

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.

TIME XIX

CISCO, TEXAS, MONDAY, FEBRUARY 13, 1938

NUMBER 161

Home 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 1 1/2-year-old young daughter of Mr. and Mrs. Mickey Carroll, 1204 Ave. G, Cisco.	BILLIE CONRAD SMITH 21-month-old son of Mr. and Mrs. Wesley Smith, 1504 Ave. N, Cisco.	MURRAY STODD McMURRAY Happy young 23-month son of Mr. and Mrs. Stroud McMurray, 711 W. 9th St., Cisco.	SARA ELIZABETH ACKERS Fifteen month old daughter of Mrs. J. D. Rambo and the granddaughter of Mrs. S. H. Hill, R.3, Cisco.	LUCILE PIERCE Two-year-old daughter of Mr. and Mrs. W. D. Pierce, 1110 West 14th street, Cisco.	KATHLEEN BAILEY Six-year-old daughter of Mr. and Mrs. M. D. Bailey, 208 E 23rd St., Cisco.	BETTY JANE PAYNE Ten month old daughter of Mr. and Mrs. A. L. Payne, Route 2, Cisco.	ALTON PAYNE Thirteen-month-old son of Mr. and Mrs. F. A. Payne, 500 W. 9th St., Cisco.
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MERCHANTS BEGIN "DOLLAR DAY" EVENT

Two Men Are Killed as Plane Crashes at Abilene

Through the Editor's Spectacles
By GEORGE

poisoner of loved pets is loose again, a reader of The Press. "He was a dog, but Billie loved dearly," says the letter in this morning of the Press. "This is a warning to her little boys who have to watch them closely. The persons who poison Rex could have seen that he was suffering that terrible and heard his screams and sobs he never again be guilty of such a thing."

today's issue of The Cisco merchants are advertising Dollar Day starting next Wednesday. The program as adopted calls for special offerings of merchandise to be made every Wednesday. If this program is consistently followed bargains offered the people of the Cisco trade territory, there is no cause to think that it will accomplish its purpose in promoting retail trade for Cisco, and retail advantages for the people of the Cisco trade territory.

This is a good time of the year to push retail sales. Not only because there will be an in-late and big response to the campaign, but because a program will impress upon the minds of those who live within trading range of Cisco and encourage them to come here for their trading in the future. The old advice that it is time to get ready when the other fellow wants to sell, and to sell when the other fellow wants to buy, holds true in another way here. It is time to advertise when the other fellow is retrenching because you get more effective attention.

List of Babies Entered in Contest Continues to Grow

Welfare Ass'n Renders Aid to Many in January

The board of the Cisco Charity and Welfare association met in regular session at the chamber of commerce offices this morning to hear reports of the work that was done during the month of January. The report, presented by Mrs. Philip Pettit, executive secretary, showed that 471 garments had been given away during the month, and that 321 had been received as gifts, and that 103 pairs of shoes had been distributed to the needy with 65 additional pairs contributed during the month.

A great deal of detail work in administering to the needs of destitute families in Cisco was reported upon. This included distribution of various items of clothing, securing jobs for jobless, aiding sick families in distressed circumstances, visiting homes seeking aid, and so forth.

V. F. W. to Meet at Eastland Wednesday

EASTLAND, Feb. 13 (Sp.)—A social meeting of the Veterans of Foreign Wars post and auxiliary of Eastland county will be held Wednesday night at 7:30 in the Knights of Pythias hall at Eastland, according to an announcement Saturday.

A feature of the meeting will be received of a national VFW radio broadcast on which will be heard national VFW officers and prominent officials of the United States.

Townsend Asks Prayers for Peace

WASHINGTON, D. C., Feb. 13 (AP)—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 Pius may be fulfilled.

Debate Teams Win in Putnam Contest

The Cisco high school debate team debated Putnam teams at Putnam Friday afternoon, both boys and girls teams winning. Mrs. E. L. Hazlewood is coach. The boys team, with Marie Lamb substituting for one of the boys, won by a unanimous vote of the judges. Rex Pollard, regular member of the team, debated.

The girls team is composed of Opal Sutton and Anna Kate Blackburn. Wynell Jones, another member of the girls team, accompanied the group to Putnam but did not take part in the debates.

Burial of Pope to Take Place on Tuesday

VATICAN CITY, Feb. 13 (AP)—The first funeral service for Pope Pius XI was sung Sunday in great St. Peter's while thousands of the faithful moved slowly past the body in the Chapel of the Sacrament.

