



The next time a dealer urges you to buy an unknown substitute product for an advertised brand and he tells you . . .

“Yes m’am, it’s just as good and cheaper”

● ask him this Question ●

“How much more profit do you make on this item over the advertised brand?”

If he tells you no additional profit, then ask him how many free cans, bottles, or whatever it happens to be, he receives with every order. If he will tell the truth, you will find that he either makes a much greater profit on the substitute, unadvertised product or he receives many free cans with every order, which is just a round-about way of increasing his profit. He has to make more money in one way or another, because he must spend his own time in creating for the product a demand that does not exist. The first question a dependable dealer asks when offered a new product is, “Do you plan to tell my customers about your product by advertising?” He knows that to sell his goods profitably there must be a consumer demand larger than he could create himself.

People who endeavor to substitute unadvertised brands argue that they can sell their goods cheaper because no money is spent in advertising. The principle of mass production refutes this argument. High quality at today’s low cost is possible only by mass production. Mass production is possible only by advertising. The cost of good advertising is extremely low. Take, for instance, a well-known brand of soap. It sells for \$0.07 and to advertise it costs \$0.002 (one-fifth of 1c). Since advertising adds so little to the cost, could unadvertised brands sell so cheaply unless the quality was cheap, too? Save yourself money by refusing unknown substitutes. Insist upon *known* brands of *known* quality.

This ad is published in the interest of the housewife’s protection against substitution, by the

CISCO DAILY NEWS

“There Is No Substitution For Newspaper Advertising”

The MELODY GIRL

BEGIN HERE TODAY

Beryl Borden, secretly in love with Tommy Wilson, discovers that he is planning to elope with her half-sister, Irene Everett...

fetch it down here I'll wash it for you. Beryl compromised. 'I wouldn't miss your audition for anything.' Irene was gone, and when she returned Beryl saw a glimmer of pink among the folds of the yellow blouse...

Now GO ON WITH THE STORY CHAPTER VIII

'I think,' Mrs. Everett said to Beryl in the voice of one who copes with a hopeless situation, 'that it would be more considerate of you to go to your sister and see if there isn't something you can do for her.'

In fact, she said nothing during the meal of her new decision. Mrs. Everett unconsciously appeared her injured feelings somewhat by criticizing the food.

One among the women, realizing that they had been outdone in generosity by a man, remarked vaguely: 'Beryl's a good cook, isn't she?'

Mr. Everett sighed. 'When I can get her into the kitchen,' she admitted. 'But today Beryl's mind was not on cooking. She saw the apples, sliced and spiced, and guessed that they were intended for a pie but when she made the crust she forgot the rule for mixing it and strewed rubbing the shortening and flour to a fineness that would rob the pie of all flakiness.'

Irene came in while she mused over the pastry bowl, to get a glass of ice water. She studied Beryl for a moment with sly speculation. Then she said with a plaintive whimper, 'I've got a frightful headache.'

'What's too bad?' Beryl said with uncertain sympathy. She was too used to faked headaches in the family to take them seriously.

'Really I have,' Irene went on. 'I don't know what I'm going to do.' 'Take an aspirin and lie down.'

'You needn't hurry,' Irene informed him. 'Beryl is not going with me.' Her mother looked at her inquiringly and Mr. Everett ejaculated: 'Eh?'

'I don't seem to have so much time myself somehow,' Beryl said confidentially. 'Well, if you aren't interested enough in my career to help me, when I'm sick I don't suppose you'd care to go with me tomorrow,' Irene baited. 'She'd had no intention of asking Beryl to accompany her to the broadcasting studio, but she hated washing and ironing, and Beryl could do it beautifully. Of course, she couldn't sing, but Irene knew she'd love to go to the studio.'

QUINCY, Mass., May 8. — Mrs. Antonio Chiavrolì gave birth to her 12th child on Patriots' Day, so she named him Paul Revere Henigan Chiavrolì, Jimmy Henigan having won the annual American Marathon held that day in Boston.

