







# STRANGER IN TOWN

The lamps on the main street outside have just turned on and the clock in the hotel lobby says five minutes after six. A man steps out of the elevator; he lights a cigarette and walks slowly toward the dining room.

He is a traveling salesman; a stranger in town.

The stranger stops at the newsstand. He slaps a nickel on the counter and picks up a New York paper. Turning away, he starts to read it, walking to the dining room.

Suddenly the stranger stops short. He frowns. Then he walks back to the newsstand and buys the latest edition of the local newspaper. He takes it to the dinner table with him, leaving the New York paper with his hat on the rack outside. The local newspaper came from the press a bare twenty minutes ago; the New York paper is twelve hours old.

TONIGHT, and other nights, this homely little drama will be re-enacted in hundreds of cities and towns all over the United States. It will happen in Dallas, Ft. Worth, Houston and Memphis. It will happen in Augusta, Maine, and in Augusta, Georgia. Go into nearly any hotel lobby, nearly any railroad station and you will see it happen. It's as sure as sunset or high tide—the manifestation of the twice-daily craving called news-hunger!

News-hunger is the thing that makes millions of people get up in the morning. News-hunger makes the bus ride home endurable for just as many millions every night. To satisfy it women will go late to the movies and men will paddle across northern lakes in a squall to reach the post office—and the mail edition—on the other side. It makes an empty newsstand as great a tragedy as an empty refrigerator. News-hunger is shared by banker and bootblack, prize fighter and professor, and the food it craves—the news of the day—is the one thing all civilized humanity can talk about in common.

For everybody who can read reads the news! Oswald K. Citizen may have a thousand books in his library or he may have one—and that one the telephone directory—but he reads some newspaper at least once a day. He may own a sixteen-tube radio, a four-tube cracker box, or none at all—he may subscribe to a dozen magazines, to three, or to not a single one—but it's dollars to doughnuts that part of his hard-earned income goes to buy at least one newspaper every day in the week and probably Sunday, too!



"All I know is what I read in the newspapers," said beloved Will Rogers and it's probably the phrase that will endear him longest to America; it struck a familiar chord in the hearts of millions.

Everybody reads the newspaper. There's so much, so awfully much, to read! Just the weather report, for instance. Remember those scorching days a few weeks ago? And how you couldn't wait to pick up the paper to see if a break was coming? And that baseball news! Hasn't it been a grand and glorious escape from business troubles, tax worries and the thousand and one things that plague you every day? What would you do without your newspaper? What would you do without the big black headlines that thrill and surprise you every day, without the unrolling drama of a war-tense Europe, or the latest news from Washington? You'd get along, of course; but life wouldn't be very exciting. And there are millions like you, mister!

Everybody reads the newspaper. Reads it excitedly, eagerly, with a thrill! That, incidentally, is why newspaper advertising packs such a wallop. That's why it outpulls every other kind. Everybody reads news—everybody wants news—and advertising news, too! A newspaper reader is alert, keyed-up to get the most out of advertising just because he is reading his newspaper. He is not playing bridge with the radio blaring in the background. He's not chewing his nails off deep in a magazine mystery serial, oblivious to everything but a bloody corpse. He's not wading wearily through a mass of broadsides and brochures looking for a personal letter from his pal in Amarillo. He is avidly intent on the news in his newspaper advertising: What is it? How much does it cost? Where can I buy it?

He likes newspaper advertising and looks upon it as one of the many fine services his newspaper performs. How different from the radio listener who regards the honeyed voice of the announcer as a blatant intrusion!

Finally, let's remember this! Advertising is simply selling and selling must always be hometown selling—local selling. People do not buy cars, shoes or tuna fish at a factory a thousand miles away. They buy them from a local dealer. Selling is always local—and newspaper advertising outpulls any other kind because it is local, too—because it can be keyed to local conditions, local interests, local buying-power and local taste.

