

esday, October
ASSI
SECTION

Local Pictures!
Local News!
Local Editorials!

THE CISCO DAILY PRESS

Combined With Cisco Daily News and Cisco American and Round-Up November 1, 1937

In an area of benevolent climate, blessed with an abundance of the purest lake water, possessing the best in recreational facilities, situated on the Bankhead, all-weather route, with two railroads and many highways, Cisco is the best place in Texas to live and to work.

VOLUME XIX

CISCO, TEXAS, WEDNESDAY, OCTOBER 5, 1937

NUMBER 53

YANKS TAKE FIRST WORLD SERIES GAME 3 TO 1

Benes Resigns As President of Czechoslovakia

Through the Editor's Spectacles
By GEORGE

Cisco business men turned out yesterday noon in a splendid way to welcome the Fort Worth executives who paused here for an hour and a half at lunch. The Fort Worthers—all men of means and influence in the business and professional world—were well pleased with the reception. It was appropriate hospitality. Cisco's business men are to be congratulated.

There has been and continues, a considerable discussion about the value of the trip which these men are making. It is quite evident from the roster of those who are making the tour that it is no mark, but a serious business venture. The list, before me as this is written, includes the heads of most of the major firms in Fort Worth. Officials of four of the larger banks, presidents or owners of steel companies, milling companies, big retail stores, wholesale and manufacturing concerns—men who represent the most important and biggest business of the city of Fort Worth.

Why should these men take several days away from their businesses—days that are certainly valuable to them—spend some thousands of dollars for special train and equipment and go to a great deal of effort and trouble merely to meet the business and professional people of the cities and communities along a planned route? Perhaps it appears silly or at least useless. But the fact is that Fort Worth and other large cities of the state are doing this very thing to a greater degree than ever before. Evidently these business men believe that it pays to cultivate the personal touch, to make and develop personal friendships and to advertise their city through the medium of the good handclasp.

Now if the business men of Fort Worth are not so important but what they can take off several days and go visiting among the folks of the Fort Worth trade territory, why in the devil can't Cisco's business men do the same thing with the people of Cisco's trade territory? Is there some peculiar alchemy of logic which makes it wise for the one and foolish for the other.

How many Cisco business men, executives of local enterprises and professional men of standing in the community, have attended any nearby community fairs, or have accompanied the junior chamber of commerce on any of its goodwill trips this fall? They can be counted on the fingers of one hand.

Fort Worth business men of the first magnitude are eager to sell Fort Worth. And sell Fort Worth they will. Cisco business men could do the same thing. What they appear to lack is the essential spizerintum.

Today Is Atonement Day For Jewish Race

EASTLAND, Oct. 5.—Yom Kippur, the day of atonement, which ends the 10-day period which began with Rosh Hashana, will be celebrated by Jewish people all over the world today.

In observation of the holy day all Jewish stores in the country will be closed all day.

Weather

West Texas—Fair tonight, Thursday partly cloudy.
East Texas—Fair tonight and Thursday except cloudy in the lower coast.

'Cotton Ed Is Still 'Hoppin' Mad,' Suh



Senator Ellison DuRant Smith of South Carolina was still "hoppin' mad" when this picture was taken at Washington shortly after his request for a conference between President Roosevelt and a group of southern senators was refused. Although the White House insisted "Cotton Ed," who recently was renominated

despite vigorous Roosevelt opposition, was just too late in asking an appointment, Senator Smith saw a direct snub, complained angrily. Senator Smith is spokesman for senators and farm representatives seeking an increase in the cotton loan rate from 8.3 cents a pound to more than 11 cents.

Loboes Taper Off In Today's Drill

Cisco Baptists Annual Session to Be in Ranger

EASTLAND, Oct. 5.—The Cisco Baptist association will hold its 55th annual session at the First Baptist church of Ranger Thursday and Friday, October 6 and 7.

The morning session, Oct. 6, will begin at 9:30 and will continue until 12:30, when it will be adjourned for lunch. The afternoon session will begin at 1:45 and will end with an address, scheduled to start at 4:30, and the evening session will be held from 7 o'clock and will close with a sermon at 8:15.

The Friday meeting will begin at 9 o'clock, with an intermission at noon for lunch and the convention will adjourn Friday afternoon at 5 o'clock.

Baptists from Albany, Breckenridge, Caddo, Carbon, Cisco, Desdemona, Eastland, Gorman, Moran, Olden, Pioneer, Nimrod, Brownwood, Abilene, Rising Star and Ranger will appear on the two-day program.

Midget-Brownwood Kick-Off at 3:30

Kick-off in the Cisco grammar school midget-Brownwood junior high school game scheduled for 3:30 at Chesley field will begin the first home game for the local eleven of the season.

During the past several years the midgets have made a fine record and thus far have registered a creditable showing by holding the strong Moran team to a 7-7 deadlock.

Miss Doris Surles who teaches in the Romney schools, spent Tuesday evening with relatives and friends here.

PRESSURE BY HITLER SAID RESPONSIBLE

Syrovly Likely Will Act Until Election Is Held

PRAGUE, Oct. 5 (AP)—President Eduard Benes resigned today.

The resignation of Benes, who held Czechoslovakia together as long as possible under the pressure of tremendous events, was not unexpected.

Benes became president in 1935, succeeding the founder of the republic, the late Thomas Masaryk.

It was understood General Jan Syrovly, soldier-premier, would be acting president until the election could be arranged to choose Benes' successor.

It was reported Benes' resignation followed renewed German pressure based on Reichsfuehrer Hitler's personal antagonism to Benes.

Magician Guest Of Lions Club In Today's Meeting

J. B. Moreno, well known performer of magic, was a guest at the Lions luncheon today. He gave an exhibition of some new tricks he learned during the summer while touring the middle-west. Mr. Moreno will be remembered as sponsoring the black-face minstrel programs given by the Cisco Lions club during past seasons.

Lion Nevill, who was sentenced at the last meeting of the club to eat pie with his hands tied behind his back, performed the feat today to the entire satisfaction of club members. Having been appointed today to act as temporary tail twister of the club, he proceeded to get even with some of his persecutors by fining them for various acts.

Secretary E. L. Smith made a report of the financial condition of the treasury and of bills payable.

Band Wins First Place In Contest

The Cisco Lobo band won first place in class A division of the band contest held yesterday in conjunction with the West Texas Fair at Abilene. The Lobo band was the only one competing in the class. A division for bands alone so the importance of the achievement was somewhat dulled, although a fine trophy was received to add to the many already gracing the high school trophy case.

The pep squad did not have its new uniforms and so was unable to accompany the band, eliminating it from an opportunity to win the cash prize which was offered for the winner in the band-pep squad division.

Age Assistance Ass'n Sub-Office to Be Here

The Texas Old Age Assistance association is opening a sub-office here in the chamber of commerce building; Mrs. Ruth Sedbury, investigator, will be here on every Tuesday, when the office will be open, in addition to working through the entire western half of the country.

This office will render a service to all applicants and recipients of old age assistance. Its main purpose is to supplement the office in Eastland by establishing a headquarters more convenient to people of this section.

Hitler's Horsemen Ride Into Czechoslovakia



Their predicted furious charge slowed down instead to a more pacific gait by the Munich four-power "peace" settlement, German cavalrymen plodded across the German-Czech border to take possession of the Sudetenland. The radiophoto above shows Hitler's horsemen passing the customs house at Klein-Phillipsreut, Czechoslovakia, from which a swastika flag already flies. Villagers line the road to the right to welcome the "invaders."

44,000 SEE RUFFING, LEE PITCHER DUEL

Yanks Score in Second and Sixth; Cubs Lone Tally in Third

WRIGLEY FIELD, Chicago, Oct. 5.—The New York Yankees won the first game of the 1938 World series today in a craftily fought pitchers' duel between the Yankee ace, Red Ruffing and the hero of the Cubs' remarkable pennant winning finish, Bill Lee. Ruffing, pitching leisurely, kept the Cub artillerymen in check while his heavy-hitting mates collected 11 hits off the Cub moundsmen. Russell relieved Lee in the ninth after a pinch hitter, Ken O'Day was sent in by Manager Hartnett in the Cubs' half of the eighth in an effort to start a winning rally. Ruffing yielded 10 hits, well scattered.

Gehrig scored the first Yankee run in the second inning, taking home on Herman's error. Dickey scored the second Yankee run in the same inning when Gordon singled into left. The Cubs scored their single tally in the third. Collins, who had singled first up, scored on Hack's drive between third and fourth, beating the throw home for the score. Henrich scored the third Yankee run in the sixth when Dickey singled into left field. Henrich, incidentally, was charged with the lone Yankee error when Cavarretta's long fly into right, credited as a single, escaped him to allow the Cub right fielder to advance to second.

More than 44,000 watched the opening game of the series. Play by play:

First Inning
Yankees—Crossetti was out on a called strike. Rolfe grounded out to Collins. Collins made a beautiful fielding play. Henrich was out on a called strike. No runs, no hits, no errors.

Second Inning
Yankees—Hack got the first hit of the series with a ringing, line drive single into left center. Hack was caught at second for an out in attempted steal. Herman grounded to Crossetti for an out. Demaree struck out swinging. One hit, no runs, no errors.

Academy Exams to Be Held Saturday

EASTLAND, Oct. 5.—Approximately 60 youths Saturday morning at Eastland will take examinations to determine those qualified for appointment to West Point and Annapolis, according to J. W. Cockrill, secretary to Congressman Clyde L. Garrett.

The examination, conducted under civil service direction, will be given in the Eastland high school.

Forty of the 60 youths will receive the West Point exams while others will take the naval academy tests, it was stated. Eight of the applicants are of Eastland county with the remainder of the 17th congressional district also represented.

New Ambassador to Be Appointed to US

TOKYO, Oct. 5 (AP)—The foreign office announced today Kensuke Horinouchi, vice-minister of foreign affairs, will be appointed ambassador to the United States in succession of Hiroshi Saito if the Washington government gives its approval. Saito is being recalled because of poor health.

Mmes. Elmer Jobe and J. M. Hooks of Abilene spent Tuesday here.

Louisiana Governor Acclaims Wage-Hour Law To A. F. of L.

HOUSTON, Oct. 5 (AP)—Governor Richard Leche of Louisiana, addressing the American Federation of Labor's convention today, hailed the new federal wage-hour law as President Roosevelt's "emancipation proclamation to free white labor in the south."

Leche brought cheers from delegates when he acclaimed the "courage" of the president for labeling the south as the "nation's number one economic problem."

President William Green presented Leche as an executive "with a progressive and liberal attitude toward modern day social and economic problems."

Age Assistance Meeting To Be Held in Eastland

An old age assistance meeting will be held in the Methodist church at Eastland, Friday, October 7, it was announced today.

The program includes the following: Song service, followed by invocation by C. H. Maloy; welcome address by Judge D. Dabney; reading by Mrs. C. C. Robey, "God's Parted Gems"; "Why we are not trying to run the Thousand plan in conjunction with the Old Age Assistance," by J. H. Taylor; address by Judge R. L. Rust on the "State Constitution"; address by Rev. P. W. Walker on "Building the New America," talk by County Superintendent, Mr. Eldridge, on "The Difference Between the Sales Tax and the Transaction Tax"; song by the Colored Folks, "Swing Low, Sweet Chariot"; address by Representatives P. L. (Lewis) Crossley and Omar Burkett using their own subjects; Mr. C. C. Peak will speak using his own subject; Judge Eugene Lankford will speak on the subject, "Is Texas Indebted to the Old People for Anything?"

Damage Suits Filed After Auto Mishap

EASTLAND, Oct. 5.—Suits for \$828.85 has been filed in 88th district court by Mr. and Mrs. Jeff Brimberry who seek the amount because of an alleged automobile mishap in which their daughter, Dorothy Lee, 15, was injured.

Filing suit for their daughter, Mr. and Mrs. Brimberry alleged that the girl was riding July 28, in a car which was struck by one driven by Novis Womack, employe of J. W. Maddrey, in Howard county, who are named defendants.

The petition asserts Seth Lacy was driver of the car which was allegedly struck. The sum is sought because of alleged injuries to the daughter. The sum includes the expense of hospital and doctor bills.

(CONTINUED ON PAGE SIX)

The Cisco Daily Press

And Cisco Daily News
(Consolidated with Cisco Daily News and Cisco American and Round-Up, Nov. 1, 1937)
Member of the Texas Press Association

Published each afternoon, except Saturday and Sunday morning at Cisco, Eastland County, Texas, by the Free Press Publishing Corporation, incorporated under the laws of the state of Texas. Editorial and Publication offices at 304-306 D Ave., Cisco, Texas. Telephone 608.

THE FREE PRESS PUBLISHING CORP.
CHARLES J. KLEINER, President.
J. H. REYNOLDS, Vice President.
B. A. BUTLER, Vice Pres. and Sec.-Treas.
F. D. WRIGHT, Counsel.

B. A. BUTLER, Editor and Publisher
W. H. LA ROQUE, Adv. Manager
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SUBSCRIPTION RATES: ONE YEAR.....\$5.00

National advertising representatives, Texas Daily Press League, Dallas, Texas.

Any erroneous statement reflecting upon the character or reputation of any person will be gladly corrected if brought to the attention of the publishers. The Cisco Daily Press assumes no responsibility for errors in advertising insertions beyond the price of the advertisement.

Entered as Second Class Matter December 11 1934, at the post office at Cisco, Texas, under the act of March 3, 1879.

BIBLE THOUGHT FOR TODAY

In Christ Jesus we who sometime were far off, are made nigh by the blood of Christ. . . Peace to you which were afar off, and to them that were nigh, for through Him we both have access by one spirit to the Father.—Eph. ii, 13, 18.

Speak, Lord, for Thy servant heareth.
Speak peace to my anxious soul,
And help me to feel that all my ways
Are under Thy control,
That He who cares for the lily,
And feeds the sparrow's fall,
Will tenderly lead His loving child,
For He made and loveth all.

Peace everywhere comes by believing.—Phillips Brooks

Oil Suit Settled— or Unsettled

THE state's \$17,850,000 penalty and charter forfeiture suit against fifteen oil companies and two associations has been settled for \$425,000. This ends seven years of litigation during which state attorneys and special prosecutors and attorneys for the defendants pushed each other about a court room in a contest over an issue that never was quite clear to any of us. Now, the question is, who got the money? Certainly not the buyers of gasoline and oil, who, the state alleged, were mistreated by the defendant companies in pursuance of a code of marketing practices designed to elevate gasoline and oil prices and restrict competition, but which, strangely enough, appeared to be almost identical with the design for business living evolved by the government-sponsored NRA of late and unlamented memory. Most of the money went into the payment of court costs and attorneys' fees. The state, as a result, achieved nothing although it did escape an expense upon the tax-payers by reason of the willingness of the defendant companies and associations to pay nearly half a million dollars to be rid of further trouble and cost. The attorneys in the case got sizeable fees, which is all right, for attorneys are supposed to be paid for their work.

THE point is, what did the case accomplish? What was the reason for the suit and what is the benefit that the people of the state of Texas are to obtain from its settlement? Will there be cheaper gasoline and oil? Will there be more or less competition? In neither instance does the influence of the case seem to have had any effect. The price of gasoline remains the same, the number of service stations continues to fluctuate in accordance with the abilities of their operators to make a profit. So far as John Public is concerned the suit has been something even more remote than the Sudeten mountains and its settlement of less interest and value than the Munich council of peace.