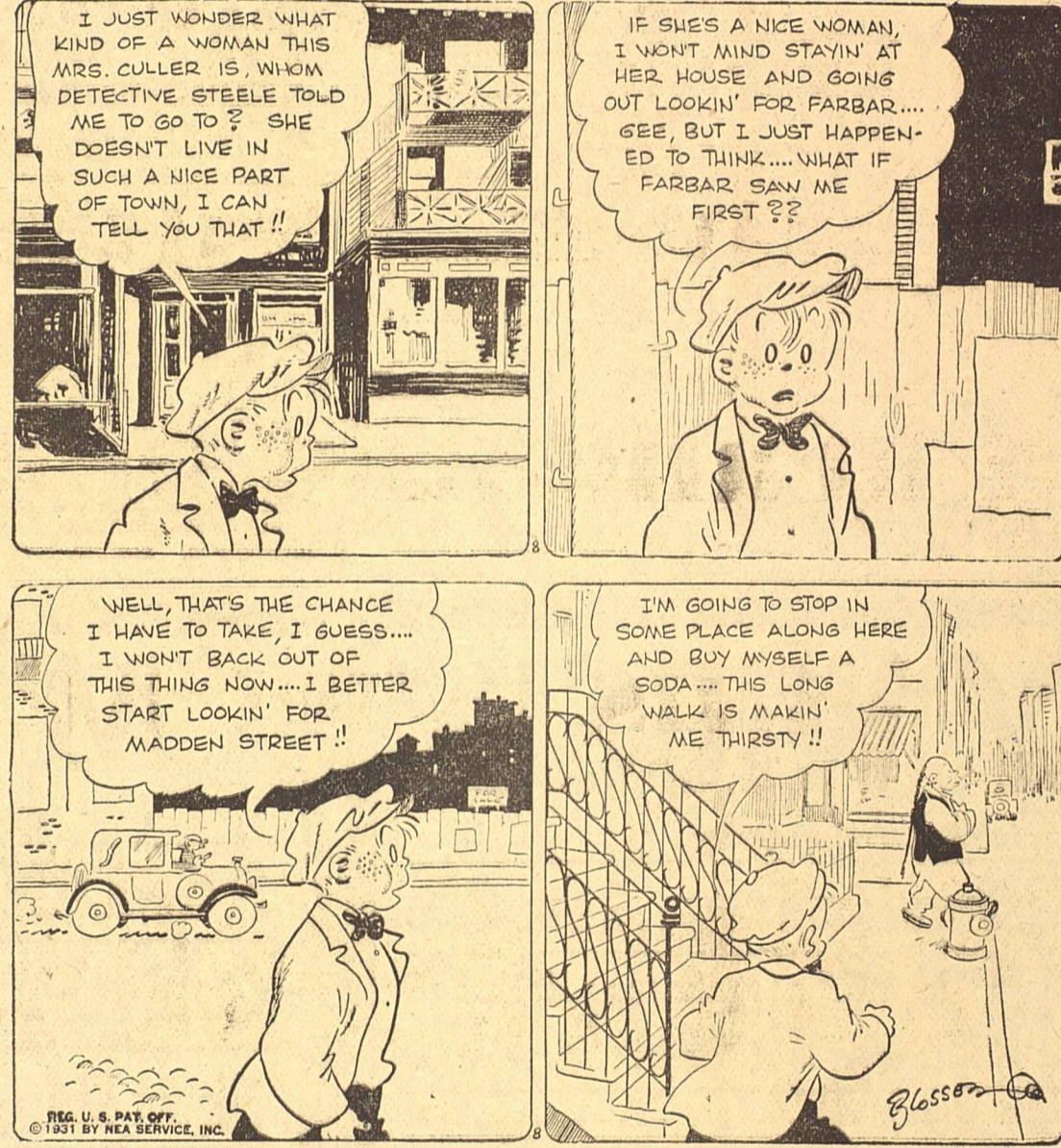
For Baby's Stomach Disorder BABY ELIXIR Soothing while Teething Sold by Dean Drug Co.

