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.

me of the Babies Who Are Entered in the Big Baby Parade

More pictures and complete list of babies in Parade will appear in tomorrow's issue of the Cisco Daily Press.



CHINA CARROLL 11 -year-old young daughter of Mr. and Mrs. Mickey Carroll. 1204 Ave. G. Cisco.



BILLIE CONRAD SMITH MURRAY STOUD McMURRAY SARA ELIZABETH ACKERS 21-month-old son of Mr. and Happy young 23-month son Mrs. Wesley Smith, 1504 Ave. of Mr. and Mrs. Stroud Mc-Murray, 711 W. 9th St., Cisco.



Fifteen month old daughter of Mrs. J. D. Rambo and the granddaughter of Mrs. S. H.



LUCILE PIERCE Two-year-old daughter of Mr. and Mrs. W. D. Pierce. 1110 West 14th street, Cisco.

THIRD GIVEN

GOOD CHANCE

Ship, Unlicensed and

in Landing

Bought for \$50, Falls

OF SURVIVAL



Six - year - old daughter of Mr. and Mrs. M. D. Bailey.



BETTY JANE PAYNE Ten month old daughter of Mr. and Mrs. A. L. Payne,

Thirteen - month - old son of Mr. and Mrs. F. A. Payne,

MERCHANTS BEGIN "DOLLAR DAY" EVENT

wo Men Are Killed as Plane Crashes at Abilene

Through the Editor's Spectacles

By GEORGE

ner of loved pets is e again, a reader he Press. "He was dog, but Billie loved says the letter ls of the agonized morning of the This is a warning r little boys who have watch them closely.

nay be next. e persons who poi-Rex could have seen errible suffering that ent through and heard screams and sobs he ever again be guilty a thing."

doz.

oday's issue of The Cisco merchants are sing Dollar Day spefor next Wednesday. rogram as adopted calls special offerings of ndise to be made evdnesday. If this prois consistently followal bargains offered the of the Cisco trade terthere is no cause to that it will accomplish in promoting retail for Cisco, and retail g advantages for the of the Cisco trade ter-

is a good time of the o push retail sales. Not ise there will be any imate and big response to campaign, but because a program will impress on the minds of those live within trading ge of Cisco and encourthem to come here for trading in the future. old advice that it is time uy when the other felwants to sell, and to sell n the other fellow wants ly, holds true in another here. It is time to adwhen the other felretrenching because get more effective atten-NTINUED ON PAGE FIVE)

List of Babies Entered in **Contest Continues to Grow**

Welfare Ass'n Renders Aid to Many in January

The board of the Cisco Charit nd Welfare association met i regular session at the chamber of near reports of the work that wa fone during the month of Jan lary. The report, presented by Mrs. Philip Pettit, executive sec retary, showed that 471 garment nonth, and that 321 had been received as gifts, and that 103 pairs shoes had been distributed to the needy with 65 additional pai

contributed during the month. A great deal of detail work it dministering to the needs of destitute families in Cisco was re ported upon. This included dis ibution of various items of cloth ng, securing jobs for jobless, aid ng sick families in distressed cir umstances, visiting homes seek g aid, and so forth.

Commendation of the work be ng done was voted by the board

V. F. W. to Meet at Eastland Wednesday

EASTLAND, Feb. 13 (Spc.)of Eastland county will be held ment Wednesday night at 7:30 in the Knights of Pythias hall at East-

A feature of the meeting will e received of a national VFW eard naitonal VFW officers and

Ordinarily, meetings of the post are held at Cisco, but at a recent onduct the next social gathering at Eastland.

The post has members from of St. Peter's.

Townsend Asks Prayers for Peace

WASHINGTON, D. C., Feb. 13 P).-Dr. Francis E. Townsend Sunday asked all Townsend clubs and members of his organization to devote a week to prayer that the peace hopes of the late Pope turned Sunday to Stephenville Pius may be fulfilled.

Debate Teams Win in Putnam Contest

The Cisco high school debate team debated Putnam teams at Published Today The Cisco high school debate Putnam Friday afternoon, both udges. Rex Pollard, regular member of the team, debated.

Blackburn. Wynell Jones, another nember of the girls team, accompanied the group to Putnam but lid not take part in the debates. The club has a number of trips lanned, including a two-day trip Denton where the teams will ake part in a tournament. The teams to represent the school in the league contests will be chosen

Burial of Pope to Take Place on Tuesday

VATICAN CITY, Feb. 13 (AP). The first funeral service for Pope

The scenes within the basilica mark. and without, in the vast square according to an announce- were of stupendous crowds, brillians colors, simple ceremony and humble reverence.

Vatican City authorities anburied Tuesday night, instead of

His body will be placed with elaborate ceremony in three nested neeting in Cisco it was voted to coffins-of cypress zinc and polished elm-and then taken to the final resting place in the grottoes The line of worshipers shuffling

slowly toward the great bronze doors of St. Peter's, 12 abreast, extended in the afternoon from the basilica to Castel Saint Angelo, nore than half a mile away. The ranks first were six abreast and then spread to 12 until they

squeezed into St. Peter's. Miss Dorothy Jean Walker re-

First Pictures of Entries Are

Look 'em over, folks! The Cisco Daily Press today presents the first pictures of babies entered in the big Baby Parade of the news paper and cooperating merchants and you must admit that they are The girls team is composed of champions, every one of them.

Opal Sutton and Anna Kate The pictures appearing today are only a few of the number which have entered the contest and others will appear from day to day throughout the course of the campaign which has already aroused has taken place in this country for many years. More than 60 babies had been

entered in the contest this mornng and new entrants were steadiing Star, Carbon and many other doing no damage to the wings. communities have been entered Gilland's injuries consisted already, although the contest is general body lacerations and beginning to be received and as of age every mail brings new entries and Flew to Stamford Pius XI was sung Sunday in great parents and friends bring the little

Press and to the cooperating mereverybody a chance to back a win-

Parents or friends who expect enter a baby were urged to do at once in order that the tot may get off to a flying start in coasted past the home before it fell. he campaign for votes.

ineteen other cash prizes will be ifetime to regard with pleasure.

Votes are given on cash pur- Third Plane

An unlicensed airplane purchased for \$50 crashed with

three men at Abilene late Sunday, killing two and injuring the third so badly that his life was at first despaired of The dead were Harrell King more interest than anything that and Glenn Morton, the latter owner of the ship. Thoral Gilland, third occupant of the ship was in a hospital, given a chance to recover from his injuries. None of the three men was a licensed being brought to The Daily pilot, and it was not established Press office. It is impossible to who was at the controls of the estimate what will be the final plane when it pancaked to the number, but it will be large, ground from an altitude of about Babies from Baird, Putnam, Ris- 200 feet, crushing the fuselage but

The trio flew to Stamford, St. Peter's while thousands of the tots to the office in person to be miles north of Abilene, Sunday ocial meeting of the Veterans of faithful moved slowly past the entered, the prospect is that by the and returned to Abilene at dusk Foreign Wars post and auxiliary body in the Chapel of the Sacra- end of the week the total number They apparently were seeking a of entries will rise above the 100 pasture where Morton kept the plane when the crash occurred.

The pilot had cut off the motor ouncements of the Parade has and was coasting when he appear been truly gratifying to The Daily ed to notice the plane was close to the ground and tried to turn on chants. Parents and friends of the motor again. The plane panadio broadcast on which will be neunced that the pope would be babies in the contest already are caked and struck the ground flatactively canvassing for votes for ly from about 200 feet in the air, secretary of state said: minent officials of the United Wednesday, as had been expected their tots in a contest that gives witnesses said. The wings were undamaged but the body was or attack) exists, it is the sacred

> Abilene Policeman Virgil Waldrop heard one of the men say fensive forces. "give it the gun" as the plane

Morton, only son of an automo-A 24-inch loving cup and \$100 bile dealer at De Leon and the cash awaits the winning baby. father of a seven-year-old son, had only recently moved to Abiwarded other winners in the big lene from De Leon where his wife ontest. The loving cup is of and son reside. Only last Sunday peautiful Athenian design, a tro- he had flown the ship from Abi- farms.' by which a baby may keep for a lene to De Leon with his wife as a

hases and on payments of ac- It was the third airplane which counts with cooperating merchants he had owned, and he purchased (CONTINUED ON PAGE TWO) (CONTINUED ON PAGE TWO) "Yet," he declared. "we

Twins Entered in Parade



Crofts, 1102 W. 9th St., Cisco "DOT" and "DASH" CROFTS

not yet a week old. Response from tongue bitten timely through. All neighboring communities is just of the three were under 25 years Hull Warns U.S. Will Defend Self

WASHINGTON, Feb. 13 (A)-Secretary Hull warned the world next Wednesday makes it possible unday night that the American people would reply with "determin- for the customer to obtain almost d defense and resistance" to any challenge to their "most vital and any need. Many of these bargains know that circumstances may

Speaking on a national radio nookup in a broadcast arranged by as such a possibility (of challenge duty of a government worthy of the name to maintain adequate de-

"In times like the present," h coasted past the back porch of his continued, "when the specter of new major armed conflict haunts the world, the issue of war and peace becomes an intensely per sonal one. It touches every one of us. It is ever present in our homes, in our places of work and recreation, in the cities and on the

He added that this nation is sincerely devoted to the cause of peace and believes there are no international differences that can not be settled peacefully.