WHAT does the settlement mean? The plaintiffs, one of them in an agreement that absolves the rest, have paid off. The state has accepted. Does it mean that the defendants admit the guilt with which they

220 Eastland County Farmers Get Loans

EASTLAND, Oct. 5 — Murrah Nolte, district supervisor of the Farm Credit Administration, reported Tuesday that 220 Eastland county farmers who now are gathering or are preparing to harvest their peanut crops borrowed \$20,000 this year for seed. Collection on the peanut seed loans has already started and probably will continue until February, Majority of the seed loans

are expected to be repaid in December. Highest loan was \$400, the maximum, said Nolte. The FCA loans money to farmers and ranchmen for feed or seed when credit is not available elsewhere. Loan repayments in Eastland county usually average 88 per cent. Nolte headquarters in Breckenridge. The term Czechoslovakia refers to two national groups of inhabitants the Czechs and the Slovaks, both distinct branches of Slav origin.

have been charged, or does it mean that the state, in accepting a settlement of such a comparatively small figure, has admitted an insincerity or an improbability and is willing to let bygones be bygones for the price of what the people would have to pay in prosecuting the suit? We trust the court, in a proper pronouncement, will clarify the issues involved in the code of marketing practices complained of by the state and the adjudication of these issues in the judgment agreed upon. Business and the public are entitled to this.

The Czechs Are Settled— Who's Next?

ASSUMING that the new four-power scheme to settle the Czech situation is finally put into effect, this question remains: Is the central European problem settled for good, or just for a while?

If the settlement is permanent—if the conflicting forces which nearly drove the continent to war have at last reached a stable equilibrium—then the world may indeed rejoice.

But if the settlement is only temporary, then nothing has really been settled at all, and the factors which provoked the recent crisis will presently provoke another.

THE first thing to consider is the effect which lopping off the Sudeten lands will have on Czechoslovakia itself. There is more than a political question involved here; there is an economic factor also. A current bulletin from the Alexander Hamilton Institute remarks:

"The industries in Bohemia and Moravia are highly integrated, and a political division of these provinces would completely disrupt business conditions in what will be left of Czechoslovakia. . . The question has even been raised as to whether Czechoslovakia can survive as an economic unit if a substantial portion of her territory is ceded to neighboring countries. Thus, while the dismemberment of Czechoslovakia may seem to be a solution to the European problem, it cannot constitute a permanent and definite solution."

There is something to consider. When all is said and done, the fact remains that Czech independence was guaranteed by binding treaties with what are commonly considered the anti-Fascist nations, and in the pinch these treaties collapsed. The small nations which are supported by similar treaties must presently realize that those treaties mean very little.

That, in turn, is very likely to be followed by a realignment of the nations. The smaller powers which have relied since the armistice on their alliances with France are extremely likely to turn now to Germany.

That all of central Europe will swing into the German orbit looks like a safe bet. For it has been demonstrated that Berlin's "mild fist" policy gets results.

SO we can look ahead, probably, to more or less complete German dominance of middle Europe—economic and political dominance, certainly, even if formal alliance is lacking. And then, with the grain, the oil and the minerals of that rich region at his disposal, Hitler can be expected to go ahead toward world dominion along the lines laid down in "Mein Kampf."

If that drive is ever to be contested, this Czech "settlement" has settled nothing.

It has, of course, provided a breathing space—a breathing space which will do Hitler more good than his opponents. But the real cause of tension in Europe has not been abated. On the contrary, we may look forward to a renewal of the tension at a not-distant date.

The chief trust-buster for the department of justice has bought a cow and named her "Aunt Monopoly." Why didn't he just call her "Bossy"?

European dinner table conversation: The food tastes bomb. . . I gas maybe it hasn't enough spies in it; pass the assault. . . Tanks. . . It's plane this leg has been cooked too long. . . Oh, I didn't mean the leg, it was the argument. . .

Political Opponents In Adjoining Rooms

EMPORIA, Kans., Oct. 5 (AP) — The political wars in Lyon county should be easier to "kibitz" this year. Republicans and democrats have rented adjoining rooms in the same building for headquarters. Neither knew who his neighbor was going to be. North Dakota is called the "Flickertail state," and the wild prairie rose is the state flower.

Headed for What?



A President Gives Thanks for Peace



Like millions of other worshippers throughout the nation, President Roosevelt gave thanks for peace at St. James' Episcopal church in Hyde Park, N. Y., the Sunday after Europe's war scare had passed. The President, shown here as he arrived in an open car at the century-old church, heard the Rev. Frank B. Wilson call for a continued "anti-war offensive."

With Our WILD LIFE

JOHN R. WOOD
State Game Warden
Birds in Relation To Fishes

Authors note: Many anglers and commercial fishermen and sportsmen in general have in many cases condemned a large number of the birds that are seen along creeks, rivers, and lakes all over this section of Texas. There are many birds, waders, gulls and some ducks, that are classed as "fish-eating birds" without any proof of the damage done by the birds or any proof to back up the statement made. There is no group of North American birds more misunderstood in terms of economic relationships than those classed in the minds of the public as "fish-eating birds." I hope that this article will help clear up in the minds of the sportsmen and general nature lovers that all birds classed as "fish-eating birds" are wrongly placed under this head.

I would like to ask this question. Why do so many people condemn birds and place them under the heads as invaluable, of no use to the country, and should be exterminated, and predatory? These individuals make these statements without any knowledge whatsoever about the food habits and other conditions under which they exist. That which someone else says about a bird or animal should be investigated before such statements

are passed on. False rumors about certain species have been the cause of some valuable forms of wildlife being extinct today. In the following paragraphs I will give some facts collected by the United States Biological Survey from leaflet BS-83 "Birds in Relation to Fishes." Because of the large size of the Great Blue Heron it is widely condemned by inland fishermen. In feeding the bird is usually solitary, yet at its nesting sites it is distinctly gregarious. There was collected a series of eight stomachs from a popular trout stream in Montana (collected in mid-June in 1936.) This stream had been well stocked with Loch Leven Trout in addition to being a well native stocked stream. The analysis of (CONTINUED ON PAGE THREE)

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About Our Friends

By STEP A. LONG

Again quoting from the Sunday issue of our old files of the date of December 5, 1926, the front page carries the big banner headline: "Bids Asked for Big Cisco Fish Hatchery" . . . Another statement says, "City asked to take over library here," and a committee composed of City Commissioners R. W. Mancill, J. V. Heyser and Crigler Paschall have been named to consider the proposal.

Another front page story: "Cisco Highway situation makes deep impression on state highway commissioner, Judge Robertson . . ." The story continues . . .

"He declared that Cisco has gone so far forward in the matter of highways that any new highway in this section of the state should take this city into consideration as the great distributing point for traffic bound either east or west, north or south.

Judge Robertson's visit here was primarily concerned with securing complete right of way for Highway 23 north of Lake Cisco. He was seeking data on which the attorney general's department will be able to file condemnation proceedings to obtain land desired for the highway, but which has not yet been secured.

Judge Robertson was guest of Mayor Williamson at a dinner given in his honor at the Daniels Coffee Shoppe Friday night. Among those present for the occasion were Mr. Robertson and L. N. Jackson, asphalt inspector of the highway department who came here with him, Mayor Williamson, P. W. Campbell, Judge J. J. Butts, Frank Harrell, H. S. Drumwright, C. H. Van Eman, Division Engineer George E. Franklin, Tom Whitehead, Will Tyler, and Mr. Jobe of Rising Star. Among those who ac-

companied Judge Robertson, the inspection of the dam Sunday morning were Col. R. Q. Frank Harrell, C. H. Van Eman and the mayor."

Further headlines:

"Baptists Carry Forward Fine Program This Morning; From Last Week Keep All . . ."

"Plans for the completion of equipment of the First Baptist church are going right along. Work on the building is not yet in progress, careful and laid plans are being put into effect whereby the work can be shock again within four or five of a delay in the work on the green since the middle of September has been in keeping with the of the committee from the nation. They have foreseen all that when the roof was on id would have to call a halt to the while for refinancing of the and terprise.

In the meanwhile the offer the building fund has gone steadily. Today is another of his cle first Sundays on which the spect 19 bers and friends of the church of bring their offerings and lay mor on the plates as they are put awa In this way the bulk of the mean that has gone into this developm has been raised."

Front page personals:

"Little Wendell Russell, O. J. and Mrs. Russell, who fell off a bar and was injured in an arm Tuesday afternoon, is in school after one day's absence."

"Mr. and Mrs. William R. Arch and Mr. and Mrs. J. T. Bennett spent Sunday in Ables of a I guests of Mr. and Mrs. E. B. Daniel."

"Miss Lula Price, graduate of Randolph college of this city, who has recently been teaching meth Throckmorton was operated at the Graham hospital and is recovering nicely."

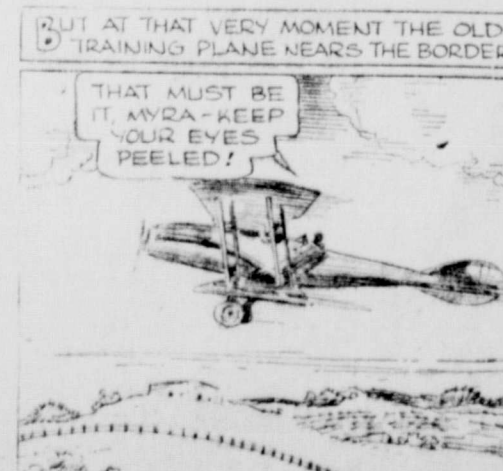
Advertising is not an expense of its life blood of any business, w interestingly plugging to you selves rage ki the dan ke. T es of a e than he he, to absorb uring th strike led in

The Free City of Danzig was created under the treaty of Versailles to furnish a port for Poland.

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MYRA NORTH, Special Nurse By Thompson & Co



America Has Learned Many New Moves The Game Called War Since 1914

By MORGAN M. BEATTY
AP Feature Service Writer
WASHINGTON—America, 1936: a nation tense, braided, and alert in the perils of a world crisis.

Two days before general warfare broke out in Europe, employers and employees met with President Wilson.

"A strike would be more serious for this country than the European war," someone suggested as they filed in.

Opera-goers were more concerned over the dismal prospect that the war would hold foreign stars in their homelands.

Prophets Get Busy
Before July passed, however, people perceived that a great war was inevitable.

On July 31 the New York Stock Exchange closed to avert a financial panic. Gold was flying to Europe. The United States was a debtor nation.

Some 300,000 Americans were trapped in the war area, with no way to cash their perfectly good checks, no ships to bring them home. Congress put up \$2,500,000 in gold. Bankers matched it, and the cruiser Tennessee took the ransom to Europe. Millionaire tourists rode cattle trains. Several Americans were killed; some few killed themselves. It was months before the last travelers got home.

A ship famine threatened our foreign commerce. All but 17 per cent of our trade had moved on foreign ships that no longer were available. Cotton and wheat piled up in warehouses. John Citizen was unbelieving. European war couldn't do this to him!

There was more truth than comedy in Webster's current cartoon impression of a perplexed father trying to answer his children when they asked him, "What is a triple entente?"

Then came the deluge of discussion. Nearly everybody blossomed into a prophet or a military strategist.

A leading magazine confidently printed this when war was declared: "Our isolated position and freedom from entangling alliances inspired... the cheering assurance that we are in no peril of being drawn into the conflict."

Feet On the Ground
A newspaper headline read: "European War Will Be Shortest On Record, Is The Opinion Of Experts."

But the United States army general staff had its feet on the ground. Said one of its members: "The new French field gun (which became famous as the French 75) is a remarkable advance in artillery... Germany can mobilize instantly, her railway

cars being designed for troop movement... German organization is most efficient... But the German army is sadly mistaken if it thinks it is going to dispose of France in a twinkling and turn on Russia before enemy troops know what's happened... We are going to find out whether the submarine and airplane are going to revolutionize warfare."

Former President William Howard Taft lamented the cataclysm, but fished around until he found a ray of hope. He wrote: "We have every reason to be happy we can preserve strict neutrality... After the struggle... there will be every reason for common sense to resume its sway... and the opportunity and the motive for a reduction in armaments and the taking away of further temptations for further war will be greatly enhanced... In the end it may be worth what it costs, if it makes this the last Great War."

He was almost right.

The vatican at Rome is the largest residence in the world. It contains several thousand rooms.

ing those same weeks, a rail strike by 55,000 workers included in the West. On Aug. 1,

OUT OUR WAY By Williams



Wild Life--

(CONTINUED FROM PAGE 2)

The stomachs showed that there were 28 suckers, 15 frogs, 9 sculpins besides 7 trout, one minnow and one mouse and several large water tigers and insects that prey on small fish. It is obvious that in this series the Great Blue Heron's destruction of large numbers of well-known fish predators or spawn-eaters more than offsets the damages to the trout supply. The Herons really paid for the seven trout that were found in this examination by the fish predators that they had eaten. In another case 189 stomachs was analyzed and his examination disclosed that 43.16 per cent of the food was non game species that have little or no commercial value, 24 per cent valuable species, crawfish 6.54 per cent, 8.15 per cent insects, 3.59 per cent of unidentified fish remains, frogs and reptiles made up 4.25 and the rest miscellaneous food.

Gulls and terns are representatives of the largest fish eating family and most numerous in species both on inland and coastal waters. The Franklin's gull is most important as an insect destroyer in agricultural sections. Others are most valuable around harbors and fishery sections as scavengers. Studies from all over the United States reveal that valuable fishes form a minor part of their diet. There are a few exceptional conditions to this rule. But all of these birds are worthy of protection.

Mergansers are classed as fish-eating ducks in many sections. But usually the ability of the general public to recognize duck species, this duck gets much criticism which he

is not justly due. A tabulation of contents from 139 stomachs of red breasted mergansers shows that 34.23 per cent of his food is fish that has no commercial value, 3 per cent valuable species, 14 per cent pan fish, 23 per cent crawfish, 25 per cent miscellaneous items. Out of 107 stomachs of the American mergansers, 27 had trout and the rest fish that have no commercial value, many of these spawn-eating and destructive species.

More of these birds will be discussed next week.

A cricket bat autographed by Walter Hammond, England's test match captain, is being sent to the youth of America as a gift from Britain's youth.

MOTORIST APPRECIATIVE
ELKHART, Ind., Oct. 5 (AP)—A South Bend motorist started the Elkhart police department the other day by sending in \$5 because he had been "treated with the utmost courtesy while passing through the city." He suggested that the money be applied to the police fund.

Our job department is equipped to serve your needs. Phone 695

FOR COMPLETE Markets and Financial News
The WALL STREET JOURNAL
Relied upon by business men and investors everywhere. Send for free sample copy.
11 Broad St. New York.

Weary? Not now!
... thanks to Black-Draught. Often that droopy, tired feeling is caused by constipation, an everyday thief of energy. Don't put up with it. Try the fine old vegetable medicine that simply makes the lazy colon go back to work and brings prompt relief. Just ask for BLACK-DRAUGHT... "An old friend of the family."

LET'S TRADE!
We will trade our Service Station Products for cattle, hay or anything used on the farm.
Let Us Do It the Conoco Way
For a complete service call 500 and Count the Seconds.
ED HUESTIS
Cor. 8th and Ave D.

Local Musicians Are Selected In HSU Cowgirl Band

Newly organized this year at Hardin-Simmons university, in Abilene, is the Cowgirl band, to be a sister organization to the widely known H-SU Cowboy band.

Thirty-seven members have been elected to membership and are rehearsing, under the direction of Herbert M. Preston, their conductor, for first public concerts, to be given later in the fall.

The colorful uniforms, to be purple and gold, the Hardin-Simmons colors, will be made culotte style, gold with wide purple leather belt. Matching accessories will be purple silk neckerchief, ten-gallon hat and purple tailored boots.

Of special local interest in the organization is the election to membership of Bobbie McWhorter and Norma Ghormley, both of Cisco, whom will play clarinets in

the band. Miss McWhorter has also been selected as drum major.

Begin Search For Missing Lardner

ST. JEAN-DE-LUZ, France, Oct. 5 (AP)—United States Ambassador Bowers Tuesday opened an investigation into the whereabouts of James P. Lardner, son of the late Ring Lardner, who disappeared Sept. 22 while fighting with Spanish government forces in eastern Spain.

