

# THE CISCO DAILY PRESS

YOUR HOME PAPER

TRADE AT HOME

If you spend a dollar at home you have some hope of getting it back; if you don't, you just spend a dollar.

Classified Advertising

The People's Market Place

VOLUME XXXIV

CISCO, TEXAS, WEDNESDAY, MARCH 31, 1954

NUMBER 81

## The Gay Philosopher

By J. W. S.

EVERYONE HAS an invitation to attend the Industrial Week display in the Reynolds Building during the week of April 17. A goodly number of local firms are showing Made-In-Cisco products. So far as we could learn, this is the first time that all local manufacturers and processors are showing their products in one big display.

The Press is mightily proud of today's paper. It's our special Industrial Week edition.

THE CIVICS CLASS (or one of them) of Cisco High School went down to Austin last Wednesday to attend a session of the Texas Legislature in their study of law making and government. In the Texas Senate, they were accorded a considerable honor. Senator Wayne Wagoner of this district offered a resolution, which the Senate adopted, giving the some 30 Cisco students and their teacher, Mrs. Edward Lee, the privileges of the floor for the day.

Copies of the resolution were prepared for each student. The resolution was done up legal like with a blue paper back, signed by the Lieutenant Governor and with the big gold State Seal attached. Mighty impressive document, it is.

Details of the trip, we understand, are being prepared by Miss Rhelda Reed, who reports on people and things for The Press out at the high school.

JUST LEARNED that those who don't get their new auto license tags by March 31 will have one day of grace. Officers won't begin noticing old license tags until April 2.

One of our statistics minded friends got himself a soft seat up beside Highway 80 the other day and counted the license tags for an hour. His count indicated that as of Sunday seven out of ten motorists already had their new license plates.

Nonetheless, business was right brisk today down at the Chamber of Commerce where Mrs. Peggy Gallagher, the deputy tax collector, was very busy selling tags.

OUR BIRTHDAY department reports that, in addition to those already mentioned, the following birthdays will be observed this week: April 1, Mrs. Jay Warren; and April 3, Mrs. Millie Penn. They're digging a water well up at the home of Mrs. Charles Kleiner on West 14th Street. Some painting and decorating and improving work is going on down at the Norvell and Miller Grocery this week. Area thermometers dropped to 36 degrees Monday night and to 33 degrees Tuesday night.

THE CATTLEMEN of the nation are challenging a market once considered the exclusive domain of the hog with a product that looks, smells and tastes like bacon but actually is beef and sells for less, according to Mr. A. Z. Myrick of the Cisco Locker Plant. You take beef and cure and smoke it like bacon, he says. He learned about this at a recent locker convention. Another product he heard about was mutton, smoked and cured like pork.

Seems like we could all get a better idea about this kind of thing if Mr. Myrick would serve us some samples, huh?

ACCORDING TO information reaching us, the Ranger-Eastland water project will be completed about April 15 and the new lake will be turned over to the Eastland County Water Supply District by May 1. One big rain in May could bring into reality a dream of two decades.

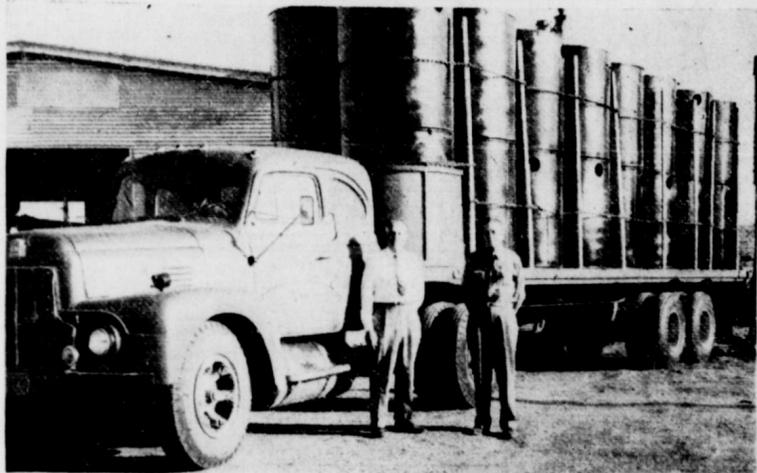
Although Cisco gets its water from Lake Cisco, folks here are interested in the project. Besides providing a source of water supply to the two cities, it will provide another big body of water for area fishermen.

At the dam, the contractors are rip-rapping with the stone the upstream face, and excavation proceeds on the long spillway. Work on the dam-site pump plant will be forthcoming. The filter plant north of the lake has been practically finished. A 12-inch pipeline goes from the plant to Ranger and another 14-inch line runs west through Olden to Eastland.

(Turn To Page Four)

Your Bank Wants to Serve You Always Ready to Assist And Advise  
LET. NAT'L in Cisco—Mr. F. D. I. C.

## TRUCK LOAD OF CISCO-MADE PRODUCTS



— Photo by Osborn

The above picture was made recently as the first load of Made-In-Cisco products left the new Sandler Manufacturing Company plant here for the Fort Worth-Dallas market. The big truck is

completely loaded with septic tanks manufactured by the Sandler company. Standing in front of the truck are Charles S. Sandler, left, president, and Lawrence Davis, vice president and general

## Senate Bill Asks Money To Provide School Buildings

AUSTIN, March 31. — Senator Wagoner is the co-author of a Bill in the Senate that will go far toward improving the additional facilities for the Texas School for the Deaf, he says.

The Bill calls for an appropriation of \$2,500,000 to provide safe, fireproof facilities for more than four hundred children.

The Governor, in his address to the Special Session of the 53rd Legislature, described the replacement and renovation of buildings that the Texas School for the Deaf "probably the most urgently needed" of all emergency legislation.

At the regular session of the 53rd Legislature, Senator Wagoner introduced the same bill providing for additional appropriation for a building program at the Texas School for the Deaf. However, the Bill failed to pass at that session. It was an emergency then; it is an emergency now, he said.

This is one of a series of bills pertaining to the Texas School for the Deaf that the Senator has introduced since he became a member of the legislature in 1946. He has handled practically every major phase of legislation for the Texas School for the Deaf since the beginning of his service in the Legislature.

"Let fire break out in one of those buildings," cautioned the Senator, "and the result could be nothing less than tragedy."

"The Senate has already passed this bill, and it is hoped that the House of Representatives will do so without hesitation. The Bill will call for no new taxation, as the comptroller has estimated that the money is now on hand for such an appropriation."

"Even under the best conditions," Senator Wagoner stated, "the Deaf Child has the greatest and most difficult road to travel in securing an education."

Mr. and Mrs. E. H. Cheves, Linda, David, and Lee, and Miss Patsy Neely spent Sunday at Iowa Park attending a Gregg family reunion.

## JUNIOR HIGH TEAMS WIN FOUR TROPHIES IN VOLLEYBALL PLAY

Cisco Junior High School volleyball teams brought home four trophies from the Eastland invitation tournament played in the Eastland gym Saturday by taking first and second place in both boys and girls divisions.

The Cisco boys A team and the Cisco boys B team met in the finals and the A boys defeated the B team giving Cisco first place and the runner-up trophies. In the girls division it was a repetition of the boys division with the Cisco girls A team winning over the Cisco girls B team giving the Cisco teams two additional trophies.

Eight boys teams and eight girls teams were entered in the tournament. They were the Cisco A and B teams, Desdemona, Carbon, Olden and Gorman.

Cisco boys began the tournament by winning over Eastland and the girls followed their example. Both the A and B teams defeated the Eastland A and B teams. The Cisco A girls won over Eastland, Carbon and Olden to gain the finals and the Cisco B girls won over Eastland, Desdemona and Gorman to enter the finals.

The Cisco A boys won over Eastland, Carbon and Olden to gain the finals and the B boys won over Eastland, to go to the finals. The Cisco teams fought it out for the finals on the home court.

The junior high track team was working hard this week preparing for the Junior Oilbelt League track meet to be held in Gorman Friday.

## THORNTON FEED MILL ADDS TO GRAIN STORAGE CAPACITY HERE

Recent additions J. L. (Punk) Thornton has made at Thornton's Feed Mill give the firm additional storage space for 45,000 bushels of grains — another service Thornton has prepared for farmers and ranchers in the area.

The new addition to the feed manufacturing plant brought the total square footage in buildings to 22,100, a sizeable increase over the 3,200 square feet he started with.

Punk came to Cisco in December, 1929, to become manager of Planters Gin Company and the Cisco Feed Store, both owned by the Sweetwater Cotton Oil Company. The feed store and manufacturing plant he now owns at that time was confined to one building 40 x 80 feet. In the 1930s a wing, 40 x 80 feet, was added to the south and that was the building he purchased from the Sweetwater firm in 1940.

Since that time the business has enjoyed steady growth. Thornton extended the old building with a 40 x 120 foot structure to the north and moved the big scales to the north end of the property. Since that time he has added one building of 50 x 100 feet, two buildings of 30 x 50 feet and a seed house of 30 x 50 feet. In addition, he has erected two high grain storage tanks with a capacity of 7,500 bushels each.

When he started out, Punk had one small feed grinder and a mixer. He has added to his plant until it is one of the best small feed manufacturing plants in Texas. The small grinder has been replaced with a 100 horsepower hammermill, and he has two large dry feed mixers and two large molasses feed mixers. He has added an oat crimping machine for making chops and a cube machine for making range cubes.

He has two big cleaning machines for cleaning and grading small grains and vetch.

He manufactures a complete line of feeds for poultry, dairy cattle, range cattle, horses and mules. The Circle T brand is becoming well known over a wide area of Texas.

Thornton operates several trucks which go all over the Southwest picking up grains or delivering feed. The fleet consists of one bobtail truck, three tractor-trailer type trucks and a pick-up.

He employs an average of 10 to 12 persons at the plant and during rush seasons picks up extra help.

Punk is well known for his former baseball playing. He is a former Texas Leaguer and played in the West Texas League. He has been one of the top golfers in the area for more than 20 years.

He and Mrs. Thornton live in an attractive brick home at 400 West 9th. Their daughter, Dana, is a teacher in the Grand Prairie schools.

## Freeze Forecast In Area Tonight

A warning "to protect tender plants" was issued at noon Wednesday by U. S. Weather Bureau officials as they predicted a light freeze and possibly frost for Wednesday night and early Thursday morning.

Temperature was expected to drop to the high 20s early Thursday and a light frost might accompany the freeze, if the wind ceases.

Dust which was predicted for the area Wednesday was not due to arrive, forecasters said. The dust storm had stalled in the Odessa-Big Spring area.

See DON PIERSON  
Olds—Cadillac  
Before You Trade!

## Cisco-Made Products Exhibit Is Ready For Opening Thursday

### Lobos To Enter Two Track Meets During Weekend

Cisco High School Lobo track men will participate in two track meets this weekend, it was reported by Coach Jay Williams.