BARGAINS TO BE OFFERED WEDNESDAYS

'Come to Cisco for Real Values" Is Invitation

Beginning next Wednesday lisco merchants are inaugurating a weekly "Dollar Day" campaign, during which scores of real rock bottom bargains will be offered the buyers of the Cisco trade territory.

Advertisements of the merchants who are offering these bargainsmany of them below the cost of the articles offered-appear in today's issue of The Daily Press. A ull page advertisement lists most the participating merchants while others have inserted large ads of their own listing a variety

The object of the merchants is to make Wednesday a real "bargain day" in Cisco and to show the people of the Cisco trade territory that they can secure what they need at any time from Cisco merchants at prices that are just as low as can be found anywhere.

The range of merchandise offered at greatly reduced prices are listed in the advertisements in today's Press. Many other bargains will be found in the cooperarise in which a nation's will to ating stores. Come to Cisco Wed-CONTINUED ON PAGE EIGHT) (CONTINUED ON PAGE EIGHT)

ENTRY COUPON IN BABY PARADE

SPONSORED BY MERCHANTS AND THE CISCO DAILY PRESS

Starts Baby With 25 Steps To Select 20 Most Popular Babies. 20 Cash Prizes.

PLEASE ENTER. PARENTS' NAME PARENTS' ADDRESS

AGE.

One Entry Blank Allowed - Photos Made Free

PAGE TW

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action tax. For your information, want to state to you

this proposal was given to the going to be careful

legislature in the form of a pro- what we do on this

do away with the state ad va- of those interested

man, or common citizen who now each community to

Our plan would be to exempt may get first-hand in

CATHRYNE RUSSELL, Editor Phone Numbers 344 and 608

Mrs. McKissick Is 42 Club Hostess

Mrs. J. T. McKissick was hostess to the Thursday Forty-two Miss Amber Perry of Salt Lake rooms. Mrs. G. B. Kelly and Mr. Wyatt, son of Mrs. Bertie

After the games, light refresh-ments were served to Mmes. C. The couple will make their home in El Paso, where Mr. Wyatt H. Fee, G. B. Kelly, L. A. White, is employed at the Hilton hotel. W. P. Lee, J. T. Berry, W. H. La-Roque C. H. Hale, G. M. Stephenson, William Reagan, J. W. Mancill, T. J. Dean, J. E. Crawford and the hostess, Mrs. McKissick.

Cisco Musicians To Eastland

Powell and Misses Joyce Rainbolt, days stay. Peggy Jean Gallagher and Glady French were presented in accord-

DOG TOO FRIENDLY





FREDRIC MARCH VIRGINIA BRUCE

Midnight Show Saturday Night at 10:30





Former Ciscoan Takes Utah Bride

Thursday evening in Palo Pinto club in her home Thursday after- City, Utah, became the bride of noon at 3 o'clock. Spring cut Mr. J. E. Wyatt of San Angelo, a in the former Cisco

Mrs. W. P. Lee tied for high guest Carmichael of Cisco, is a graduate score, and high club was won by of the Cisco schools and well known here.

PERSONALS

Mr. and Mrs. O. J. Russell pla Haynesville, La., where they will and Mrs. Russell.

Mr. and Mrs. E. C. McClelland Mrs. Ben Krauskopf, Mrs. Troy have gone to Temple for a few

Not Allowed to Lean on His Honor's Bench

DISNEY, Okla., Feb. 10 (A). New dignity has come to Disney. REGINA. Feb. 10 (A).-Mrs. once the law was so informal a



YOU. TOO. SHOULD TRY



Also New Serial 'Great Adventures

Wild Bill Hickok"

SUNDAY-MONDAY



Seeking Peace in Bloody Spain





tiations, Julio Alvarez del Vayo, above, Loyalist foreign minister, discussed possibilities of government surrender with British

Whistle While You Wait. But Not Into Phone

By JOAN HURHAM AP Feature Service Writer

Have you ever checked up on Smith. the pet peeves of the girl at the sometime; you might get a sur- Mrs. Alford Parks, Tuesday

handles an average of 800 calls a day in a New York newspaper of-Here are some telephoners! who peeve her:

could avoid that by writing the

told the extension is busy, asks, number. ect to get information by ad- ces' ear.

The person who holds a conver- the hook. her a number. Also the person give a number.

PISGAH

Mrs. Loy Williams spent part of last week with her sister, Mrs. attended the hold father.

Mr. and Mrs. Ed Nelms of Cisco isited Mr. Nelms' sister, Mrs. Al-

Mr. and Mrs. R. M. Johnson attended a party in Putnam Saturday evening at the home of Mr. and Mrs. Carl Kyle.

Mrs. S. B. Parks and daughter, Garrison Awakened Mrs. James Huddleston, and Mr.

Huddleston and little son, Ronnie, with relatives here. Mr. and Mrs. Bill Bisbee and

daughter, Joyce Faye, visited Mr. and Mrs. R. M. Johnson Sunday.

ter Zier and family Sunday. ford, and family, Sunday.

Mr. Zier of Cisco visited Wal-

Mrs. J. E. Elim and children of

TREE GROWS IN TOWER

number and then say, "Just a min- They illuminated it with electric time from the Palms: out of the courthouse clock tower. ute, I forgot the number." They lights to attract attention to it.

phone to talk to a person near his

'How long will it be busy?" The person who lifts his receiver beginning, is now and ever sha

'After all, how do I know?" and just as she answers decides be, world without end, amen. he doesn't want to make the call- Monsignor De Romis, gave the People on the outside who ex- then bangs the receiver in Fran- pope holy communion and recited Those who start flashing the

• Pope Pius---(CONTINUED FROM PAGE 1)

posts at the great bronze door en- 656 separate, individual committee and feel like he is sincere in what committee, and visit with Mrs. R. L. Nelms at Bluff Branch.

They received their first word of his passing a few minutes after show you that a large and over-from an Associated Press corres-whelming majority of the work in owning a large percentage of the the committee as whelming majority of the work in owning a large percentage of the the committee as whelming majority of the work in owning a large percentage of the the committee as whelming majority of the work in owning a large percentage of the the committee as whelming majority of the work in owning a large percentage of the large and over-

Mr. and Mrs. Ben Westerman At 5:48, the captain of the patrol daughter. Nettie Joe, of Rising gendarmes, came down from the duty to awaken their sleeping set-ups and divisions, comrades in the barracks.

ministered by Monsignor De citizen to pay. Romanis, his sacristan.

Billie Ruth, visited her son, Al- table with a crucifix and lighted garding matters before us on our thing in our power to support such wax candles, a vase of holy water committee assignments.

he anointing

and seven balls of cotton.

Monsignor De Romis began the Take Issue GREENSBURG, Ind., Feb. 10 ceremony by sprinkling the pope, As to the proposal of the gov-the other prelates and dignitaries ernor to raise revenues by a transt this question has two sides to it are proud of their tree growing present and the room itself with holy water, repeating at the same If your baby could talk, we committee on highways and motor

"Thou shalt sprinkle me with lyssop, O Lord, and I shall be number on a sheet of paper beside who sits at his desk and uses the cleansed; Thou shalt wash me and People who whistle in her ear ing to thy great mercy. Glory b The incoming caller who, when while she's trying to get their to the father and to the son and to the Holy Ghost, as it was in the

minute they take the receiver off A single bird colony on one of of fish a day.