Bowers said he was acting at the request of Mrs. Ring Lardner, who cabled him from Milford, Conn., that her son had been captured by the insurgents in the Ebro zone.

The ambassador said Lardner was not listed among American prisoners held by the insurgents at Burgos.

FIRMS WITHOUT PERMITS
AUSTIN, Oct. 5 (AP)—Secretary of State Clark said yesterday more than 1,000 foreign corporations were doing interstate business in Texas without having obtained a permit.

W. O. W. Camp
Cisco Camp No. 500 meets first and third Tuesday nights in each month.
707 1/2 Main Street.
W. C. CLEMENTS, C. C.
F. E. SHEPARD, Clerk.

AUTO LOANS
C. E. Maddocks & Co.
Ranger, Texas

Now Open for General Machine Work
RE-BABBITTING SERVICE
MOTOR REBUILDING
WELDING
LAWN MOWER SHARPENING
I KNOW HOW
MOYER'S WELDING and MACHINE SHOP
707 Avenue F

POWELL'S CLEANING PLANT
Oldest Cleaning Establishment in Cisco
Expert Cleaners—Alterations—Pressing
Hat Cleaning and Blocking
Call 282
We Call for and Deliver

YOUR MILEAGE MERCHANT backs up his personal assurance of easy winter starting and oil economy by OIL-PLATING YOUR ENGINE —more than an oil change!

JUST because this is in print instead of coming direct from Your Mileage Merchant's lips doesn't change the fact that he backs every word personally. How does he go through with that? By giving your engine the only OIL-PLATING. That's not mere words; it's what patented Conoco Germ Processed oil does.

Activated by an added man-made compound—added to oil's best natural qualities—added to the best refining—this exclusive Germ Processed oil adds itself direct to the inner engine surfaces... unites so thoroughly that every working part stays constantly OIL-PLATED.

Does the chrome plating on the bumpers drain down every time your car stops? Neither does OIL-PLATING in your engine. When you want to start up again, after hours of wintry parking—after nights or even weeks in the coldest garage—you've got ready lubrication faster than instantly!—in advance of the fastest oil-circulation. For drain-proof OIL-PLATING has stayed lastingly plated all the way up, to make things slide lightly and swiftly for your starter and battery. That also tells you why you're rid of costly starting wear. And OIL-PLATING stays in as long as you use Germ Processed oil. The gauge-stick backs Your Mileage Merchant!

Switch in Time!

CONOCO CONOCO GERM PROCESSED OIL
OIL-PLATING GUARANTEED to lubricate before any oil can circulate

SHE'S O. K. NOW

Make sure your car is in perfect condition and ready for a trouble-free trip on any occasion. Let our expertly trained mechanics put your car in perfect shape... All work guaranteed... Our rates are low.

GENUINE FORD BATTERIES

Starter, lights, ignition, spot light, twin horns, radio—much is demanded of a battery the modern automobile.

To insure long life and dependable performance on the cars and trucks of today, Genuine Ford Batteries are built with extra capacity—extra power. Inside and out they have the strength and durability that means long, trouble-free service even on the toughest jobs.

To be sure of your car's performance, be sure of the battery. You CAN be sure with a Genuine Ford Battery.

Priced as follows: 17-Plate, \$9.15; 15-Plate, \$9.00; 15-Plate, \$7.85; 13-Plate, \$6.85. These with your old battery.

COMPLETE MOTOR CHECK-UP
Let us thoroughly check and adjust all parts on your motor; starter, ignition, carburetor, timing, etc. Only...
\$1.25

John Bean Wheel and Axle Alignment
Enables us to give your wheels perfect alignment so necessary for hot weather driving to save your tires... At least possible cost to you.

Our Men Trained
With factory-trained mechanics there is no guesswork in our work. All work completed in least possible time at least costs.

Our Paint and Body Department Can Repair Any Defect... Match Any Color of Paint

GOOD USED CARS AT PRICES UNUSUALLY LOW
NANCE MOTOR COMPANY
STEVE NANCE --- Phone 244 --- PETE NANCE

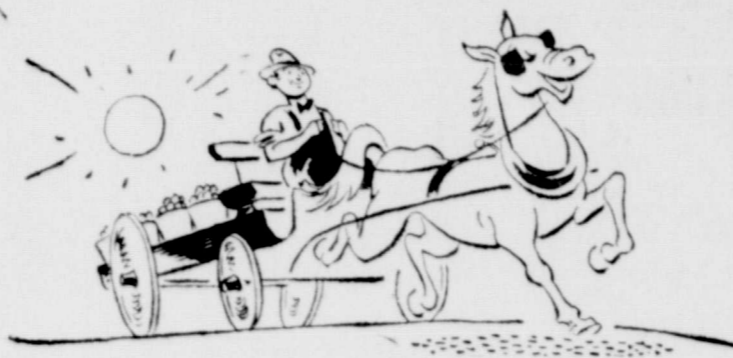
The Story of OD and AD

and the TOMATOES



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.

How OD and AD Sold Their Tomatoes



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.

How OD and AD Sold Their 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.



AD 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.

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 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 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 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 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 true 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 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."

Copyright, 1938, by G. Lynn Sumner

SERIAL STORY

MURDER TO MUSIC

BY NARD JONES

COPYRIGHT, 1938 NEA SERVICE, INC.

CAST OF CHARACTERS
RNA DOMBEY — heroine, of the sensational swing leader.
BERT TAIT—hero. News-photographer—detective.
VE LESTER—Myrna's close friend.
VINE FEELEY—officer assigned to investigate Ludden's murder.



Feeley whirled. "Hello, Bob. Is that a fact? Did you see Mrs. Dombey?"

Friday: Myrna disappears late after Dombey is shot. Tait realizes she must be or the police will suspicion.

CHAPTER III

When the entrance of the Bowl, Bob Tait found the doors closed tight. A persnickiness conjured up the face of Detective Officer Mi-Dunphy.

"Hello, Bob. Is that a fact? Did you see Mrs. Dombey?" Feeley whirled. "Hello, Bob. Is that a fact? Did you see Mrs. Dombey?"

"That's enough for now," Feeley said. "The question I want answered right now is why Dombey's brand-new wife isn't here."

Tait saw Rogers smiling toward him. "Perhaps Bob Tait can answer that one. I believe I saw them together just after it happened."

"What happened to her afterward?" Feeley wanted to know. "I took her to the ladies' lounge. She was pretty well hit, naturally. Then I asked her friend, Anne Lester to look after her. I imagine they went on to the apartment they shared."

"Several choice homes. Good condition. 10 per cent cash. Balance 5 per cent. Monthly payments \$7.91 on each \$1,000. Connie Davis. Tel. 198."

Dr. W. I. Ghormley, Optometrist, 1503 Ave. D, Cisco.

BOATS: We have Boats and Motors for Rent. At LAKE CISCO. Boat Headquarters. Phone 136-J-4.

J. D. McKinzie, CHIROPRACTOR, 406 W. 6th.

RADIO TUBES: TESTING SERVICE at the Super Service.

Insure in Sure Insurance with B. CRAWFORD Agency, NEW LOCATION, W. 8th. Phone 453.

House, Barn and Dairy PAINT. Wall Paper, Auto Accessories, Home Supplies. Western Supply Company.

Dunphy. "Get up there and see if the two women are there. If they are, just hang around until I come along later."

"You bet, Dannie," Dunphy disappeared into the hallway. As casually as his trembling fingers would permit, Bob Tait lit a cigaret. "I'll drift along, Dannie. If you need me for anything, I'll be around."

Feeley looked scornful. "If I need you I'll be in a bad fix, Mr. Tait." But there was the hint of a lilt in Feeley's voice. He had always liked Bob Tait, and they had naturally encountered each other often.

"Good night, Rogers." The manager of The Swingateers nodded. "So long, Tait. Thanks for taking care of Mrs. Dombey."

The remark nettled Tait. He wondered, a little angrily, if Harris Rogers felt that his job of managing The Swingateers went on to managing Lud Dombey's widow. He didn't care for the proprietary air Rogers had shown; and, above all, he didn't like the way Rogers had set Feeley on him.

But there was little time to think about that now. The moment Tait was out of sight of Feeley and Rogers he took to his heels in earnest. A half minute later he was at the curb, his hand on the handle of a taxi door.

"Claremont Apartments," he ordered. "And I'm in a real rush." He hoped that Mike Dunphy was still at the cigar stand, choosing a favorite smoke before starting for the Claremont Apartments. And if Mike ran true to form, that was where he was.

He hoped something else, too, and fervently. It was that he'd find Myrna at the apartment. There'd be plenty to explain to Feeley if she hadn't shown up there. And if she was there Tait wanted to talk to her—talk to her before Dunphy and Feeley arrived.

to badger her into saying things she didn't mean.

"I suppose I'm nuts," he told himself. "I ought to keep out of this."

But he knew that he wasn't going to keep out of it. (To Be Continued)

Plantation Plowing Being Done at Night

LAKE PROVIDENCE, La., Oct. 5 (AP)—It is so much cooler to work at night that the 2,400 acre Olive Dell plantation is doing much of its plowing by tractor headlights instead of by daylight. W. T. Michiner and E. S. Voel-

ker, the plantation owners, say the tractor operators had fewer distractions at night and generally covered more ground.

ECHOES BANNED

CHICAGO, Oct. 5 (AP)—The city council authorized expenditure of \$4,330 to chase the echoes out of the navy pier auditorium. The money goes for acoustical equipment.

Eugene Lankford, Lawyer, Office, Lower Floor, Cisco State Bank Bldg.

DRASTIC PRICE REDUCTION

1938 Demonstrators and OK'd Used Cars

IMMEDIATE DELIVERY

NEW CHEVROLETS

A Proven Product

1938 CHEVROLET

DEMONSTRATORS

Low Mileage Substantial Discounts, New Car Guarantee Your Car in Trade

YOU SAVE MONEY HERE

A-G MOTOR COMPANY

ANDY AND JACK ANDERSON, Proprietors, PHONE 52, CISCO, TEXAS

SMITTY'S TRIPLE SERVICE

Your "HOMETOWN MILEAGE MERCHANT"

TRY OUR TRIPPLE SERVICE With a Smile

No delay at this station... one man gets your windshield, another gives you water, inspects your oil, while still another sees to your gasoline and checks your tires.

If you are going on a vacation trip let him furnish you with complete information and routing for your individual trip all free to you.



Smitty Huestis

CONOCO PRODUCTS are sold here. They give satisfaction with all cars.

Smitty Huestis Service Station

Corner 14th at Main. Phone 17—Cisco.



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 — and financing is very convenient.

Rockwell Bros. & Co.

111 E. Fifth. Phone 4

NOTICE

TO WATER CONSUMERS

Beginning now we are forced to collect our water bills so we can meet the bondholders' requirements. We have been very lenient with you and now we are forced to collect all current bills. Please make arrangements to take care of your bill by the 10th of each month.

CITY COMMISSION

By W. R. WINSTON, Water Supt.

DR. R. C. FERGUSON

208 Exchange National Bank Building — Eastland, Tex. Diseases of Children and Infant Feeding. Office Hours: 9:30 to 12—2:30 to 5. Office Phone 191. Residence Phone 190

SAVOY CAFE

The Best Place in Town to Eat SHORT ORDERS --- LUNCHES

The Best Meats --- Beer "NICK" and "SAM"

AIR-COOLING SYSTEM

IT IS VITAL!

Since milk is nature's most important food you should have the best. Buy the only Grade-A milk sold in Cisco and Certified by City Health Officer.

NEW FRIGIDAIRE EQUIPMENT.

MYRICK'S DAIRY

Phone 545—Cisco.

Wear Clean Clothes DID YOU KNOW?

Your clothes can't talk, but they do cause much talk.

Call Tullos regularly and let the talk go on.

Phone 216



WE DELIVER

HUMBLE PRODUCTS

ROY (Dago) HUFFMYER, Prop.

Years of experience count in any work. Our many 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 lubrication. And all Cisco are friends to Humble Products.

GOODYEAR TIRES and TUBES

Eighth at E. Phone 149

Bring Guest or Family to Laguna Hotel Coffee Shoppe



Dine in a cool, pleasant homey atmosphere. Always the best in foods and in service. Menus and prices to suit varied whims of customers.

Laguna Hotel Coffee Shop

ED BROWN, Manager

MOAD BROS.

Your Sinclair Friends

We have the most up-to-date and modern

GREASING EQUIPMENT

IN CISCO

FALLS AIRMASTER TIRES and TUBES

For Road Service

CALL 9513

Eighth Street and F Avenue

NEIL LANE FUNERAL HOME

300 W. 9th Street, Cisco. Phone 167

OUR GREAT AIM—is to be helpful to those who engage us; We want all to feel satisfied with the manner every detail was looked after.

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

ORBIE DEE JACOBS

Box 324. CISCO, TEXAS. Phone 14-J.

MAGAZINE BARGAINS

Good Until November 10, 1938

Table listing magazine bargains: Good Housekeeping (2 years \$4.00), Cosmopolitan (2 years \$3.50), Harper's Bazaar (2 years \$7.00), Pictorial Review (16 Mo. \$1.00), Pictorial Review (42 Mo. \$2.00), Life (1 year \$3.50), Life (2 years \$7.00), Red Book (2 years \$3.50)

AND OTHERS AND ALSO 1938 X-MAS CARDS IMPRINTED or BOX ASSORTMENT —SEE—

ORBIE JACOBS

Box 324. Phone 14-J.

SOCIETY and CLUBS

MRS. C. W. TRAMMELL, Editor
Phone Numbers 535 and 603

Mrs. S. E. Hittson Host to Circle Two

Mrs. S. E. Hittson entertained members of Circle Two of the First Presbyterian church with a 1 o'clock luncheon in her home Tuesday. After lunch, the chairman, Mrs. Alex Spors, presided and gave the devotional. Mrs. A. E. Jamison directed the program at which time the study course, "City Shadows," was reviewed by various members of the circle.

First Christian Women's Council Luncheon Hostess

The Women's Council of the First Christian church was hostess Tuesday at a luncheon and business meeting given for members of the W. M. S. of the eleventh district, including guests from Abilene, Eastland and Ranger. The dining tables were attractively decorated with bowls of red dahlias and a buffet luncheon was served to approximately 75 ladies.

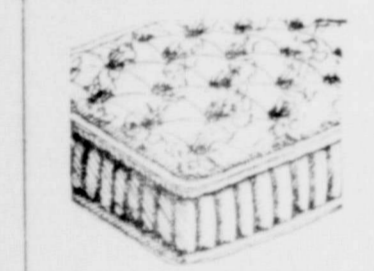
PALACE NOW SHOWING



TOMORROW MEET THE CHAMP



MATTRESSES



Renovating Recovering
"NEW!" IS
THE WORD

May we show you how easily we convert old, worn mattresses into modern, liner-spring types? You will be astounded. You will be glad you looked into this! All the smartness of looks, depth of springy comfort, cleanliness from lint and dust disappears, when we return your Mattresses. Come, see and discover how low our charges are.

Tompkins Broom & Mop Company
(Mattress Dept.)
1507 W. 15th Street

Femininity For Fall

Women welcome lovely new feminine hairdos for fall
GOODBYE to the severity of the page boy bob! Goodbye to the severely tailored woman! Once more we welcome the rounded features, the grace, the ease of charming femininity.

YOUR new hairdo for fall will be up from the neck, soft curls will replace tight ones, and a scissors, comb and brush will make your hair a feathery nimbus.

ELITE BEAUTY SHOP

ELIZABETH McCracken,
Proprietor
Phone 144. Cisco.