That's why America is primarily a newspaper market. It is, in fact, a super-market of local newspaper markets, populated by folks who buy almost everything they wear, eat and use through advertisements in local newspapers. If you are a national advertiser aiming for larger volume you must recognize what local advertisers have long ago realized: that you need local newspaper pulling power to deliver your important message to these people. Without it, your product will remain a stranger in town.

ADVERTISE IN NEWSPAPERS THE BEST AND CHEAPEST MEDIUM IN THE WORLD!

Vertical text on the right edge of the page, including "HERE COME", "UNLOA", "ELINQU", "JUVEN", "FEATU", "HOUSTON, Sept. 14", "A Resistol w", "combination", "bound edge", "snapped brin", "ly-trimmed l", "contrasted a", "Fall felt c", "SANTA ANTE", "who lean tov", "smart stylin", "RESI", "THE MOST", "MAY", "\$3", "umwri", "©©©©©".

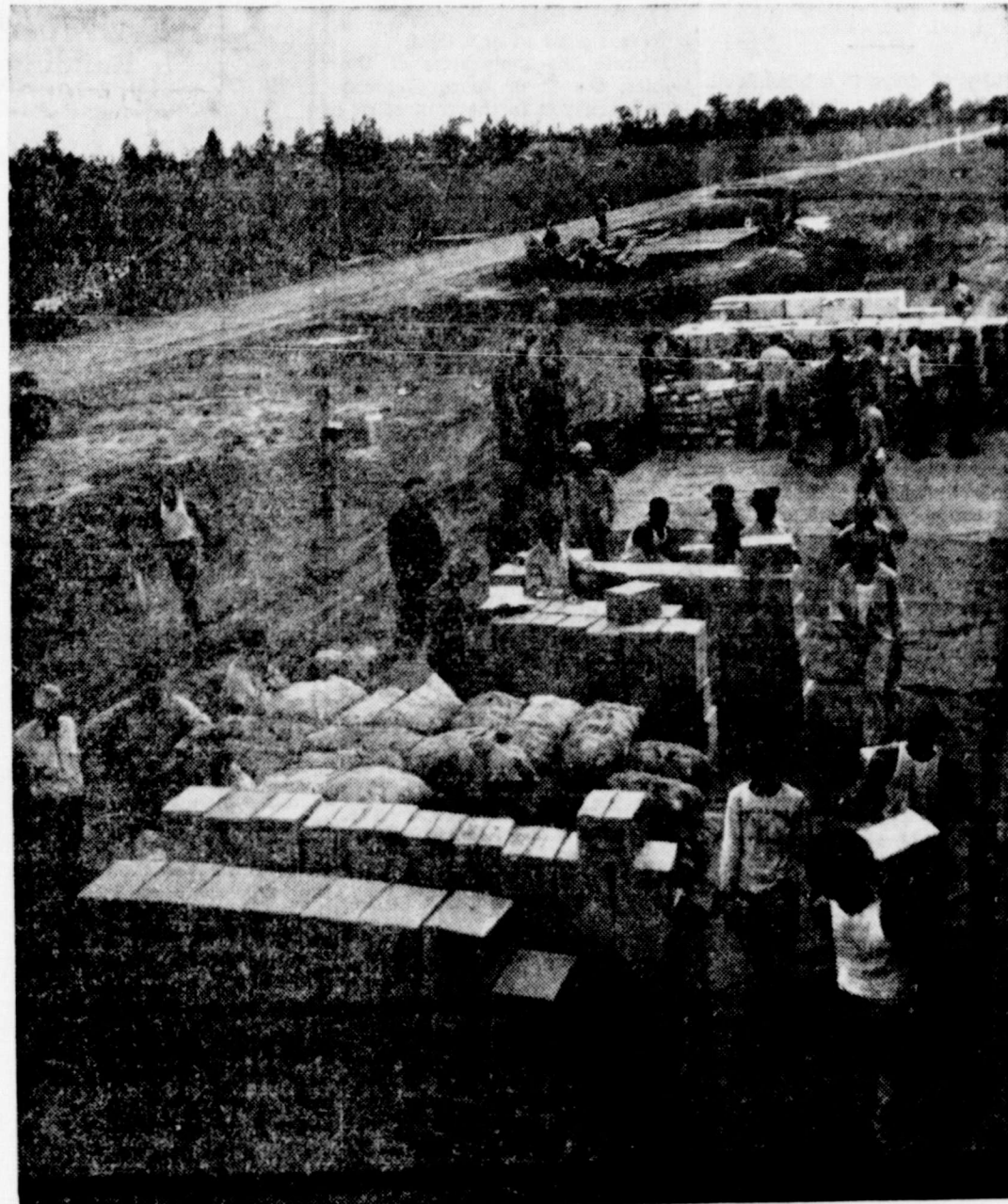
# Proving an Army Travels "On Its Stomach"