Legislators---

(CONTINUED FROM PAGE 1)

asthma and influenza mending back to the whole com- posed constitutional amendment to question. Tuesday. Dr. Philippo Rocchi had mittee, or recommendations as to allow the people to say whether In this co whether hearings are desired by or not they desire a transaction your attention that tax, and eliminate state ad va- a hearing is to Again referring to the above lorem taxes. We want to state to the committee When the pope was breathing the author or the bill.

dark and the sky was moonless. number of committee assignments, you frankly that in the main we motor traffic. Swiss guards, patrolling their for your information, there are are for the governor's proposal, trance to Vatican City, were un- assignments, out of the member- he is asking. However, we take rest assured that

The guards at first refused to committees and is not real estate, bonds and oil properbelieve the news since they had had no information from their su-

and daughter. Nettie Joe, of Rising gendarmes came down from the troduced raising revenue, making from state tax, all properties up to to the various phases Star, spent Sunday with another papal palace and confirmed the appropriations, and many pro- \$10,000. This would take care of now pending or daughter, Mrs. Buck Sharp, and death. He instructed guards on posals have been made for new the small home owner, the small affairs. farm and ranch owner, and still Assuring you of and We want to state to you frankly require a large revenue from cor- serve you in the

The entire garrison turned out tain terms, opposed to separate outside of our state. and sleepily donned their brilliant bureaus and commissions being We grant you that the transacof Cisco, visited Sunday afternoon orange, red and blue uniforms created now or at any time, for tion tax would raise the money while awaiting further orders. such would only mean ore taxes There is no doubt of it, but as The extreme unction was ad- for the common men and average above stated, we think it would be bad policy for our state to do

We have received many letters, away with the kind of taxation In the room was Cardinal Lauri in fact, each of us receive now an referred to. nd others of the papal court. average of 20 letters per day, four- We have always been, and are They previously had prepared fifths of them each of our re- now for the needy aged to be the articles for the last sacrament. spective districts, and the balance taken care of, and you may rest Mrs. L. A. Parks and daughter, In one corner of the room was a elsewhere from over the state, re-

We want you people to know eralization of the pension question John Prickett and family have sprinkler, a plate with John Prickett and family have sprinkler, a plate with small piece of legislation cannot receive his inaugural address. Smith. any other member, but we do say Attendants watched over by the to you that we attempt to know before the people of the state is part of an elaborate telephone switchboard? Try it near Scranton visited her sister, papal physicians, had washed the what we are voting on every time the proposed increase in the truck protect Singapore in t pontiff's face, hands and feet for a resolution is put or a bill to be load limit. Many bills have been air raids. passed on is before the house. introduced on this particular sub-

- If some of the bills now before the

know it would say:

"That Cisco Daily Press Baby the Chincha islands off Peru has Parade looks good to me and I besation with someone near him And finally, people who have to 5,000,000 members and is esti- lieve I can win that \$100 and ho while she's waiting for him to give clear their throats before they can mated to consume a thousand tons I would like to have that BIG

measures as will bring about lib.

High-powered air n sirens, with a radius of The sirens will be

Singapore Gets

Air Raid Alarms

LEWIS CR

OMAR BUR

Another controversial matter

traffic are so drastic in their provisions that the small man, with Try "Rub-My-Tism"-

ject and we want to state to o

people, and the general public that

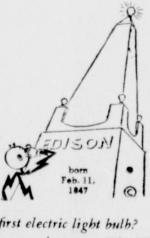
Fresh Green Beans Spinach, smooth leaf Celery, Extra Large Bunch each Calavas Squash Egg Plant Cauliflower **English Peas** New Potatoes, Florida Fresh Tomatoes, Nice Collards, Carrots, Radishes Yams, Extra Fine 10 lb. Russett Potatoes, cloth bag 3 for Grapefruit, Texas Seedless Oranges, Popular Size, Calif. 2 doz. Apples, Staymans 2 doz. U Choice size doz. Apples, large delicious 2 for Peas, Mission, size 2 2 for Catsup, large size CORN, Koohinor, 2 for Country Gentleman 3 for Apricots, No. 303 size quart 1 **Peanut Butter** 4 for Hominy, No. 1 size 2 for Fruit Cocktail, 1 lb. can 2 for 1 Green Beans, the best 2 1bs. 1 Crackers, A1 Salted 6 for 4 Tissue, Ambassador 6 for Laundry Soap 20 lbs. 3 Cream Meal

MARKET SPECIALS

Salt Jowls Big Bologna All Pork Sausage, seasoned right, lb. Sliced Bacon, Wilson's Laurel Beef Roast, Chuck Pork Roast, Boston Cuts

Fresh Red and Catfish Ocean Perch Fillets Dressed Hens, Ready for Oven **Dressed Fryers**

BORN: Light . . . Sired by Private

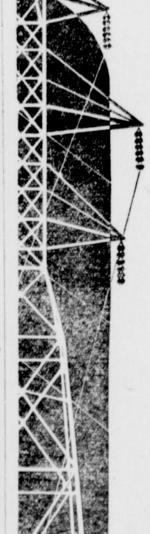


- Q. Who invented the first electric light bulb?
- A. Thomas Alva Edison, now known as "the Wizard of Menlo Park."
- Q. Was he ever assisted by governmental subsidies during the many long years he worked to perfect electric lights?
- A. No. Electric light is the result of private initiative and inventive genius on the part of a man who sought to make the world a better place in which to live.
- Q. Did he succeed in doing that?
- A. Yes. Other individuals took up where he left off...constantly improving the light bulb Edison invented. Private industry, bent on spreading the use of GOOD LIGHT into every home in the land, learned how to manufacture the bulb more cheaply and
- Q. Whose money made this possible?
- A. Private citizens invested their money in the electric industry, thus making it possible to carry on the research that led to present-day low rates for light and power. West Texas, along with the entire country, has profited from the investment of private funds which now provide not only good light but contribute to the support of whole communities through employment of thousands of men and women and through payment of huge sums in taxes.
- Q. Then Edison's invention has had far-reaching benefits for all?
- A. Yes. He-of all men-left the world a better place!

West Texas Utilities Company



Initiative and Inventive Genius





BY CISCO MERCHANTS Cisco and Trade Territory WEDNESDAY, Feb 15 Only



We Promise You the Most Outstanding

DOLLAR BARGAINS Make Wednesday a Profitable Day for You.

BE SURE TO SEE OUR SPECIALS The Most Outstanding

NEW BOSTON STORE

DOLLAR DAY SPECIALS

Wednesday, Feb. 14th.

Belmont Fountain Pen, Solid Gold Point

ALSO REMEMBER THE REXALL BIRTHDAY

SALE NOW ON

DEAN DRUG COMPANY

Electric Room Heater

Alarm Clock, Black or Ivory

f you

EARS

ore

!!

reases-

Tires

ive

Outstanding Bargains for a Big \$ Day

\$1.95 Goldette Rayon Pajamas \$1.50 Carters Truckstitch Pajamas

\$1.35 Berkshire Lace Hose **ALTMAN'S**

Your Fashion Store

PARIS FASHION

HOUSE SHOE

Boy Shoes

111/2-2-Size

Regular \$1.50

FERGUSON

Regular \$4.00

Regular \$1.50

You'll Be Proud to Own These \$ Day Bargains

Children's New Spring Dresses \$1.95 Marcy Lee Dresses size 12 - 44

\$1.95 Ladies Hand Bags

ALTMAN'S

Your Fashion Store

Regular \$2.50 Value

8 x 10 FOR \$1.00

Rubberset's Double Duty Brush

Klean Brite Professional Hair Brush

A. L. OSBORN STUDIO

Purchase any \$1.00 Early American Old Spice Preparation, FREE, regular 25e introduction package 7 Tubes or Jars of PREP for 3 Regular 50c Ipana Tooth Paste Regular \$1.25 Creomulsion for cough and colds And Many Other Special Priced Items for WEDNESDAY 15TH, ONLY MOORE DRUG CO.

> BATH ROOM SETS Mat and Commode Cover \$1.00 SET

LEACH STORES

SEE WINDOW DISPLAY

ANY \$2.00 ITEM IN OUR STORE

For \$1.00

WATCH OUR WINDOWS

J. A. JENSEN

15 Cans No. 2 Tomatoes

\$1.00

Qt. Jars Peanut Butter

HYATT GROCERY

"SHOP AND SAVE"

J. C. PENNEY CO.

See Our Ad on Back Page for Biggest Dollar Day Values Ever

MOAD BROS., SINCLAIR

Wash and Lubrication, \$2.00 Value, BOTH FOR \$1.00

WE WILL PRINT 100 Envelopes and 100 Letter Heads FOR \$1.00

COMMERICAL PRINTING CO.