W. M. S. Installs New Officers In Meeting Tuesday

The W. M. S. of the First Baptist church met Tuesday afternoon at the church for the installation of officers, business meeting, and the Golden Jubilee tea. Mrs. J. R. Burnett, associational president, conducted the installation ceremonies after an interesting devotional by the pastor, Rev. Judson Prince, on the subject, "The Open Door." Mrs. V. Y. Gardenhire was installed as president and presented with a key and book of instructions to her office. Each officer in turn was given her key together with a passage of scripture descriptive of her office. This was followed by the division of the six circles for the coming year.

In the church dining room, the table was laid with white cloth and a centerpiece of flowers. White candles were burning in silver holders on either side of the centerpiece. Mmes. J. T. Berry and J. J. Butts poured and were assisted by Misses Billie Cole and Zona Maude Surles.

Approximately 60 guests were present.

Sixteen Year Girl's Class Holds Meeting

The sixteen year girl's class of the First Baptist church met in the home of the teacher, Mrs. C. P. Cole, Monday evening for the purpose of organizing. In the business meeting the following officers were elected: President, Freda Grist; vice president, Eulala Reames; secretary, Venita Phippen, and chairman of class activities, Billie Cole. The name, Busy Bees, was chosen and the motto, "Never Idle." The favorite verse of scripture is John 5:17 and the hymn is "Work, for the Night is Coming." The rose was chosen as class flower with rose and silver as class colors.

Refreshments were served to Misses Opal Finley, Mildred Kimmell, Zona Maude Surles, Eulala Reames, Sylvia Phillips, Freda Grist, Billie Cole and the hostess, Mrs. Cole.

The Notebook

Thursday
The First Industrial Arts club will meet at the city federation club rooms at 3 for a program on "Home Beautification." Mrs. H. A. Eldie will be hostess and Mrs. J. B. Pratt leader.

Friday
The Twentieth Century club will meet at the library at 3.

Japan annexed Korea in 1910.

Circle Three Meets With Mrs. Slicker

Circle Three of the First Presbyterian Auxiliary met Tuesday afternoon with Mrs. Homer Slicker. Mrs. W. W. Wallace presided in the absence of the chairman and the first three chapters of the home mission study book, "City Shadows," were reviewed. At the close of the meeting, the hostess served delicious refreshments.

Those present were Mmes. Abbie C. Daniel, W. L. Jones, R. S. Cope, J. E. Walter, B. S. Huey, E. P. Crawford, John Garrett, John Jones, W. W. Wallace and the hostess, Mrs. Slicker.

Euzelian Class Holds Its First Meeting Tuesday

The Euzelian class of the First Baptist church had its first meeting Tuesday evening at the church with Miss Geneva Finley, past president, presiding. The meeting was opened with a prayer by Miss Faye Holder, after which the election of new officers was held. Those included: president, Joannah Hagaman; first vice president and membership chairman, Lucille Harper; second vice president and class ministries and fellow ship chairman, Lucille Flaherty; third vice president, devotion and enlistment chairman, Letha Estes; secretary and treasurer, Lillian Coldwell; group captain No. 1, Sue Snyder; group captain No. 2, Leola Isenhower; reporter, Cathryn Russell, and social chairman, Margaret Hagaman.

Those present were Misses Faye and Sybil Holder, Joannah and Margaret Hagaman, Geneva Finley, Lucille Harper, Lillian Coldwell, Lucille Flaherty and Mrs. O. H. Dick, teacher of the class.

Dental Advertising Law Upheld in Effect

AUSTIN, Oct. 5 (AP)—The Supreme court in effect upheld today the law passed by the 45th legislature regulating dental advertising. In a case from a San Antonio court the court refused a petition for writ of error by G. W. Sherman and others who attacked constitutionality of the law.

SHOOTING RANGES
WASHINGTON, Oct. 5 (AP)—John Metcalfe, house committee investigator, testified today that the German-American bund at its 1937 convention in New York arranged secretly to establish shooting ranges for its storm troopers.

Cy Cooper has returned to Mineral Wells after a short stay with his parents here.

Advertising is not an expense—it's the life blood of any business.

44,000 See-- (CONTINUED FROM PAGE 1)

taking second on the throw home Hack was out at home on Crosetti's throw to Dickey after Herman had hit a smash to left which bounded off Rolfe's glove. One hit, one run, no errors.

Fourth Inning
Yankees—DiMaggio was out by an eyelash at first. Gehrig was out at second when Cavarretti took his fly off right field fence, threw to Herman who relayed to Jorges for the putout. Dickey took first on a base hit. The throw was over Collins' head. Selkirk was out. No runs, two hits, no errors.

Cubs—Demaree bounded out, Ruffing to Gehrig. Cavarretti struck out swinging. Reynolds flied out to Gehrig. No runs, no hits, no errors.

Fifth Inning
Yankees—Gordon doubled into left field corner. Ruffing's sacrifice bunt moved Gordon to third base. Crosetti struck out. Rolfe grounded out between first and second. No runs, one hit, no errors.

Cubs—Hartnett struck out swinging. Collins' grounder to Gordon was smartly fielded by the Yankee second baseman for the second putout. Jorges struck out swinging. No runs, no hits, no errors.

Sixth Inning
Yankees—Henrich's line drive to right field wall was good for a double. Cavarretti took DiMaggio's long drive for a putout. Henrich remain on second. Gehrig was out, swinging. Dickey singled into left with a pop fly and Henrich scored the third Yankee run. Selkirk singled inside first base line, advancing Dickey to second. Gordon struck out swinging. One run, three hits, no errors.

Cubs—Lee flied out to DiMaggio in center. Hack singled inside third base line. Hack was forced out at second on Herman's grounder to Rolfe, which the Yankee third baseman fumbled momentarily. Demaree flied out to Frank Crosetti. No runs, one hit, no errors.

Seventh Inning
Yankees—Ruffing flied out. Crosetti took first when hit by a pitched ball and Rolfe singled into right, advancing him to third. Collins speared Henrich's terrific line smash for an unassisted double play at first, retiring the side. No runs, one hit, no errors.

Cubs—Cavarretti singled to center field fence for a base hit. Reynolds hit into a double play, putting out Cavarretti at second and himself at first. Hartnett's looping fly into right field corner was good for a triple. Collins was out on a bouncer to Crosetti back of second. No runs, two hits, no errors.

Eighth Inning
Yankees—DiMaggio was out on a hot liner to short. Gehrig was out on a called strike. Dickey got his fourth straight hit with a line drive into right center field. Dickey stole second. Selkirk flied out to Cavarretti in center field. No runs, one hit, no errors.

Cubs—Jorges' drive to right

field was a single. Ken O'Day, pinch hitter for the Cubs, batting for Pitcher Lee, grounds to Crosetti at short who tossed to second for Jorges putout. O'Day was safe at first. Hack hit into a double play. Crosetti to Gehrig, retiring the side. No runs, one hit, no errors.

Ninth Inning
Yankees—Jack Russell relieved Lee in the pitcher's box for the Cubs. Gordon flied out to Cavarretti in center. Ruffing was out, Herman to Collins. Crosetti's fly to right field was good for a double. Rolfe was out on a grounder to Collins. No runs, one hit, no errors.

Cubs—Herman flied out to DiMaggio in left center. Demaree flied out to Selkirk in left field. Cavarretti hit into right field for a single, taking second on Henrich's error. Gordon's catch of Reynolds short fly ended the ball game. No runs, one hit, one error.

TP Offering Special Rates to Fair-Goers

The Texas and Pacific Railway is offering special week-end fares from all points in Texas for the State Fair at Dallas and, according to Frank Jensen, general passenger agent, will apply on both first-class and coach tickets. The round-trip fare will be only ten per cent (10%) higher than the one-way rates and will apply on all trains arriving in Dallas any time on each Saturday and Sunday during the Fair with limit to reach starting point on return trip before midnight of Monday following date of sale.

During the last year of the Fair, 1934, the only special week-end rates authorized were those good in coaches; however, for the Golden Jubilee celebration the Texas and Pacific will also make a special week-end rate for passengers desiring Pullman service, said Mr. Jensen.

These special rates should appeal to people who can spare only a day or so at the Fair, or who can attend only on week-ends; however, round-trip rates are also available daily for those who desire a longer limit.

Mr. Jensen states that all Texas and Pacific trains are now completely air-conditioned, including coaches, chair cars, Pullmans, and diners, and this should add much to the comfort of passengers.

There are 299 slaughtering plants in the United States operating under federal inspection.

Bruising Back



HERE'S Wally Bearden, powerful fullback, upon whom Coach Matty Bell of Southern Methodist is counting heavily this fall.

\$1,500 Bond Posted By Mrs. J. Peters

EASTLAND, Oct. 5.—Charged with murder in connection with the recent death of Mrs. Marcus Pierce, Mrs. Jackson Peters of Nimrod has posted \$1,500 bail bond. Deputy Sheriff Tug Underwood reported Tuesday.

Mrs. Peters was indicted last week by an 88th district court grand jury.

Number of homes for company cash down payments, monthly payments, terms, rate, Connie Davis, Tel...

Sleeping Sickness Reported to Be

RANGER, Oct. 5.—Hodges, Ranger veterinarian reported today that he called upon to treat many cases of sleeping sickness in horses in the past few weeks.

Five cases have been Bullock, three miles over, while other cases over an area of 10 to 15 miles.

Vaccination is the best way to prevent the disease. Treatment has proved fairly where started in the early stages of the disease.

Until little over a year ago sleeping sickness was unknown though prevalent on the coast and in some sections of the interior.

CLASSIFIED SECTION

Cisco Daily Press and Edition
All classified advertising before 2:30 p. m. in the evening Press or unless otherwise ordered, classified advertisements to be received until 8 p. m. day.

FOR RENT—Large room, Side entrance, gentleman preferred. 6th St.

GOOD USED TIRES—See Goodyear Service, 29-11.

WANTED TO RENT—one preferable. Phone...

FOR SALE—Used car, your own price. You can see us before you buy. Maddocks & Co., 14th St.

FOR SALE—Team, 2 1/2 miles on Eastland.

Number of homes for company cash down payments, monthly payments, terms, rate, Connie Davis, Tel...

Studebaker Announces for 1937

WORLD'S SMARTEST MOTOR CARS

Acclaimed by Europe's Famed Designers
Priced almost as low as the lowest!

DE LUXE MODELS AT STANDARD-MODEL PRICES

STYLED by Raymond Loewy, ace designer of the Broadway Limited... famed visualist of New York's 1939 World's Fair! The magnificent new Studebaker Commanders and Presidents for 1939 are so far in front they make all other cars look dated!

But see for yourself! See why these great new Studebakers have been acclaimed by Europe's best design authorities as a triumph of keen, vigorous lines, deep-bedded comfort, a hundred and one points of luxury finish!

And imagine it—cars of Studebaker prestige and performance—built by Studebaker master craftsmen—at prices that challenge the lowest!

Try Studebaker's new steering wheel gear shift lever—it's standard equipment! See the new 10-point "Climatizer"—the new, simplified automatic gas-saving overdrive—they're optional at small added cost. Low down payment—easy C. I. T. terms.

LEE'S SUPER SERVICE
Cisco Phone 22

PENNEY'S THURSDAY 9 a. m.

500 Yds.
NOVELTY

CREPE 27^c yd.

An unusual outstanding value. You will wonder how we can sell these fabrics at such a low price. Your chance to save. We made a lucky buy and pass the savings to you.

"Early Shoppers Get Best Selection"
"DON'T BE LATE"

Vertical text on the left edge of the page, including "PALACE NOW SHOWING", "MEET THE CHAMP", "Mr. Champ", "MATTRESSES", "Femininity For Fall", "ELITE BEAUTY SHOP", "PAW T", "Pictures A".

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Local Pictures!
Local News!
Local Editorials!

THE CISCO DAILY PRESS

Combined With Cisco Daily News and Cisto American and Round-Up November 1, 1937

In an area of benevolent climate, blessed with an abundance of the purest lake water, possessing the best in recreational facilities, situated on the Bankhead, all-weather route, with two railroads and many highways, Cisco is the best place in Texas to live and to work.

VOLUME XIX

CISCO, TEXAS, WEDNESDAY, OCTOBER 5, 1937

NUMBER 53

YANKS TAKE FIRST WORLD SERIES GAME 3 TO 1

Benes Resigns As President of Czechoslovakia

Through the Editor's Spectacles
 By GEORGE

Cisco business men turned out yesterday noon in a splendid way to welcome the Fort Worth executives who paused here for an hour and a half at lunch. The Fort Worthers—all men of means and influence in the business and professional world—were well pleased with the reception. It was appropriate hospitality. Cisco's business men are to be congratulated.

'Cotton Ed Is Still 'Hoppin' Mad,' Suh



Senator Ellison DuRant Smith of South Carolina was still "hoppin' mad" when this picture was taken at Washington shortly after his request for a conference between President Roosevelt and a group of southern senators was refused. Although the White House insisted "Cotton Ed," who recently was renominated

PRESSURE BY HITLER SAID RESPONSIBLE

Syrovy Likely Will Act Until Election Is Held

PRAGUE, Oct. 5 (AP)—President Eduard Benes resigned today. The resignation of Benes, who held Czechoslovakia together as long as possible under the pressure of tremendous events, was not unexpected. Benes became president in 1935, succeeding the founder of the republic, the late Thomas Masaryk. It was understood General Jan Syrovky, soldier-premier, would be acting president until the election could be arranged to choose Benes' successor. It was reported Benes' resignation followed renewed German pressure based on Reichsfuehrer Hitler's personal antagonism to Benes.

Hitler's Horsemen Ride Into Czechoslovakia



The predicted furious charge slowed down instead to a more pacific rail by the Munich four-power "peace" settlement. German cavalrymen plod across the German-Czech border to take possession of the Sudetenland. The radiophone above shows Hitler's horsemen passing the customs house at Klein-Phillipsthal, Czechoslovakia, from which a swastika flag already flies. Villagers line the road at the right to welcome the "invaders."

44,000 SEE RUFFING, LEE PITCHER DUEL

Yanks Score in Second and Sixth; Cubs Lone Tally in Third

WRIGLEY FIELD, Chicago, Oct. 5.—The New York Yankees won the first game of the 1938 World series today in a craftily fought pitcher's duel between the Yankee ace, Red Ruffing, and the hero of the Cubs' remarkable pennant-winning finish, Bill Lee. Ruffing, pitching leisurely, kept the Cub artillerymen in check while his heavy-hitting mates collected 11 hits off the Cub moundmen. Russell relieved Lee in the ninth after a pinch hitter, Ken O'Day was sent in by Manager Hartnett in the Cubs' half of the eighth in an effort to start a winning rally. Ruffing yielded 10 hits, well scattered.

Gehrig scored the first Yankee run in the second inning, taking home on Herman's error. Dickey scored the second Yankee run in the same inning when Gordon singled into left. The Cubs scored their single tally in the third. Collins, who had singled first up, scored on Hack's drive between third and fourth, beating the throw home for the score. Henrich scored the third Yankee run in the sixth when Dickey singled into left field. Henrich, incidentally, was charged with the lone Yankee error when Cavarretta's long fly into right, credited as a single, escaped him to allow the Cub right fielder to advance to second.

There has been and continues considerable discussion about the value of the trip which these men are making. It is quite evident before you are making the tour that it is no mark, but a serious business venture. The list, before me as this is written, includes the heads of most of the major firms in Fort Worth. Officials of four of the larger banks, presidents or owners of steel companies, milling companies, big retail stores, wholesale and manufacturing concerns—men who represent the most important and biggest business of the city of Fort Worth.

Why should these men take several days away from their businesses—days that are certainly valuable to them—spend some thousands of dollars for special rain and equipment and go to a great deal of effort and trouble merely to meet the business and professional people of the cities and communities along a planned route? Perhaps it appears silly or at least useless. But the fact is that Fort Worth and other large cities of the state are doing this very thing to a greater degree than ever before. Evidently these business men believe that it pays to cultivate the personal touch, to make and develop personal friendships and to advertise their city through the medium of the good handclasp.