Friday afternoon and night the freshman team will enter the Junior Bluebonnet Relays in Brownwood, and Saturday the remainder of the team will enter the Brady Relays. Coach Al Langford will accompany the freshmen to Brownwood and O. B. Graham will accompany the group to Brady.

Freshmen entering the Brownwood meet are as follows: Benji Lipsey, the 50 yard dash, the 100 yard dash, the 440 yard relay, the broad jump and the pole vault; David Ewell, the 440 yard relay, the 330 yard dash, the 120 yard low hurdles and the broad jump; Don Gray, the 220 yard dash, the 440 yard relay and the high jump; Orval Durham, the high jump, the broad jump, the 50 yard dash, the 100 yard dash and the 440 yard relay; Johnny Trigg, the high jump and discus throw and Rodney Callaway, the 120 yard low hurdles.

Entering the Brady Relays will be the following team members: Howard Hamilton, the high hurdles and the 440 yard dash; Buck Whitehead, the pole vault; Jerry Weiser, the 880 yard dash; Marcus Gallegos, the mile run; Harold Phippen, the 180 yard low hurdles and Monte Ingram, the 440 yard dash.

Tommy Reynolds, Danny Loudner and Jim Reynolds will be unable to accompany the team to Brady because of a conflict with other school activities.

### College Choir To Sing At Putnam Thursday Night

The Cisco Junior College A Cappella Choir, under the direction of Jack Chambliss, head of the music department of the school, will begin its series of spring concerts Thursday night when the singers appear at the high school auditorium in Putnam at 8 p. m.

The group has scheduled several appearances before the home concert sometime in May. Monday of next week, they leave for Colorado City and Big Spring. They will appear at the high school in Colorado City Monday morning and at the municipal auditorium in Big Spring Monday night. They will be sponsored by Howard County Junior College and Cossden Refining Company in Big Spring.

Tuesday morning, after spending the night in Big Spring, they go to Tahoka for an appearance at the high school and Tuesday night they will be in Matador for a concert sponsored by the high school. They will spend the night in Matador and return home Wednesday.

Turn To Page Two

### CITY MANAGER FORM OF GOVT. EXPLAINED TO LOCAL CITIZENS

Attorney Robert Bowers of Breckenridge told a group of Ciscoans about the work of a Citizens Charter Commission in that city in connection with the recent adoption at the polls of a new city charter featuring the city manager form of government at a meeting here Tuesday night.

Mr. Bowers spoke at the Junior High School at the invitation of a group of Cisco residents who arranged the meeting for the benefit of local citizens interested in studying the city manager form of government. W. B. Wright, local attorney, served as chairman of the meeting.

Breckenridge voters went to the polls recently and approved by a 2-to-1 majority a new charter and the city manager plan. Mr. Bowers said the election followed by some 14 months the beginning of work on the proposition.

He explained that a Charter Commission was formed more than a year ago with Mr. Bowers as chairman. The commission included representatives of various civic groups. Before deciding on a proposed new charter for Breckenridge, the group studied charters of scores of Texas cities, he explained.

The principal change in the form of government is the employment of a city manager. Mr. Bowers said. His group liked this plan because "it places an expert in charge of a big business and your city and our city are big businesses."

Mr. Bowers explained that under this plan more people are eligible to serve as city commissioners, for holding the office does not take up too much of a man's time. The city manager, he added, actually runs the city and is responsible only to the commission. His group believed that a city manager will be able to save enough money through good management to pay his salary.

The Cisco city charter, known as a "home rule charter," was adopted in 1919, Mr. Wright said. As spokesman for the group of citizens, Mr. Wright explained that local residents should decide whether they wanted to change their charter. If they do, they should petition the city commission to appoint a charter commission to study the proposition before submitting the matter to the people in an election.

Chandler Company filed a completion report for his No. 2-C Ethel Hittson Coates, completed recently as a Ranger sand producer in Section 9, Block 3, H&TC Survey. The well flowed 133 barrels of 42.6 gravity oil through a 12-64 inch choke with packer on the casing and 450 pounds of tubing pressure. Production was from 26 perforations at 3,307-14 feet. Gas-oil ratio was 1,200 to one.

The Chandler company has obtained a permit to drill a wildcat oil test as a 4,000-foot rotary project in Eastland County six and a half miles southwest of Carbon. It will be Chandler's No. 1-A Tyler and Breeding. Location is in the GS&SF Fractional Survey. Victor Cornelius of Eastland has filed a completion report for his No. 2 M. W. Grier four miles southeast of Eastland in Section 29, Block 2, H&TC Survey. The well pumped 50 barrels of oil plus 20% water in a 24-hour test from 1,276-82 feet.

In the same area, the Aaron Cohen No. 12 J. S. Turner has been completed as a 11-barrel well. It is located in Section 30, Block 2, H&TC Survey, and was bottomed at 1,329 feet.

Jack Hailey of Cisco has made location to drill his No. 7 Robert A. Some in the regular field two and a half miles northwest of Rising Star. Location is in Section 40, Block 2, ETRR Survey. Permit calls for 1,900 feet with rotary equipment.

Wells plugged recent included the J. E. Connally et al No. 2 Susie P. Wharton northwest of Gorman; the Victor Cornelius No. 1 Mrs. L. E. Murrell, five miles south of Eastland; the M. Harris et al No. 1 Oliver Canet, four miles east of Eastland; the James B. Wallace No. 1 E. L. Williams, three miles northeast of Rising Star, and the A. W. Kormarek No. 2 C. M. Caldwell, near Rising Star.

### Rotary Club Will Hear Industrial Leader In Speech

Cisco manufacturers and processors will display their products in a Texas Industrial Week exhibit during the week beginning Thursday, April 1, in the ground floor of the Reynolds Building, and everything was in readiness for the opening of the exhibit building, Chamber of Commerce leaders announced today.

Many of the exhibitors were arranging their displays today and will be ready when the building opens Thursday morning. Other will move in their displays Thursday morning. Chairman J. I. Stafford of the Chamber of Commerce Industrial Committee reported.

Firms expected to have displays include Boss Manufacturing Co., Reynolds Manufacturing Co., Thomas-Moore, Inc., Tompkins Broom and Mop Co., Warbroom Co., Star State Broom Co., Cisco Ice Company, O-K Bakery, Cisco Locker Plant, Sande Manufacturing Co., Gallaghe Clay Products Co., Thornton Feed Mill, and Cisco Peanut Co.

Mr. Stafford explained that the exhibit has been arranged to pay tribute to manufacturers and processors or raw products. This program, he said, is statewide and is designed to honor the manufacturer in the same manner that oil week honors the oil industry; and other weeks pay tribute to particular industries.

Mayor G. C. Rosenthal has issued a proclamation, calling on all citizens to join in the tribute to industry. The exhibit building will be open through April 7.

Special programs have been arranged for the coming week a service club meetings. Roy Simmons of Brownwood, president of the Texas Brick Co., will speak Thursday at noon at the meeting of the Cisco Rotary Club.

Mr. Simmons' company recently made arrangements to obtain clay from the Gallagher place just east of town. This clay is hauled to Brownwood and a line of Cisco brick is now on the market. A display of Cisco brick will be on exhibit here during the company week.

President Anton White of the Chamber of Commerce, who is vice-president of the Texas Manufacturers Association, was expected to announce the program for the Lions Club luncheon next week. He was contacting speaker for the occasion.

Mr. Stafford, whose committee has been in charge of arrangements for Industrial Week observance here, urged all Cisco area residents to visit the exhibit building during the coming week.

"As we remain ever alert for opportunities to obtain new industries, we certainly do not want to overlook those fine plants that are located in our area," Mr. Stafford said. "These organizations are vital to our economy and it is entirely appropriate that every citizen pay tribute to them."

"In addition to the industries that we are honoring at this time we have a number of other. Noteworthy among these are our oil industry firms and our agricultural and ranching interest. Although our community is small a survey will show you that our blessings are many and that a tribute to industry is fitting."

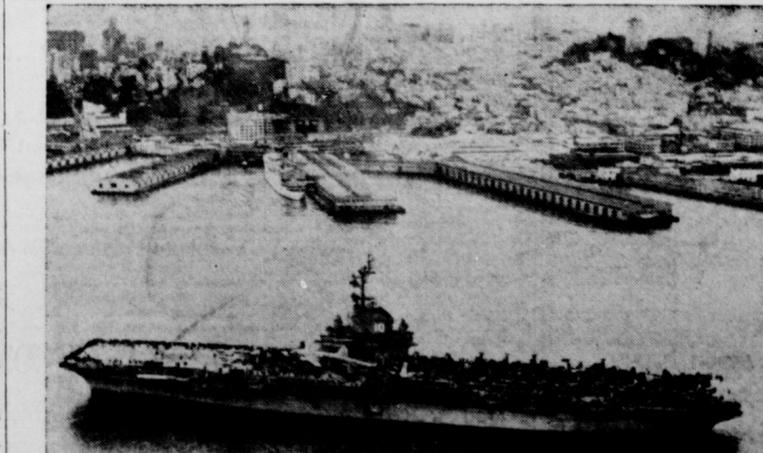
Initial work on the Cisco Boosters Club annual minstrel was begun at a meeting of club members at the First National Bank Tuesday night.

Much of the casting was completed at the Tuesday night meeting and some of the parts were rehearsed.

President Bob Latson said that there were still some parts open and that volunteers were needed to fill out.

The show this year will be built around a telecast. All characters will be black face.

Practice on the show, which is scheduled for presentation on April 26-27 at the high school auditorium, will begin in earnest next week. The time and place will be announced in Sunday's Press.



IN THE GOLDEN GATE—The aircraft carrier U.S.S. Yorktown is shown steaming past San Francisco as she heads for her berth at the Alameda Naval Air Station. The fighting ship had just returned after a seven-month tour of duty in Korean waters.

### MAKES HONOR ROLL

WACO, March 30. — H. K. Neely of Cisco was among three per cent of Baylor University student body who earned straight "A" records during the winter quarter, Dean Monroe S. Carroll has announced. A total of 139 students made the dean's list of honor students.

Mrs. Tom Koonce of Range visited in the home of Mrs. F. L. Justice Tuesday evening.

Save 20 per cent on Appliance Loan Borrow From Your Bank  
197. NAT'L in Cisco—Mr. F. D. I. C.

See DON PIERSON  
Olds—Cadillac  
Before You Trade!

# THE CISCO DAILY PRESS

Consolidated with Cisco Daily News and Cisco American and Round-Up, November, 1937

Entered as Second Class Matter December 11, 1934, at the post office at Cisco, Texas, under Act of March 3, 1879.

J. W. SITTON and TED READ Publishers  
Published Daily except Saturday and Monday at Cisco, Eastland County, Texas, by Free Press Publishing Corporation, incorporated under the laws of Texas. Editorial and publication offices at 304-306 D. Avenue, Cisco, Texas.