666 LIQUID or TABLETS Cure Colds, Headaches, Fever 666 SALVE CURES BABY'S COLD

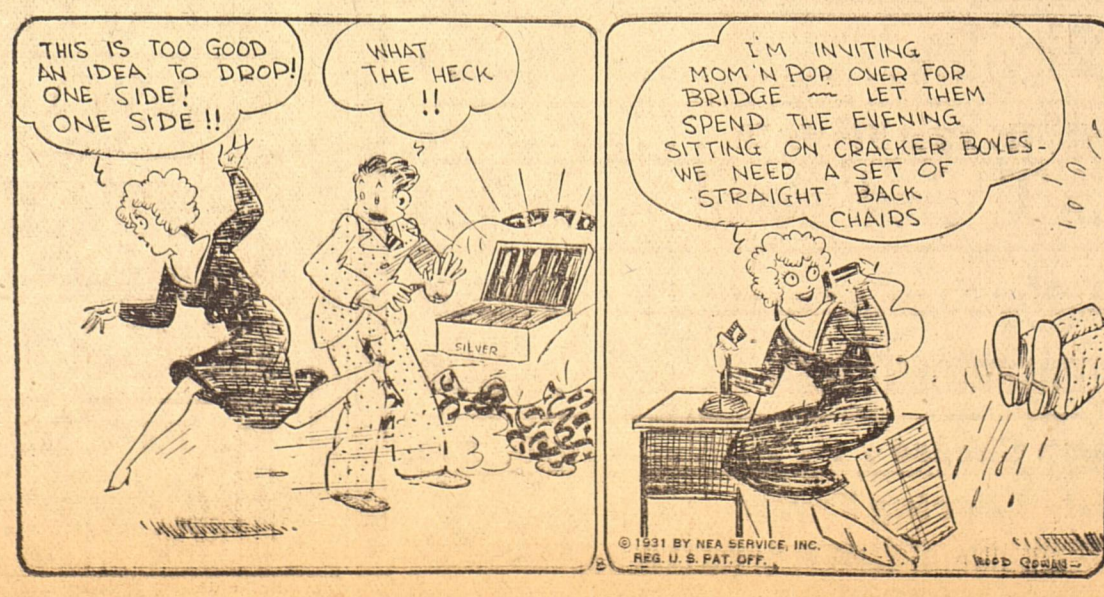
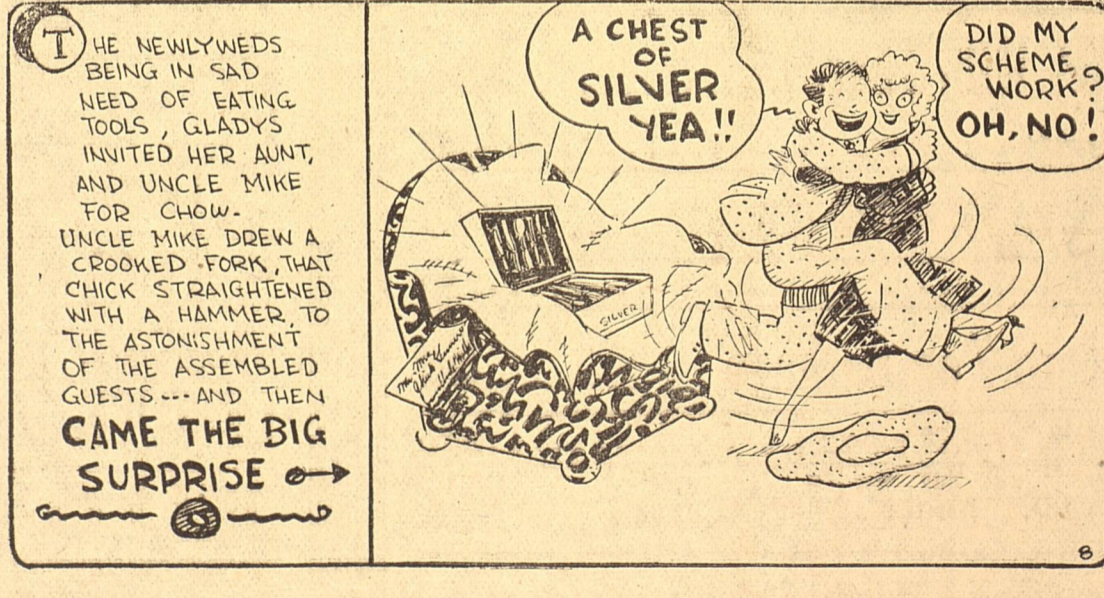