The scenes within the basilica and without, in the vast square, were of stupendous crowds, brilliant colors, simple ceremony and humble reverence.

Vatican City authorities announced that the pope would be buried Tuesday night, instead of Wednesday, as had been expected earlier.

His body will be placed with elaborate ceremony in three nested coffins—of cypress zinc and polished elm—and then taken to the final resting place in the grottoes of St. Peter's.

First Pictures of Entries Are Published Today

Look 'em over, folks! The Cisco Daily Press today presents the first pictures of babies entered in the big Baby Parade of the newspaper and cooperating merchants, and you must admit that they are champions, every one of them. 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 more interest than anything that has taken place in this country for many years.

More than 60 babies had been entered in the contest this morning and new entrants were steadily being brought to The Daily Press office. It is impossible to estimate what will be the final number, but it will be large. Babies from Baird, Putnam, Rising Star, Carbon, and many other communities have been entered already, although the contest is not yet a week old. Response from neighboring communities is just beginning to be received and as every mail brings new entries and parents and friends bring the little tots to the office in person to be entered, the prospect is that by the end of the week the total number of entries will rise above the 100 mark.

The response to the first announcements of the Parade has been truly gratifying to The Daily Press and to the cooperating merchants. Parents and friends of babies in the contest already are actively canvassing for votes for their tots in a contest that gives everybody a chance to back a winner.

Parents or friends who expect to enter a baby were urged to do so at once in order that the tot may get off to a flying start in the campaign for votes.

A 24-inch loving cup and \$100 in cash awaits the winning baby. Nineteen other cash prizes will be awarded other winners in the big contest. The loving cup is of beautiful Athenian design, a trophy which a baby may keep for a lifetime to regard with pleasure.

THIRD GIVEN GOOD CHANCE OF SURVIVAL

Ship, Unlicensed and Bought for \$50, Falls in Landing

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 and Glenn Morton, the latter owner of the ship. Thorald Gilliland, 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 pilot, and it was not established who was at the controls of the plane when it pancaked to the ground from an altitude of about 200 feet, crushing the fuselage but doing no damage to the wings.

Flew to Stamford

The trio flew to Stamford, 35 miles north of Abilene, Sunday and returned to Abilene at dusk. They apparently were seeking a pasture where Morton kept the plane when the crash occurred.

The pilot had cut off the motor and was coasting when he appeared to notice the plane was close to the ground and tried to turn on the motor again. The plane pancaked and struck the ground flatly from about 200 feet in the air, witnesses said. The wings were undamaged but the body was crushed.

Abilene Policeman Virgil Waldrop heard one of the men say "give it the gun" as the plane coasted past the back porch of his home before it fell.

Twins Entered in Parade



Charming 6-Mo. old twin boy and girl of Mr. and Mrs. Sutton Crofts, 1102 W. 9th St., Cisco. "DOT" and "DASH" CROFTS

Hull Warns U. S. Will Defend Self

WASHINGTON, Feb. 13 (AP)—Secretary Hull warned the world Sunday night that the American people would reply with "determined defense and resistance" to any challenge to their "most vital and cherished interests."

Speaking on a national radio hookup in a broadcast arranged by the New York World's fair, the secretary of state said: "So long as such a possibility (of challenge or attack) exists, it is the sacred duty of a government worthy of the name to maintain adequate defensive forces."

"In times like the present," he continued, "when the specter of a new major armed conflict haunts the world, the issue of war and peace becomes an intensely personal 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 farms."

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.

"Yet," he declared, "we also

BARGAINS TO BE OFFERED WEDNESDAYS

"Come to Cisco for Real Values" Is Invitation

Beginning next Wednesday Cisco 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 bargains—many of them below the cost of the articles offered—appear in today's issue of The Daily Press. A full page advertisement lists most of the participating merchants while others have inserted large ads of their own listing a variety of bargains.

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 next Wednesday makes it possible for the customer to obtain almost any need. Many of these bargains are listed in the advertisements in today's Press. Many other bargains will be found in the cooperating stores. Come to Cisco Wednesday.