**SUBSCRIPTION RATES**  
\$3.00 per year by mail (outside Cisco) in Eastland, Stephens and Callahan Counties, Texas. In other Texas Counties, \$5.00.

Per year in advance (Cisco, by mail) \$5.50  
Per week (by carrier) 15c

## New Radar Speed Meters Due For Highway Tests

AUSTIN, March 31. — Heavy-footed Texas motorists, whose tendency to push too hard on the gas pedal of their cars has made speed the Number One traffic killer in the state, are going to face the newest scientific device which has been designed to keep them — and others — alive by checking their rate of travel.

Homer Garrison, Jr., Director of the Texas Department of Public Safety, announced today in Austin that the Highway Patrol Division of his agency has secured three Radar Speed Meters and that they will be put into use shortly in selected areas of the State.

He stated that the use of the Radar machines will be a far cry from the old concept of "speed traps" and that the public will be adequately acquainted with their locations.

The machines, said to be accurate even beyond the reliability of an auto speedometer, will be

operated by members of the Patrol who have been specially schooled in their use.

The first public tests of the equipment will be made later this week in the Harlingen area and judges, prosecutors and members of the press will be invited to try their hands at "beating the machine."

Garrison said that similar public demonstrations would be made in other areas at intervals before the devices are actually utilized to catch speeders.

## Californians Held In County Jail

Two California men were arrested in Eastland late Sunday after their hurried exit from a Cisco service station, leaving behind a hitch-hiking couple they had picked up, the sheriff's office reported. The couple notified Cisco police, complaining that the Californians failed to leave their luggage.

Highway Patrolman B. J. Johnson arrested the pair after local police radioed ahead. At the time of arrest, the men had a small amount of marijuana in their possession.

District Attorney J. M. Nuesse recommended that the pair be placed under bond of \$5,000 each. An investigation of the case was continuing under the direction of Sheriff Frank Tucker and Mr. Nuesse.

## College Choir — From Page One

On April 22 they go to May for a concert and during the week of April 26 will appear in Newcastle, Bridgeport, Cleburne, Meridian, Hico and Dublin.

The program the group has arranged for the tour consists of secular numbers, sacred numbers, spirituals, and Western folk songs and square dance numbers. The college quartet will sing special songs between parts of the program.

## System Designed To Purify Water In Rural Wells

COLLEGE STATION, March 31. — A system for providing rural residents with 500 gallons of purified water daily has been devised by two staff workers of the Texas Engineering Experiment Station, Texas A. and M. College.

Prof. J. H. Sorrels and P. J. Alwin Zeller, assistant research engineer, developed the process which employs ultraviolet light to kill all harmful bacteria in pond or well water.

Their system for small-scale treatment of water is automatic with capacity of three-fourths gallons per minute. It involves use of a straight ultraviolet lamp 3/4 inches in diameter inside a galvanized pipe. Water passing through this pipe is purified by the ultraviolet rays.

"This type of disinfection puts nothing into the water and takes nothing out," Professor Sorrels explains. "There is no chemical change and therefore no chemical tests will show whether the water has been disinfected or not. For this reason we advise samples be taken about once a month and sent to a laboratory for bacteriological analysis."

The system has been put through extensive tests at the experiment station and proved satisfactory. Engineers say the ultraviolet lamp in average operation of five hours per day should last from one to two years.

Full details on setting up the system and its operation are contained in TEES Bulletin No. 134, "Disinfection of Small Surface Water Supplies with Ultraviolet Light."

## CUB PACK TO MEET

Boy Scout Cub Pack 27 will hold its monthly meeting Monday at 7:30 p. m. at the First Presbyterian Church, Dr. Chief Brown, cubmaster, announced today. All Cubs and members of their families were invited to attend.

Mr. and Mrs. Fred Brasher were visitors in Comanche today.

Mr. and Mrs. Luther McCrea and Mrs. Cecelia McCrea have returned from a visit in Nashville, Tennessee.

Mrs. Homer McDonald is seriously ill in the Eastland hospital. Her daughter, Mrs. Glenn Pool of Jal, New Mexico, and Mr. McDonald's sister, Mrs. Walter Glenn of El Paso, are at her bedside.

**TRY**  
NUMBER ONE in power!  
Anything less is yesterday's car!  
**CHRYSLER**  
**235 h.p.**  
GURNEY MOTOR CO. · 105 W. 9th St.

**HIGGINBOTHAM**  
INSURANCE AGENCY  
C. E. HIGGINBOTHAM — E. J. POE  
Phone 198 — 707 Ave. D

See Us For The  
**Best Deal**  
When You Buy —

- AUTO TIRES & TUBES  
We sell Firestone and Goodyear.
- TRACTOR TIRES & TUBES  
We sell Firestone and Goodyear.
- OIL AND GREASE  
We handle the best.
- PREMIER GASOLINE  
For your Car or the farm.

**W. V. GARDENHIRE**  
1602 Avenue D — Phone 150

**FOR SALE**  
Nice rock home with garage, on big lot. aBrgain.

5 room house on 9th St., small down payment.

3 bedroom, 36' trailer house. A bargain.

Beautiful large home, 100 ft. lot, on pavement, close in. A steal. Small down payment. Small monthly payment.

Motel, close in, on Hwy. 80, at a big bargain. Will sell or trade.

Service station, home and trailer pary for sale at bargain price.

See me for a bargain.

**DUNN'S REAL ESTATE**  
JOHN DUNN  
Phone 399 or 633-J

**FOR SALE**

**SPECIAL:** 2 bed-room bungalow in excellent condition.

A REAL HOME, 3 bed-room home on paved corner.

Equity in 2 bed-room home on W. 13th. St. Almost new.

5-room bungalow with lots of ground, poultry houses.

2 1/2 acres with 5-room residence, chicken house, barn. N. side.

80 acres sandy-land farm with 17 1/2 Ac. peanut allotment, complete farming tools and machinery, all at half price.

250 acres fine land, elegant home, dairy barn, other buildings. Lots of good well water and concrete drinking vats. Sell with or without dairy cattle.

88 acres in Nimrod-Sabanna area, on pavement soon. Good place.

400 acres, mostly bottom land, in tight land area, fine grass.

Old Piggly Wiggly stock and fixtures, 514 Ave. D.

Cafe doing good business. Apartment house. Other opportunities.

**INSURE IN SURE INSURANCE WITH**  
**E. P. Crawford Agency**  
108 W. 8th. — Phone 453

Sure we're old fashioned... if friendly service is...

**Wylie Funeral Home**  
Phone 1155

LOOK AHEAD TO EASTER WITH A FINE **Permanent**

**Rayette Roil Wave**

With Instant Pen-Ray Neutralizer Softer, Smoother, Longer Lasting Waves Than Were Ever Possible With Old-Fashioned Methods

all types professional Beauty Care

CALL EARLY FOR YOUR APPOINTMENT

**Elite Beauty Shop**  
710 AVE. E — PHONE 144

**LET'S ALL WORK FOR MORE INDUSTRY IN CISCO**

And Pay Tribute to the Ones Here  
**WE ARE HAPPY TO WORK WITH INDUSTRIAL FIRMS**

In Our Electric Motor Repair Service — We Repair and Rebuild Motors of All Types and Sizes.  
**CALL US — DAY OR NIGHT**

Check with us on your industrial belt needs. We have one of most complete stocks in West Texas.  
**WE REPAIR MOTORS, GENERATORS, STARTERS**

— See Us For Auto Parts and Batteries —

**WALTON ELECTRIC COMPANY**  
511 Ave. D. — Phone 281

# WANT-AD SECTION

## For Sale

FOR SALE — 3 bedroom frame house to be moved — a real bargain for immediate sale. Tom B. Stark, phone 87. 84  
FOR SALE — Good milk goat, gives 10 quarts a day, \$20. E. D. Griffith, 1508 Ave. A. 83

## For Rent

FOR SALE — Almost new Cold-spot. \$100. 705 1/2 E. 9th St., J. E. Thompson. 84  
FOR SALE — 2 wheel trailer, straight axle, fenders, sideboards, bed 7' x 45". Just built last year. See at Rockwell Bros. & Co. Wood Broyles. 84

## For Sale or Rent

FOR SALE or Rent — 2-bedroom brick resident at 1512 Avenue N. Phone 1052-W. 84

## For Sale

FOR SALE — Ten stacks of Globe-Warrior book cases, 5 and 6 sections in each. Ideal for home or office. Bargain. Call 50 or see them at 1308 W. 14th. 79 tfe

## For Sale or Trade

FOR SALE or trade — Janitor supply route, truck and stock. F. J. Nuckols. 610 W. 2nd St. 81  
BABY CHICKS ready Mondays. Leghorn Cockerels \$3 at hatchery, \$4 if mailed. Write for prices or come to see us. Star Hatchery, Baird, Texas. 51 tfe

## For Sale

FOR SALE — Recently built modern 4-bedroom home; 3 baths, den, fireplace, air-conditioned (refrigerated) for summer and winter; storage house; large lot. Fleming Waters, 1308 West 14th.

## Found

FOUND — Steel drum full of some kind of gas. Loser may have it by paying for this ad. Rudolph Schaefer, Rising Star Hy. Phone 1176. 82

## Notice

NOTICE — For welding and welding supplies and barbecue pits, see Huffman at new location, 1010 Ave. D. 84

## Lost

LOST — Man's Chalfont gold wrist watch with expansion band about two weeks ago. \$10 reward if returned in good condition. C. A. Ditmore Jr., phone 1100-J. 82

**KRBC TV**  
Channel 9

## WEDNESDAY, March 31

5:10—Daily Devotions (L)  
5:20—Previews (L)  
5:30—Western Parson Time  
6:25—Crusader Rabbit (F)  
6:30—Evening Report (L)  
6:45—TBA  
7:00—On The Farm with Harry Holt  
7:20—Strange Adventure (CBS-F)  
7:45—Dub & Larry (L)  
8:00—I Married Joan (NBC-F)  
8:30—Slim Willet (L)  
9:00—Main Event Wrestling  
10:00—Late Report (L)  
10:15—Movie Time (F)  
11:15—Vespers & Sign Off (Bal)

## THURSDAY, April 1

5:00—Daily Devotions (L)  
5:10—Previews (L)  
5:15—Western Parson Time  
5:35—Crusader Rabbit (F)  
6:00—Kil Carson (F)  
6:30—Evening Report (L)  
6:45—Sewing Program  
7:00—You Bet Your Life  
7:30—T-Men In Action  
8:00—Liberation (F)  
8:30—Ford Theater  
9:00—TBA  
9:30—Hodge 712 (NBC-F) Thornton's Food Markets  
10:00—Late Report (L)  
10:15—Movie Time  
11:15—Vespers & Sign Off

Courtesy of SCHAEFFER RADIO and T. V. "Your Philco Dealer" 1008 Ave. D. — Phone 607

ENJOY A NIGHT OUT... GO TO THE MOVIES!