The titanic task of feeding an army in the field is in full progress on the Louisiana "front," where gigantic war games are under way. Laboring behind the lines, unheralded and unsung (except by the hungry warriors) supply divisions are bringing up and distributing mountains of food with chain-like precision that would cause a housewife to swoon. Here's an example of typical food stores arriving at Marryville, La., supply point for the 36th Division, in

the shipment are, 86 cases of eggs, 169 cases of beef, 23 crates of bacon, 152 boxes of apples, 70 bags of potatoes, 43 cartons of butter, 13 sacks of onions, 9 crates of celery, 44 cartons of veal loaf, 2,200 cans of apple sauce, 9,000 bread loaves, 60,000 pounds of ice, 9,000 cans of jelly, 2,000 cans of milk, 2,300 pounds of sugar, 3,900 cans of spaghetti, 2,400 cans of tomatoes and 3,000 cans of mixed vegetables. And this, dear reader, is but a single day's supply.



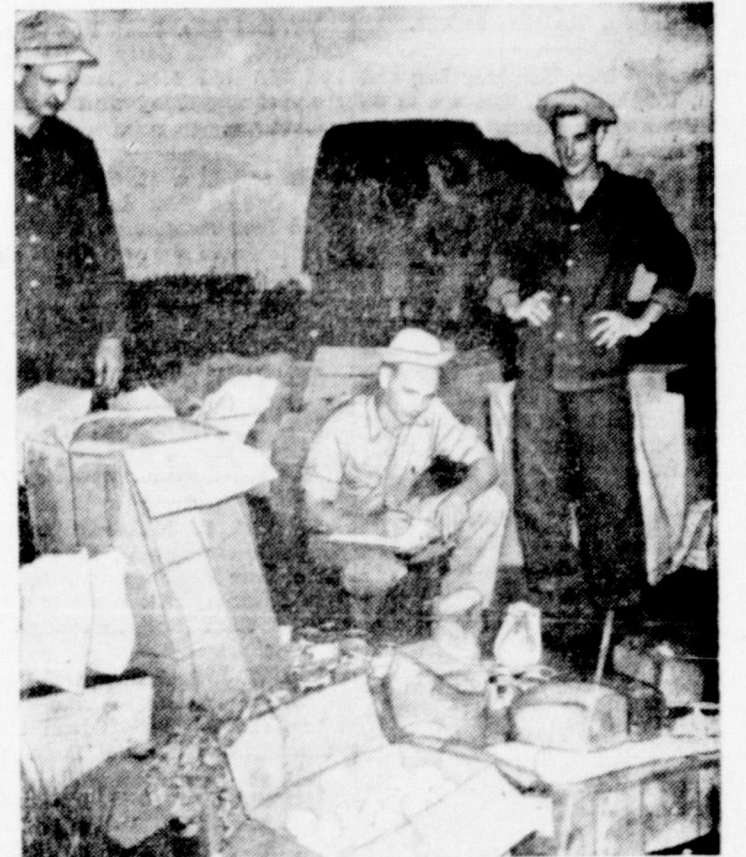
HERE COMES SOME BRAUN-MAKING BEEF.