Now if the business men of Fort Worth are not so important but what they can take off several days and go visiting among the folks of the Fort Worth trade territory, why in the devil can't Cisco's business men do the same thing with the people of Cisco's trade territory? Is there some peculiar alchemy of logic which makes it wise for the one and foolish for the other.

How many Cisco business men, executives of local enterprises and professional men of standing in the community, have attended any nearby community fairs, or have accompanied the junior chamber of commerce on any of its goodwill trips this fall? They can be counted on the fingers of one hand.

Fort Worth business men of the first magnitude are eager to sell Fort Worth. And sell Fort Worth they will. Cisco business men could do the same thing. What they appear to lack is the essential spizerinktum.

Today Is Atonement Day For Jewish Race

EASTLAND, Oct. 5—Yom Kippur, the day of atonement, which ends the 10-day period which began with Rosh Hashana, will be celebrated by Jewish people all over the world today. In observation of the holy day all Jewish stores in the country will be closed all day.

Weather
 West Texas—Fair tonight, Thursday partly cloudy.
 East Texas—Fair tonight and Thursday except cloudy in the lower coast.

Loboes Taper Off In Today's Drill

Cisco Baptists Annual Session to Be in Ranger

EASTLAND, Oct. 5.—The Cisco Baptist association will hold its 55th annual session at the First Baptist church of Ranger Thursday and Friday, October 6 and 7. The morning session, Oct. 6, will begin at 9:30 and will continue until 12:30, when it will be adjourned for lunch. The afternoon session will begin at 1:45 and will end with an address, scheduled to start at 4:30, and the evening session will be held from 7 o'clock and will close with a sermon at 8:15.

The Friday meeting will begin at 9 o'clock, with an intermission at noon for lunch and the convention will adjourn Friday afternoon at 5 o'clock.

Midget-Brownwood Kick-Off at 3:30

Kick-off in the Cisco grammar school midget-Brownwood junior high school game scheduled for 3:30 at Chesley field will begin the first home game for the local eleven of the season. During the past several years the midgets have made a fine record and thus far have registered a creditable showing by holding the strong Moran team to a 7-7 deadlock.

Magician Guest Of Lions Club In Today's Meeting

J. B. Moreno, well known performer of magic, was a guest at the Lions luncheon today. He gave an exhibition of some new tricks he learned during the summer while touring the middle-west. Mr. Moreno will be remembered as sponsoring the black-face minstrel programs given by the Cisco Lions club during past seasons. Lion Nevill, who was sentenced at the last meeting of the club to eat pie with his hands tied behind his back, performed the feat today to the entire satisfaction of club members. Having been appointed today to act as temporary tall twister of the club, he proceeded to get even with some of his prosecutors by fining them for various acts. Secretary E. L. Smith made a report of the financial condition of the treasury and of bills payable.

Band Wins First Place In Contest

The Cisco Lobo band won first place in class A division of the band contest held yesterday in conjunction with the West Texas Fair at Abilene. The Lobo band was the only one competing in the class A division for bands alone so the importance of the achievement was somewhat dull, although a fine trophy was received to add to the many already gracing the high school trophy case.

The pep squad did not have its new uniforms and so was unable to accompany the band, eliminating it from an opportunity to win the cash prize which was offered for the winner in the band-pep squad division.

Age Assistance Ass'n Sub-Office to Be Here

The Texas Old Age Assistance association is opening a sub-office here in the chamber of commerce building; Mrs. Ruth Sedbury, investigator, will be here on every Tuesday, when the office will be open, in addition to working through the entire western half of the country. This office will render a service to all applicants and recipients of old age assistance. Its main purpose is to supplement the office in Eastland by establishing a headquarters more convenient to people of this section.

Louisiana Governor Acclaims Wage-Hour Law To A. F. of L.

Age Assistance Meeting To Be Held in Eastland

An old age assistance meeting will be held in the Methodist church at Eastland, Friday, October 7, it was announced today. The program includes the following: Song service, followed by invocation by C. H. Maloy; welcome address by Judge D. Dabney; reading by Mrs. C. C. Robey; "God's Parted Gems"; "Why we are not trying to run the Thousand plan in conjunction with the Old Age Assistance," by J. H. Taylor; address by Judge R. L. Rust on the "State Constitution"; address by Rev. P. W. Walker on "Building the New America"; talk by County Superintendent, Mr. Eldridge; "The Difference Between the Sales Tax and the Transaction Tax"; song by the Colored Folks, "Swing Low, Sweet Chariot"; address by Representatives P. L. (Lewis) Crossley and Omar Burkett using their own subjects; Mr. C. C. Peak will speak using his own subject; Judge Eugene Lankford will speak on the subject, "Is Texas Indebted to the Old People for Anything?"

Damage Suits Filed After Auto Mishap

EASTLAND, Oct. 5.—Suits for \$828.85 has been filed in 88th district court by Mr. and Mrs. Jeff Brimberry who seek the amount because of an alleged automobile mishap in which their daughter, Dorothy Lee, 15, was injured.

Filing suit for their daughter, Mr. and Mrs. Brimberry alleged that the girl was riding July 28, in a car which was struck by one driven by Novis Womack, employe of J. W. Maddrey, in Howard county, who are named defendants.

The petition asserts Seth Lacy was driver of the car which was allegedly struck. The sum is sought because of alleged injuries to the daughter. The sum includes the expense of hospital and doctor bills.

Says Legislation Is New 'Emancipation Proclamation'

HOUSTON, Oct. 5 (AP)—Governor Richard Leche of Louisiana, addressing the American Federation of Labor's convention today, hailed the new federal wage-hour law as President Roosevelt's "emancipation proclamation to free white labor in the south."

Leche brought cheers from delegates when he acclaimed the "courage" of the president for labeling the south as the "nation's number one economic problem."

President William Green presented Leche as an executive "with a progressive and liberal attitude toward modern day social and economic problems."

New Difficulties in Demarcation of Czech Areas

BERLIN, Oct. 5 (AP)—Foreign office spokesman said today that the international commission supervising cession of Sudetenland to Germany was confronted with new difficulties in delimitation of the fifth zone of occupation and in "the question of reparations for injustices inflicted by the Czechs on Sudetens since 1918."

The spokesman indicated progress might be difficult from this point. "Hitherto it was easy, as the four zones to be occupied by the German army before October 8 were already fixed at Munich and only certain technical details remained," he said.

Old Age Pension League to Meet

The Eastland County Old Age Pension league will meet at the county court house at Eastland Friday afternoon at 2 o'clock in regular session, it was announced today. Mrs. Fred Cook of Putnam is visiting in Cisco today.

Britain Seeking The Release of German Hostages

LONDON, Oct. 5 (AP)—Prime Minister Chamberlain told the house of commons today that Great Britain was seeking the release of "certain Czech officials of the frontier districts" and Czech residents in Germany who have been imprisoned in Germany as "hostages."

Opening the third day of debate on the four-power accord for cession of Sudetenland to Germany, Chamberlain said the government had received reports that such persons were being held during the occupation of ceded territory.

Academy Exams to Be Held Saturday

EASTLAND, Oct. 5.—Approximately 60 youths Saturday morning at Eastland will take examinations to determine those qualified for appointment to West Point and Annapolis, according to J. W. Cockrill, secretary to Congressman Clyde L. Garrett. The examination, conducted under civil service direction, will be given in the Eastland high school. Forty of the 60 youths will receive the West Point exams while others will take the naval academy tests, it was stated. Eight of the applicants are of Eastland county with the remainder of the 17th congressional district also represented.

New Ambassador to Be Appointed to US

TOKYO, Oct. 5 (AP)—The foreign office announced today Kensuke Horinouchi, vice-minister of foreign affairs, will be appointed ambassador to the United States in succession of Hiroshi Saito if the Washington government gives its approval. Saito is being recalled because of poor health. Mmes. Elmer Jobe and J. M. Hooks of Abilene spent Tuesday here.

First Inning

Yankees—Crosetti was out on a called strike. Rolfe grounded out to Collins, Collins made a beautiful fielding play, Henrich was out on a called strike. No runs, no hits, no errors.

Second Inning

Yankees—DiMaggio grounded out to Hack at third. Gehrig took first on balls, the first batter to be walked in the series. Dickey singled, advancing Gehrig to third, Dickey going to second on Herman's throw to third in an effort to cut off Gehrig. Selkirk bounded to Herman, who fumbled, Gehrig scoring, Dickey advancing to third. An error was marked against Herman. Gordon singled between third and short into left, scoring Dickey. Selkirk advanced to second. Dickey bounded to Jerges and into a double play putting Selkirk out at third and Ruffing at first, retiring the side. Two runs, one hit, one error.

Third Inning

Yankees—Crosetti flied out to Reynolds in center. Rolfe flied out to Demarree in left field. Henrich singled. Henrich was out at second on a beautiful peg from Hartnett to Herman, retiring the side. No runs, no hits, no errors. Cubs—Collins singled over Gehrig's head into right field. Jerges struck out. Lee was out in a roller which Dickey retrieved and threw to first. Collins advancing to second. Hack singled between first and second and Collins beat the throw home for the first Cub score of the game. Hack (CONTINUED ON PAGE SIX)

The Cisco Daily Press

And Cisco Daily News
(Consolidated with Cisco Daily News and Cisco American and Round-Up, Nov. 1, 1937)
Member of the Texas Press Association

Published each afternoon, except Saturday and Sunday morning at Cisco, Eastland County, Texas, by the Free Press Publishing Corporation, incorporated under the laws of the state of Texas. Editorial and Publication offices at 304-306 D Ave., Cisco, Texas. Telephone 603.

THE FREE PRESS PUBLISHING CORP.

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A Home-Owned and Home-Controlled newspaper devoted to the upbuilding of Cisco and Eastland county, independently democratic in politics.

SUBSCRIPTION RATES: ONE YEAR \$5.00

National advertising representatives, Texas Daily Press League, Dallas, Texas.

Any erroneous statement reflecting upon the character or reputation of any person will be gladly corrected if brought to the attention of the publishers. The Cisco Daily Press assumes no responsibility for errors in advertising insertions beyond the price of the advertisement.

Entered as Second Class Matter December 11, 1934, at the post office at Cisco, Texas, under the act of March 3, 1879.

BIBLE THOUGHT FOR TODAY

In Christ Jesus ye who sometime were far off, are made nigh by the blood of Christ. . . Peace to you which were afar off, and to them that were nigh, for through Him we both have access by one spirit to the Father.—Eph. 2: 13, 18.

Speak, Lord, for Thy servant heareth.
And help me to feel that all my ways
Are under Thy control.
That He who cares for the lily,
And tends the sparrow's fall,
Will surely lead His loving child,
For He made and loveth all.

Peace everywhere comes by believing.—Phillips Brooks.

Oil Suit Settled— or Unsettled

THE state's \$17,350,000 penalty and charter forfeiture suit against fifteen oil companies and two associations has been settled for \$425,000. This ends seven years of litigation during which state attorneys and special prosecutors and attorneys for the defendants pushed each other about a court room in a contest over an issue that never was quite clear to any of us. Now, the question is, who got the money? Certainly not the buyers of gasoline and oil, who, the state alleged, were mistreated by the defendant companies in pursuance of a code of marketing practices designed to elevate gasoline and oil prices and restrict competition, but which, strangely enough, appeared to be almost identical with the design for business living evolved by the government-sponsored NRA of late and unlamented memory. Most of the money went into the payment of court costs and attorneys' fees. The state, as a result, achieved nothing although it did escape an expense upon the tax-payers by reason of the willingness of the defendant companies and associations to pay nearly half a million dollars to be rid of further trouble and cost. The attorneys in the case got sizeable fees, which is all right, for attorneys are supposed to be paid for their work.

THE point is, what did the case accomplish? What was the reason for the suit and what is the benefit that the people of the state of Texas are to obtain from its settlement? Will there be cheaper gasoline and oil? Will there be more or less competition? In neither instance does the influence of the case seem to have had any effect. The price of gasoline remains the same, the number of service stations continues to fluctuate in accordance with the abilities of their operators to make a profit. So far as John Public is concerned the suit has been something even more remote than the Sudeten mountains and its settlement of less interest and value than the Munich council of peace.

WHAT does the settlement mean? The plaintiffs, one of them in an agreement that absolves the rest, have paid off. The state has accepted. Does it mean that the defendants admit the guilt with which they

have been charged, or does it mean that the state, in accepting a settlement of such a comparatively small figure, has admitted an insincerity or an improbability and is willing to let bygones be bygones for the price of what the people would have to pay in prosecuting the suit? We trust the court, in a proper pronouncement, will clarify the issues involved in the code of marketing practices complained of by the state and the adjudication of these issues in the judgment agreed upon. Business and the public are entitled to this.

The Czechs Are Settled— Who's Next?

ASSUMING that the new four-power scheme to settle the Czech situation is finally put into effect, this question remains: Is the central European problem settled for good, or just for a while?

If the settlement is permanent—if the conflicting forces which nearly drove the continent to war have at last reached a stable equilibrium—then the world may indeed rejoice.

But if the settlement is only temporary, then nothing has really been settled at all, and the factors which provoked the recent crisis will presently provoke another.

THE first thing to consider is the effect which lopping off the Sudeten lands will have on Czechoslovakia itself. There is more than a political question involved here; there is an economic factor also. A current bulletin from the Alexander Hamilton Institute remarks:

"The industries in Bohemia and Moravia are highly integrated, and a political division of these provinces would completely disrupt business conditions in what will be left of Czechoslovakia. . . . The question has even been raised as to whether Czechoslovakia can survive as an economic unit if a substantial portion of her territory is ceded to neighboring countries. Thus, while the dismemberment of Czechoslovakia may seem to be a solution to the European problem, it cannot constitute a permanent and definite solution."

There is something to consider. When all is said and done, the fact remains that Czech independence was guaranteed by binding treaties with what are commonly considered the anti-Fascist nations, and in the event these treaties collapsed. The small nations which are supported by similar treaties must presently realize that those treaties mean very little.

That, in turn, is very likely to be followed by a realignment of the nations. The smaller powers which have relied since the armistice on their alliances with France are extremely likely to turn now to Germany.

That all of central Europe will swing into the German orbit looks like a safe bet. For it has been demonstrated that Berlin's "mailed fist" policy gets results.

SO we can look ahead, probably, to more or less complete German dominance of middle Europe—economic and political dominance, certainly, even if formal alliance is lacking. And then, with the grain, the oil and the minerals of that rich region at his disposal, Hitler can be expected to go ahead toward world domination along the lines laid down in "Mein Kampf."

If that drive is ever to be contested, this Czech "settlement" has settled nothing.

It has, of course, provided a breathing space—a breathing space which will do Hitler more good than his opponents. But the real cause of tension in Europe has not been abated. On the contrary, we may look forward to a renewal of the tension at a not-distant date.

The chief trust-buster for the department of justice has bought a cow and named her "Aunt Monopoly." Why didn't he just call her "Bossy"?

European dinner table conversation: The food tastes bomb. . . I gas maybe it hasn't enough spies in it; pass the assault. . . Tanks. . . It's plain this leg has been cooked too long. . . Oh, I didn't mean the leg, it was the argument.

220 Eastland County Farmers Get Loans

EASTLAND, Oct. 5 — Murren Nolte, district supervisor of the Farm Credit Administration, reported Tuesday that 220 Eastland county farmers who now are gathering or are preparing to harvest their peanut crops borrowed \$20,000 this year for seed.

Collection on the peanut seed loans has already started and probably will continue until February. Majority of the seed loans

Political Opponents In Adjoining Rooms

EMPORIA, Kans., Oct. 5 (AP) — The political wars in Lyon county should be easier to "kibitz" this year.

Republicans and democrats have rented adjoining rooms in the same building for headquarters. Neither knew who his neighbor was going to be.

North Dakota is called the "Flickertail state," and the wild prairie rose is the state flower.