**Ace Lucus**  
Painting & Decorating Contractor  
● PAINTING  
● PAPER-HANGING  
● FLOOR SANDING  
● SHEETROCK Finishing  
● LINOLEUM and Four Tile Installation  
500 West 7th — Phone 555

**MERCHANTS CREDIT ASSOCIATION**  
State and National Affiliations  
**Lucile Huffmyer**  
SECRETARY  
Telephone 148

Make a me at the Rink

Good times ahead for funsters of all ages at our large rink. Everything is as you like it! Continuous music. Refreshments bar. Skate shoes — all sizes — for rent. Week nights — 7:30 to 10.

Parties by arrangement

**LAKE CISCO SKATING RINK**  
Phone 16-J-2

BUY - SELL - RENT - LEASE - LOAN - THROUGH THE - **WANT ADS**

For **Monuments of Distinction**  
CALL **Mrs. Ed Aycock**  
Our years of experience enables us to give you prompt and courteous service. See display at 206 Ave. E. or call 183 for appointment

## HANDY REFERENCE BUSINESS AND PROFESSIONAL DIRECTORY

# WHERE TO FIND IT

## SAVE TIME - SAVE TROUBLE - FIND IT QUICK IN THIS DIRECTORY

**Ambulance Service —**  
**Thomas Funeral Home**  
24 HOUR SERVICE  
Phone 166 day and night

**Wylie Funeral Home**  
—AMBULANCE SERVICE—  
Oxygen Equipped  
Phone 1155  
402 West 5th Street

**Appliances —**  
Zenith Radios and TV, Maytag Appliances and Kelvinator  
We Service What We Sell  
**Cisco Maytag Co.**  
Phone 399

**Chiropractors —**  
**Dr. C. E. Paul**  
Chiropractic & X-ray Service  
Phone 680 708 Ave. E

**Insurance —**  
**Boyd Insurance Agency**  
GEORGE BOYD  
HAYWOOD CABINETS  
General Insurance  
Call 49

**Electrical —**  
**W. S. (Bill) KENDALL**  
For Service on any make Refrigerator, Appliance or Air Conditioner.  
PHONE 355

**Smallwood Electric Co.**  
Residential or Commercial ELECTRICAL CONTRACTING  
No Job Too Large or Too Small.  
All Jobs Expertly Done  
1105 W. 8th — Phone 1121

**Livingston Electric**  
Contracting and Repair  
Quality Material — Workmanship  
PHONE 414

**Jones Electric**  
CONTRACTING & REPAIRS  
NEON SERVICE  
1105 W. 14th. — Phone 1152

**Electrical CONTRACTING**  
House Wiring and Repairs  
Small Appliance Repairs  
**Cisco Appliance Co.**  
606 Ave. D — Phone 414

**Mattresses —**  
For QUALITY renovating on any kind of mattress, Phone 861. No job too large or small.  
**Jones Mattress Co.**  
703 Ave. A. — Cisco

**For Master Plumbing**  
Call **Cisco Appliance Co.**  
Quality Work and Material  
606 Ave. D. — Phone 414

**Real Estate —**  
**Tom B. Stark Real Estate**  
National Insurance Agency  
General Insurance and Loans  
Farms, Ranches, City Property  
307 Reynolds Bldg. — Phone 87

**Radio Service —**  
**Tennyson**  
Radio and T. V. Sales and Service  
Your Philco Dealer  
Pioneers in Television

**Steam Laundry —**  
A complete laundry service  
**Cisco Steam Laundry**  
Pick up and delivery service  
103 West 9th — Phone 31

### THE FABRIC SHOP 1011 West 5th

NEW MATERIALS ARRIVING DAILY

- Buttons Made
- Belts Covered
- Button Holes Made

Experienced Seamstress Available  
Fancy Dresses Our Specialty

Trims - Buttons - Materials

Try Us First - We Appreciate  
Your Business

### THE FABRIC SHOP

## SOCIETY AND CLUBS AND NEWS OF INTEREST TO WOMEN

### Mrs. Farnsworth Is Hostess For Circle

Mrs. Grace Farnsworth was hostess in her home Tuesday morning for the regular meeting of Circle Six of the First Baptist Church.

Following refreshments of coffee and doughnuts, Mrs. Evelyn Taylor called the business meeting to order with prayer by Mrs. Loretta Reynolds. Mrs. Zora Moore gave the fourth chapter of the mission book. At the close of the meeting, Mrs. Evelyn Taylor was presented a farewell gift. Mrs. Taylor and her family are moving to Houston.

Those attending the meeting were Mesdames Gloria Turner, Betty Williams, Zora Moore, Elva

Morrison, Betty Goff, Earlene Gregg, Eula Mae Cates, Evelyn Taylor, Gene Taylor, Dona Smith, Penny Bowers, Dell Barnes, Kay Bowers, Loretta Reynolds, a visitor, Lucy Collier, and the hostess, Mrs. Farnsworth. The next meeting will be held at the church.

### Circle Five Of First Baptist Church Meets

Circle Five of the First Baptist Church met Tuesday in the home of Mrs. W. C. Clements for their semi-monthly meeting.

Mrs. Roy Pippen called the meeting to order with prayer by Mrs. J. R. Burnett, and routine business matters were transacted. The devotional from Acts 17:26 was given by Mrs. J. R. Burnett and the mission lesson from the book, "The New Orleans Story," was taught by Mrs. E. H. Cheves. The meeting closed with prayer by Mrs. Harry Schaefer.

Refreshments were served at the close of the meeting to a visitor, Mrs. J. R. Burnett, and Mesdames E. H. Cheves, F. B. Clappitt, A. B. Cooper, W. L. Hussey, Roy Pippen, J. T. Richardson, C. W. Reed, Harry Schaefer, and W. C. Clements.

### First Baptist Circle Has Meeting Tuesday

Circle One of the First Baptist Church met Tuesday at the home of Mrs. W. D. Hazel for their regular meeting.

Mrs. C. S. Surlles presided over the business session which was opened with prayer by Mrs. W. D. Hazel. Minutes of the previous meeting were read and approved, love offering taken, and a report on the assignment for March was given.

Mrs. Hazel brought the devotional and Mrs. W. P. Guinn brought the lesson on the last chapter of the mission book, "The New Orleans Story." The meeting was dismissed with prayer.

Refreshments were served during the social hour to Mesdames C. S. Surlles, G. B. Langston, V. C. Estes, Walton Baum, E. C. Duncan, W. P. Guinn, C. A. Farquhar, and the hostess, Mrs. Hazel.

Mrs. Earl Key, Mrs. Pat Lane, and Mrs. B. M. Lane of Fort Worth visited in the home of Mrs. R. S. Elliott Tuesday.

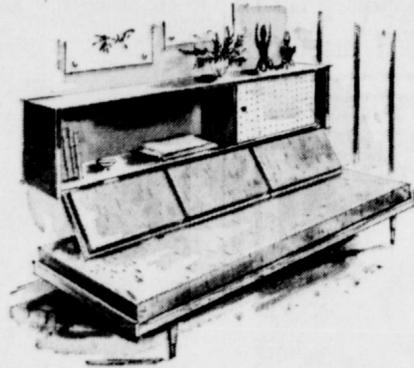


**STREET SCENE**—A Seminole Indian effect is featured in this skirt of pastel cotton with matching halter and new flounced stole introduced in Miami by Margaret Newman. The print was also designed by Miss Newman who uses it to achieve an Indian village street scene.



IS IT YOUR TURN TO DO "SOMETHING SPECIAL"?

Say it with **Flowers** from **Philpot the Florist**  
Phone 15  
200 AVE. J - CISCO, TEXAS



## CUSTOM BUILT FURNITURE IN CISCO

We invite you to visit our plant. We are proud of it, and we are happy to be among the industries in Cisco.

We hope to grow to where all Cisco will point with pride to our plant as one of Cisco's biggest assets.

We invite you to see our display at the industrial exhibit at the Reynolds building from APRIL 1 to 7.

We congratulate our fellow industries, and wish them well.

### THOMAS-MOORE FURNITURE CO.

106 E. 9th

Phone 983

### YES-----

We are one of Cisco's industries and are proud of it. Cisco has been our home for many years, and you have been good to us. There has been a Cisco Ice Company since 1892.

### WE PAY TRIBUTE-----

To other local industrial firms and shall always contribute our share toward securing other industries for the community.

### CISCO ICE-----

goes to many place in Texas and in to your own home.

TAKE HOME A BAG OF CRUSHED ICE  
-You'll Like It-

CISCO ICE COMPANY  
PHONE 301

# We Are One Of Cisco's NEWEST INDUSTRIES

and our desire is to grow with the community. We selected Cisco as the site of our plant because we felt it was the logical location. Our product can go from our plant in all directions - by rail or by truck.

Our initial success has proven it a wise choice. We plan, now, to increase the size of our plant and, in turn, increase our value to our community.

Cisco has been good to us - we are happy that we can now repay the community in our small way.

Our Hats Are Off To Other Industrial Firms In Cisco. We Offer You Our Hearty Best Wishes For Every Success. We Pledge Our Entire Support To Any Effort To Invite New Industrial Firms To The Community.

ATTEND THE INDUSTRIAL SHOW  
Reynolds Building - APRIL 1-7

# SANDLER MFG. CO. INC

PHONE 1010

WE HAVE BEEN SERVING  
INDUSTRY IN CISCO  
FOR MORE THAN 30 YEARS

- HEAVY HAULING
- MOVING
- STORAGE

We are equipped to haul anything from the most fragile china to heavy factory equipment. We offer you prompt and efficient service on any moving job.

## WE SALUTE

our present industrial firms and encourage others to take advantage of the resources Cisco has to offer.

### CISCO TRANSFER and STORAGE CO.

401 AVE. D.

PHONE 58

# PALACE

THEATRE — IN CISCO, TEXAS

Tuesday, Wednesday & Thursday



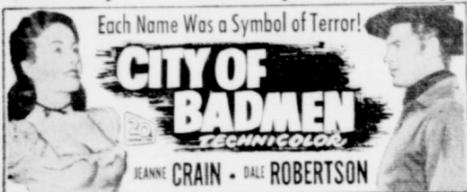
RICHARD CARLSON • JULIA ADAMS

-Plus News - Cartoon-

# JOY DRIVE-IN

CISCO — EASTLAND HIGHWAY

Tuesday - Wednesday - Thursday



Plus



- Plus Cartoon -



**NOW SHE KNOWS**—Aline Gadis, 20, isn't really attempting to replace that tired old wagon wheel which is chained to a post in Phoenix, Ariz. That's just a pose she's holding for the photographer. Wheels from old covered wagons have a fascination for many tourists, and Aline merely wanted to satisfy her curiosity.