GOOD NEWS FOR THE INNER MAN IS UNLOADED AND SORTED.



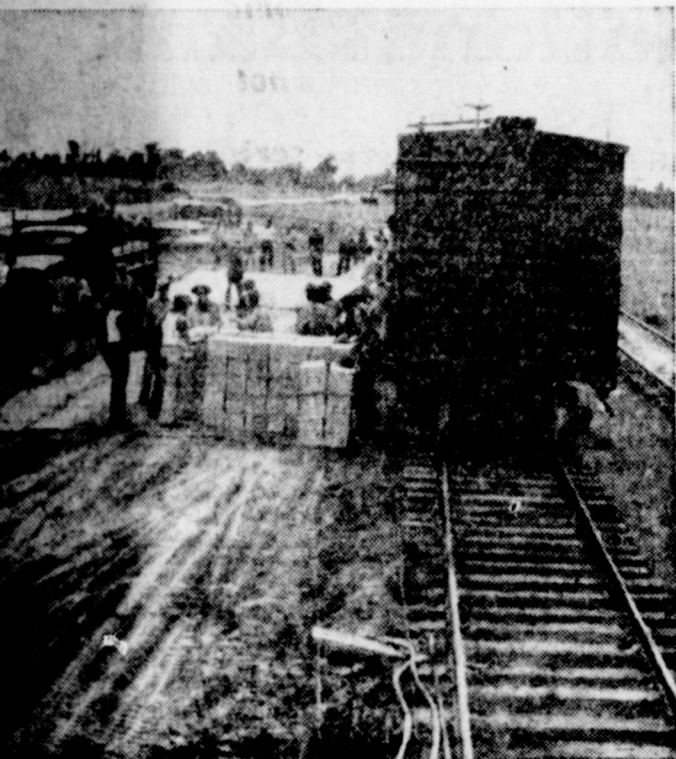
A SAMPLE ON THE SCENE



SUPPLY ALLOTMENT FOR FIELD KITCHEN.



OFF FOR THE "FRONT" AFTER ON THE SCENE ALLOTMENT.



UNLOADING CARS ON THE SIDING.

## DELINQUENCY OF JUVENILES IS FEATURED

HOUSTON, Sept. 14.—Probation officers and officials of police and sheriff's departments in Texas, Louisiana and Arkansas will participate in a series of sessions on the prevention and treatment of juvenile delinquency during the twenty-seventh National Conference of Catholic Charities here Oct. 19-22.

Rankin, director of child welfare services, Texas Department of Public Welfare; L. Clark Schilder, warden of the federal reformatory, El Reno, Okla., and others. Inquiries relative to the conference are being received daily from many groups and individuals not affiliated with the Catholic church, according to William M. Ryan, general chairman of the Houston arrangements committee. Interest from these groups is due in large measure to the national defense and youth movement theme, paramount in many of the sessions.

## CURTIS



DICK MALLARD, young dancer, late of the Billy Rose Casa Manana. Will appear in person with the Sadler Shows. Cisco, September 17.

her daughter, Mrs. Forest Harrison and Mr. Harrison at Colorado City.

Virgil Heyser and Owen Swinney have been busy this week shearing goats.

Mr. and Mrs. Alvey Bible and baby visited Mr. and Mrs. J. W. Brawley Monday afternoon.

Mr. and Mrs. J. W. Brawley visited Mr. and Mrs. Alvey Bible Friday.

Mr. and Mrs. Owen Sinney and son Billy made a business trip to Cross Plains Saturday.

Bonnie Wayne Marsha and Fay Dean Vowell were guests in the home of Mr. and Mrs. O. E. Pierce Sunday.

Mrs. John McFarrin, who has been quite ill at the home of her parents, Mr. and Mrs. O. D. Vowell, has sufficiently improved to return to her home at Nimrod.

