## The Cisco Daily Press

# ALLIES PREPARE FOR BIG PUSH IN TUNISIA 

Equipment For Training School is Arriving and is Being Put in Place SATURDAY BIG DAY IN CISCO


HART AN- AMERICAN AND BRITISH FORCES NOIUNCE HOLD STRATEGIC POSITION NEAR NOUNGES MEDEZZEL-BAB, DESPITE FLOOD DEPVTIES

FRYERS BROCGHI 75 CENS
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$\qquad$

The Cisco Daily Press




 PEACE

January, 1935


LONG BRANCH

CHURCHES

## nur anue

STOCK FARM BARGAIN

E. P. CRAWFORD AGENCY



THE NEW TYPE PAINT alkyd resin base makes it WASHABLE
plus other great features Ask for Ulera Luminall, the water-dinned paint that gives you
atra wuabability ... greater beauty ...up to $50 \%$ saving in cost

$\$ 2.95$

To 0ur Friends and Customers-

## VULCANIZING <br> We will appreciate sour Vilcanizing Gasolie, and oil husines. Twdiv yerrs <br> $\qquad$ <br> $\bullet$ <br> WHITE'S TIRE SHOP

1000 W. Eighth
Cisco, Texas.

## CISCO MARBLE AND

 GRANITE WORKSc. e. AYcock, Prop.

## -

A MONUMENT
The Last Token of Love
-

Your cemetery work will be greatly appreciated.
Telephone 183
208 E Avenue.
P. O. Box 141, Cisco, Texas.

USED CLOTHES -HATS

JOHN STROTHER

GARDENHIRE'S SERVICE STATION

## MOBLEY HOTEL



[^0]HARVEY THURMAN'S GULF STATION


## A STORY EVERY AMERICAN CAN BE PROUD OF

This is the story of a people's triumph...the
aroused American public marcbing as to uar.
Marching with scrap. Millions of tons of it ... from
bomes, offices, stores, public buildings and farms....from ties, villages and bamlets.
Millions of tons of scrap for the steel mills ... to conable them to produce the ships and tanks and planes ana gme ard farces wat hate to uin the uar.
I
was a major crisis that faced the nation early in September. If the steel mills didn't get more scrap metal soon, they would be forced to shut down. If the mills shut down....if our Army and Navy dian get the arms and equipment they needed... how could we be sure of Victory?
It was, said Donald Nelson, one of the nation gravest war problems.
The War Production Board knew that only by arousing the people in every community, only by making them scrapping mad, could the problem be solved. It had to be a people's job, a people's sade. Nelson asked the newspapers of the country to lead it

It was a big assignment. Gladly and quickly the
newspapers accepted it. Almost overnight they set
up national, sectional, state, and local committees. Almost overnight nearly every newspaper in the country was in action...and had enlisted the aid of local officials and the cooperation of civic, welfare, and religious organizations.

The drive was launched by advertisements...large, small and medium. Prepared by the National Committee of Newspapers and adjusted for local use by local newspapers, they appeared almost overnight and continued almost every day in hundreds of newspapers throughout the country. They furnished the motivating power. They started the people going. And when the people got going, the newspapers gave the drive further momentum with news stories, pictures, cartoons and editorials....urging the public to get out more scrap, to get out more scrap.
Each community handled the drive in its own way...adopted, under the leadership of local newspapers, special plans to fit its own local conditions. In thousands of communities there were local contests, prizes, public meetings, special events...to speed the job along.

Within a few days, the whole nation was scrap-con scious. When the drive was only 16 days old, a

Gallup Poll showed that 94 per cent of the people knew about the great crusade, had read about the scrap campaign in their newspapers. The newspapers, with their ads and their stories, had taken the drive into every home in the country.
And within a few days, mountains of scrap began to pile up in thousands of cities, towns and villages. By truckload and bargeload and trainload the metal began to flow across the land to the mills...enabling the furnaces where Victory is being forged to glow again with the white heat of peak production.

The war on the scrap front must go on, of course. The steel mills will need scrap metal as long as the war lasts. But this, the first great battle, is won.

Donald Nelson wanted $4,000,000$ tons of scrap in eight weeks. The people gave him more than
$5,000,000$ tons in three weeks. And that, said Vice Admiral S. M. Robinson, Chief of the Navy's Bureau of Procurement and Material, is enough scrap to build several times more battleships than there are in all the fleets of the world combined.

That's the story, briefly. It's the story of a national triumph made up of thousands of local successes, in which local pride, local energy, and local leadership of newspapers went to work. It's a story in which millions of Americans had a part...a story every American can be proud of. And it demonstrates once again the power of the press, its capacity to serve the public....and its ability not only to sell the people an idea, but to get them to do sometbing about it.

## A Statement from DONALD NELSON

This has been a wonderful iob furnaces that must be kept going to been a major contribution to the war efort munitions program up. The whole campaign has absolutely unprecedented in this country... The results that the newspapers have done is

AAGE FOUR

## BRIEFLY TOLD

SOCIAL and

WISHES FOR 1943


## DEAN DRUG CO.

Credit on Your Income Tax


9X12 RUGS AS LOW AS $\$ 4.29$
Also Dream Kitchen Designs in Linoleum.

CISCO LUMBER \& SUPPIV CO.
TH0MAS FUNERAL H0ME



Earl Bender \& Company, In ABSTRACTERS,

Are YOU a member of the VSL?


Then YOU should be a member of the
VICTORY SERVICE league



Come in today for your free membership card and car emblem. And bring your car in for a free conservation inspection.


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    must be stopped
    slaughter goes mult
    procedure.
    "His object is
    Allies into negotiating
    playing on their humane fee
    and to create such a hatred
    Germany in the world that
    German people will fear to revor

    Insure in Sure INSURANCE
    E. P. CRAWFORD Agency

