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DOWN TO EARTH PLANNING.

There has been so much hysterical "planning" to create post-war employment, that the ordinary means by which our citizens have kept themselves out of the poorhouse for some 150 years, seems to be largely overlooked. It has remained for Charles M. Upham, engineer-director, American Road Builders' association, to present down-to-earth figures showing how our people have provided themselves with jobs in the past. He points out that the nation's labor force is divided into three classifications: service industries, 50 per cent; consumer goods industries, 33 per cent; and durable goods industries, 17 per cent.

It is a fact, however, that employment rises and falls according to the fluctuations of the comparatively small segment of durable goods production, and the latter is largely influenced by the amount of construction expenditures.

"During the prosperous twenties," said Mr. Upham, "private and public construction expenditures ran well over ten billion dollars annually for much of the period. That period was one of extensive road building, with the expansion of all related industries, including steel, road machinery, cement, asphalt, tar, and other materials.

"In the depression thirties, construction lagged, and labor was unemployed. Expenditures were lower for residential building, highways, railroads, public utilities, and public construction."

The lesson to be drawn from Upham's analysis is obvious: Every branch of government, from municipal to federal, should encourage those who employ labor, from the building of a new one-room house, to the construction of the greatest industrial plant or railroad. Public funds should be spent for permanent improvements such as roads, public buildings and the like, which serve all the people and do not compete with and discourage the man who is trying to build up a taxpaying private enterprise.

Mr. Upham concludes: "Full employment and prosperity in the postwar years will depend on construction. By this means only can this country change from war production to peacetime conditions without an economic upset. The dollars spent in the

building of homes, office buildings, utilities, highways, and other public improvements are high-powered investment dollars, but are useless lying in banks as savings. The high employment of the prosperous twenties and the unemployment of the thirties have proven this."

April, 1925

(Files of Cisco Daily News)

There has been collected \$56,368.64 of the school taxes for the fiscal year beginning July 1, 1924, said Secretary Vaughan of the Cisco school board. This is a great showing for the nine months. We ought to collect \$60,000 by the close of the fiscal year, that amount being the total tax role for 1924. When the retiring board took charge of Cisco's school affairs, he stated, the board was in debt \$30,000. This indebtedness has been wiped out. The collections have been apportioned as follows: Local fund, \$42,635.27; sinking fund, \$13,733.37.

Two hundred and fifty people assembled in Colony school house last night to attend the program put on under the auspices of the American legion of Cisco, the chamber of commerce and the high school. A program of music and readings was greatly enjoyed by the assemblage. A representative number of Cisco business men were present and met the farmers and workers in the Colony community. The Colony folks were loud in their praise of the work of the Cisco high school orchestra and the others who took part in the program. They expressed their appreciation of the program being given them and invited the legion to return with another program at a later date. The entertainment climaxed the essay contest which has been conducted in the Colony school by the chamber of commerce. The students of the school wrote essays based on Cisco literature left them by the extension secretary of the local commercial body. The teachers of Colony selected the three best essays in their school and a local committee picked the winner. A prize was awarded Miss Louellen Smith for writing the essay selected by the judges as best. However, Louellen was closely rivaled by her younger sister, Juanita. It took two sets of judges to pick the winner between them. Little



TO SUPPLEMENT K-RATIONS, these infantrymen go hunting and bag deer and rabbits to help along monotonous bill-of-fare at camp. From left are Pfc. Clinton Calvert of Bayard, Neb., and Cpl. Roy Swisher of Washington, D.C., in 4th Division in Germany. (U. S. Signal Corps Photo.)

Miss Alberta Butler also entered an excellent essay in the contest. The Smith sisters each read their papers before the audience last night.

Retiring President Guy Dabney presided at the Lions luncheon today, when the Lions had as their guests J. A. James, auditor for the Magnolia Petroleum Co., L. A. Warren of Cisco, and Chas. McFadden and daughter, Miss Margaret of Bluff Branch. Miss Margaret, was the winner of the essay prize offered the Bluff Branch school by the chamber of commerce for the best essay on Cisco. The prize essay was read to the delight of the Lions. This is in keeping with the program to have the prize winner of these contests as guests of the civic clubs at intervals.