W. D. Brecheen and sons, Billy and Roger, visited on the farm Sunday afternoon. Clifton Brawley returned home with them, and spent Sunday night and Monday.

The Stewart Oil Co. No. 1 Oscar Schaefer well is progressing nicely since a successful fishing job for tools lost in the hole. Prospects for oil are said to be very flattering and there is talk of several more tests being started.

Weldon Baker and Paul Phily of Nimrod have purchased a peanut shaker. They were in this community Friday afternoon. They announce owners of shakers have set the price at \$1 per acre.

Peggy Fenwick of Pioneer spent Tuesday night with Lurline Pierce.

Mrs. O. D. Vowell and little son left Wednesday for a visit with

the only certain thing about the final crack of doom is that big-shot Americans would jump up and start making speeches.

As a general thing when a mother smokes a cigarette while the baby nurses it's a sign that both have got a habit.

Ten thousand years of slow and painstaking development, and a year of propaganda can overcome it.



A Resistol with a clever combination of smartly bound edge on a lightly snapped brim and brightly trimmed band cleverly contrasted against new Fall felt colors. The "SANTA ANITA" is for men who lean toward definite smart styling.

Self-Comforming RESISTOL THE MOST COMFORTABLE HAT MADE

\$3.95 Drumwright's, Inc.

## YOUR NEW FALL STETSON HAT

We have received our complete stock of these new FALL STETSONS. Sold only at DRUMWRIGHT'S in Cisco.

Shown in all the New Fall colors and Styles.

- Stetson—Play Boy ..... \$5.00
- Stetson—Sport-Lite ..... \$6.00
- Stetson—Stratoliner ..... \$6.50
- Stetson—Diamond ..... \$6.50
- Stetson—Three-Way ..... \$7.50
- Stetson—Premier ..... \$8.50
- Stetson—Royal ..... \$10.00

See this complete showing before buying your hat.

Remember Stetson quality when buying hats. They hold their shape, and last longer.

DRUMWRIGHT'S, INC.

## VERY SPECIAL PHILLIPS "66"

For Ten Days Only:

We will Wash and Lubricate your Car-- Give 5 Gallons Poly Gas-- and Put in 5 Quarts of Trop Artic Oil-- ALL FOR ONLY \$3.00

Offer starts Monday, September 8 Ends September 17

All other Greases Extra.

SIMPSON & SON Phone 165

WEST TEXAS UTILITIES CO.

**Why Risk Precious Eyesight? Good Light is Cheap in West Texas!**

FAMOUS CARTOONIST REPORTS ON THE BULBSNATCHING SITUATION

*Steig*

"Bulbsnatching to me is a serious matter," explains William Steig. "When I think of millions of kids doing homework in dim light—when I'm told that one school child in five already has poor eyesight—I wonder if right-size bulbs aren't just as important as right-size shoes?"

Phone today. Let our lighting advisors help solve your lighting problems. Their services are FREE.

I'll help protect precious eyes 10 full hours for 5 cents. Could a nickel package of gum do as much? And which benefits the entire family most?

A 100-watt bulb

**West Texas Utilities Company**

BRIEFLY TOLD

Misses Lucille Clark, Elsie Pulley, and Sara Sydal accompanied Miss Rheda Wray Clark to Stephenville Saturday where she will attend John Tarleton college.

Dr. and Mrs. Umphrey Lee and son, Umphrey, Jr., who are to be at the First Methodist church for the special celebration Sunday, are to be week-end guests of Mr. and Mrs. W. J. Foxworth and Mr. and Mrs. J. T. Anderson. They arrived Saturday afternoon.

Rev. and Mrs. Joe L. Patterson and sons, Joe Red, Jim and Julian, will arrive Sunday afternoon and will be guests in the home of Rev. Leslie W. Seymour. Mr. Patterson is to preach at the First Methodist church Sunday night at 7:30.