PULLIN' FOR HIMSELF

FRECKLES AND HIS FRIENDS.



MOM 'N POP.



....CLASSIFIED ADS.... Quick Reference, Inexpensive Ads That Are a "Clearing House" for Your Needs.

CLASSIFIED ADVERTISING RATES AND REGULATIONS

TEXAS TOPICS

AUSTIN, May 8. — The legislative measures that Gov. Ross S. Sterling commended at the session now near its close fared much as the bills favored by the last several governors before him have fared.

RENTALS

APARTMENTS FOR RENT ... 27 FOR RENT — Furnished duplex, bills paid, 404 West Fourth.

BEDFORD

We certainly did enjoy the rain that fell last week. It made the grain crop look much better.

It's double acting KC BAKING POWDER SAME PRICE FOR OVER 40 YEARS 25 ounces for 25c MILLIONS OF POUNDS USED BY OUR GOVERNMENT

SAVE TIME Get Results Phone the Classified

SPECIAL NOTICES ... 2 CISCO FISH MARKET, fresh cat fish, trout, red snapper, spanish mackerel, frogs, always fresh.

WANTED — To buy good used outboard motor, Elito preferred. C. F. McCormick, Santa Anna, Texas.

RECOVERED LAND UNDER LOCAL GOVERNMENTAL AGENCIES

The legislature heard there would be an \$11,000,000 deficit at the end of the two-year period for which it is making appropriations.

M. K. & T. North Bound. No. 35 Ar. 12:20 p. m.; Lv. 1:05 p. m. South Bound. No. 36 ... 8:40 a. m.

THE ROTARY CLUB meets every Thursday at Laguna Hotel Private Dining Room at 12:15. Visiting Rotarians always welcome.

CISCO LODGE NO. 558, A. F. & A. M., meets fourth Thursday, 8 p. m. HAYWOOD CABANESS, W. M.; JOHN F. PATTERSON, secretary.

WANT TO TRADE—One R. C. A. Electric Radio, Kitchen Cabinet, Refrigerator, Gas Heater and Gas Range for Wagon and Team and farm tools.

FOR SALE or TRADE — Small place, if interested call at 107 West 16th street after 5 p. m.

DR. R. C. FERGUSON Eastland, Texas 316-18 Texas State Bank Diseases and Feeding of Infants and Children

BIRD SANCTUARY PENN YANN, N. Y., May 8 Game birds in the neighborhood of Penn Yan will find an undisturbed nesting place in 25 acres of brush and timber land set aside as a bird sanctuary. Hunting will be forbidden at all times.

PASTEURIZING FRUIT AMHERST, Mass., May 8.—Dried fruits, such as dates, figs and raisins may be pasteurized effectively and freed from insects and pathogenic bacteria, according to tests at Massachusetts State college.

GOOD LAXATIVE FOR ALL AGES All people—young and old—need Theodor's Black Draught when troubled with constipation, indigestion, biliousness, contains no chemicals. Composed of pure medicinal roots and herbs, finely powdered, carefully combined. Easy to take—no disagreeable after-effects. In use since 1835.

Theodor's BLACKDRAUGHT For Constipation, Indigestion, Biliousness

Train Schedule

RAILROAD TIME TABLE New train time tables effective 12:01 a. m. March 15th.

Business Directory

J. M. WILLIAMSON & CO. General Insurance Huey Bldg.

RELIABLE PRINTING no order too small CISCO DAILY NEWS CISCO AMERICAN and ROUNDER