709 Ave. E

24 lb. Bewley's Best and 4 lb. Carton Lard

lb. Sugar and 8 No. 2 Cans Tomatoes Cans No. 21/2 Libby Peaches

9 Cans Libby Fruit Cocktail.

NORVELL & MILLER

RED FRONT DRUG STORE 2 West Tooth Paste. 25c each

Prophylactic Tooth Brush Listerine Tooth Paste, double size B. & B. Velure Lotion Pepsodent Antiseptic Value\$1.89

ASSORTED SOAP Regular Value 10c to 25c

20 Bars Only

Value \$1.75 Tek Tooth Brush Ipana Tooth Paste Woodbury's Shampoo \$1.50

50c

DOLLAR DAY SPECIALS --- CASH ONLY

SAVE A DOLLAR

\$2.00 Off on Any Delco Battery

VAUGHN & ELKINS

Auto Polishing and Waxing Kit, SPECIAL \$1.00 \$1.25 Value Bumper Guard Grill Bar, \$1.35 Value ONLY \$1.00 Nickeled Wheel Rim, ONLY \$1.00 \$1.50 Value

NANCE MOTOR CO. 119 West 7th. Phone 244, Night 246

Wallpaper for Ordinary 14 x 14 and

For \$1.00

9 Foot Ceiling

Burton-Lingo Co.

NU WAY BEAUTY SHOP

Phone 294

\$2.50 Oil Glove

Permanent Wave

For Wednesday Only

1 Sack Thornton's Baby Chick \$2.30 Starter \$2.75 value

1 Sack "Panther Brand" Sweet Feed (9 Pct. Protein) \$1.15 value

Thornton Feed Mill

Vacuum Clean and Wash Car

FOR \$1.00

A. G. MOTOR CO.

1-50c Bottle Johnson's Kleen Floor, total \$1.65.

CISCO LUMBER & SUPPLY CO.

"We're Home Folks"

CARD TABLES \$1.00

DOLLAR DAY SPECIALS UNDERSHIRTS

4-PR. SANFORIZED SHORTS Tailored with Genuine Grippers All Wool SLEEVELESS BARREL SWEATERS

> THE MAN'S STORE CISCO

\$1.00 VALUE FOR 75c

LADIES HALF-SOLES and HEELS

CISCO SHOE HOSPITAL

ONLY 75c

DAY CASH PRICES

TEXAS SERVICE STATION

GOODYEAR SERVICE

Brake Extension Steering Knob

-BOTH FOR \$1.0 Flashlight, Value Batteries, Value Holder, Value -ALL FOR \$1.00 1 Gallon Anti-Freeze -ALL FOR \$1.00 Bumper Jack, Regular Price -TODAY FOR \$1.00

ALL FOR \$1.00

1-75c Can Johnson's Wax

1-40c Can Johnson's Wax

SPECIAL CLASSIFIED :: USE THE WANT-AD MARKET - - IT PAYS

Call 608—Mail it in, or Give to Any Member of the Force—Rates: 3 Days for 4c Per Word—6 Days, 6c Per Word—Month, 20c Per Word

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

homes. Let us install reliable fire-fighting equipment and train your family in its operation. No obligation. Write Texas Fire Extinguisher Co., Box 747, Eastland

DESIRABLE apartment. Garage

Insurance - All kinds, except life insurance. Old line companies. Connie Davis. Tel. 198.

FOR SALE-Rose bushes, 2-year field grown, 10 varieties, 3 for 50e. Philpott Florist.

CAR FOR SALE-1929 Mormor

Daily Press Want Ads Click

1209 South Seaman, Eastland.

ORBIE DEE JACOBS Box 324. Phone 14-J For

MAGAZINE BARGAINS

All Year Round Box Assortment Cards

Special Until February 10 14 Months

AMERICAN MAGAZINE COLLIER'S WOMAN'S HOME COMPANION

Patronize The Classified

People read the classified column in a newspaper as much as the personal column, which is acknowledged to be the most interesting of any of the news.

Then if you have any thing for sale . . . anything you need . . . If you have lost or found anything . . . If you want to rent or lease anything . . or if merchants have any small spot item they wish to emphasize special meals for cafes then patronize the classified . . . Many hundreds of people will read about it each day.

cash down payments. Small ADULT person wants use of piano monthly payments. Low interest

for storage. Mrs. Strickland, rate. Connie Davis. Tel. 198. Political

Announcements

Cisco, Texas, in the municipal

J. T. BERRY (Re-election)

H. A. BIBLE (Re-election)

Look in the Classified First

J. D. McKINZIE

Chiropractor

For City Commissioner-

NEIL LANE

1400 W. 8th.

mmissioner of the city of

The Cisco Daily Press is au- dress Box 564, Eastland, Texas. horized to announce the follow-

Baby Parade---(CONTINUED FROM PAGE 1) I'd like the recipe." general election on April 4, 1939.

couple of average ability, to take

Around \$160 per month to start

Box X, care Cisco Daily Press.

Bernie road. Mrs. Lee Sugg.

FOR SALE-Two hogs. Cornish

wn dresses. Free. No canvassing.

Daily Press. Full details of the the baby's sponsors. It costs more the merrier.

Argentina has a compulsory nilitary service law affecting all hale citizens between 20 and 45.





Eighth at E.

SERIAL STORY

WOMEN WANT BEAUTY! BY LOUISE HOLMES COPYRIGHT. 1939, NEA SERVICE. INC.

sured. Gentile preferred. Mer- beautiful.

handise and equipment requires For personal interview give phone Susie

tiful as she wanted to be.

hens and rooster, 75c each Lake work in Harker's Department the mirror. store where a contest to make 160-ltp women beautiful is planned. Does out the slightest conception of how pertinence. She would have wor- however

CHAPTER VII

itable Rawleigh route. Must be It was late in September that Straightening the counter Susie state of affairs and that her numsatisfied with good living at start. Write Rawleigh's, Dept. TXB-134- Susie, still unaware that her cry picked up the paper. About to toss ber was up even before she wrote gently guided toward her destiny. was again, the fates at her elbow. While Susie waited, thrilled in Afterward she remembered the Indifferently she scanned the paen. Earn to \$21 weekly and your date and called it her birthday be- per. Several times her eyes passed into John Harker's office, huncause that was the day she began over the Harker page, always comlive age and dress size. Fashion to live.

irons, not thinking. Susie seldom and she read the notice through. OST—Unopened mail. Return thought any more, when two girls Lulu Paschall, P. O. Box 22, entered the shop and sat at the local transfer of the holder throught. The letters were readily weeded out, the big many woman can be beautiful, jority who saw a chance to say LOST-Unopened mail. Return thought any more, when two girls FOR SALE—One set used tractor Dottie, was proudly initiating the why. Tell us what it has meant tires, in good condition. Ad- other, obviously a newcomer, into to you to be unattractive. Without

your mouth," Dottie said. And, by Harker's. to show her familiarity, added, 'How do you make them, Susie?

campaign are printed in a full There was a little trick about tle trick mean money to Susie. girl prettier. She guarded her secret even from the manager. Taking a typewritten was a little excited. At last some he inquired. ed it to Dotty.

nothing to enter the Parade. The Her voice was dull, flat. Dottie ran through her mind, the idea of of heaven to be beautiful for on

drifted across her tired, discour- letters were to be written to John Kane shrugged wearily, at the aged mind without making any Harker.

ment, excelaiming ov tre smart, girl. hat Cisco Daily Press Baby cleverly drawn sketches. Sudden- "No other girl needs it like I "Go see about tomorrow's copy. ade looks good to me and I be- ly she laughed, pointing to a boxed do," she thought desperately. "No Jeff," he said curtly. "Mr. Harker eve I can win that \$100 and how notice in the center of the layout. other girl has suffered so from be- and I can figure this out would like to have that BIG Dottie read. "Would you like to ing homely. be beautiful?" Then both girls

Phone 149

BY LOUISE HOLMES

SUSIE LAMBERT-She served ful swans and they knew it. waffles and dreamed of being "We should show this to Flor- Harker's heart. "I once said that into a strong wind and became DICK TREMAINE - He liked certainly use a little beauty.

your head comes off," her friend then and I mean it now. number, references and state if JEFF BOWMAN-His chief con- returned. Taking a compact from you have the required cash. Write cern was to make Susie as beau- her purse she daintily touched her lips with crimson. "Wouldn't it had wild thoughts of going to Chi- ton for \$50. be terrible to be homely?" she cago, of seeing John Harker per- Previously Morton had built a

> terrible it could be. They wan- ried less had she known that the dered out of the shop, leaving the fates had gone to considerable. In the California gold rush paper behind them.