Mr. and Mrs. Ben Davis McGee and children of Big Spring have returned to their home after spending several days at Cisco guests of Mr. and Mrs. L. G. McPherson.

Mr. and Mrs. Jas. Shelton of Abilene visited with relatives in Cisco briefly Friday, and were accompanied on a trip to Brownwood by his mother, Mrs. Ida Shelton.

Mr. and Mrs. V. M. Housley and small son accompanied by her mother, Mrs. C. E. Allen and Mr. and Mrs. L. A. Housley of Throckmorton are expected to return this week-end from a splendid trip to Harlingen and points in old Mexico.

Miss Rosalie Drake left Friday

Classes in TAP DANCING and EXPRESSION Mrs. Troy Powell Studio 896 W. 12th St.

PALACE NOW SHOWING

A HAUNTING WE WILL GO! BUD ABBOTT-COSTELLO HOLD THAT GHOST

THE ANDREWS SISTERS TED LEWIS

TEXAS NOW SHOWING MOUNTAIN MOONLIGHT WEAVER BROTHERS and ELVIRY

urday where they spent the past week with relatives.

Mrs. Etta Griffiths of Dallas arrived Saturday for a visit with relatives in Cisco.

Mr. and Mrs. Paul Poe, Mr. and Mr. Standley McCracken, Neal Moore, Gayle Bailey and C. C. Duff attended a banquet in Stamford, given for Clover Farm Stores managers and clerks.

Billy Kilborth has been confined in his home with a case of influenza.

Mr. and Mrs. J. J. Litchfield and children, Jessie Lou and Jimmy Dan, left Saturday morning for a brief visit with relatives in Greenville.

Mrs. B. E. Morehart and daughter, Miss Martha June Morehart, will go to Dallas Monday, where Miss Morehart will begin her fourth year at S. M. U.

Miss Ruby Neil Lockhart, daughter of Mr. and Mrs. A. H. Lockhart, who live on the Rising Star road, left Friday for Stephenville where she will matriculate as a student in John Tarleton college. This will be her second session at John Tarleton.

Mrs. T. H. Connor of Ft. Worth is a guest of Mr. and Mrs. Wm. Reagan.

Loyalty Club Meets Friday In Cooper Home

The Loyalty club of the Woodman Circle met in the home of Mrs. A. B. Cooper Friday afternoon. The meeting was opened by repeating the Lord's prayer in unison. The minutes were then read by Mrs. J. E. Mayhew, secretary, after which Mrs. Mary Scott gave an interesting report of her trip to Omaha when the golden anniversary of the organization was celebrated.

Mrs. Nolan Duncan directed a series of games during the recreational period.

Delicious refreshments of punch and cake were served at the close of the meeting to Mrs. R. D. Jones, J. E. Mayhew, L. G. Ball, J. N. Duncan, H. D. Lanham, W. C. Clements, R. M. Bates, Willie McCanlies, M. P. Farnsworth, Barton Abbott, Mary Abbott, E. C. McClelland, Anderson, L. B. Mayhew, Miss Bobby Lee Cooper and Mrs. Cooper.

GRAND JURY IN RECESS.

The grand jury of the 88th district court adjourned Wednesday until October 20, subject to call of Judge B. W. Patterson, should conditions require their reconvening.

Uncle Ben said he married again to get a mother for his children, and since the children are young he got a young mother for them.

Children should be taught not to be careless in handling fire or luxuries. Both may be dangerous to life and limb.

TO CHECK MALARIA IN 7 DAYS take 666

Headquarters for School Supplies SEE US -- For All Kinds of School Supplies and meet your friends here. We are Football Headquarters. CHERRY VOUCHERS We give CHERRY VOUCHERS on all purchases. Bring your sales tickets to us for valuable Gift Items. Ask to see our premium displays. Bring your doctor's prescriptions. They will be compounded correctly. Safe for 60 years—1881-1941. RED FRONT DRUG STORE

LOBOES WIN-7 TO 0

A 40-yard drive to a touchdown brought a 7 to 0 victory for the Cisco Lobos Friday night against the Burk Burnett Bulldogs in their first game of the season, when it looked as if the tilt would end in a scoreless deadlock. The Lobos came late in the fourth quarter after the Bulldogs had punted to their own 40-yard line.