### Gay Philosopher — — —

From Page One  
A gap in the big dam has been left open in case of flood waters on the Leon River. The gap will

be closed when rip-rapping and other work has been completed. The 87-foot high dam is otherwise finished. Finished already are a 26-foot concrete overflow tower and a vertical in-take pipe. The lake will get its water from a 250-square mile watershed. When filled, the lake will have over nine billion gallons, according to engineers. The lake will cover some 1,600 acres with a maximum depth of 65 feet at the dam.

Visitors in the home of Mr. and Mrs. L. A. Parks Sunday were Mrs. L. D. Westerman and Mrs. H. D. Hutton of Rising Star; Mrs. Max Wilson of Coleman; and Mr. and Mrs. Dennis Garrett of Spring Lake, North Carolina, where Mr. Garrett received his discharge from the armed forces recently. He was married to Miss Jo Ann Westerman of Rising Star last July. Mr. and Mrs. Garrett plan to make their home in Cisco where Mr. Garrett is employed.

"Press Want-Ads Pay Dividends"

**MAJESTIC**  
LAST TIMES TONIGHT

Paramount Presents  
**Jivaro**  
Pronounced HE-VA-RO  
(HEADHUNTERS OF THE AMAZON)  
COLOR BY TECHNICOLOR  
starring  
**FERNANDO RHONDA LAMAS • FLEMING**  
plus  
**PETE SMITH SPECIALITIES**

## Political Announcements

The Press has been authorized to make political announcements, subject to the Eastland County Democratic First Primary in July, for candidacies as follows:

**For County Superintendent**  
CARL ELLIOTT (re-election)  
H. R. (Pop) GARRETT

**For Sheriff**  
J. F. TUCKER (re-election)  
J. B. WILLIAMS  
E. L. (Jug) DENNIS

**For Commissioner, Precinct 4**  
J. E. (Ed) McCANLIES,  
(re-election)

**District Clerk**  
ROY L. LANE, re-election  
JOHN C. NICHOLAS

**Tax Assessor-Collector**  
STANLEY WEBB  
(re-election)

**County Treasurer**  
RICHARD C. COX  
(re-election)

**For County Judge**  
JOHN HART (re-election)

**For Justice of Peace**  
ROSS GRIFFITH  
HENRY H. CURTIS  
(re-election)

**County Clerk**  
JOHNSON SMITH  
(re-election)

**For Constable Cisco Precinct**  
A. C. (ALLEN) JONES  
(re-election)

**CITY ELECTION**  
(Three to be Elected On Tuesday, April 6)

**City Commissioner**  
D. N. MORRISON  
JOE BRITAIN (Re-election)  
J. W. SITTON (re-election)  
MISS ELIZABETH McCracken

**SCHOOL ELECTION**  
(Two to be Elected On Saturday, April 3.)

**For Trustee**  
RALPH GLENN (re-election)  
O. L. LEE (re-election)

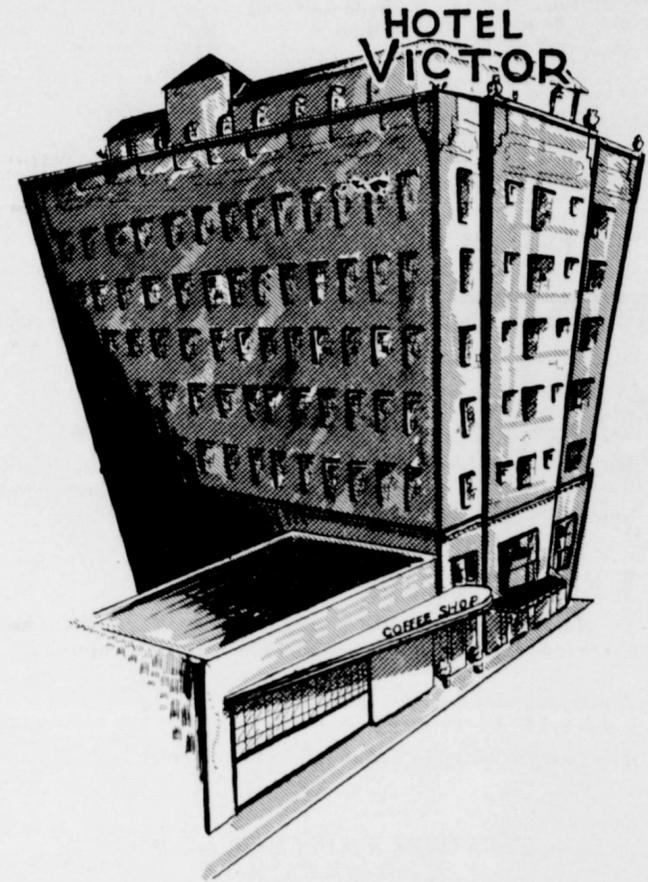
## REAL ESTATE

**FARMS — RANCHES**  
Residential Property  
Businesses

Call Us First  
Give Us Your Listing

**L. H. QUALLS**  
1005 West 13th

# WE SALUTE CISCO INDUSTRY



and pay tribute to the Oil Man, The Farmer and Rancher and The Manufacturer.

We offer the facilities of our Hotel and Coffee Shop in Obtaining new business for our town.

## THE HOTEL VICTOR AND THE VICTOR COFFEE SHOP

We Are Definitely A Part of the Industrial Life of This Area. We Serve The

# OIL INDUSTRY and the FARMER & RANCHER

We believe the industry we now have has helped build our town, and we join in inviting other such firms to locate in Cisco.

CALL ON US, DAY OR NIGHT

- We Are Always Ready To Serve You -

GRAVES BUTANE CO.

1300 Ave. D.

Phone 756

## CISCO'S PIONEER LUMBERMEN

Pay tribute to the industrial firms that have done much for our community.

We have been serving Cisco people, Cisco business and Cisco industry for many years, and our desire is to continue doing our share.

### WE WELCOME

new industry and business and shall always cooperate toward building a better Cisco. Our company has always stood behind any progressive program and we shall always cooperate in helping to better our town.

**BURTON LINGO COMPANY**  
PIONEER LUMBERMEN

## ANNOUNCING PHILLIPS 66

# Flite-Fuel

## FOR YOUR CAR

**A PHILLIPS EXCLUSIVE!** Now, for the first time, you can enjoy the benefits of the super aviation gasoline component—Di-isopropyl (pronounced di-iso-pro-pull). No other gasoline has this super power ingredient. It is available only in Phillips 66 Flite-Fuel.



Until recently, the use of super aviation gasoline components was restricted by the United States Government to high octane, high performance aviation gasoline. They were needed to give our planes a tremendous power surge in aerial combat. Now military authorities have released restrictions on the use of these power-packed aviation gasoline components. So Phillips is able to use not only Di-isopropyl but also HF Alkylate, both originated and first manufactured by Phillips. That's why Phillips can bring you this great new gasoline—Phillips 66 Flite-Fuel.

### YOU GET ALL THESE BENEFITS:

- Increased power
- Smoother acceleration
- Greater fuel economy
- Higher anti-knock quality
- Freedom from stalling

### PLUS

• Famous Controlled Volatility, and the extra clean burning features of Phillips 66 Gasoline.

Let your car's performance tell the story. Get Phillips 66 Flite-Fuel at any station displaying the orange and black Phillips 66 Shield.

PHILLIPS PETROLEUM COMPANY

**PHILLIPS 66**  
**Flite-Fuel**  
FOR YOUR CAR



## Henson Company Is One Of City's Most Important

On June 1, 1950, after 27 years with Humble Pipeline Company, J. (Satch) Henson organized Henson Construction Company and the organization has grown to one of Cisco's most important businesses.

The firm employs an average of 40 employees and turns loose some \$125,000 annually in salaries which are spent mainly in Cisco. Henson maintains his office and his shops here and from the central office he directs work in an area reaching more than 100 miles in every direction.

Included in their operations is the construction of pipe lines of all sizes, the reconditioning of old lines and oil field lease work. Dozens of pieces of heavy equipment make the work profitable and easier.

Mr. Henson came to Cisco in the 1920s to begin working for the Humble Company and in his spare time played baseball on the company team. He is probably better known as a baseball pitcher than he is as a pipe line building contractor. He worked his way up with the Humble company from a gang member to connection foreman, the job he had when he decided to try it on his own.

It was a hard decision to make. He had to give up some 27 years seniority and all its benefits when he quit to enter into a venture which might fail. But the venture proved to be a wise choice. His business has grown and is continuing to grow. Plans for the future call for increasing the scope of the business and the addition of more employees.

The Henson Construction Company insignia, painted on the company trucks and other equipment, is becoming a familiar sight any direction you go from Cisco.

The Rio Grande is the largest river in Mexico.

## PLANS BEING MADE TO ENLARGE BUILDING FOR BOSS COMPANY

The Boss Manufacturing Company is Cisco's largest industrial plant and the prosperity the community enjoys can be traced in part back to the sewing rooms of the plant which turns out the famed Boss Walloper Glove.

In January, 1944, the firm opened its plant here — opened it with a doubt in their mind that things would "pan out." It was the beginning of a new era for Cisco, a community that had depended almost entirely on agriculture and ranching for its source of income.

The plant started on a small scale with some 25 employees. Today the company employs an average of 175 men and women per day and the annual payroll reaches well in excess of a quarter of a million dollars.

Plans are in the making now for an expansion program which will require an additional 20,000 square feet of floor space and 50 to 75 additional employees, increasing its value to the community considerably.

When it was decided to locate the plant in Cisco the Illinois firm had been looking for a suitable location in Texas for several years. Dean Taralson, company sales representative for Texas, liked Cisco for the location of the plant and sold officials at the Kewanee, Illinois, offices on the idea of giving it a try.

Through cooperation of the Cisco Chamber of Commerce and the City of Cisco the old Cisco and Northeastern Railway Company shop building was made available to the firm and they began getting it ready for operation. They were pessimistic as to chances for the plant to continue for long because of fear that labor supply would not be adequate.

That fear has never been realized and the plant has grown into one of the firm's most successful operations.

Anton White is the local plant manager. He came to Cisco in 1946, after a short stay in the smaller plant at Breckenridge. At the present time he is president of the Cisco Chamber of Commerce and is active in many other civic organizations.

On February 5 the company celebrated the 10th anniversary in Cisco with open house and a testimonial banquet. At the banquet company officials, including

## Clay Deposits Plentiful Here

Clay — common old clay — may one day be one of Cisco's greatest assets. Already it adds a great deal to the prosperity of the community and indications are that it will add more in the years to come.

Geologists say that Cisco and surrounding area is sitting on a strata of clay, almost an inexhaustible supply, suitable for hundreds of ceramic items.