ing back. Gradually the import

160-1tc counter near her. One of the alluring, desirable. If you doubt obligation or expense the writer ters were placed on John Harker's 13-20-27-6 "Susie's waffles simply melt in of the best letter will be beautified desk. He and Clifford Kane went

Reading the advertisement carded, the other five application Susie's breathing quickened, Silly, were taken under advisement Susie had been asked a hundred of course. No one could make her Kane, none too enthusiastic over times for the recipe and always beautiful, not even Harker's to the scheme, suggested they choose she gave it, up to a certain point, prove their point. She guessed one of the five blindly and go she'd write and tell them so. They ahead. He was definitely opposed page advertisement in this paper. There was a little trick about didn't want a homely girl, they to Susie whom Harker favored. learned from her mother. The litoffice, settled the matter. In spite of the argument Susie not do a little quiet investigating?

slip from the cupboard she hand- one had noticed the unattractive five, then we'll be sure. girl. Beauty contests were old, "In my mind Susie is our girl, "Don't grease the iron," she said this was—, well, this was exciting. Harker insisted, holding her letter mechanically. "Have it very hot." All afternoon a letter to Harker's in his hand. "She'd give her hope thanked her and she and her winning the contest did not occur year. Isn't that pathetic? Isn't friend chatted on. The girls did to her. The letter was to be a flat that terrible? Women are sup not know, nor did Susie, that the denial of Harker's claims from one posed to be lovely, that's their

maidens, that they would move Again and again she read the realizes that, she suffers-it's ter into the radius of Susie's life long advertisement. The model, they rible, I tell you. If your baby could talk, we enough to change it, then be gone called the girl a model just as in "Sure it's terrible, Chief," Jeff the beauty contests, was to be agreed, "but I still hold out for After finishing their waffles the given advice and treatment by an investigation. girls turned to scanning a Chicago Harker's experienced cosmeticians, can't fight deformities. paper, reading the football lineups the gymnasium and a physical di- friend Susie tells us nothing of her and schedules, looking for familiar rector would be at her disposal, background, not even her age As far as Susie was con- When the miracle was wrought You can't go at this thing blind, erned they had already gone. She she would be gowned by Harker, you can't send for Susie and then heard their conservation, but it hatted and booted by Harker. The disappoint her.'

> By 10 o'clock, when Susie went mosity. The home, she had not only mentally much authority, too much influ-Turning the page Dottie glanced written her letter, she had made ence over the Chief. One of these at the Harker smash advertise- up her mind that she must be the days he'd succeed in getting Jeff

She wrote her letter six times Harker interposed as Jeff started before being satisfied. Among for the door. other things she wrote, "You have this thing. Do a little sleuthing in comforting theory, but it can't your own way and bring the rebe done. If you could but see me port to me. After that we'll de you would know. I am one of cide-on Susie." He laughed goodthose unfortunate individuals who naturedly was born an ugly duckling and

Gloriously

Beautiful

Expertly Fashioned

to Fit You

(CONTINUED FROM PAGE 1)

it from two army privates, who had bought it in Chicago for \$90 and hopped it to Abilene by At Abilene the soldiers in the world is in Argen the line which was to touch John took off one day last September ing the frozen meat ind ence," Dotty said. "She could I would give my hope of heaven frightened when the motor sputand all the rest of my life to be tered. They turned the craft about ash investment of \$695. Secured. Susie's waffles but he couldn't see. "Just try it and see how quick beautiful for one year. I mean it and sought a landing with the wind. The ship did a ground loop and the two soldiers, thoroughly Susie dispatched the letter. She frightened, sold the plane to Mor-

Third Chance---

Yesterday: The fates begin to asked, looking complacently into sonally, begging him to try. One ship at De Leon and flew it to moment she was hopeful, the next Brownwood where it crashed. He "Terrible," Dottie agreed, with- mirthlessly amused at her own im- was uninjured in that accident,

trouble to bring about this exact honey sold as high as \$2 a pound.

and ROOFING

is 300,00 Otimes a

We Have House, Bar Auto Paints Wallpaper, Congoler Rugs, Auto Parts at Home Supplies

Quality Merchandise

Western Suppl Company

MATERIALS

DO

DE

ANY

See Our

M

Wash

100 En

COM

24 lb. Be

10 lb. Su;

9 Cans 1

the price is right

PAINT! WALLPAPER

Every kind of building, city or farm. If you expect to build or repair, let us talk to you about your plans.

DEPENDABLE FOR MANY YEARS Burton-Lingo Lumber Store

If It's to Build, We Have It!

NEIL LANE

In the Service of Others

MOAD BROS.

Your Sinclair Friends

We have the most up-to-date and modern GREASING EQUIPMENT

IN CISCO NATIONAL BATTERIES

Sales and Recharge Service For Road Service

Eighth Street and F Avenue

CALL 9513

(To Be Continued)

After a strenuous week 100 let

LOVELINESS is within the reach of every woman with our low prices on hair waves. Your hair will have a new lustre, a stylish look. It will gleam, with all beautiful highlights emphasized. It will be more manageable, with our careful treatment. Have yours

Proprietor Phone 144.

Cisco.

ARE YOU PATRIOTIC?

Do you make your money in Texas? Trade with the INDEPENDENTS and keep your money at home. We have your fuel needs at a lower price (all Hi-Grade Onyx Pro-

GASOLINE-Creaked Bronze and White KEROSENE-Clear White.

Motor Oils at a Reduced Price-1. Bulk Oils; 2. Major - USED TIRES—Largest stock in town. Good Tires from \$1.00 up. Come once, and you'll come often.

WHOLESALE and RETAIL SERVICE STATION W. V. GARDENHIRE, Prop. **WINTERIZE YOUR CAR!**

TRY OUR TRIPPLE SERVICE With a Smile"

Drain and put proper lubricants that cold, sluggish weather will harm moving parts - you h nearly \$1,000-maybe moreup in that fine machine - bette take care of it-Takes lots of lick to make that much money.



SMITTY SAYS:

Better check your oil and greases-

'The Famous Dunlop Tire

Have made all the world's High Speed Miles records during past Eight Years. They can take it

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

Smitty Huestis Service Station

Corner 14th at Main.

Phone 17-Cisco

FOR TRADE

Improved quarter-section, clear of debt, all under net wire fence; 45 acres in cul tivation, good 5-room house with bath. 3 miles from Stamford. Trade for place near Cisco. Also well leased business property and a going business in Stamford to trade.

E. P. Crawford Agency

RADIO TUBES FREE TESTING SERVICE Lee's Super Service

W. O. W. Camp



neets first and third Tuesday nights

R D. JONES, C. C. F. E. SHEPARD, Clerk

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Relied upon by business men and investors everywhere. Send for free sam-

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Optometrist

1510 Ave. D, Cisco

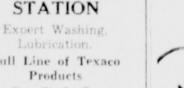
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and Financial News The WALL STREET JOURNAL

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YOU HAVE A

BIG INVESTMENT in Your Automobile Do you abuse your furni ture as you do your car! Your wife cares for that every day. Let us wash

Let Us Do It the Conoco Way

For a complete service cal

protect it as it should be.

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> Insure in Sure Insurance with

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NEW LOCATION 108 W. 8th. Phone 453

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

E. C. HERRON,



HUMBLE PRODUCTS

ROY (Dago) HUFFMYER, Prop.

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

Years of experience count in any work. Our

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

Rockwell Bros. & Co.

sure Island--Loaded Down With Wealth olden West, Far East--That's Frisco Fair

cture Antique dernistic

IL SINNOTT orresponden SCO, Feb. 13. es were dredged m of San Fran Treasure Island en Gate Internapens Feb. 18 and

the exposition

nd was brought as an airpor Pan-American Pacific Clippe

0 of them South vely co-operatnt of the Paci on of American ounced a joint ncisco and New

tary

act and accessi- pay its way. structures are every state. airplane runks. lumber, cars, with day and pessimistic estiper cent com day. A good

bits will be 90

and the "Gay-

complete wher

"t Be Wrong

ir is figured get was \$17,500. manent airport the government \$7.200,000. Uncle ng and exhibits ending \$5,000,000. tates, foreign naitors' appropriaexhibit space and Pastel Colors ees and advance



statuary and landscaping.

vill be massed in the Pacific ative girls wearing silk. Califor tates and British Columbia will se the Hall of Western States Missouri, Illinois and Texas have

Statues, murals, bas-reliefs, me fallions-they are here in pro usion, Ralph Stackpole's "Pacific s 80 feet high. Cadorna's Evening Star" is another noteworthy culpture.