With Paul Moseley and Garland Lasater carrying, the Lobos moved to the 12, and then gained a first down on the 2 with three more line plays. Here, on the first play, Lasater plunged over left guard for the score and Bruce Sanders' kick for point was squarely between the uprights.

Nevertheless the play of the Lobos sparked in spots, with several of the players showing up well. In the line the work of big O. C. Penn, left tackle, and Jimmie Pollard, left guard, was good, with both men stopping Bulldog backs for little or no gain.

Glenn Doggett, playing his first game at center, also played a steady game, as did Bruce Sanders at right end. The remainder of the line also looked good at times. In the backfield the running of Garland Lasater was probably the best of any man in the contest. Several times by his power and elusiveness he ripped off good gains. Moseley, his running mate, also showed up well. The two men were also two of the biggest defensive men for the Ciscoans.

Coaches Murphy and McCasland used only two substitutes in the entire game, Jack Garrett and Blackie Blackstock, who subbed for Lasater and Sanders, when the latter pair were slightly injured. Cisco almost scored in the first three minutes of play, and this was the most serious threat, outside the game-winning counter that they made. They kicked off to open the game and Burk Burnett returned to their 35, where they fumbled on the first play with Cisco recovering on the 30. The Lobos, using straight power plays, drove to the four-yard line where a fumble was recovered by the Bulldogs on the Cisco 10.

A few minutes later the losers made their only threat, and a good one it was. After an exchange of punts they took over on the Cisco 33 and Todd, standout back for the Bulldogs, broke loose to the Cisco five for a first down. On the next play the ball was advanced to the two and the scrapping Lobo line held without gain on the next two plays. On fourth down a Burk Burnett back drove into the line, and was plastered hard by Cisco linemen, and tumbled across the goal line, a Lobo catching the

ball. Officials brought the pigskin out to the 20 and Cisco took over, ending a stubborn threat. Except for these two first-half marches, the game provided little color. It was marked by frequent fumbles, and the Bulldogs tried several passes, completing none. Lasater intercepted one and almost ran it back for a touchdown. Cisco completed one toss out of three attempts.

The last half was strictly a defensive battle except for the one Cisco victory march.

The battle was even all the way, with Cisco taking a slight edge in first downs and yardage gained. The teams were evenly matched, both in fight and in weight. Despite the raggedness of the Lobos, the 40 or more Ciscoans who journeyed to the contest expecting a Lobo loss, were well pleased with the showing they made. The Black and Gold warriors displayed as much fight and spirit as any Lobo team in years. They committed lots of miscues, but none that practice cannot remedy.

John Potter and Cleveland Dunaway, two of Cisco's four letter-men from last year, were captains for the contest. Both men played good defensive games from the secondary.

Starting Cisco lineup: Bruce Sanders, right end; Marion Smith, right tackle; Sam Clarke, right guard; Glenn Doggett, center; Jimmie Pollard, left guard; O. C. Penn, left tackle; Lawrence Johnson, left end; Paul Moseley, quarterback; Garland Lasater, fullback; John Potter, blocking back; Cleveland Dunaway, wingback.

OLD DRILLING EQUIPMENT BE IN USE AGAIN

BEAUMONT, Sept. 14.—A "wild cat" oil test will "spud in" the Spindletop anniversary convention of the Texas Mid-Continent Oil and Gas association here, Oct. 9-11.

