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 to buy tomatoes. Some When the season was over, he found he had made just enough to live on.

$A D_{\text {felt sure there was a better way to make and }}$ sell his 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 out juice easily and quickly. He put the juice in
bottles that could be tighttly sealed. He had labels bottes that could be tightly sealed
aD's Pure Tomato Juice. are he labels
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 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.

He went to the grocery stores in town, where many people came every day, and asked the grocers 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 Puré Tomato Juice, pressed from big, red, vine-ripened Tomatoes. Good to dtink and good for you. 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 remembering asked for it again. So AD bought tomatoes from his neighbors and made more tomato juice to supply the demand.

What OD and AD<br>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 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 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 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
$O_{\text {Ne day, years later, OD called on his old neighbor }}$ 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 Daily Press

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