Nearly 300 industrial firms are exhibiting in the palaces or their own buildings. The petroleum

Man-made Treasure Island in San Francisco Bay and the two magnificent bridge structures, costing \$77,000,000, which connect San Francisco. Oakland and the fair site.

club there. Mae West is "See the whole west" is the a Palace of Education. Jake Shubuildings are theme song, and the west will be bert of Broadway fame will have replete with special attractions in a club, and there will be a French Folies Bergere. An open air spec-Four hundred feet into the air tacle, Cavalcade of the Golden on Treasure Island rises the slen- West will portray Custer's Last bone of the nation" is what the bath. Another week's pay more tables at the same

by a golden Phoenix, houses a 44.- All for 50 Cents

ure in the Court of Honor, whence time with a "Nude Ranch" where ical Consumer. radiate the myriad of palaces, her lassies will wear sombreros She's a \$2,200-a-year bank and hear how Mrs. Typical Conourts, fountains, statues and so on and boots. A diving bell will lower clerk's wife who finds that being sumer handles three big items: patrons 40 feet in shark and oc- "just naturally a little suspicious" LAUNDRY—She talked her hus- ing more or putting more into It's quite an order to mix tradi- topus-infested sea water-and a helps a lot in shopping for bar- band into wearing shirts with de- surance than she feit she could a onal Oriental, early Spanish, rocket ship will simulate a jour- gains. Maya and Inca motifs, give these ney through the heavens. The modernistic treatment-and still Scottish Village is going on a realreserve a basic harmony. Yet istic bent—even to importing a goods, your fondness for souvenirs. erent architect. "A Pageant of go the midget village and Jule and Peking duck, escargot and (the Powells get both a morning thers were each assigned to a dif- snake, while to the other extreme the Pacific-not like anything Charbeau's minute machinery.

dmonition. Each developed his cisco or Oakland, it will cost you borsch and shashlik and fried buying five pairs of shoes at once theme even to lighting fixtures, a dime to go to the exposition by chicken and candied yams. ferry. Of if you would go by auto 50 cents will carry you and four prayed, into the scheme. Nearly to and from the exposition. The admission is 50 cents-and there after, the costs are your tastes for

lete new departure in indirect il- my picture in the Big "Baby Parade" being sponsored by the Cisco Typical structures of various na- Daily Press and co-operating mer

group, the "Treasure Mountain" of I would like to be crowned king vestern mining interests and the of all the babies in this country.

She Reads the Ads to Make Every

Penny Count

der Tower of the Sun. It is topped Stand

ell carillon. It is the central fig- Sally Rand will be there—this Powell in dubbing her Mrs. Typ- thing else that bobs up in a month.

heretofore built" was the unifying Assuming you are in San Franpini, tamales and eggs rancho, small type, and thinks nothing of



By Williams OUR WAY . I PULLED QUITE A BONER, BRINGING ALL THOSE CLOTHES ALONG WHEN I CAME BACK OUT HERE TO REDUCE OH, WELL, WHEN I GET SLIM AGAIN ILL JUST GIVE THEM TO THE ONE THEY'LL FIT THE BEST COOK SLENDERNESS GUARANTEED COPR 1939 BY NEA SERVICE, INC. T. W. REG. U. S. PAT.

Crop Prospects Best Since 1932 As Heavy Rains Shrink Dust Bowl

smell of damp earth, with a wheat crop germinating in it, has brought high hopes to the Great Plains fields the moisture depth was as dust bowl that this years' crops much as 36 inches will be the best since "the big dry | Conditions in the

cres, compared with 6,086,000 in ported the blowing, Finnell said.

Moisture penetration tes ious parts of the bowl area years ago, they both had jobs.

Along came the kids—a boy now 10 and a girl now 5-and the de- quently she gets good material and pression, and Mrs. Powell learned makes her own dresses rather than how four can live as cheaply as

FOOD-She buys two Here's how she manages it: One dren and five quarts of grade B a perous trade later on week's pay covers one month's cheap cuts of meat. She shells her rent on an apartment with two NEW YORK, Feb. 13.—"Back- bedrooms, a parlor, kitchen and

Dry Goods association's managing than covers a month's food. That Worked Out Own Budget

director called Mrs. J. Richard leaves two weeks pay for every- When Mrs. T. C. began budget Now step into her tidy parlor put out by banks and tachable collars so that she can ford. So she made When the Powells were wed 11 wash and iron the shirts herself budget.

and send the collars out. She has The Power no mangle for ironing sheets, but cause she doesn't see San Francisco has been called a hand imprise them look nice by could get along without one, a gourmet's paradise. It is one of hand-ironing about 12 inches at they don't figure on saving mu money. Their theory is that som you can dine on shark's fine soup CLOTHING-She reads the ads day the income will be large

Specs---

(CONTINUED FROM PAGE 1)

tion. By offering bargains

that time for trade promotion programs?

Cisco needs a peanut mill. Cisco can have a peanut mill lines recommended by the con- some promotion, a small

The government's gold store at ort Knox, Ky., *was valued at

A Three Days' Cough Is Your Danger Signal

DOLLAR DAY SPECIALS

2 Regular 60c size Alka Seltzer tablets Regular \$1.20 Syrup Pepsin the family laxative \$1.90 \$1.75 Dorothy Perkins Rose Lotion \$1.00 20 Pounds Dow Epson Salts 15 Pounds Refined Sulphur MOORE DRUG CO.

the few cities in the world where the top of each one.

pura, minestrone and veal scalo- ing especially the details given in

e even in New York.

Making Every Penny Count

Be Here Wednesday Morning for These DOLLAR DAY SPECIALS

> ONE DAY ONLY --- DOLLAR DAY 6 Yards A B C Prints \$.100

DOLLAR DAY SPECIAL

5 Pair Men's Shorts 5 Men's Knit Shirts

DOLLAR DAY SPECIAL 7 Yards Best Hope Bleach Domestic \$1.00

Dollar Day CHOICE

\$1.00 Pair On Balcony

Cisco Big Department Store

NO MORE TROUBLE" NOW! \$8 to \$10 a Week Saved

on Leftovers, etc., When Servel Electrolux Goes to Work in the Kitchen week, you can't afford to be without one. How much do you spend for

groceries, now? Ten dollars a week? Twelve? Then we can easily prove to you savings like these at least: MONTHLY On leftovers saved and used. \$2.82 Saving of food that now spoils, sour milk, etc.

By buying quantities, specials, etc.. 3.16 TOTAL, at least \$8.58 Best of all, these savings go on and on. For Servel Electrolux is one

automatic retrigerator—the only one—with no moving parts in its freezing system! No moving parts to wear and cause noise and trouble, and expensive service calls. The operating cost stays low. Servel Electrolux operates here for as little as 3 cents a day-often less! Dozens of owners whose Servel Electrolux refrigerators have been in constant service here for six, eight, ten years or more will

show you their gas bills to prove the operating cost has not increased one cent since the first month! Are you paying for a Servel Operates are NATURAL GAS

Electrolux—and doing without? Can you afford a Servel Electrolux if it will pay for itself in your home? Then come in and let us show you how it can-NOW!

HERE'S THE STORY FROM OWNERS HERE IN WEST TEXAS

MEROSENE (Coal Oil)

Mrs. C. A. Weir, Ft. Worth, Texas.

\$1.00

\$1.00

"I purchased one Servel Electrolux: liked it so well I later installed three more; and since then have had no trouble keeping my apartments rented. The operating cost is so low as to be hardly noticeable."

Mrs. John X. Camp. R. F. D., Woodson, Texas.

"Our Servel Electrolux makes us at least \$180 a year, because we get 12 cents per lb. more for sweet cream, \$1.50 per day, average, and save the cost of ice, which was 30 ing to drive 5 miles after itl"

Mrs. H. M. Haynes, Gatesville, Texas.

"My Servel Electrolux is over ten

years old: has always given satisfaction. It's operation is unbelievparticularly pleasing.

RANGER FURNITURE EXCHANGE

RANGER, TEXAS

PAGE TW

The Cisco Daily Press

(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 that ought to govern in high places. Sunday morning at Cisco, Eastland County, Texas. by the Free Press Publishing Corporation, incorpo al and Publication offices at 304-306 D Ave., Cisco, Texas. Telephone 608.

THE FREE PRESS PUBLISHING CORP.