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 _____ AGE _____

PARENTS' NAME _____

PARENTS' ADDRESS _____ R.F.D. _____

PHONE _____

One Entry Blank Allowed — Photos Made Free

CONTINUED ON PAGE FIVE

CONTINUED ON PAGE TWO

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CONTINUED ON PAGE EIGHT

DOLLAR DAYS



BY CISCO MERCHANTS FOR 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

Outstanding Bargains for a Big 8 Day
\$1.95 Goldette Rayon Pajamas
\$1.50 Carters Truckstitch Pajamas
\$1.35 Berkshire Lace Hose
ALTMAN'S
Your Fashion Store

You'll Be Proud to Own These 8 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

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

DOLLAR DAY SPECIALS
Wednesday, Feb. 14th.
19 Electric Room Heater \$1.00
29 Alarm Clock, Black or Ivory \$1.00
58 Belmont Fountain Pen, Solid Gold Point \$1.00
ALSO REMEMBER THE REXALL BIRTHDAY SALE NOW ON
DEAN DRUG COMPANY

Regular \$4.00
PARIS FASHION
Regular \$1.50
HOUSE SHOE
Boy Shoes
11 1/2-2-Size
Regular \$1.50
FERGUSON

Regular \$2.50 Value
8 x 10 FOR \$1.00
A. L. OSBORN STUDIO

CARD TABLES
\$1.00
BATH ROOM SETS
Mat and Commode Cover
\$1.00 SET
SEE WINDOW DISPLAY
LEACH STORES

ANY \$2.00 ITEM IN OUR STORE
For \$1.00
WATCH OUR WINDOWS
J. A. JENSEN

RED FRONT DRUG STORE
Prophylactic Tooth Brush 50c
Listerine Tooth Paste, double size 40c
E. & B. Velure Lotion 49c
Pepsodent Antiseptic 50c
Value \$1.89
2 West Tooth Paste, 25c each 50c
Rubberet's Double Duty Brush 50c
Klean Brite Professional Hair Brush 75c
Value \$1.75
Tek Tooth Brush 50c
Ipana Tooth Paste 50c
Woodbury's Shampoo 50c
Value \$1.50
DOLLAR DAY SPECIALS --- CASH ONLY

DOLLAR DAY SPECIALS
4 UNDERSHIRTS \$1.00
Combed Yarn, Full Cut
4-PR. SANFORIZED SHORTS \$1.00
Tailored with Genuine Grippers
All Wool
SLEEVELESS BARREL SWEATERS \$1.00
All Colors
THE MAN'S STORE
CISCO

15 Cans No. 2 Tomatoes \$1.00
5 Qt. Jars Peanut Butter \$1.00
HYATT GROCERY

\$1.00 VALUE FOR 75c
LADIES HALF-SOLES and HEELS
ONLY 75c
CISCO SHOE HOSPITAL

"SHOP AND SAVE"
J. C. PENNEY CO.
See Our Ad on Back Page for Biggest Dollar Day Values Ever

SAVE A DOLLAR
\$2.00 Off on Any Delco Battery
VAUGHN & ELKINS

Auto Polishing and Waxing Kit, \$1.25 Value SPECIAL \$1.00
Bumper Guard Grill Bar, \$1.35 Value ONLY \$1.00
Nickel Wheel Rim, \$1.50 Value ONLY \$1.00
NANCE MOTOR CO.
119 West 7th. Phone 244, Night 246

DAY CASH PRICES
Handy Oil Filters up to \$1.50, each \$1.00
2 Gallon Can Valor Oil, S. A. E. 40, each \$1.00
1 Can Goodrich Cleaner, 75c; 1 Can Wax 50c, both \$1.00
\$1.75 Windshield Defroster, Electric, each \$1.00
1 Johnson's Auto Cleaner, 75c; 1 Cn. Wax, 30c, both 60c
TEXAS SERVICE STATION
Avenue E and 8th. A. V. CLARK. Phone 144

MOAD BROS., SINCLAIR
Wash and Lubrication, \$2.00 Value,
BOTH FOR \$1.00

Wallpaper for Ordinary 14 x 14 and
9 Foot Ceiling
For \$1.00
Burton-Lingo Co.