Cisco clay is used in the making of flower pots at the N. D. Gallagher Clay Products Company and in the manufacture of brick at the Brownwood plant of the Texas Brick Company. The Brownwood firm hauls hundreds of tons of the raw material to its plant each week and Cisco brick are in great demand by builders and architects in the area.

Most of the clay in the area is what is described as "green clay." Technically speaking, it likes some 60 million years of curing before becoming "ripe clay."

Other clay deposits in the area, comprising a smaller percent, is well cured and is suitable for making the finest china or pottery, but the best bet, according to people in the know, is to develop the use of clay for the manufacturing of brick, tile, flower pots and kindred items.

## Gallagher Plant Sells 4 Million Pots Each Year

In 1946 a group of Cisco business men got together and decided to put into use some of Cisco's natural resources in an effort to interest other firms in moving industrial plants to Cisco, and from several meetings came the N. D. Gallagher Clay Products Company.

Clay is something Cisco and the area has a lot of — Clay that is suitable for the manufacture of hundreds of ceramic items.

The N. D. Gallagher Clay Products Company looked about and decided that the flower pot market was open and began manufacturing flower pots. They started making just a few and selling as they were manufactured. It took several months to get the right formula and to determine the right temperature needed to give the desired results.

Today the plant has grown in size and in scope. Some four million flower pots go out from the plant each year to florists and nurserymen in Texas and in other states. The N. D. Gallagher flower pot has wide acceptance among the trade and indications are that the plant will continue to grow.

The pots are made from clay taken from a deposit on the Gallagher farm near the plant and the curing is done with natural gas taken from fields in the Cisco area.

At the present time there are 13 employees at the plant. The monthly payroll approximates \$3,000, and most of the money is spent in Cisco. In addition, the company has made a practice of purchasing all supplies possible in Cisco. It was estimated that over 90 per cent of the company's expenditures are made in Cisco.

C. E. Whitaker is the plant manager and is its top salesman. What is well known by users of flower pots and they know when he delivers a truck load they can depend on the quality being up to par.

A. D. Anderson, co-owner and manager of A-G Motor Company, is the president of the N. D. Gallagher Clay Products Company. Charles S. Sandler, owner of Cisco Lumber and Supply Company and the Charles S. Sandler Company, is its vice president. In addition to being plant manager, C. E. Whitaker is the firm's secretary-treasurer. In addition to the above three officers, the

(Turn To Page Four)

## Junior College Is One Of Area's Greatest Assets

While not classed as an industry, Cisco Junior College is one of Cisco's greatest assets. It adds a great deal to the community, economically and culturally.

It is an asset which cannot be measured in dollars and cents, even though students and teachers add many, many thousands of dollars to the coffers of Cisco merchants each year.

Its biggest contribution is to the youth of the area. The college assures any student two years of higher education at a nominal cost and prepares him for the completion of his education in one of the larger colleges or universities.

The college is fully accredited and its credits are accepted without question in any school in the nation. Hundreds of former students now hold important jobs in industry and business throughout the nation.

Culturally the school adds much to the community. Through its music department, one of the best in any college, many programs are brought to Cisco and the area. The college choir furnishes programs for civic clubs and for schools in the area and individual students can be called upon for help at any time.

The school carries a well rounded sports program with football, basketball, baseball track and other activities for boys and basketball and other sports for girls. The Cisco Junior College girls basketball team was one of four Texas teams and one of 30 in the nation invited to participate in the National Women's A.A.U. Tournament this year.

When the new administration building is completed this year the school will have completely modern facilities to attract more students and will be of even greater benefit to the community. Dormitories for both boys and girls and the college cafeteria make it possible for students from other communities to make Cisco Junior College their home for two or three years.

O. L. Stamey heads the school as president and Carlos J. Turner is registrar. H. R. (Pop) Garrett is dean and L. L. (Red) Lewis is athletic director.

The teaching staff is tops and each instructor is among the best in his field. Since the beginning of the G. I. educational program the college has maintained a veterans

Turn to page two

## Facts Of Interest About Cisco, Texas

### LOCATION:

Cisco is the largest city in Eastland County, located in the heart of Texas, in the Cross Timbers Belt of the West Central section. Distances to neighboring cities are:  
Fort Worth 104 miles east. Dallas 140 miles east.  
Abilene 44 miles west. Brownwood 48 miles south.

### ELEVATION:

1608 feet above sea level; area 4 square miles.

### TOPOGRAPHY:

Rolling terrain, sandy and tight soils. Post oak timber, mesquite.

### METEOROLOGY:

Average annual rainfall ..... 28.26 inches.  
Mean annual temperature ..... 64.5 degrees F.  
Average growing season ..... 224 days.

### POPULATION:

The 1950 census showed:  
Cisco (City) population ..... 5,216. County ..... 23,750  
Cisco area ..... 12,500  
Native White ..... 95 per cent.  
Negro ..... 5 per cent.

### UTILITIES:

Electric service by West Texas Utilities Company.  
Natural Gas Service by Cisco Gas Corporation.  
Telephone Service by Southwestern Bell Telephone Company.  
Water service by City of Cisco.

### CITY GOVERNMENT:

Form: Commission and Mayor.  
Police: Personnel 6, radio equipped cars 2.  
Fire: Personnel — 3 full time, 23 volunteers. Equipment — 1 hook and ladder, 2 boosters, 1 emergency, 1 750-gallon pumper; value of equipment, including emergency truck, \$50,000; insurance key rate, 29 cents.  
Streets: Approximately 50 miles, 11 miles paved, remainder gravelled.  
Sewer Lines: 40 miles; water lines, 45 miles.  
Water: Supplied from lakes; pumping capacity 1,800,000 gallons daily; consumption average 750,000 gallons; purification treatment, aeration and chlorination.

### SCHOOLS:

Primary: White 2; one colored; one parochial (Lutheran); Junior high school: White 1; High School: White 1; Cisco Junior College, owned by public school district.

### CIVIC:

Hotels: 3 with 165 rooms.  
Motels and tourist courts: six with 70 units.  
Library: Cisco Public Library with 8,000 volumes.  
Airports: City owned airport for small planes and charter service.  
Churches: 19 white and four colored, all denominations.  
Hospitals: 2, including one drugless; 1 modern clinic.  
Newspapers: 1 daily.  
Organizations: Rotary and Lions clubs; Masonic, W. O. W., I. O. O. F., Eastern Star, Rebekah, American Legion, V. F. W., and National Guard; seven women's clubs; Community Chest and United Fund.

### TRANSPORTATION:

Railroads: Texas and Pacific and Missouri-Kansas-Texas.  
(Turn To Page Two)

## Sandler Company Is Pleased With 1st Three Months

After three months of operations, the new Sandler Manufacturing Company of Cisco is off to a good start and giving consideration already to expansion of plant facilities.

Lawrence Davis, general manager, is supervising the pouring of a new concrete floor back of the plant building just off Avenue D near Cisco Lumber and Supply Company. Workmen will use the new floor immediately for such work that can be done outside. Later, it is anticipated that the plant building will also include the new space.

The Sandler company's first line of products — septic tanks — are already on sale here and at a number of points over the state. The tanks were made entirely in the new plant.

Other items already in production are both underground and overhead gasoline storage tanks of various sizes. A line of oil tanks now is being planned. The firm manufactures an oil well pumping control switch and a vacuum pump for shallow oil well pumping.

Officers of the company, which is incorporated, are Charles S. Sandler, president; Lawrence Davis, vice president and general manager, and Melvin Sandler, secretary and treasurer.

The plant is equipped with automatic welding machines, sheet steel rollers, cutters and various other machinery used in handling steel.

After three months of operations, a good part of the time spent in installing equipment, the future appears bright for the new plant. All of the products have been widely accepted. The company is convinced that manufacturing conditions in Cisco will allow it to compete favorably with competitors anywhere.

Harding was the first President to speak over the radio.

Mongolia's great desert is called the Gobi.

Prince Albert of England composed songs, church music and an opera.

## TAKE HOME A TREAT...

From Your

## HOMETOWN BAKERY

- PIES
- CAKES
- COOKIES
- BREAD & ROLLS



They're Delicious

Special Orders Are Our Specialty

We are proud of our place among the industries of Cisco. We're small, but we're growing. We pay tribute to all the industries that make our community prosperous.

O. K. BAKERY

204 WEST 8th.

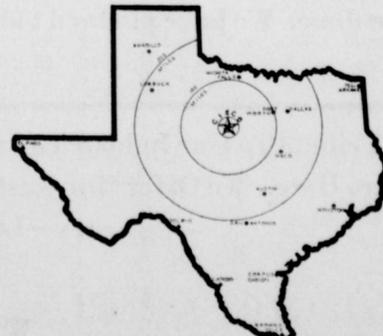
PHONE 41

# THE Cisco Chamber of Commerce

...A HELPING HAND TO PROGRESS

# IN CISCO

Ideally Situated  
Ample Natural Gas  
Good Water Supply  
Low Cost Power Service  
On Good Highways  
Center Well Populated Area



Good Churches  
Fine Schools  
Cisco Junior College  
Ideal Climate  
Good Recreation Program  
A Fine Place To Live

The Above Reasons Are Why Cisco Should Continue To Progress. The Chamber Of Commerce Is Always Ready To Help Any Industry Desiring To Locate In This Area.

IT'S GOOD TO LIVE IN CISCO

**We Feature A  
Complete Frozen Food Service  
Serving The Cisco Area**

**Butchering - Cutting - Curing - Wrapping  
Quick Freezing for all Meats**

**Meats Prepared for Lockers or Home  
Freezers**

**Meats Wholesale for Your Lockers  
Fruits and Vegetables Quick Frozen  
For Locker or Home Freezer**

**Locker Rentals - Experienced Personnel**

**Headquarters for The King Food Plan**

**We pledge our support toward a  
greater industrial progress.**

**CISCO LOCKER PLANT**

A. Z. MYRICK, Manager

109 West 9th.

Phone 200

**Facts Of Interest —**

(From Page One)

**Motor Carriers:** Merchants Fast Motor Lines; Sunset Truck Lines; Texas and Pacific Motor Freight Lines.  
**Bus Service:** American; Texas, Oklahoma and New Mexico; Rainbow Coaches, Southwestern Greyhound Lines.  
**Highways:** U. S. 380; U. S. 183 and U. S. 80.

**RECREATION:**

**Theaters:** One indoor and one drive-in.  
**Athletics:** 1 lighted football field; 1 lighted soft ball field; three gymnasiums and fourth to be built.  
**Parks:** Eleven acres furnished with camping facilities for use free of charge at Lake Cisco, other parks within city limits.  
**Lake Cisco:** The playground of West Texas, large concrete swimming pools, skating, hunting, fishing and boating, picnicking; Presbyterian church encampment grounds to accommodate 150 people; city tourist lodges.  
**Country Club:** Large modern clubhouse with cooking and dining facilities and nine-hole golf course.

**BANKS:**

Number in City: One; Assets over \$4,000,000.  
Number in County: five; Assets \$18,000,000.