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B. A. BUTLER	Editor	and	Pu	blisher
W. H. LA ROQUE		Adv.	M	anager
W. D. BRECHEEN		Superintenden		
CATHRYNE RUSSELL				

A Home-Owned and Home-Controlled news-SUBSCRIPTION RATES: ONE YEAR

Any erroneous statement reflecting upon the plane character or reputation of any person will be gladly corrected if brought to the attention of the publish-The Cisco Daily Press assumes no respon sibility for errors in advertising insertions beyond The Farther Back, the price of the advertisement.

Entered as Second Class Matter December 1 1934, at the post office at Cisco, Texas, under th act of March 3, 1879.

BIBLE THOUGHT FOR TODAY

In a great trial of affliction the abun their joy . . . abounded .- 2 Cor. viii. 2.

I'dare at times imagine to my need

Unlimited a capacity For joy, as this is in a desire for joy. To seek which the joy-hunger p

-ROBERT BROWNING. The just shall five by aith. Hope makes

easy; chiging our griefs by giving us a foretaste of actual joys, and lighting all ourdens by the powunseen good.-Madame Swetchine

Advice, Consent, Wisdom, and Politics

the controversy that has been whipped questions that have been put to him. up between Senator Glass and the president remains to be seen.

powers of the president:

"He shall nominate and by and with the advice and consent of the senate shall appoint ambassadors, other public ministers and counsels, judges of the supreme court, and all other officers of the United States whose appointments are not otherwise herein provided for, and which shall be established by law; but the congress may by law vest the appointment of such inferior officers as they think proper in the president alone, in the courts of law, or in the heads of departments.

That means simply: the president picks

Glass are entirely within their rights as de. should be no room for despair or pessimism, was sought on the Hickok Profined by the constitution. The president Man as long as he is alive, must never give No. 1 J. T. Amis being deepened F. T. De Arman No. 1 Mag. must listen to the advice of senators in mak- up optimistic idealism; he must never, even from 3,360 feet to 3,900 feet in the ing his nominations, but he need not heed if he sees the real situation in rather dark Ellenberger three-fourths mile it. He may nominate whom he pleases, for colors, cease to hope for better times, and he well, which before deepening work any reasons that seem to him good. And the must, most of all, never cease to work for began was producing about 100.- W. J. Dobbs No. 1 Greer, Hardy senate in turn may accept or reject the nom- them, and never be discouraged on his way 000 cubic feet of gas daily, is in survey, drilling at 1,800 feet. ination for any reasons that seem good to the by ill success."

So much for the rights of the situation. But what about the wisdom of it? Certainly the intent of the constitution, or of any gov- unbowed! And yet some bow who have tate. Nancy Ussery survey, from at 185 feet, which oil or gas will be sought Hamilton County ernmental instrument, is to get the best man never yet felt a blow! Faint-hearted ones in the 1,350-foot depth.

advise, because it is presumed that no presi- evitable" war, take renewed courage from Owens No. 1 Westbrook Oil com- G. Willard Rich No. 2 Andrews. dent can find without help men in every such as Benes. The very air is better to Santa Anna, Coleman county, for after shot from 3,663 to 6,670 feet state fitted for jobs. That is why the senate breathe because courage like that has come 157 barrels daily from a sand k- and correcting crooked pipe, is given the power to reject, because an un- to our shores.

Gang of Burglars

reported to Sheriff Loss V. sods.

tank was burglarized with no loss

where on Jan. 18 a Sinclair com-

but no loss reported.

other type of oil.

of Oil Field

scrupulous president might fill appointive offices with men of obvious unfitness.

In the Roberts case in Virginia, it is difficult to see how either the president or the senate acted on the kind of high principles

Did President Roosevelt nominate Robrated under the laws of the state of Texas. Editori- erts simply to annoy Glass and to give influence to a party element in the state more friendly to himself than to Glass? Then he was wrong. Did Glass kill Roberts' confirmation simply out of pique because his man was not named, and without regard to the fitness of Roberts for the job? Then he, too,

The solution of this bicker which the public has a right to expect is the nominapaper devoted to the uphulding of Cisco and East- tion and confirmation of a judge tied to land county, independently democratic in politics, neither party faction, and of so obvious fit-\$5.00 ness that the senate will not dare reject him. National advertising representatives, Texas The country has a right to expect that judi-Daily Press League, Dallas, Texas. cial appointments be placed and kept on that

the More Belligerent

THE man in the grandstand is always the one who hollers loudest for the team to give a leg for Old Siwash. The man in the back row is always the one loudest in demand that the wrestler break his opponent's leg off and throw it in his face.

War talk is a little like that, too. The vehemence of the demand that somebody get in there and stop Germany last fall was almost in inverse ratio to the distance from

That is why it is so interesting to find Eduard Benes, the former president of Czechof that attraction which urges on toward the oslovakia during all the tenseness of the Munich settlement, talking quite quietly and calmly on his arrival in the United States to teach some university courses. At no time since his arrival have Dr. Benes' replies HOW great a general principle lies behind matched in fervor the almost hysterical Three New Oil

Is war absolutely inevitable, as some in- Projects For sist? Not at all, says the calm Dr. Benes. The constitution says; in naming the There is great danger of war, of course, but County Indicated it is not in the least inevitable. It all depends on the leaders and governments involved. "In my opinion, war can always be avoided," said the indomitable little Czechoslovakian teresting projects were initiated.

> REALLY, here is something to make 1 Brashears which when brought in for over 500 barrels per day ashamed the doubters of democracy, the pessimists who give up on peace and decen- hailed as a "twin" to the Ranger cy simply because they have had a series of field discovery well. Production in the No. 1 Brashears, it is unsetbacks. Listen to the man who, perhaps derstood, has sustained excellently ed from the misfortunes of a Europe in which orderly procedure has broken down:
>
> "The United States on state of East and one-half miles southwest of East and one-half miles one half miles southwest of East and one-half miles southwest of East and one-half miles one half miles one hal more than any other individuals, has suffer- since its completion.

out the man he wants for the job, after sen- and your citizens as individuals-represent- dug for the projected extension ators have made their suggestions. If they ed for me always that perfect fighter who from which production will be don't like the nominee they may reject him. knows that life is sometimes difficult, but sought at approximately 3,200 feller survey No. 3, drilling at 2,-In short, both the president and Senator who knows also that in human life there Increase in gas or finding of oil 1.

RAVE BENES! Here is the fighter, back from the thick of the fight, bloody, but Reeves No. 1 C. U. Connellee es- Pierson survey No. 1, shut down who cringe before our many difficulties, who how before an "ine bow before an "ine the features of the week in this bailer at 2,200 feet. That is why the senate is given power to bow before an 'inevitable' collapse, an "in- area was completion of Green and Stephens County

Jan. 29 its warehouse was entered had troubled him one month ago. Tyler et al No. 1 Bettis, was spud- 856 feet. Total depth, 3,080 feet.

Coleman on Feb. 5 was visited she found the body. Warehouses Sought by the group when the Magnolia His wife and mother are among Coleman County npany warehouse was entered survivors. but no loss reported.

EASTLAND, Feb. 13 (Spc.)— that the group is primarily seek-Operation of a "gang" in west Texas which is apparently confin-cate that, leaves. The exception Reports indicate, it was said was at Midland, when oil was burglaries and rebberies has been solen from the Gulf warehouse.

Since Jan. 17 six burglaries have been reported. First was at Baird Rancher Is Brady, where a Sinclair company Buried in Carbon

Next the "gang" went to Cisco, Funeral services were held Sunday afternoon at 3 o'clock in the pany warehouse was burglarized Baptist church at Carbon for Jimmy Manes, 42, brother-in-law of Ten days later a Gulf ware- Frank Lovett of Eastland. Burial house was entered at Midland. was in the new Carbon cemetery.

There four cases of two-gallon Mr. Manes' body was found near cans of oil were stolen in addition his ranch near Baird on Friday. to two cases of 24 quarts of an- He had left the ranch by horse in search of a calf and it was The Texas company suffered the thought he experienced a recur next loss at Monahans when on rence of a heart ailment which

He left the house in the morn- ded and shut down in the Augus-The next day the Magnolia com- ing and Mrs. Manes became tus Sullivan survey, six miles pany warehouse at Midland was alarmed at noon when he had not southwest of Sipe Springs, Coman- the treasury at full value if threeburglarized and nothing taken. returned. On searching for him che county.