For Wednesday Only
1 Sack Thornton's Baby Chick Starter \$2.75 value \$2.30
1 Sack "Panther Brand" Sweet Feed (9 Pct. Protein) \$1.15 value 80c
Thornton Feed Mill

GOODYEAR SERVICE
Brake Extension 89c
Steering Knob 69c
--- BOTH FOR \$1.00
Flashlight, Value 69c
Batteries, Value 20c
Holder, Value 40c
\$1.29
--- ALL FOR \$1.00
1 Gallon Anti-Freeze \$1.00
1 Can Radiator Cleaner 50c
\$1.50
--- ALL FOR \$1.00
Bumper Jack, Regular Price \$1.69
--- TODAY FOR \$1.00

WE WILL PRINT
100 Envelopes and 100 Letter Heads
FOR \$1.00
COMMERICAL PRINTING CO.
Phone 5. 709 Ave. E

\$2.50 Oil Glove Permanent Wave \$1. \$1
NU WAY BEAUTY SHOP
Phone 294

Vacuum Clean and Wash Car
FOR \$1.00
A. G. MOTOR CO.

ALL FOR \$1.00
1-75c Can Johnson's Wax \$1
1-40c Can Johnson's Wax \$1
1-50c Bottle Johnson's Kleen Floor, total \$1.65
CISCO LUMBER & SUPPLY CO.
"We're Home Folks"

24 lb. Bewley's Best and 4 lb. Carton Lard \$1
10 lb. Sugar and 8 No. 2 Cans Tomatoes \$1
7 Cans No. 2 1/2 Libby Peaches \$1
9 Cans Libby Fruit Cocktail \$1
NORVELL & MILLER

Everybody's talking about it

Creating Good Will



OPEN TO ALL

BIG Free Offer

BABY PARADE

BEING SPONSORED BY
CISCO DAILY PRESS
AND
CO-OPERATING MERCHANTS

\$250.00 CASH

IN PRIZES FOR THE MOST POPULAR BABIES

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

20 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.

\$100.00 IN CASH AND 24 INCH LOVING CUP FIRST PLACE



TWENTY BIG PRIZES FOR the 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 UNDER 6 YEARS

BABY'S PICTURE

TAKEN AND PUBLISHED AT POSITIVELY

NO COST TO YOU

PICTURES TAKEN FREE AT

OSBORN STUDIO

ENTER YOUR BABY WITHOUT DELAY

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

Ask for "Baby Steps" From the 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 Bi-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

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 PRODUCTS

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

CARMICHAEL GROCERY

LET US GIVE THE YOUNGSTER'S PUBLICITY... HONOR AND GLORY

THEY CAN TALK ABOUT FOR YEARS

BABY PARADE HEADQUARTERS

Cisco Daily Press. Phone 608

LET US ALL ENJOY THOSE BRIGHT DIMPLED CHEEKS AND SMILING EYES

FROM THE PAGES OF THE PRESS

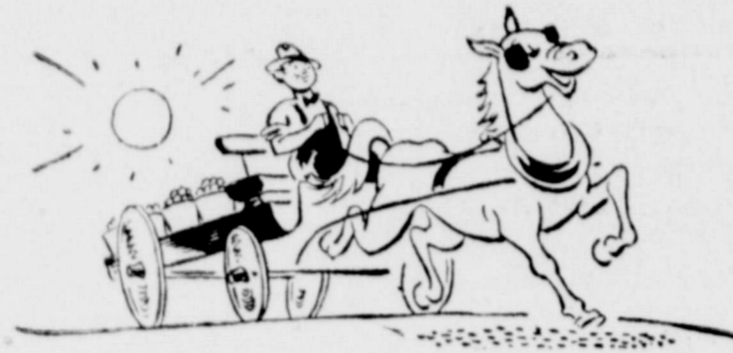


The Story of OD and AD

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 healthy 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.



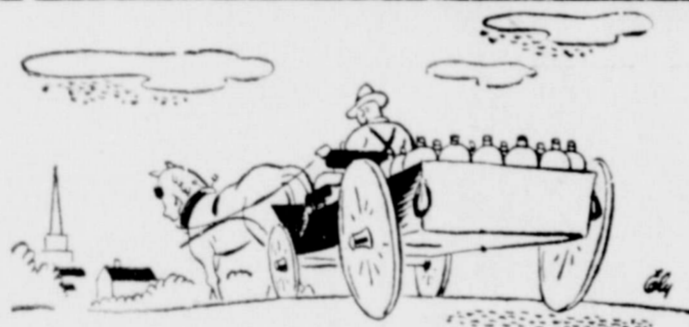
AD felt sure there was a better way to make and sell his tomato juice. He took some money from the bank and bought a shiny new press that squeezed out juice easily and quickly. He put the juice in bottles that could be tightly sealed. He had labels printed for the bottles, reading:
AD'S PURE TOMATO JUICE.

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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