**TAXES:**

City rate: \$2.50 County .70; School \$1.80.

**RESOURCES:**

**Agriculture:** Beef cattle, peanuts, dairy cattle, poultry, hogs, fruit, feed crops, vegetables.  
**Minerals:** Oil and natural gas, clay, limestone, coal and lignite.  
**Tourist traffic:** 5,000 cars traffic through city daily.

**INDUSTRIAL DEVELOPMENT:**

**Foundation:** A tax-free foundation to finance the purchasing of sites, and construction of buildings on a lease-purchase agreement for a 10, 15, or 20 year period is available to qualified industry.  
**Community Interest:** The attitude of the City and all public officials is highly favorable and cooperative. A very close working relationship exists between City officials, churches, and industrial groups.  
**Buildings and Sites:** Cisco has several potential plant sites ranging in size from city lots to several hundred acres. These sites are located on hard surface roads, with truckage, utilities, and may be obtained at fair and reasonable real estate values. Buildings of various sizes are available for immediate occupancy.  
**Building Costs:** (Per sq. ft.) Industrial, including concrete floor: Sheet Metal \$3.00 Concrete Block \$4.25 Brick \$5.00 Residential: Frame Construction \$7.50 Brick Veneer \$9.50.

**Junior College —  
From Page One**

school which has permitted hundreds of veterans to obtain technical training as well as academic knowledge.  
The future of the school looks bright and inquiries are reaching the offices daily from students all over Texas who want to spend two years at Cisco Junior College.

Benjamin Franklin invented the harmonica.

**Plans Being —  
From page one**

E. J. Waller, president; R. F. Albro, vice president; T. H. Blair, chairman of the board of directors and Mr. Haralson, expressed appreciation to Cisco for making it possible for the plant here to grow to its present size.

Cisco was selected as the factory site because of its location, transportation facilities, power supply, and because they were sold on the idea that Cisco was a good place in which to live.

**THE LOWLY PEANUT - - -**



Insignificant in looks — and in size, plays an important part in the economy of Cisco and the area. The peanut growing industry is big business—it adds millions of dollars in Revenue to The Cisco area.

Plants like our make it possible for the grower to market his crop at top prices, but that isn't the complete story. We furnish storage for the crop until it is properly cured. Then we begin our processing.

The lowly peanut is shelled, cleaned, graded, sacked and shipped to users all over the nation.

After the shelling, grading and shipping process is complete our plant still continues to operate. We extract oil from lower quality nuts and ship that to users.

Recently we have added another department — The Feed Plant. From the residue of our peanut processing operation we begin our feed mixing. Using the peanut as a basis we add the necessary ingredients and come out with a top quality livestock feed.

Yes — the peanut is important in our area — and we are happy with the part we play in making it so. We pay tribute to fellow industries, and look forward to rapid growth of the community through further industrialization.

**CISCO PEANUT COMPANY**

103 E. 7th

**CISCO MILLS**

PHONE 189

**NATURAL GAS For INDUSTRY**

**ADEQUATE — DEPENDABLE — ECONOMICAL SUPPLIES FOR NEEDS OF INDUSTRY**

When an industry seeks a new location, one of the first questions asked is:

**“IS THERE PLENTY OF LOW COST FUEL?”**

The answer is **“YES”** in **CISCO**.

An adequate fuel supply for Cisco didn't “Just happen.” We in the gas business must always plan and build ahead of demand so that when you need that extra gas in your home, or when an industry wants to locate here, there will always be an adequate supply.

That is what we have done. We have planned today for tomorrow's fuel needs.

Industries considering plant sites in Cisco, served by the Cisco Gas Corporation, are offered the important advantages of adequate, dependable supplies of natural gas . . . the fuel preferred by industries everywhere.

Industrial gas is available from Cisco Gas Corporation at fair and reasonable rates — much lower than those prevailing in other localities — with the extra inducement of service from our own wells — as its source of supply. A supply that will last for many years. Cisco Gas Corporation will do its share to bring industries to Cisco.

We Join Cisco In Paying Tribute To Our Industries And In Wishing Them Many Years of Continued Success, and We Shall Always Do Our Part In Helping To Attract Others Here. We Offer Our Vast Reserve — Our Fine Distributing System, And Our Knowhow To Any Worthwhile Industry — Large or Small — Desiring To Locate In Cisco.

**WE WELCOME PROGRESS**

**Cisco Gas Corporation**

PHONE 122

ONE OF

# CISCO'S

OLDEST INDUSTRIES

## THORNTON FEED MILL

THE HOME OF

# CIRCLE T FEEDS

## SAYS HOWDY

TO

The FARM and RANCH Industry and other area industrial Firms.

We Manufacture Top Quality Feeds For Farm and Ranch Needs and Have the Facilities to Care for Your Needs.

We Are Looking Toward a Greater Industrial Era and Shall Lend a Hand Where Needed.

# THORNTON'S FEED MILL

1200 AVE. D.

PHONE 258

## Serving Cisco Since 1948



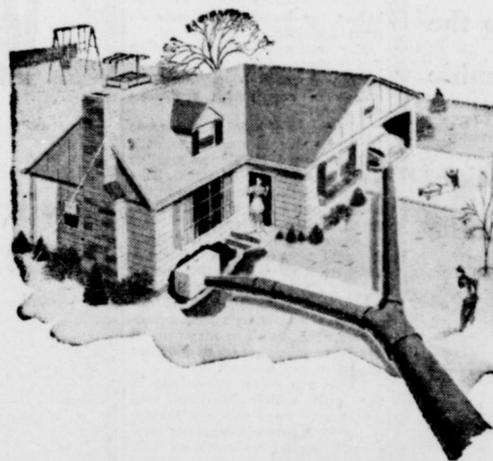
Our interest is in Cisco and its future industrial growth. All of us benefit as Cisco grows - our business, our schools, our churches. Let's all put our shoulder to the wheel and work for an even better community - we are proud of our place among the industrial firms of Cisco.

## Cisco Steam Laundry

LEWIS AND BILL LEE

103 W 9th.

PHONE 31



The PIPELINES  
We Lay Reach Right  
Into Your Homes And  
Add To Your Comfort  
And Convenience.

Chances are that the gas that heats your home, or the gasoline you use in your car, once flowed through a pipeline our firm, or one similar to ours, laid. Pipelines are the connecting link between the oil or gas field to a refinery or distributing point. From there it goes to you - for you to use in your everyday life. We're proud of the part we play in adding to your "way of living."

We are also proud that Cisco is our home, and that we, in our small way, are able to add something to our community. We pay tribute to our industries and offer our services to them.

We are always ready to assist in attracting other industries to Cisco.

## HENSON CONSTRUCTION COMPANY

110 EAST 6th.

PHONE 1044

# CISCO JUNIOR COLLEGE

IS ONE OF CISCO'S GREATEST ASSETS

Bringing thousands of dollars annually into the community.

However, that is secondary.

Cisco Junior College is dedicated to something of greater importance, the training of our youth.

Cisco Junior College offers two years of college education to the youths of the area at reasonable costs - two years of regular college work approved, without question, at any college or university in the nation.

Cisco Junior College is a cultural asset as well as an economical asset to Cisco. It will help build a better Cisco for tomorrow.

Let us all give thanks for what we have and put our shoulders to the wheel and go forward.

Investigate — Use the facilities of your school. It will help build a better Cisco.

CISCO JUNIOR COLLEGE



By VERN SANFORD  
Texas Press Association  
AUSTIN — All of Governor Allan Shivers' proposals are moving along in the legislature. Passed by the House Revenue and Taxation committee was the governor's tax measure, levying on beer, franchise taxes and natural gas.

To raise about \$25 million a year, the tax is designed to pay for increased salaries for teachers and state employees and for state buildings.

Before passing the committee by a vote of 16 to 4, the tax bill was changed in one particular: instead of a gathering tax, it is an increase on production, from 5.72 to 9.06 per cent of market value at the well.

In the Senate, the story was the same: Shivers' proposals were being pushed through to enactment.

Finally passed by the upper house was a bill to outlaw Communists.

This measure, which was approved unanimously, provides up to 20 years in prison for members of the party or its branches.

Also finally passed was a bill to increase the pay of state employees by \$210 per year. Senator Jimmy Phillips of Angleton had opposed the measure, which won by a vote of 24 to 5.

Phillips was also the opponent of an \$11 million program for state building, but he was the only one to vote against it as the proposal finally passed, 25 to 1.

Also approved by the Senate was the Aikin \$24 million proposition to give teachers a pay raise. Vote on this measure was 27 to 1, the opposition coming from Senator William H. Shireman of Corpus Christi.

Shireman's opinion was that the Senate ought not to vote on the additional expenditure for teacher pay prior to the passage of a tax bill in the House. Said the senator: "We don't want a hot check, like we did last time."

In the last session of the legislature, a pay raise bill for teachers was passed, but it died because no revenue bill was provided to pay the cost.

There is yet to be some debate before the legislature makes its final decisions.

For example, Representative Joe Burkett of Kerrville protested the proposed 60 per cent increase in corporation franchise taxes.

Difference of opinion also arose in the House in the shape of a bill presented by Representative Charles Murphy of Houston. This bill provides an alternative to the teacher pay raise proposition offered by the governor.

Murphy's bill would give school districts \$400 more per year per teacher, but would not entail raising all teachers' pay by that amount. The present \$2,402 annual pay minimum would be retained, but extra money would permit merit raises up to \$600 per year for any teacher.

There are other provisions in the bill, which Murphy said would give local trustees the opportunity to decide whether they want to accept the increased state allowance along with a greater local responsibility for financing the school program.

Placed in a House deep freeze was the \$10 per barrel beer tax offered by Representative Joe Pool of Dallas. In its place, the House committee passed the Governor's suggested tax increase of 63c per barrel, bringing the total tax to \$2. Rep. Joe Kilgore of McAllen presented the Governor's idea on the \$2 tax.

Adjoining states of Louisiana and Oklahoma both tax beer at the \$10 per barrel rate, Pool pointed out at a meeting of the House revenue and taxation committee.

A part of the anti-communist legislation met trouble in the form of opposition from religious organizations, three labor groups, and some members of the Senate civil jurisprudence committee.

Objections to setting up a state Loyalty Board of Review, which would deal with suspected Communists, were on the grounds that it would deprive Texans of the right of trial by jury.

Senator Rogers Kelley of Edinburg, one of the bill's authors, moved that the measure be sent to a subcommittee for rewriting, and the motion passed.

There were several developments in the Duval County situation:

1. Supreme Court Justice James

E. Hickman appointed retired Judge A. S. Lightfoot of Bonham to the 79th District judgeship, replacing District Judge C. Woodrow Laughlin of Alice, who was removed from office.

2. In the Senate, a resolution that state funds be denied Duval County and its two independent school districts was temporarily put aside.