COLLEGE EXPANSION. MARSHALL, Feb. 1.—Furthering the expansion program for East Texas Baptist College, the board of trustees voted at their annual meeting here Tuesday to create two new departments, add a full professorship to the department of psychology and endow a \$50,000 chair of Bible, to be known as the Wesley J. Smith Chair of Bible. A department of economics will be instituted for next year and a department of aeronautics will also be added provided planes can be secured and a suitable landing field constructed by fall.

AT FIRST SIGN OF A
COLD
USE 666
Cold Preparations as directed

MAYBE THINGS USED TO COME TO DEM WHO WAITS BUT NOWADAYS YO GOTTA GET OUT AN HUSTLE FOR EM!

Dinah
SAYS

J. L. Cottingham

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Office Open All Day.
205 Reynolds Office Building.

CISCO, TEXAS.

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The most complete line of NEW MAGNETOS and REPAIR PARTS in Central West Texas. Factory contracts and service on all makes.

All the latest testing equipment and tools. Thirty years' experience. Work guaranteed.

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First Door North Hotel
ALBANY, TEXAS.
PO. Box 657. Phone 386

The House of
WESTMORE Cosmetics

We have just received a stock of these fine cosmetics made by the Famous Westmore Brothers, Movie Make-Up Experts.

The 50c Line

See and try the famous OVERGLO foundation. A little goes a long way. A liquid goes on easily and does not streak.

Dean Drug Company

The REXALL Store Telephone No. 33

Re-ROOF NOW

for LASTING BEAUTY...
Lay NEW ROOF Right Over Old Roof

INCREASES INSULATION

Now is the time to re-roof... and for a first-class, lasting job, and one that will beautify your home, we recommend Old American HEX-STRIP Asphalt Shingles. They not only give your home protection against the beating and pounding of the weather, but also act as an insulating agent for real fuel conservation when applied over your old roof. They're fire-resistant, too.

Come in, let's talk it over. We can give you full value for every roofing dollar.

You'll find our place headquarters for roofing needs of all kinds.

Old American HEX-STRIP ASPHALT SHINGLES

CISCO LUMBER and SUPPLY
"We're Home Folks"

COLD REMEDIES

Fight Colds With These Well Known and Proven Products:

Groves Cold Tablets	35c & 60c
4-Way Cold Tablets	19c & 50c
Zerbats Cold Capsules	25c & 50c
Rexall Nasal Spray	25c & 50c
Red Arrow Nose Drops	25c & 50c

PLENAMINS All of the Vitamins PLUS Liver & Iron —\$2.59, \$4.79	BEXEL The Nation's Leading B Complex Vitamin. —\$1.00, \$1.98, \$4.23
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DEAN DRUG CO.

The REXALL Store Phone 33

Cisco Chick Hatchery

First hatch February 12, with a hatch every Monday thereafter.

We will have fine quality baby chicks, M. Johnson and Harmonson strain English White Leghorns. Also Brown Leghorns, White Rocks, Barred Rocks, Reds, Hybrids, Heavy Mixed and other breeds later.

Book your orders early.

J. W. THOMASSON
Owner and Operator.
Phone 422. 1402 D avenue.

LABORERS WANTED

Urgently Needed Now

TO HELP BUILD NAVAL ORDNANCE PLANT

AT
CAMDEN, ARKANSAS

BY
WINSTON, HAGLIN, MISSOURI VALLEY AND SOLLITT
(Prime Contractors)

GOOD PAY

FREE TRANSPORTATION TO THE JOB

Time and half for overtime. Food and lodging available on the job for workers at \$1. per day. Excellent working conditions... Help build this plant so vitally needed by our fighting forces.

Hiring on the Spot and Free Transportation

Furnished at

UNITED STATES EMPLOYMENT SERVICE OFFICE IN TEXAS

If you are now engaged in an essential activity at your highest skill, do not apply. All hiring done in accordance with War Manpower Commission Regulations.

Men under 21 must have minor's release signed by parents which can be obtained at employment office.

THOMAS FUNERAL HOME

Our Service a Sacred Trust

See Us For Burial Service.