Headed for What?



A President Gives Thanks for Peace



Like millions of other worshippers throughout the nation, President Roosevelt gave thanks for peace at St. James' Episcopal church in Hyde Park, N. Y., the Sunday after Europe's war scars had passed. The President, shown here as he arrived in an open car at the century-old church, heard the Rev. Frank B. Wilson call for a continued "anti-war offensive."

With Our WILD LIFE

JOHN R. WOOD
State Game Warden

Birds in Relation To Fishes

Authors note: Many anglers and commercial fishermen and sportsmen in general have in many cases condemned a large number of the birds that are seen along creeks, rivers, and lakes all over this section of Texas. There are many birds, waders, gulls and some ducks, that are classed as "fish-eating birds" without any proof of the damage done by the birds or any proof to back up the statement made. There is no group of North American birds more misunderstood in terms of economic relationships than those classed in the minds of the public as "fish-eating birds." I hope that this article will help clear up in the minds of the sportsmen and general nature lovers that all birds classed as "fish-eating birds" are wrongly placed under this head.

I would like to ask this question. Why do so many people condemn birds and place them under the heads as invaluable, of no use to the country, and should be exterminated, and predatory? These individuals make these statements without any knowledge whatsoever about the food habits and other conditions under which they exist. That which someone else says about a bird or animal should be investigated before such statements are passed on. False rumors about certain species have been the cause of some valuable forms of wildlife being extinct today. In the following paragraphs I will give some facts collected by the United States Biological Survey from leaflet BS-83 "Birds in Relation to Fishes."

Because of the large size of the Great Blue Heron it is widely condemned by inland fishermen. In feeding the bird is usually solitary, yet at its nesting sites it is distinctly gregarious. There was collected a series of eight stomachs from a popular trout stream in Montana (collected in mid-June in 1936). This stream had been well stocked with Loch Leven Trout in addition to being a well native stocked stream. The analysis of

(CONTINUED ON PAGE THREE)

Insurance — All kinds, except life insurance. Old line companies. Connie Davis. Tel 138.

Own Your Own Home

We have a number of nice homes for sale with small down payment and balance at 5% in small monthly installments. Also, other bargains for cash.
E. P. CRAWFORD
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108 W. 8th. Phone 453

About Our Friends

By STEPHEN A. LONG

Again quoting from the Sunday issue of our old files of the date of December 5, 1926, the front page carries the big banner headline: "Bids Asked for Big Cisco Fish Hatchery." . . . Another statement says, "City asked to take over library here," and a committee composed of City Commissioners R. W. Mancill, J. V. Heyser and Crigler Paschall have been named to consider the proposal.

Another front page story: "Cisco Highway situation makes deep impression on state highway commissioner, Judge Robertson." The story continues: "He declared that Cisco has gone so far forward in the matter of highways that any new highway in this section of the state should take this city into consideration as the great distributing point for traffic bound either east or west, north or south."

Judge Robertson's visit here was primarily concerned with securing complete right of way for Highway 23 north of Lake Cisco. He was seeking data on which the attorney general's department will be able to file condemnation proceedings to obtain land desired for the highway, but which has not yet been secured.

Judge Robertson was guest of Mayor Williamson at a dinner given in his honor at the Daniels Coffee Shoppe Friday night. Among those present for the occasion were Mr. Robertson and L. N. Jackson, asphalt inspector of the highway department who came here with him, Mayor Williamson, P. W. Campbell, Judge J. J. Butts, Frank Harrell, H. S. Drumwright, C. H. Van Eman, Division Engineer George E. Franklin, Tom Whitehead, Will Tyler, and Mr. Jobe of Rising Star. Among those who ac-

companied Judge Robertson the inspection of the dam day morning were Col. B. Frank Harrell, C. H. Van and the mayor."

Baptists Carry Forward Program This Morning

Last Week Keep Afloat Program This Morning. Plans for the completion of the First Baptist church are going right along ten work on the building is now in progress, careful attention is being given to the details of the work which will be completed within four or five months. The delay in the work on the building since the middle of September has been in keeping with the plan of the committee from the city which they have foreseen and which when the roof was laid would have to call a halt to the his while for refinancing of the building.

In the meanwhile the efforts of the building fund has gone on steadily. Today is another clear first Sunday on which the members and friends of the church are bringing their offerings and contributions on the plates as they are aware of this way the bulk of the money that has gone into this project is being raised.

Front page personals: "Little Wendell Russell, O. J. and Mrs. Russell, who left for an arm Tuesday afternoon, will be in school after one day's absence." "Mr. and Mrs. William Archibald and Mr. and Mrs. J. T. Bechtel had a splendid Sunday in the company of guests of Mr. and Mrs. E. Daniel."

"Miss Lula Price, graduate of Randolph college of this city, who has recently been teaching at Throckmorton was operated on at the Graham hospital and is recovering nicely."

Advertising is not an exact science. It is the life blood of any business. It is the life blood of any business. It is the life blood of any business.

ALLY OOP By Ham



MYRA NORTH, Special Nurse By Thompson & Co



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Pictures A

America Has Learned Many New Moves The Game Called War Since 1914

By MORGAN M. BEATTY

two days before general warfare broke out in Europe, employers and employees met with President Wilson.

"A strike would be more serious for this country than the European war," someone suggested as they filed in.

Opera-goers were more concerned over the dismal prospect that the war would hold foreign stars in their homelands.

Prophets Get Busy

Before July passed, however, people perceived that a great war was inevitable.

On July 31 the New York Stock Exchange closed to avert a financial panic. Gold was flying to Europe. The United States was a debtor nation.

Some 300,000 Americans were trapped in the war area, with no way to cash their perfectly good checks, no ships to bring them home. Congress put up \$2,500,000 in gold. Bankers matched it, and the cruiser Tennessee took the ransom to Europe. Millionaire tourists rode cattle trains. Several Americans were killed; some few killed themselves. It was months before the last travelers got home.

A ship famine threatened our foreign commerce. All but 17 per cent of our trade had moved on foreign ships that no longer were available. Cotton and wheat piled up in warehouses. John Citizen was unbelieving. European war couldn't do this to him!

There was more truth than comedy in Webster's current cartoon impression of a perplexed father trying to answer his children when they asked him, "What is a triple entente?"

Then came the deluge of discussion. Nearly everybody blossomed into a prophet or a military strategist.

A leading magazine confidently printed this when war was declared: "Our isolated position and freedom from entangling alliances inspired... the cheering assurance that we are in no peril of being drawn into the conflict."

Feet On the Ground

A newspaper headline read: "European War Will Be Shortest On Record, Is The Opinion Of Experts."

But the United States army general staff had its feet on the ground. Said one of its members: "The new French field gun (which became famous as the French 75) is a remarkable advance in artillery... Germany can mobilize instantly, her railway

OUT OUR WAY By Williams



Wild Life--

(CONTINUED FROM PAGE 2)

The stomachs showed that there were 28 suckers, 15 frogs, 9 sculpins besides 7 trout, one minnow and one mouse and several large water tigers and insects that prey on small fish. It is obvious that in this series the Great Blue Heron's destruction of large numbers of well-known fish predators or spawn-eaters more than offsets the damages to the trout supply. The Herons really paid for the seven trout that were found in this examination by the fish predators that they had eaten. In another case 189 stomachs was analyzed and his examination disclosed that 43.16 percent of the food was non game species that have little or no commercial value, 24 per cent valuable species, crawfish 6.54 per cent, 8.15 per cent insects, 3.59 per cent of unidentified fish remains, frogs and reptiles made up 4.25 and the rest miscellaneous food.

Gulls and terns are representatives of the largest fish eating family and most numerous in species both on inland and coastal waters. The Franklin's gull is most important as an insect destroyer in agricultural sections. Others are most valuable around harbors and fishery sections as scavengers. Studies from all over the United States reveal that valuable fishes form a minor part of their diet. There are a few exceptional conditions to this rule. But all of these birds are worthy of protection.

Mergansers are classed as fish-eaters in many sections. But usually the ability of the general public to recognize duck species, this duck gets much criticism which he

is not justly due. A tabulation of contents from 130 stomachs of red-breasted mergansers shows that 34.23 per cent of his food is fish that has no commercial value, 3 per cent valuable species, 14 per cent pan fish, 23 per cent crawfish, 25 per cent miscellaneous items. Out of 107 stomachs of the American mergansers, 27 had trout and the rest fish that have no commercial value, many of these spawn-eating and destructive species.

More of these birds will be discussed next week.

A cricket bat autographed by Walter Hammond, England's test match captain, is being sent to the youth of America as a gift from Britain's youth.

MOTORIST APPRECIATIVE
ELKHART, Ind., Oct. 5 (AP)—A South Bend motorist startled the Elkhart police department the other day by sending in \$5 because he had been "treated with the utmost courtesy while passing through the city." He suggested that the money be applied to the police fund.

Our job department is equipped to serve your needs. Phone 606

FOR COMPLETE Markets and Financial News
The WALL STREET JOURNAL
Rely on it for business men and investors everywhere. Send for free sample copy.
41 Broad St. New York.

Weary? Not now!

... thanks to Black-Draught. Often that droopy, tired feeling is caused by constipation, an everyday thief of energy. Don't put up with it. Try the fine old vegetable medicine that simply makes the lazy colon go back to work and brings prompt relief. Just ask for **BLACK-DRAUGHT**... "An old friend of the family."

LET'S TRADE!

We will trade our Service Station Products for cattle, hay or anything used on the farm.

Let Us Do It the Conoco Way

For a complete service call 500 and Count the Seconds.

ED HUESTIS
Cor. 8th and Ave D.

Now Open for General Machine Work

RE-BABBITTING SERVICE
MOTOR REBUILDING
WELDING
LAWN MOWER SHARPENING
I KNOW HOW

MOYER'S WELDING and MACHINE SHOP
707 Avenue F

POWELL'S CLEANING PLANT

Oldest Cleaning Establishment in Cisco
Expert Cleaners—Alterations—Pressing
Hat Cleaning and Blocking
Call 282
We Call for and Deliver

Local Musicians Are Selected In HSU Cowgirl Band

Newly organized this year at Hardin-Simmons university, in Abilene, is the Cowgirl band, to be a sister organization to the widely known H-SU Cowboy band.

Thirty-seven members have been elected to membership and are rehearsing, under the direction of Herbert M. Preston, their conductor, for first public concerts, to be given later in the fall.

The colorful uniforms, to be purple and gold, the Hardin-Simmons colors, will be made culotte style, gold with wide purple leather belt. Matching accessories will be purple silk neckerchief, ten-gallon hat and purple tailored boots.

Of special local interest in the organization is the election to membership of Bobbie McWhorter and Norma Ghormley, both of Cisco, whom will play clarinets in the band. Miss McWhorter has also been selected as drum major.

Begin Search For Missing Lardner

ST. JEAN-DE-LUZ, France, Oct. 5 (AP)—United States Ambassador Bowers Tuesday opened an investigation into the whereabouts of James P. Lardner, son of the late Ring Lardner, who disappeared Sept. 22 while fighting with Spanish government forces in eastern Spain.

Bowers said he was acting at the request of Mrs. Ring Lardner, who cabled him from Milford, Conn., that her son had been captured by the insurgents in the Ebro zone.

The ambassador said Lardner was not listed among American prisoners held by the insurgents at Burgos.

W. O. W. Camp

Cisco Camp No. 509 meets first and third Tuesday nights in each month.
707 1/2 Main Street.
W. C. CLEMENTS, C. C.
F. E. SHEPARD, Clerk.

AUTO LOANS

C. E. Maddocks & Co.
Ranger, Texas

papers Reveal It

fund has whatever it may be, the difference is another clear. And the easiest place on which to see it is in the daily newspapers of the month of 1914 and today.

Months the newspapers have been aware of the dangers of a European war, and have reported developments step by step.

Some of the statesmen struggling with the menace have been household words. The voices of these statesmen sound in American homes. News maps, action photographs and interpretive dispatches from every major world city measure the fluctuating fever one day's crisis.

On July 1, 1914, a few days before Archduke Ferdinand and his wife had fallen at Sarajevo, victims of a Balkan assassin's bullets, only three weeks later all European newspapers were all but silent on the assassination. Three days later the metropolitan journal was operated in a hospital and the first of the burning issue then was suffrage. That same day's devoted columns to it. The morning of congressmen, their office doors, their hasty retreat from a squad of suffrage agitators, were related in detail.

Interesting sidelights were suffrage plans for a carnival of raising campaign funds. Young women were to dub themselves the candy kids and sell large kisses.

The dancing was a popular feature. The nation was in the grip of a craze no whit less intense than today's swing epidemic. The hesitation waltz, Brazilian fox, tango, fishwalk and one-absorbed the younger generation those same weeks, a rail strike by 55,000 workers included in the West. On Aug. 1,

YOUR MILEAGE MERCHANT backs up his personal assurance of easy winter starting and oil economy by OIL-PLATING YOUR ENGINE

—more than an oil change!

JUST because this is in print instead of coming direct from Your Mileage Merchant's lips doesn't change the fact that he backs every word personally. How does he go through with that? By giving your engine the only OIL-PLATING. That's not mere words; it's what patented Conoco Germ Processed oil does.

Activated by an added man-made compound—added to oil's best natural qualities—added to the best refining—this exclusive Germ Processed oil adds itself direct to the inner engine surfaces... unites so thoroughly that every working part stays constantly OIL-PLATED.

Does the chrome plating on the bumpers drain down every time your car stops? Neither does OIL-PLATING in your engine. When you want to start up again, after hours of wintry parking—after nights or even weeks in the coldest garage—you've got ready lubrication faster than instantly!—in advance of the fastest oil-circulation. For drain-proof OIL-PLATING has stayed lastingly plated all the way up, to make things slide lightly and swiftly for your starter and battery. That also tells you why you're rid of costly starting wear. And OIL-PLATING stays in as long as you use Germ Processed oil. The gauge-stick backs Your Mileage Merchant!

Switch in Time!

CONOCO CONOCO GERM PROCESSED OIL
OIL-PLATING GUARANTEED to lubricate before any oil can circulate

SHE'S O. K. NOW

Make sure your car is in perfect condition and ready for a trouble-free trip on any occasion. Let our expertly trained mechanics put your car in perfect shape... All work guaranteed... Our rates are low.

GENUINE FORD BATTERIES

Starter, lights, ignition, spot light, twin horns, radio—much is demanded of a battery the modern automobile.

To insure long life and dependable performance on the cars and trucks of today, Genuine Ford Batteries are built with extra capacity—extra power. Inside and out they have the strength and durability that means long, trouble-free service even on the toughest jobs.

To be sure of your car's performance, be sure of the battery. You CAN be sure with a Genuine Ford Battery.

Priced as follows: 17-Plate, \$9.15; 15-Plate, \$9.00; 15-Plate, \$7.85; 13-Plate, \$6.85. These with your old battery.

COMPLETE MOTOR CHECK-UP
Let us thoroughly check and adjust all parts on your motor; starter, ignition, carburetor, timing, etc. Only **\$1.25**

John Bean Wheel and Axle Alignment

Enables us to give your wheels perfect alignment so necessary for hot weather driving to save your tires... At least possible cost to you.

Our Men Trained

With factory-trained mechanics there is no guess-work in our work. All work completed in least possible time at least costs.