THE STAIRS

"You Can Get Out Here"



EASTLAND, Feb. 13 (Spc.) Eastland county was again in the oil spotlight this week as three in Garvin D. Chastain of Range authorized start of work on No H. Brashears, 660 feet south of 1 in for over 500 barrels per day production in August, 1936, was be a winner

"The United States-as state and nation, of Ranger and is located Finley survey. Cellar was being

section 29-2-H&TC. Saturday a Erath County depth of 3,450 feet had been at- Wayne Chandler No. 1 Chand-

Jackson No. 153 survey.

Other developments

WOW! Say, Pop. did you see There was only one failure of a ing in Cisco Daily Press' "Baby Parade?" October 31, 1938



cleaning out at 3,104 feet. E. E. Kirkpatrick No. 1 Nixo

E. T. DeArman No. 1 Moorman

Eastland County

Wallace and Vickers No. 1 C. C.

880-94 feet. It is in the D. A. Lone Star Gas company No. 1 McKee, section 39-7-T&P, under Another new operation. W. E. reaming eight-inch pipe from 2,

The official name of Germany

Arcadia Refining company No. is Deutsches Reich

About Our Friends

By STEP A. LONG

Peppy Grandpa C. B. Powell groups showing us three poses of his hus- these . . . lu ky grandson, Mickey Miller in the bathtub looking like he remember t might be a descendant of John L. Sullivan . . . in the playroom and business and having a good time with his de- not so impor lightful smile . . . and asleep at far as hum the table in his high chair and who wouldn't be proud of that piness is the little babe . . . Grandpa says he is getting . going to stay young now to be ness in the with the little chap

Mr. and Mrs. Jewell Poe visiting their social a daughter in Brownwood . . . Mr. piness for the and Mrs. L. W. Hilgenberg and ness . Mr. and Mrs. E. E. Traweek, of passed on t Abilene, visiting Mr. and Mrs. J. could not co B. Pratt Sunday . . . S. H. Nance man touch says he is overrun with callers tures . . . He George Boyd . . . H. T. Huff- main aloof man and Step Along . . business . . . But Steve says . business for themselves . and Mrs. Dock Cabaness calling on many times

Miss Susan Haynes, of the cham- just such this ber of commerce, trying to join Sunday school the other sick people of Cisco . . . and its comrade remaining on the job, however . Mrs. Davis Fields down town Mrs. Osborn, Mrs. McCharen, Miss Ellen Bacon and Miss Ruby Love 20 Seek Notary watching for the sunshine of spring ... want to sell those lovely new items .

W. J. Leach at the drug store who want a Unpacking new goods at Pen- itaries public ney's . . . Altman's busy with the according to spring frocks and millinery . . . Galloway. T Horace Condley dictating a letter to the ones w

Miss Virginia Carter at the commissions drug store . . . R. L. Ponsler chat- | According to up the street More babies com- is anxious tha down town We're going to see heretofore held in the year ending babies in our dreams

see them playing and then if we to send or brit have a tendency toward a night- him, as they wi The Foreign Policy association mare, they will likely all begin the present se stimates that 60 nations spent crying all at one time yes, that baby contest is going! After the le

Veneered panels on furniture: Frank Walker getting ready for lar or special se are less likely to shrink and warp his Sunday school class party to- lature than solid panels, although many night . . . Making a big pot of chili see now where we should have been attending regularly each, the United Stat The annual spendable income of Sunday .

. . A fine idea, this 200 by 300 mile area surround- people starve for companionship the National Safe . especially men can meet now and then, through the week and spend an hour or A cow may consume from four two enjoying a little program and day or rest under to five and a half pounds of water much talking among themselves peror Constanti for every pound of milk she pro- over a little meal . . . for men are sabbath having

operative in s able to work plish things for it matters no business of the civic or privat

Business naturally ma individualist think indepe group meetin part of the cerned

, all on rare intervals in his inner Mr. longings, the

that greatest the relaxa will enjoy tonigh

Herman Reimer plete list of a Wimpie, Pratt missions will be Mrs. Joe Black lature for re likely wish their nan

will be too late,

always hungry . . . it makes them Saturday

By Han

ALLY OOP

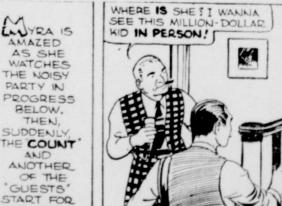








MYRA NORTH, Special Nurse









EM body's talking about it

Creating Good Will

BIG ree ffer





CISCO DAILY PRESS

\$100.00 IN CASH

AND 24 INCH

LOVING CUP

FIRST PLACE

CO-OPERATING MERCHANTS

250.00 CASH IN PRIZES FOR THE MOST POPULAR BABIES

24 INCH LOVING CUP D \$100.00 AWARD TO THE FIRST PLACE WINNER

PRIZES IN ALL

Baby Entrants Wanted from Every Section of Cisco Trade Territory, including Cisco and all rural routes, Eastland, Gorman, Carbon, Rising Star, Moran, Putnam, Scranton, Nimrod, Dothan, and all other communities ... Pictures are taken free and are printed in The Cisco Daily Press at no cost to parents or guardian . . . Hurry and be among the first to get your baby's picture published.

"Baby Steps" Are Free From Merchants Listed on This Page

CISCO LBR. & SUPPLY CO. "We're Home Folks'

NANCE MOTOR COMPANY FORD DEALER

A G MOTOR COMPANY CHEVROLET DEALER

MOORE DRUG STORE NYAL SERVICE STORE

J. C. PENNY COMPANY

SKILES GROCERY

MANERS PHARMACY

THORNTON FEED MILL

CISCO GAS CORP. "Home of Hi-Heat Gas" NORVELL & MILLER 'Where Most People Trade"

RED FRONT DRUG STORE

PIGGLY WIGGLY

VAUGHN & ELKINS GARAGE --- REPAIRING

SMITTY HUESTIS SER. STA. CONOCO-GAS-OILS

> JNO. H. GARNERS DEPARTMENT STORE

ALTMANS STYLE SHOP Ferguson Shoe Dept.

PAUL POE GROCERY

THE MAN'S STORE



TWENTY BIG PRIZES FOR

YOUNGSTERS

Costs Nothing to Enter the Baby's Picture in the Parade of Baby Pictures and all entrants may participate in the distribution of prizes. The Merchants listed on this page will give Free one Coupon good for 5 "Baby Steps" on each 50c purchase or cash paid on accounts. These coupons will count in the "Baby Parade" and will help determine the twenty most popular babies.

FREE TO ALL BABIES BABY'S PICTURE

TAKEN AND PUBLISHED

COST TO YOU PICTURES TAKEN FREE AT

OSBORN STUDIO

ENTER YOUR BABY WITHOUT DELAY

Ask for "Baby Steps" From the Merchants Listed on This Page

THE LEACH STORES NOVELTIES

WEST TEXAS UTILITIES

THE NEW BOSTON STORE

DEAN DRUG STORE REXALL STORE

McCRACKEN CASH GROCERY

WESTERN SUPPLY COMPANY COLLINS HARDWARE

HUFFMAN WELDING SHOP Portable Electric and Acetylene Welding

LAGUNA SERVICE STA. TEXACO GAS AND OILS

POWELL CLEANING PLANT

WILSON'S CAFE

CISCO DAIRY E. N. STRICKLAND

ELITE BEAUTY SHOP "BEAUTY AT ITS BEST"

CISCO DAILY PRESS

RUPPERT'S BAKERY "MOTHERS BREAD"

WESTFALL SERVICE STATION MAGNOLIA PIODUCTS

CISCO SHOE HOSPITAL "Look at Your Shoes, Others Do"

CARMICHAEL GROCERY

LET US GIVE THE YOUNGSTER'S

UBLICITY --- HONOR AND GLORY

THEY CAN TALK ABOUT FOR YEARS



LET US ALL ENJOY THOSE BRIGHT

DIMPLED CHEEKS AND SMILING EYES

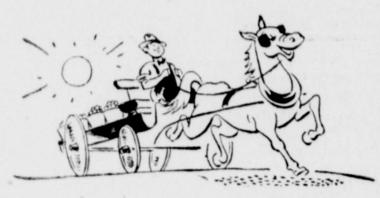
FROM THE PAGES OF THE PRESS

The Story of OD and AD

OD and AD owned neighboring farms. Both decided to grow tomatoes. But when their tomatoes were ripe, OD and AD had different ideas as to how they would sell them. This is the story of what happened.

and the TOMATOES

How
OD and AD
Sold Their
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 health, ful 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 adver- tised 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."

CLERONAL PLANT OF THE PARTY OF

"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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THE CISCO DAILY PRESS