300 W. Ninth Street. Phone 167.

LONGER LIFE — SAFER

The way to keep your car reliable and economical, and to maintain its good appearance until new-car days are here again, is to have it thoroughly serviced regularly. Hundreds of Ford, Mercury and Lincoln owners come here for genuine Ford Protective Service regularly.

They KNOW it pays them, in longer car life and surer transportation.

Here, in our fully-equipped Service Department, every needed special tool and unit of test equipment is available to help our expert mechanics do a good, accurate job on any make of car. Drive in tomorrow.

NANCE MOTOR COMPANY

Cisco, Texas. S. H. NANCE. Phone 244.

BABY CHICK TIME IS HERE AGAIN

First hatch January 29. Prices \$3 per 100 and up. Come to see us or write for price list.

STAR HATCHERY, Baird, Texas.

NOTICE

HOUSEWIVES AND CAFES

You can do your part by saving essential needed greases for your country.

READY CASH AND RED POINTS

await you for each pound at the Cisco Lumber & Supply.

A-G MOTOR COMPANY

A Complete Service

BRIEFLY TOLD

Mr. and Mrs. Harvey Wright of Abilene are guests of Mrs. Frank Neely and Mrs. A. B. O'Flaherty. Mr. Wright is Mrs. Neely's brother.

H. H. Tompkins will leave Ft. Worth by plane Sunday morning for a business trip to Seattle, Wash.

Miss Lilla Gray of Mexia is visiting her sister, Miss Jo Gray and her brother, Norman Gray, in Cisco this week.

Rev. and Mrs. O. L. Savage, Mrs. Abbie Daniel, Mrs. S. E. Hittson and Mrs. P. R. Warwick spent Wednesday in Fort Worth.

XXth Century club will hold the regular meeting Friday afternoon at 3 o'clock at the Library club rooms.

Joe Payne is here from Waco for an indefinite stay at his home. Mr. and Mrs. Payne reside at 511 west Eighth street.

Sgt. Gene Throop, flight engineer, visited his parents, Mr. and Mrs. Ben Throop this week while enroute to his new assign-

ment in Kansas. While here he was visited by his sister Mrs. W. Scott and Mrs. Mavis Holt and daughter June of Big Spring who have now returned home.

Mr. and Mrs. Willis Brown of Cross Plains visited his sister Mrs. Walter L. Boyd here Sunday.

Mrs. John Wilson and Mrs. Eliza Brazzell of Albany visited briefly here with their sister Mrs. Walter L. Boyd Wednesday while enroute to Carbon for a visit with relatives.

Rev. and Mrs. H. N. Baldersee have moved to a community near San Angelo, where he has been called as pastor of a Baptist church.

Mrs. Steadman Strickland and son Jerry Don Strickland have returned to Trusecott after a visit with her cousin Mrs. Marguerite Pittman and other Cisco relatives.

Pvt. Vance R. Bowman, grandson of Mr. and Mrs. E. E. Jones former Ciscoans and now living in El Paso, was slightly wounded in action on the western front, Jan-

uary 10. He is now recovering, a message from the war department stated. Bowman has been with the Third army since landing in France in September. He has many friends here.

Mrs. F. E. Paine of Albuquerque, N. M., is a guest here of her mother Mrs. F. B. Blackburn.

Mrs. W. D. Jenkins of El Paso is here this week visiting her husband's sister Mrs. E. N. Strickland and his brother and wife Mr. and Mrs. Leslie Jenkins.

Mr. and Mrs. Robert Slaughter and daughter Judy Kay spent Wednesday in Desdemona.

Mrs. Martha Whitfield returned to her home in Dallas Wednesday after spending several days in Cisco as a guest of Mrs. A. A. Hansen.

There will be a practice meeting of the Rainbow assembly Saturday promptly at 2:30 p. m., at Masonic hall.

Mrs. R. F. Blackstock visited her mother Mrs. Frances Gillespie and her brother and wife Dr. and Mrs. Guy Gillespie, in Abilene Sunday.

Mrs. Tommy Hinkel and daughter Judy Ann had as guests Mon-

day Mrs. Jim Hinkel and family and Mr. and Mrs. Jackson Peters and Mrs. Bobby Roberts of Cross Plains.