WE KNOW OUR FORDS

Our Paint and Body Department Can Repair Any Defect... Match Any Color of Paint

GOOD USED CARS AT PRICES UNUSUALLY LOW

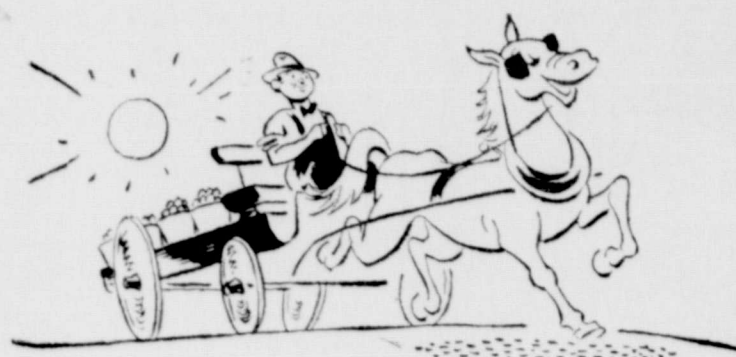
NANCE MOTOR COMPANY
STEVE NANCE --- Phone 244 --- PETE NANCE

The Story of OD and AD

and the TOMATOES

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.

How OD and AD Sold Their Tomatoes



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 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.

How OD and AD Sold Their 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.



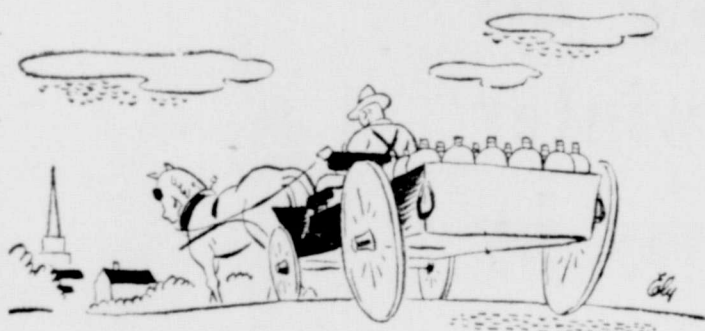
AD felt sure there was a better way to make and sell his tomato juice. He took some money from the bank and bought a shiny new press that squeezed out juice easily and quickly. He put the juice in bottles that could be tightly sealed. He had labels printed for the bottles, reading: AD'S PURE TOMATO JUICE.

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 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 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 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 true 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 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."

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TRIAL STORY

MURDER TO MUSIC

BY NARD JONES

COPYRIGHT, 1938 NEA SERVICE, INC.

ST OF CHARACTERS
NA DOMBEY — heroine.
of the sensational swing
ader.
LET TAIT—hero. News-
photographer—detective.
E LESTER—Myrna's clos-
nd.
NIE FEELEY—officer as-
to investigate Ludden
's murder.

CHAPTER III

ing the entrance of the
Bowl, Bob Tait found the
rs closed tight. A persis-
snocking conjured up the
e of Detective Officer Mi-
unphy.
o, Mike," Tait greeted him.
"chances to get in?"
it? You're the first one
een wanting to get in. The
ve been wanting to get
eluctantly, Dunphy shifted
e bulk to admit Tait.
reat Bowl was empty now
comparatively small knot
le down near the orches-
form. Tait recognized the
Detective Officer Dannie
the most persistent of the
om down at headquarters.
ere all the rest of the
like?"

"I worry," said Michael
z. "Dannie has watched
hey're upstairs, the women
room and the men in an-
and they're being frisked
suspicious belongings. The
of it is, about 50 or 75 got
f here right after it hap-
ed."
The detective sighed
z. "We don't know where
went—an' we don't know
more, who they are. A fine
of fish."
L." Tait answered good-
sly, "there's nothing like
in a lot of probable sus-
if you're going to commit a
."

"I saw a movie once
a murder was committed
otball game."
t was worse than this, any-
"

"I do not."
erbugs—and whackies.
mes they call them lickers."
nel Dunphy's blue eyes
sd. "Well, I hope the saints
ve us! Where they talk like
anything could happen! Jit-
s is right!"
n't let it get you down,"
advised. "Remember you,
t only that, I lived through
y back to when they were
y Taiting. But I wasn't no
ug." Dunphy looked over
s cohort, questioning the
d "Funny thing, the dame he
d just before it happened
skipped out. That looks
y queer."
pretended not to hear. He
red toward the group, be-
stening to the questions that
e Feeley was barking out.
oys in the band seemed ob-
y broken. If their expres-
and voices could be de-
d upon, they had worshipped
n Dombey. And Bob Tait

J. D. McKinzie
HIROPRACTOR
406 W. 6th.

RADIO TUBES
EE TESTING SERVICE
at
ee's Super Service

regulate in homes at 5 per cent
est. See Connie Davis, Tel.

Insure in Sure
Insurance
with
P. CRAWFORD
Agency
NEW LOCATION
W. 8th. Phone 453



Feeley whirled. "Hello, Bob. Is that a fact? Did you see Mrs. Dombey?"

Feeley studied Tait a moment. He seemed annoyed, and attempt- ed to hide that annoyance. "You know the address?"

had reason to believe that this was a fact.
"All right," said Feeley, then. "You boys can go on home now. But I'll be wanting you. Dno't forget that."
Tait heard the smooth, well- modulated voice of Harris Rogers. "I'll be glad to stay, Officer Fee- ley. As manager of the band and Mr. Dombey's personal affairs I can probably answer any ques- tions the boys could."

"That's enough for now," Feeley said. "The question I want an- swered right now is why Dom- bey's brand-new wife isn't here."
Tait saw Rogers smiling toward him. "Perhaps Bob Tait can answer that one. I believe I saw them together just after it hap- pened."
Feeley whirled. "Hello, Bob. Is that a fact? Did you see Mrs. Dombey?"
"Yes, I was at the table with her and her friend—and Rogers here."

"What happened to her after- ward?" Feeley wanted to know.
"I took her to the ladies' lounge. She was pretty well hit, naturally. Then I asked her friend, Anne Lester to look after her. I imag- ine they went on to the apart- ment they shared."

Several choice homes. Good condition. 10 per cent cash. Bal- ance 5 per cent. Monthly pay- ments \$7.91 on each \$1,000. Con- nie Davis. Tel. 198.

Dr. W. I. Ghormley
Optometrist
1503 Ave. D, Cisco

BOATS
We have Boats and
Motors for Rent
At LAKE CISCO
Boat Headquarters
Phone 136-J-4

FARM BARGAIN
To settle an estate can
sell choice farm at sacrifice.
75% can be financed
through Fed. Land Bank at
low interest. Possession
for coming crop.
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Agency
108 W. 8th. Phone 453

House, Barn and
Dairy
PAINT
Wall Paper, Auto Acces-
sories, Home Supplies
Western Supply
Company

Dunphy. "Get up there and see if
the two women are there. If they
are, just hang around until I come
along later."
"You bet, Dannie." Dunphy dis-
appeared into the hallway.

As casually as his trembling fin-
gers would permit, Bob Tait lit a
cigaret. "I'll drift along, Dannie.
If you need me for anything, I'll
be around."

Feeley looked scornful. "If I
need you I'll be in a bad fix, Mr.
Tait." But there was the hint of
a tilt in Feeley's voice. He had
always liked Bob Tait, and they
had naturally encountered each
other often.

"Good night, Rogers."
The manager of The Swingateers
nodded. "So long, Tait. Thanks
for taking care of Mrs.
Dombey."

The remark nettled Tait. He
wondered, a little angrily, if Har-
ris Rogers felt that his job of
managing The Swingateers went
on to managing Lud Dombey's
widow. He didn't care for the
proprietary air Rogers had shown;
and, above all, he didn't like the
way Rogers had set Feeley on
him.

But there was little time to
think about that now. The moment
Tait was out of sight of Feeley
and Rogers felt that his heels in
earnest. A half minute later he
was at the curb, his hand on the
handle of a taxi door.

"Claremont Apartments," he or-
dered. "And I'm in a real rush."
He hoped that Mike Dunphy
was still at the cigar stand, choos-
ing a favorite smoke before start-
ing for the Claremont Apart-
ments. And if Mike ran true to
form, that was where he was.

He hoped something else, too—
and fervently. It was that he'd
find Myrna at the apartment.
There'd be plenty to explain to
Feeley if she hadn't shown up
there. And if she was there Tait
wanted to talk to her—talk to her
before Dunphy and Feeley arrived

Feeley studied Tait a moment. He
seemed annoyed, and attempt-
ed to hide that annoyance. "You
know the address?"

Tait gave it to him, and Feeley
yelled toward the doleful Mike

to badger her into saying things
she didn't mean.
"I suppose I'm nuts," he told
himself. "I ought to keep out of
this."

But he knew that he wasn't
going to keep out of it.
(To Be Continued)

Plantation Plowing
Being Done at Night

LAKE PROVIDENCE, La., Oct.
5 (AP)—It is so much cooler to
work at night that the 2,400 acre
Olive Dell plantation is doing
much of its plowing by tractor
headlights instead of by daylight.
W. T. Michner and E. S. Voel-

ker, the plantation owners, say the
tractor operators had fewer dis-
tractions at night and generally
covered more ground.

ECHOES BANNED
CHICAGO, Oct. 5 (AP)— The
city council authorized expendi-
ture of \$4,330 to chase the echoes
out of the navy pier auditorium.
The money goes for acoustical
equipment.

Eugene Lankford
Lawyer
Office, Lower Floor
Cisco State Bank Bldg.

DRASTIC PRICE REDUCTION
ON
1938 Demonstrators and OK'd Used Cars

IMMEDIATE DELIVERY
ON
NEW CHEVROLETS
A Proven Product

1938 CHEVROLET
DEMONSTRATORS
Low Mileage Substantial Discounts
New Car Guarantee Your Car in Trade

YOU SAVE MONEY HERE
A-G MOTOR
COMPANY
ANDY AND JACK ANDERSON, Proprietors
PHONE 52 CISCO, TEXAS

SMITTY'S TRIPLE SERVICE

Your "HOMETOWN MILEAGE
MERCHANT"
TRY OUR
TRIPPLE
SERVICE
With a Smile

No delay at this station... one man
gets your windshield, another gives
you water, inspects your oil, while
still another sees to your gasoline
and checks your tires.

If you are going on a vacation
trip let him furnish you with com-
plete information and routing for
your individual trip all free to you.

SMITTY SAYS:
'The Famous Dunlop Tires
Have made all the world's High
Speed Miles records during the
past Eight Years. They can take it!

Smitty Huestis
CONOCO PRODUCTS are sold here. They give
satisfaction with all cars.
Smitty Huestis Service Station
Corner 14th at Main. Phone 17—Cisco.



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 — and financing is
very convenient.

Rockwell Bros. & Co.
111 E. Fifth. Phone 4

NOTICE
TO WATER CONSUMERS

Beginning now we are forced to col-
lect our water bills so we can meet the
bondholders' requirements. We have
been very lenient with you and now we
are forced to collect all current bills.
Please make arrangements to take care
of your bill by the 10th of each month.

CITY COMMISSION
By W. R. WINSTON,
Water Supt.

DR. R. C. FERGUSON
208 Exchange National Bank Building — Eastland, Tex.
Diseases of Children and Infant Feeding
Office Hours: 9:30 to 12—2:30 to 5
Office Phone 191. Residence Phone 190

SAVOY CAFE
The Best Place in Town to Eat
SHORT ORDERS --- LUNCHES
The Best Meats --- Beer
"NICK" and "SAM"
AIR-COOLING SYSTEM

IT IS VITAL!
Since milk is nature's most important food you should
have the best. Buy the only Grade-A milk sold in
Cisco and Certified by City Health Officer.
NEW FRIGIDAIRE EQUIPMENT.
MYRICK'S DAIRY
Phone 545—Cisco.

Wear Clean Clothes
DID YOU KNOW?
Your clothes can't talk, but they do cause much talk.
Call Tullos regularly and let the talk go on.
Phone 216
TULLOS
CLEANERS
WE DELIVER

HUMBLE PRODUCTS
ROY (Dago) HUFFMYER, Prop.
Years of experience count in any work. Our
many 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 lubrica-
tion. And all Cisco are friends to Humble Products.
GOODYEAR TIRES and TUBES
Eighth at E. Phone 149

Bring Guest
or Family to
Laguna Hotel
Coffee Shoppe
Dine in a cool, pleasant homey atmosphere. Always
the best in foods and in service. Menues and prices to
suit varied whims of customers.
Laguna Hotel Coffee Shop
ED BROWN, Manager

MOAD BROS.
Your Sinclair Friends
We have the most up-to-date and modern
GREASING EQUIPMENT
IN CISCO
FALLS AIRMASTER
TIRES and TUBES
For Road Service
CALL 9513
Eighth Street and F Avenue

NEIL LANE
FUNERAL HOME
300 W. 9th Street, Cisco. Phone 167
OUR GREAT AIM—is to be helpful
to those who engage us; We want
all to feel satisfied with the manner
every detail was looked after.

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

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SOCIETY and CLUBS

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Phone Numbers 535 and 608

Mrs. S. E. Hittson Host to Circle Two

Mrs. S. E. Hittson entertained members of Circle Two of the First Presbyterian church with a 1 o'clock luncheon in her home Tuesday. After lunch, the chairman, Mrs. Alex Spears, presided and gave the devotional. Mrs. A. E. Jamison directed the program at which time the study course, "City Shadows," was reviewed by various members of the circle.

Those present were Meses N. A. Brown, Frank Bond, J. E. Caffrey, Auguste Fricke, C. H. Fee, R. C. Hayes, J. A. Lash, A. E. Jamison, J. G. Rupp, Alex Spears, Joe Clements, Miss Willie Ward and the hostess, Mrs. Hittson.

First Christian Women's Council Luncheon Hostess

The Women's Council of the First Christian church was hostess Tuesday at a luncheon and business meeting given for members of the W. M. S. of the eleventh district, including guests from Abilene, Eastland and Ranger. The dining tables were attractively decorated with bowls of red dahlias and a buffet luncheon was served to approximately 75 ladies.

After lunch the meeting was held in the auditorium. Mrs. Sam Kimball, local council president, gave the welcoming address and introduced the district secretary, Mrs. John Drennon of Abilene who spoke on "The Woman's Part in Producing an Effective Church." Mrs. Drennon then presented Mrs. R. L. Herron of Ranger who used as her subject, "The Spirit of Christ." This was followed by sentence prayers. Mrs. Lonnie Shockley, accompanied at the piano by Mrs. Lee Clark, gave several vocal selections. "Stewardship" and "The Effective Church" were topics discussed by Mrs. Huckabee of Eastland and Mrs. Brock of Abilene.

Rev. and Mrs. Clark W. Lambert were welcomed officially into the district by Mrs. Drennon and Mrs. Lambert spoke briefly on "The Distress in the Churches of the District."

Announcement was made of the district convention to be held in Brownwood November 14, and the meeting was adjourned with the singing of the hymn, "Blest Be the Tie That Binds."

West Ward P.-T. A. Committee Meets

The ways and means committee of the West Ward P.-T. A. met Monday afternoon at the home of Mrs. George P. Fre, chairman, for the purpose of making definite plans for the carnival to be held the last of October. The carnival, which is the big annual drive for raising funds to carry on the work of the organization, promises to be on a larger and more elaborate scale this year than ever before. The main attraction will be the country store. With the cooperation of the public, the carnival is expected to be highly successful.

Those present for the meeting included the members of the executive board: Meses Jimmie Allen, Charles Sandler, George P. Fre, R. Carothers, W. W. Fewell, Roy Parma, D. C. Harper and the following teachers and room mothers: Meses T. C. Williams, R. E. Grantham, Calbe McAfee, Misses Ruby Rae Swift, Byrd Bacon and Meses Irene Hallmark, J. L. Thornton, G. L. Boyd, D. Ball, Nancy McCrea, Ernest Lemon, J. D. McKinzie, Dick Bestman, Lloyd LaRoque, Karl Armstrong, J. C. McAfee, Carl Baird, W. C. Deaght, Paul Poe, George, Sherman, Hawkins, Watson and Ellison.

CISCO LADIES

Mmes. B. E. Murchart and William Reagan are attending the initial meeting of the Music Club in Eastland today, where Mrs. Reagan will direct a parliamentary drill.

Look in the Classified First.