Using drilling equipment dating back to 1901, when the Lucas gusher blew in to open the Spindletop field, the test will be spudded as part of the old-timers' celebration of the field's fortieth birthday. A Beaumont committee, headed by Scott W. Myers, is now collecting the early equipment which will be assembled into a complete rig, similar to those which ground away in the early days of Spindletop. Over it will be erected a duplicate of the crude pine derricks which once bristled on the low hill south of town. Manning the rig will be the most famous drilling crew in history. Invitations are being extended to a number of petroleum notables who got their start at Beaumont in 1901 to don overalls and gloves again and work a "four" apiece. Many are expected to accept, including leaders not only in the Texas but also in the national industry who had their first taste of oil at Spindletop.

These oil pioneers will be guests of honor at the old-timers' reunion and wildcat jamboree, to be held Oct. 10 in Harvest hall. To make them feel at home, the shakedown which sprang up around Spindletop in 1901 will be reproduced as a setting for the party. The early stores, hotels, saloons, toolhouses and the like will be stimulated life-size, with

Exercising Judgment in the Expenditure of Money We do not assume the right to dictate what amount you should set aside and deposit in an account—... merely wish to call to your attention that Those who gather nothing in youth will have the same amount later on. Isn't that so? First National Bank In Cisco, Texas MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

their signs bearing names now famous which were first heard and seen at Spindletop. The old-timers also will take part in the dedication Oct. 9 of the monument to Spindletop on the site of the Lucas discovery gusher. J. Cooke Wilson, convention chairman for the Texas Mid-Continent meeting and also chairman of the Lucas Gusher Monument association, will have charge of the program.

Mrs. Osburn Is Hostess To "Friendly 12" Mrs. A. V. Osburn entertained members of the Friendly Twelve Sewing club in her home Thursday afternoon. Roll call responses were given by quoting a favorite scripture verse. Mrs. Paul Culp presided over the business session, after which sewing and needlework held the remainder of the period.

as seen in MADemoiselle AUTUMN "MUST HAVES" by ALTMAN'S VANNETTE SILK 79c to 1.15 VANNETTE HOSE 1.50 21 STUDY RE ENRO T JR. COL Skirts, Sweaters, Blouses Everybody is buying The largest selection have ever shown 1.95 to 6.00 ALTMAN'S

Home city, which to live; oil fields, cattle, sheep, trucks, egg producing, grain, truck farming... JUNE XXII... YOU... USBA... PARTIC... AMIL... honoring Mr. and M... due, Sr., 512 E. Seven... union of the Perdu... held Sunday at La... h 77 present. The h... years of age; the wif... the members spent... unising with each... eating a picnic dinner... those present from t... the family were: Mr. and Mrs. D. B. Pe... Mrs. J. M. Perdue... (children, Wilson, Tex... Amarillo; Mr. and... Perdue, Socorro, N... Hardly, Cisco; M... M. L. Perdue and... nson, Cisco; Mr. an... Perdue and child... Maudie and Mary... fr. and Mrs. D. B. P... children, Irma, D... thy, Rt. 2, Cisco; M... M. Wedgworth and... ce, Nimrod; Mr. an... ffev and children, Verne, Mamie Ruth a... co. The following marri... dren were present... Ir. and Mrs. Ernest P... dren, Doris Ann an... son; Mr. and Mrs. L... daughter, Margie... Mr. and Mrs. A. S... Jimmy, Hamlin; M... bert Hinds and son... rd; Mr. and Mrs. L... daughter, Betty Lou... and Mrs. Claude M... and Jerry Don at... Cisco; Mrs. J. A... dren, Anna Bell... ner, Cisco; Mr. an... man and family, Ea... rry Don and Juvene... other relatives prese... fr. and Mrs. Floyd V... l. Clark, and gran... dora Walker, Opelike... s. Sarah Winterber... edson, Dallas; Mrs. F... son, Dallas; William... n Hayse, Dallas. Other guests: Mrs. Thelma McAd... sco; Mr. and Mrs... niel and daughters... Mrs. Sheb McCan... There were 21 gra... d 13 great-grandchil... t for the gathering.