In a news item Wednesday concerning Corp. Leon Henderson, who is stationed on Luzon Island, it was stated that the Cisco young man had been bitten by a rhinoceros, whereas it was a monkey.

Pvt. Clifton Stiles of Fort Lewis, Wash., who is visiting his family here while on furlough, made a trip to Dallas today on which he was accompanied by Mrs. Stiles.

L. B. Mayhew and daughter Mrs. Paul Jones and son of Houston are spending a few days with Sgt. and Mrs. Howard Mayhew in Topeka, Kan., this week.



INDIAN STYLE—Slowly making way with packs on back and dressed against bitter cold, infantry men of General Patton's Third Army trudge along snow-covered countryside to occupy Lutrebois during drive on Houffalize. Path to town is lined with barbed-wire fences.

CAN'T KEEP GRANDMA IN HER CHAIR
 She's as Lively as a Youngster—Now her Backache is better
 Many sufferers relieve nagging backache quickly, once they discover that the real cause of their trouble may be tired kidneys. The kidneys are Nature's chief way of taking the excess acids and waste out of the blood. They help most people pass about 3 pints a day.
 When disorder of kidney function permits poisonous matter to remain in your blood, it may cause nagging backache, rheumatic pains, leg pains, loss of pep and energy, getting up nights, swelling, puffiness under the eyes, headaches and dizziness. Frequent or scanty passages with smarting and burning sometimes shows there is something wrong with your kidneys or bladder.
 Don't wait! Ask your druggist for Doan's Pills, used successfully by millions for over 40 years. They give happy relief and will help the 13 miles of kidney tubes flush out poisonous waste from your blood. Get Doan's Pills.

Boyd Insurance Agency
 General Insurance
 PHONE 49.

How smart have you been for the past 3 years?



THINK, for a minute, about what's happened to most of us at home in the last three years.
 Chances are, you've had all the work you could handle at higher wages than ever before.
 In spite of higher taxes and somewhat higher prices, you've netted more hard cash than ever before.
 You've made more money—you've had less time to spend it—and, for a couple of years now, there's been less and less stuff to spend it on.
 On top of that, you've had thrust at you

at every turn the finest chance this world has ever seen to save and invest that money.
 You've been asked to invest in War Bonds which, when held to maturity, pay you back \$4 for every \$3 you put in. Through the Payroll Plan, it's been made easy for you to buy those Bonds automatically—to save bigger amounts with greater regularity than most of us were ever able to save before.
 In the last three years, in short...
 You've had the chance of a lifetime to accumulate money! Money for your old age—money for emergencies—money to set you up in busi-

ness—money that can help make this a healthy, prosperous country for your boy when he comes home from war!
 Did you grab the chance? Have you been backing this war to the limit with your dollars—have you been buying all the War Bonds you could and hanging onto them like grim death?
 If you have—fine.
 If you haven't—well, it's not too late to start right now. But you ought to get in and pitch doubly hard, to make up for lost time—and money!



Is This Your Happy Child ?

It could be, and if you have one we trust it may appear as happy and jolly --- as full of life and activity --- as this picture shows.

But in almost an instant that jolly little chap may be stricken with that dreadful disease, commonly known as Infantile Paralysis, and then life may be cut off entirely, or perhaps cripple for life.

But why bring up such saddening pictures to one's mind?

The answer is simply because there is something you can do about it. Millions of dollars are being poured into the president's keeping so that great doctors may have every means that money can provide to study and learn how to circumvent this deadly peril that grimly threatens every child in the land.

During February this fund is being gathered. Patriotic citizens are given the opportunity to assist in this drive for more funds. It is the "March of Dimes" throughout America --- small amounts so that every man, woman and child may do their bit in helping stamp out the dreadful scourge which seems to gain ground rather than to abate in fury and scope.

Have You Given Your Dime ?

Do It Now

CISCO GAS CORPORATION

Keep faith with our fighters
Buy War Bonds for Keeps

John William Butts Post, American Legion Gulf Oil Corp., M. L. Keasler, Consignee
 H. H. Tompkins Laguna Hotel
 Savoy Cafe --- Nick and Sam H. T. Huffman Welding Shop
 Brown's Drugless Sanatorium

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