666

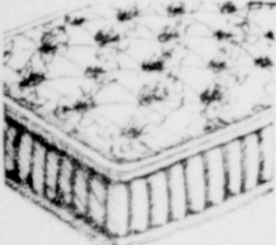
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Women welcome lovely new feminine hairdos for fall

GOODBYE to the severity of the page boy bob! Goodbye to the severely tailored woman! Once more we welcome the rounded features, the grace, the ease of charming femininity.

YOUR new hairdo for fall will be up from the neck, soft curls will replace tight ones, and a scissors, comb and brush will make your hair a feathery nimbus

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ELIZABETH McCRACKEN,
Proprietor

Phone 144.

Cisco.

W. M. S. Installs New Officers In Meeting Tuesday

The W. M. S. of the First Baptist church met Tuesday afternoon at the church for the installation of officers, business meeting, and the Golden Jubilee tea. Mrs. J. R. Burnett, associational president, conducted the installation ceremony after an interesting devotional by the pastor, Rev. Judson Prince, on the subject, "The Open Door." Mrs. W. V. Gardenhire was installed as president and presented with a key and book of instructions to her office. Each officer in turn was given her key together with a passage of scripture descriptive of her office. This was followed by the division of the six circles for the coming year.

In the church dining room, the table was laid with white cloth and a centerpiece of flowers. White candles were burning in silver holders on either side of the centerpiece. Meses J. T. Berry and J. J. Butts poured and were assisted by Meses Billie Cole and Zona Maude Surles.

Approximately 60 guests were present.

Sixteen Year Girl's Class Holds Meeting

The sixteen year girl's class of the First Baptist church met in the home of the teacher, Mrs. C. P. Cole, Monday evening for the purpose of organizing. In the business meeting the following officers were elected: President, Freda Grist; vice president, Eulala Reames; secretary, Venita Pippen, and chairman of class activities, Billie Cole. The name, Busy Bees, was chosen and the motto, "Never Idle." The favorite verse of scripture is John 5-17 and the hymn is "Work for the Night is Coming." The rose was chosen as class flower with rose and silver as class colors.

Refreshments were served to Meses Opal Finley, Mildred Kimball, Zona Maude Surles, Eulala Reames, Sylvia Phillips, Freda Grist, Billie Cole and the hostess, Mrs. Cole.

The Notebook

Thursday

The First Industrial Arts club will meet at the city federation club rooms at 3 for a program on "Home Beautification." Mrs. H. A. Bible will be hostess and Mrs. J. B. Pratt leader.

Friday

The Twentieth Century club will meet at the library at 3.

Japan annexed Korea in 1910.

Circle Three Meets With Mrs. Slicker

Circle Three of the First Presbyterian Auxiliary met Tuesday afternoon with Mrs. Homer Slicker. Mrs. W. W. Wallace presided in the absence of the chairman and the first three chapters of the home mission study book, "City Shadows," were reviewed. At the close of the meeting, the hostess served delicious refreshments.

Those present were Meses Abbie C. Daniel, W. L. Jones, R. S. Cope, J. E. Walter, B. S. Huey, E. P. Crawford, John Garrett, John Jones, W. W. Wallace and the hostess, Mrs. Slicker.

Euzelian Class Holds Its First Meeting Tuesday

The Euzelian class of the First Baptist church had its first meeting Tuesday evening at the church with Miss Geneva Finley, past president, presiding. The meeting was opened with a prayer by Miss Faye Holder, after which the election of new officers was held. Those included: president, Joannah Hagaman; first vice president and membership chairman, Lucille Harper; second vice president and class ministries and fellowship chairman, Lucille Flaherty; third vice president, devotion and enlistment chairman, Letha Estes; secretary and treasurer, Lillian Caldwell; group captain No. 1, Sue Snyder; group captain No. 2, Leola Isenhower; reporter, Cathryn Russell, and social chairman, Margaret Hagaman.

Those present were Meses Faye and Sybil Holder, Joannah and Margaret Hagaman, Geneva Finley, Lucille Harper, Lillian Caldwell, Lucille Flaherty and Mrs. O. H. Dick, teacher of the class.

Dental Advertising Law Upheld in Effect

AUSTIN, Oct. 5 (AP)—The Supreme court in effect upheld today the law passed by the 45th legislature regulating dental advertising. In a case from a San Antonio court the court refused a petition for writ of error by G. W. Sherman and others who attacked constitutionality of the law.

SHOOTING RANGES

WASHINGTON, Oct. 5 (AP)—John Metcalfe, house committee investigator, testified today that the German-American bund at its 1937 convention in New York arranged secretly to establish shooting ranges for its storm troopers.

Cy Cooper has returned to Mineral Wells after a short stay with his parents here.

Advertising is not an expense—it's the life blood of any business.

44,000 See—

(CONTINUED FROM PAGE 1)

taking second on the throw home Haek was out at home on Crosetti's throw to Dickey after Herman had hit a smash to left which bounded off Rolfe's glove. One hit, one run, no errors.

Fourth Inning

Yankees—DiMaggio was out by an eyelash at first. Gehrig was out at second when Cavarretti took his fly off right field fence, threw to Herman who relayed to Jorges for the putout. Dickey took first on a base hit. The throw was over Collins' head. Selkirk was out. No runs, two hits, no errors.

Cubs—Demaree bounded out, Ruffing to Gehrig. Cavarretti struck out swinging. Reynolds flied out to Gehrig. No runs, no hits, no errors.

Fifth Inning

Yankees—Gordon doubled into left field corner. Ruffing's sacrifice bunt moved Gordon to third base. Crosetti struck out. Rolfe grounded out between first and second. No runs, one hit, no errors.

Cubs—Hartnett struck out swinging. Collins' grounder to Gordon was smartly fielded by the Yankee second baseman for the second putout. Jorges struck out swinging. No runs, no hits, no errors.

Sixth Inning

Yankees—Henrich's line drive to right field wall was good for a double. Cavarretti took Dimaggio's long drive for a putout. Henrich remain on second. Gehrig was out, swinging. Dickey singled into left with a pop fly and Henrich scored the third Yankee run. Selkirk singled inside first base line, advancing Dickey to second. Gordon struck out swinging. One run, three hits, no errors.

Cubs—Lee flied out to DiMaggio in center. Haek singled inside third base line. Haek was forced out at second on Herman's grounder to Rolfe, which the Yankee third baseman fumbled momentarily. Demaree flied out to Frank Crosetti. No runs, one hit, no errors.

Seventh Inning

Yankees—Ruffing flied out. Crosetti took first when hit by a pitched ball and Rolfe singled into left, advancing him to third. Collins speared Henrich's terrific line smash for an unassisted double play at first, retiring the side. No runs, one hit, no errors.

Cubs—Cavarretti singled to center field fence for a base hit. Reynolds hit into a double play, putting out Cavarretti at second and himself at first. Hartnett's looping fly into right field corner was good for a triple. Collins was out on a bouncer to Crosetti back of second. No runs, two hits, no errors.

Eighth Inning

Yankees—DiMaggio was out on a hot liner to short. Gehrig was out on a called strike. Dickey got his fourth straight hit with a line drive into right center field. Dickey stole second. Selkirk flied out to Cavarretti in center field. No runs, one hit, no errors.

Cubs—Jorges' drive to right

field was a single. Ken O'Day, pinch hitter for the Cubs, batting for Pitcher Lee, grounds to Crosetti at short who tossed to second for Jorges putout. O'Day was safe at first. Haek hit into a double play, Crosetti to Gehrig, retiring the side. No runs, one hit, no errors.

Ninth Inning

Yankees—Jack Russell relieved Lee in the pitcher's box for the Cubs. Gordon flied out to Cavarretti in center. Ruffing was out, Herman to Collins. Crosetti's fly to right field was good for a double. Rolfe was out on a grounder to Collins. No runs, one hit, no errors.

Cubs—Herman flied out to DiMaggio in left center. Demaree flied out to Selkirk in left field. Cavarretti hit into right field for a single, taking second on Henrich's error. Gordon's catch of Reynolds short fly ended the ball game. No runs, one hit, one error.

TP Offering Special Rates to Fair-Goers

The Texas and Pacific Railway is offering special week-end fares from all points in Texas for the State Fair at Dallas and, according to Frank Jensen, general passenger agent, will apply on both first-class and coach tickets.

The round-trip fare will be only ten per cent (10%) higher than the one-way rates and will apply on all trains arriving in Dallas any time on each Saturday and Sunday during the Fair with limit to reach starting point on return trip before midnight of Monday following date of sale.

During the last year of the Fair, 1934, the only special week-end rates authorized were those good in coaches; however, for the Golden Jubilee celebration the Texas and Pacific will also make a special week-end rate for passengers desiring Pullman service, said Mr. Jensen.

These special rates should appeal to people who can spare only a day or so at the Fair, or who can attend only on week-ends; however, round-trip rates are also available daily for those who desire a longer limit.

Mr. Jensen states that all Texas and Pacific trains are now completely air-conditioned, including coaches, chair cars, Pullmans, and diners, and this should add much to the comfort of passengers.

Bruising Back



HERE'S Wally Bearden, powerful fullback, upon whom Coach Matty Bell of Southern Methodist is counting heavily this fall.

\$1,500 Bond Posted By Mrs. J. Peters

EASTLAND, Oct. 5.—Charged with murder in connection with the recent death of Mrs. Marcus Pierce, Mrs. Jackson Peters of Nimrod has posted \$1,500 bail bond, Deputy Sheriff Tug Underwood reported Tuesday.

Mrs. Peters was indicted last week by an 88th district court grand jury.

There are 299 slaughtering plants in the United States operating under federal inspection.

Sleeping Sickness Reported to Be

RANGER, Oct. 5.—Hodges, Ranger veterinarian, reported today that he called upon to treat cases of sleeping sickness in horses in the past few days.

Five cases have been reported, three miles over, while other cases over an area of 10 miles.

Vaccination is the best way to prevent the disease. It has proved fair where started in the doctor reports.

Until little over a disease was unknown though prevalent on and in some sections.

CLASSIFIED SECTION

Cisco Daily Press Classified Section
All classified advertisements before 2:30 p. m. in the evening Press office, otherwise orders filed advertisements in the Sunday morning will be received until 8 p. m. day.
Minimum charge—50 words. Three insertions allowed for the price. Longer notices must be contracted.

FOR RENT—Large room. Side entrance. Gentleman preferred. 6th St.

GOOD USED TIRES—See Goodyear Service 29-11.

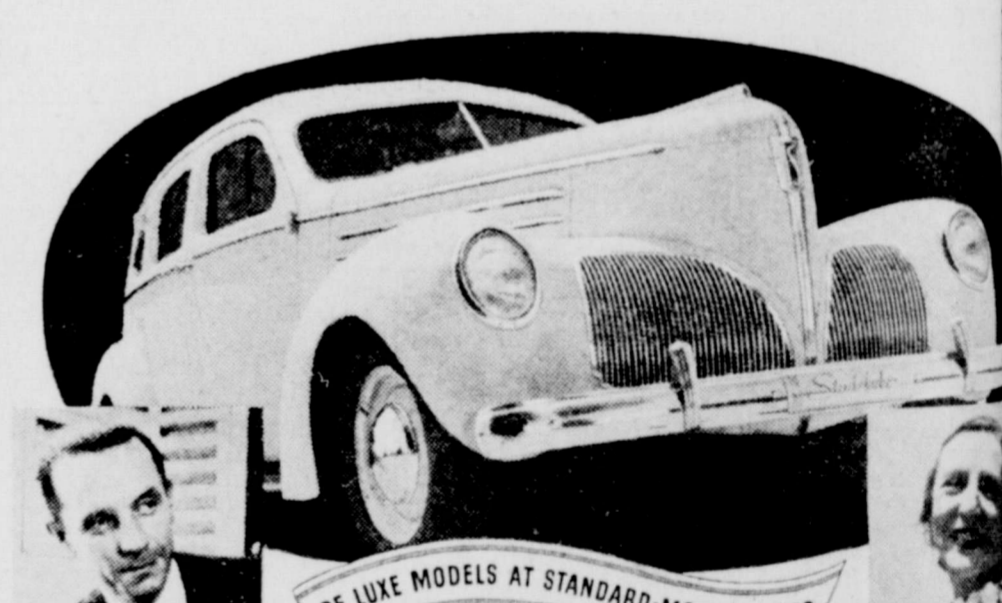
WANTED TO RENT—one preferable. Phone call.

FOR SALE—Used car of your own price. If you see us before you see Maddocks & Co., Inc.

FOR SALE—Team and place for rent. 2 1/2 miles on Eastland.

Number of homes for cash down payment monthly payments. Rate, Connie Davis, 14.

Studebaker Announces for 1935 WORLD'S SMARTEST MOTOR CARS Acclaimed by Europe's Famed Designers Priced almost as low as the lowest!



DE LUXE MODELS AT STANDARD-MODEL PRICES

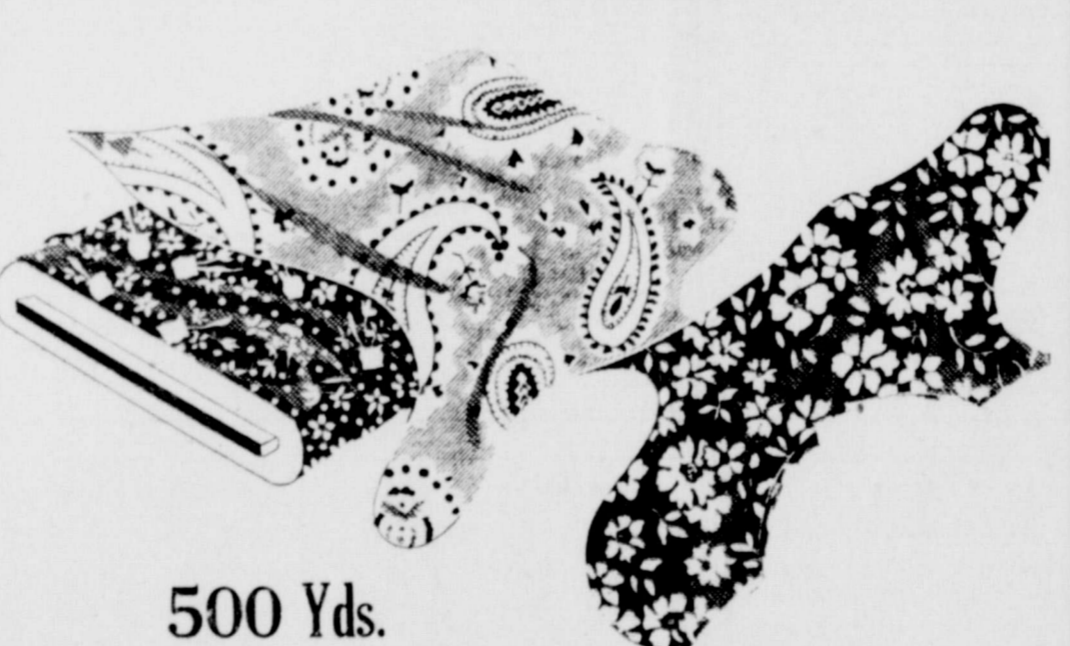
STYLED by Raymond Loewy, ace designer of the Broadway Limited... famed visualist of New York's 1939 World's Fair! The magnificent new Studebaker Commanders and Presidents for 1939 are so far in front they make all other cars look dated!

But see for yourself! See why these great new Studebakers have been acclaimed by Europe's best design authorities as a triumph of keen, vigorous lines, deep-bedded comfort, a hundred and one points of luxury finish!

And imagine it—cars of Studebaker prestige and performance—built by Studebaker master craftsmen—at prices that challenge the lowest!

Try Studebaker's new steering wheel gear shift lever—it's standard equipment! See the new 10-point "Climatizer"—the new, simplified automatic gas-saving overdrive—they're optional at small added cost. Low down payment—easy C. I. T. terms.

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