## Exploration Crews Testing Area North and West of Cisco

№ Business Recess sion In Prospect For Cisco, Local Merchants Believe

SIX LOCAL MERCH ants VIĆTIMIZED by Slick swindle r late friday

Rev. Stuart Rohre
To Speak At First Presbyterian

## 號



THE CISCO DALLY PRESS

New Directors Are Appointed For Texas Tech
 Good Buy-all around


Muirhead Motor Company

| Consolidated with Cisco Daily News and Cisco American and Round-Up, November, 1937. |  |  |
| :---: | :---: | :---: |
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Fleming A. Wate
Attorney General
Law Practice Law Practice
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 EATMAND, EEASAS


$\qquad$
NO, OUR AMERICAN SYSTEM ISN'T PERFECT, BUT

$$
\begin{aligned}
& \text {. it's the best system in the world! We Ameri- } \\
& \text { cans are a long way from Utopia. There are ups }
\end{aligned}
$$

cans are a long way from Utopia. There are ups and downs in prices and jobs. The heousing prob-
lem still exists. But the American way has given os the highest standard of living known to man en - free to solve our prob-
ur faults. Working together, our faults. Working together,
ement business and banks can

FIRST NATIONAL BANK in Cisco.

## A PENNY-- <br> for your thoughts



Yes, even the lowly penny can buy you a lot of convenience and service - when you spend it for electric service. For there's plenty of penny wisdom in living the electric way - easily, comfortably, healthfully. Though electric service is just about the smallest item in your family budget, what else does so much - for so little?

West Texas Utilities
Company



BRIEFLY TOLD
PHONE 37

ICECOLD
WATERMELONS 3 $\frac{1}{2} \mathrm{cIb}$.
IceIn Paper Bags - 15 and 25 c c
CISCO ICE Company


ALTMAN'S




Coleman Busy
On Rodeo Plans


A NEW KITCHEN

## A NEW GARAGE

bedroom. Maybe you'd like a fire-
new closets. Here, again, White's can acing on a monthly basis.

GENERAL REPAIRS

## A NEW HOME

White's Builder's Materials Company

