## FORMER CISCOAN IN DARING JAIL BREAK

Editor's Spectacles

New Year Antics of Chrishmush Tree


Stock Exchange Expels Member


Market Loss Lowers Cotton Barter Value

## Cut of 8,000 in <br> Traffic Deaths Is Foreseen

## §/ News of Cisco Trade Territory Told by Correspondents



## 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


- W.O. W. Camp
 THE BEST Investment
IS THE EARTH
ONTH
IS THE EARTH
TTMClF
See Us for Bargains in

E. P. CRAWFORD $|$| Agency |
| :---: |
| 108 W. 8thi |

Dr. W. I. Ghormley Optometrist
 monthly paymenis. Low inter
rate. Connie Davis. Xel. 198.

| If In Need of |
| :---: |
| PERSONAL |
| AUTOMOBILE |
| LONSS |
| See |
| Charles E. Yates <br> At Red Front Drug or <br> Phone 183 |

## Insure in Sure Insurance Insuranc with

E. P. CRAWFORD Agency
new location
108 W. 8th. Phone 453
RADIO TUBES
Lee's Super Service


Bargains in homes at 5 per cent
interest. See Connie Davis. Tel.
198.

## NATURE CURE

E. C. HERRON, D. C. Ph. D. 406 West Sixth Stre
Telephone 107

## Get Ready Fo Hell

The proper grade of Oil Anti-Freeze in the radiato
FIX FOR Duck FIX FOR QUICK Let Us Do It the Conoco Way For a complete service call
500 and Count the Seconds ED HUESTIS
 Not only stops rattles, but savee
you 1.3 on fuel, and think of the comfort.
free estmates fy fatory-tratined experts. You
will be surrised how economical is to weather-strip your hom
Cisco Lumber and Supply Company


|  |
| :---: |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

$$
\text { Call } 608 \text {-..- Daily Press }
$$

Outlook for Texas Industry and Trade Brighter, Solon Believes





 HUMBLE PRODUCTS
ROY (Dago) HUFFMYER, Prop. Years of experience count in any work. Our
any years spent in servicing automobiles in Cisco enables us to offer you the kind of service you want. You'll be pleased with our washing and lubricaAnd all Cisco are friends to Humble Products. goodyear tires and tubes
Eighth at E.


Wake Up In
Your Own Home!
It's a grand and glorious feeling. Come
right down and talk to us about it Be
a regular fellow and build a house. We
have many pictures of homes with plans
and specifications

$$
\begin{aligned}
& \text { have many pictures of homes with plans } \\
& \text { and specifications - and financing is }
\end{aligned}
$$

## Rockwell Bros.\&Co.

111 E. Fifth.

FASHON
DECREES
UPSWEPT
minnow waw
YOU'LL see them everywhere, during the social season, these smart, sophisticated Upswept coiffures.
They give new charm, accent the lovely curves of They give new charm, accent the lovely curves of
your neck and brow! You'll like the freedom of this

## ELITE BEAUTY SHOP <br> ELIZABETH McCRACKEN,

Phone 144.


## LOVE

## the Daily Press Wet extra-value for your money, use

 power you can pack into such a small space. And Tesults are fast! Many Want Ads are an!same day! And we help you write them!
Count your words and multiply

Shipments of Stock Increase Sharply


merained in masiness up tor the the un- fornia.
mer consumption which has pre-

NEIL LANE FUNERAL HOME
W. 9h stree-Cisco-Phone

In the Service of Others

## MOAD BROS.

Your Sinclair Friends GREASING EQUIPMENT in cisco
NATIONAL BATTERIES
Sales and Recharge Service For Road Service CALL 9513
Eighth Street and F Avenue

## FROM HOUSES



TO CHICKEN COOPS

We have what you need in the Building Line. CALL 12
We have just received a Line of Mayflower Wall Papers, New and Complete.

One hundred or more patterns to select from.
BURTON LINGO LUMBER CO.

```
                                    LUMBER
```


## WINTERIE YOUR CAR!





# The Story of OD and AD 

OD and AD owned neighboring farms. Both decided to grow tomatoes. But when their tomatoes were ripe, $O D$ 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 Tomatoes

## How OD and AD Sold Their Tomato Juice 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 days he sold only a few. When the season was over, he found he had made just enough to live on.


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
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.

One day $A D$ 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.


OD'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 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.

$A D_{\text {felt sure there was a better way to make and }}$ 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 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 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.

What OD and AD<br>Did The Next Year



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 ad rtised 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 Daily Press

$\xlongequal{\text { Thursday, December } 29,1938} \quad$ Reight and Experience Will Favor Horned Frogs in Sugar Bowl Game



## 



P. 0. Deficit for
1938 More Than 43 Millions



Work Will Be Started Soon On Cottages
met che rest of the party on
their way back. They stopped to
explain what had happened, how
near they had come to an acci-
动菏:
late,
keeps
us will
assista
the ultra-modern range that glorifies gas cookery

Here's a gas range so different that it makes even the stove that was modern three years ago seem old-
fashioned and out-of-date.
All burners light automatically when you turn valve High-Speed Oven preheats to $500^{\circ}$ in 7 to 8 minutes. Smokeless Swing-Out Broiler needs no preheating makes grilling a quick easy task. .
Unique 3 -in-1 non-clog top burners have Hi-Lo valves ing, or to give any one of a thousand instant heats for any desired top cooking operation. Thick insulation holds heat in, helps keep kitchen cool.
This wonderful new range, the Magic Chef Super CP, of the century! The range of tomorrow! Come in and

There is No Substitute For Personal Service'

CiSCO GAS CONDOHALIOI
"HOME OF HI-HEAT GAS"
717 Ave.D. 122

## 'NEW! SENSATIONAL!



ALLYOOP


## MYRA NORTH, Special Nurse



By Mamlin



To Thrifty Housewives We Say: TRY


It is a delicious blend of choice coffees Economically packed and Economically priced. Sold with a Money-Back Guarantee of Satisfaction

SOCIETY and CLUBS MRS. C. W. TRAMMELL, Edito

Coffee Wednesday Bridge-Shower Is Compliment to Honors Mrs. W. N. Mrs. Robinson Robinson Tuesday



## 

PRESTON FOSTER TONY MARTIN SHY SUM BROOKS ARTHUR TREACHER Alan Dinehart - Eddie Collins
Jane Darwell - Sidney Toler Banger mobinson



Houston Played
With Europeans to
 Spur Annexation

Old-Timer Finds '38 Is Wild and Wooly




 let a person alone if the person
wanted to be left alone.
"Can you say as much for the "Can you say as mu
fast tempo of 1938?",
Value of California mineral pro-
duction in 1937 was $\$ 361,515,000$.


## DOROTHY GRAY

January Special

Regular $\$ 2.00$ Size
Blustery Weather Lotion
FOR \$1.00

MOORE DRUG CO.
All Prescriptions Accurately Filled

A complete and scientifically equipped laboratory, skilled technicians, guality drugs . . . all assure you of the best prescriptions.
If you need a prescription filled, specify Red Front and be sure of complete satisfaction.

NEW YEAR GREETING CARDS


## 

 REDUCED!! DRESSESRegrouped and repriced from our higher priced limes. Not every size here, but all are late Fall styles and materio alls. They are really ousstanding values. Figure yowr savings at this low price


WRILE THEY LAST! aÉ Giveaway Prices

## LADIES HATS

Regrouped and repriced in two low prices. Dozens of late Fall Hats in new styles.

Save One-Half on These Hats

## $50 c=\$ 1.00$

One Table Odds and Ends at Give-Away Prices

FRIDAY - SATURDAY Just 50

Full size single Cotton Blankets in colorful plaids … Buy
several at this low
price .

PHONE 99
cisco
RED FRONT DRUG STORE

PHONE 2