Senator Kilmer Corbin of Lubbock introduced the resolution, which was saved from oblivion by Senator W. H. Shireman of Corpus Christi, a political foe of Duval County's George B. Parr.

Shireman said he had not been consulted about the resolution, but that killing it would permit some factions to say "you endorse what has gone on down there."

3. Attorney General John Ben Shepperd asked District Attorney Raeburn Norris of Alice to seek an injunction preventing destruction of the Duval County School districts' records.

Checks and vouchers have been destroyed at the end of each

year, according to Shepperd's information, but he said that they should be preserved as public records.

Norris promised appropriate action.

4. George Parr was fined \$150 for illegally carrying a gun. He paid off in cash.

In county court, a six-man jury had the alternative of fining Parr or sending him to jail for one month to a year. When it was all over, Parr shook hands with County Attorney Sam Burris and said: "I thought you made a darn good argument."

Checks amounting to nearly \$11 million were handed to an Austin attorney as the state began repaying funds collected under a gas gathering tax, passed by the last Legislature and declared void by the U. S. Supreme Court.

Still in a suspense fund is about \$15 million, which will be refunded to the gas companies as soon as legal procedure can be completed.

Food packages will be sent to drought-stricken West Texas counties, Governor Shivers announced. The State Department of Public Welfare will ship 150 cases of food to Dawson County.

In the same area, highway projects totalling about \$3 million are being expedited with the aid of the Texas Employment Commission. Further assistance to dry West Texas may come from the U. S. Department of Agriculture, in the form of funds to work against wind erosion.

There are two dates of significance in April, for all Texas car owners. April 1 is the deadline for purchasing 1954 license plates. From that date on, if you are one of those who put off the annual trek to the county assessor's office, you will be charged a penalty of 20 per cent of your license fee.

April 15 is the deadline for your car's annual inspection and obtaining your safety sticker. Col. Homer Garrison, Jr., Director of the Department of Public

Safety, reports that some three-quarters of a million Texas motorists have yet to have their cars inspected.

Col. Garrison also reported that Texas' traffic death toll in 1953 was 5.2 per cent under 1952. Total deaths last year — 2,368.

The reduction gave Texas a 6.4 death rate — lowest in the history of accident analysis in Texas. All of this is in spite of the fact that Texas motorists racked up nearly 1 1/2 billion more miles than during 1952.

Total number of injuries dropped also. The economic loss declined by more than \$5 million — to a total of \$148,958,000 for the year. Total number of accidents decreased too. December again proved to be the most deadly month of the year.

SHORT SNORTS: John C. White, Texas Commissioner of Agriculture, urged water conservation in a speech at Corsicana, saying that the state should inaugurate its own program with-

out waiting for the federal government. . . . Governor Shivers said he would personally invite President Eisenhower to attend the dedication of Big Bend National Park April 25-27.

Gallagher — From Page One  
board of directors is made up of Nick Miller, owner of The Man's Store; Jack Anderson, a partner in the A-G Motor Company; Sam King, assistant postmaster, and J. L. (Punk) Thornton, owner of Thornton Feed Mill.

John Elliott of Natick, Mass., translated the Bible for the American Indians.



# W.A. GARRETT LUMBER & SUPPLY

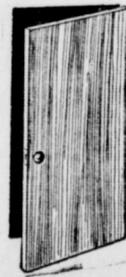
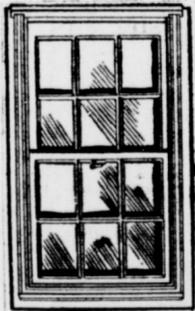
—MANUFACTURERS OF—

- REDWOOD AWNINGS
- SASH, DOORS And FRAMES
- CABINETS and other WOOD ITEMS

AND

# W.A. GARRETT, General Contractor

Pay Tribute To Cisco's Industries And Pledge Support To The Further Growth Of Our Community Through Cooperation With Other Firms In Extending A Welcome To New Industry.



WE BUILD ANYTHING — From a Closet in your home to an industrial building or warehouse. Call us for estimates. No job too small or too large.

W. A. GARRETT LUMBER AND SUPPLY  
and  
W. A. GARRETT, General Contractor

308 E. 20th.

PHONE 1027

# A SALUTE TO INDUSTRY

HATS OFF TO OUR LOCAL INDUSTRIES. THEY CONTRIBUTE MUCH TO THE COMMUNITY

For Refrigerator or Appliance Repair or Air Conditioning - CALL - Kendall Appliance Company W. S. (BILL) KENDALL PHONE 355

## Food Industry Has Good Future For Young Engineers and Technicians

The food industry, which now is going through an era of revolution in unit operations and processes, offers almost unlimited advantages to technical and professional men, according to an article in Food Engineering, McGraw-Hill publication. At present, there is an urgent demand for several thousand food engineers to serve firms in the "biggest, oldest and most stable industry of them all," a demand that has created a salary level for recent food engineering graduates that exceeds the average for the engineering professions for which comparable data are available, the magazine reports.

Because food engineering is a new profession, only a handful of people hold degrees in that branch of engineering; even those holding degrees in food technol-

ogy are relatively few in number. In 1947, for example, the food industry, which does \$67 billion annually in retail sales and includes more than 30,000 plants in this country, had a potential of only 250 graduating students who were technically equipped for the industry. The food engineer combines engineering knowledge with a knowledge of the food sciences; his work might be defined as a combination of mechanical engineering and the biological sciences. The technologist also has a background of practical knowledge, but he concentrates on the scientific rather than the engineering aspects of the work.

Because the dearth of technical know-how is a crippling brake on the progress of the food industry, the magazine suggests

that manufacturers take steps to get information about their field into the high schools in their areas. It is pointed out that there are numerous opportunities for both the food engineer and the food technologist, but it is the engineer who will be better equipped to improve factory operations and to cut costs, achievements most highly regarded by top management.

The need for trained men in the food industry covers nearly every phase of technical work: fundamental and applied research, pilot plant operation, quality control, sanitation, manufacturing operations, equipment design and operation, industrial engineering, and even crop production and meteorology. Moreover, there is opportunity for wide diversification, since the average technical man in a food company is concerned with many different phases of the technical and management operations.

The food industry as a whole is estimated to have spent more than \$800 million for capital ex-

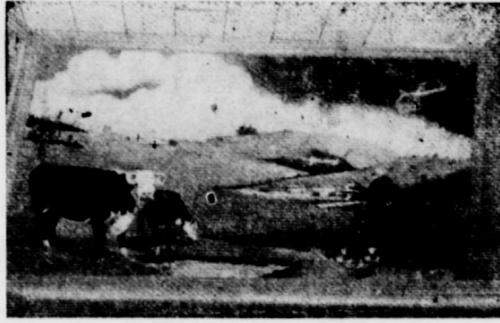
penditures in 1947, making it the nation's leader in outlays for new plants and equipment. This is significant to the professional man for a variety of reasons: it is indicative of overall confidence in the future, it shows a progressive industry outlook, and, perhaps most important from the food engineer's point of view, it illustrates the tidal waves of technical progress that are sweeping through the food industry. Today's trends, for example, point to a food plant of the fu-

ture which will be a highly mechanized operation, almost completely dependent on the creativeness, and the subsequent supervision, of a food engineer. There are other numberless advantages in food today for the young engineer; non-seasonal operations (especially for the research in regard to production line and other improvements); a highly "depression-proof" industry; a chance to work with a vital and diversified product that offers the engineer prestige as

well as in interesting and high-paying job; and an opportunity to locate in the area of his preference.



# WE SALUTE CISCO



## AND THE INDUSTRIES

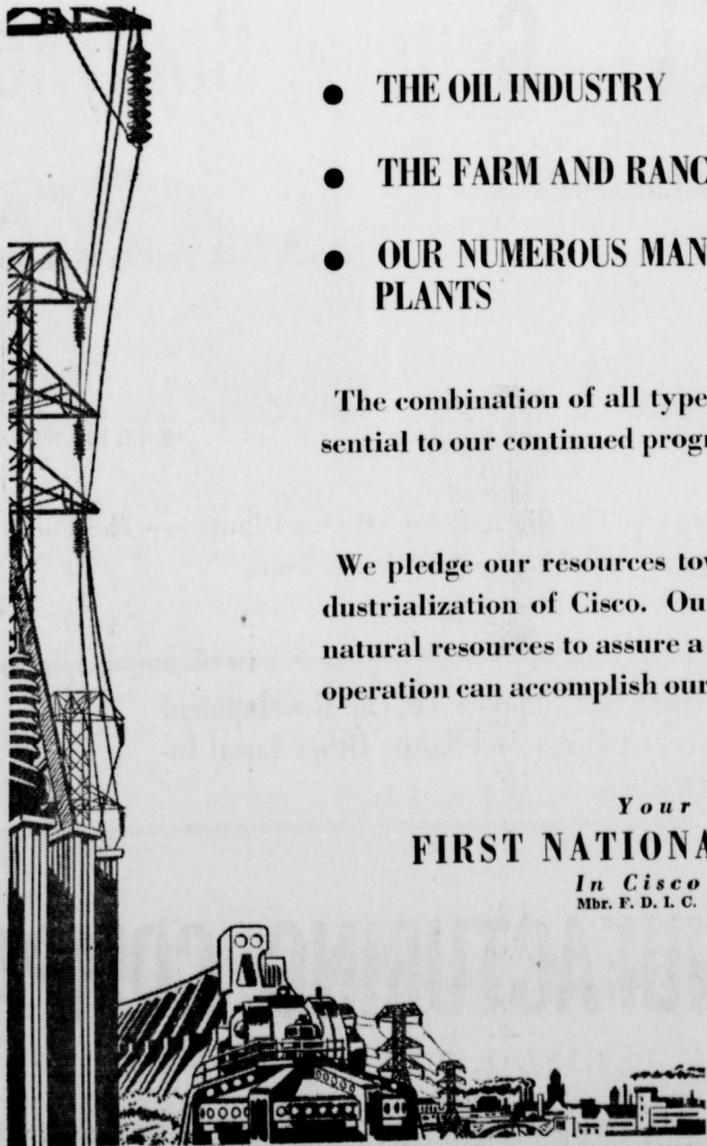
That make Cisco one of the best small communities in the state.

- THE OIL INDUSTRY
- THE FARM AND RANCH INDUSTRY
- OUR NUMEROUS MANUFACTURING PLANTS

The combination of all types of business is essential to our continued progress.

We pledge our resources toward a greater industrialization of Cisco. Our area has all the natural resources to assure a bright future. Cooperation can accomplish our desire.

Your FIRST NATIONAL BANK In Cisco Mbr. F. D. I. C.



## ELECTRICITY Plays An Important Role in INDUSTRY

We are the "Middle Man" between the power company and the industrial and home user. We are experts in wiring your plant or your home. Big jobs or little jobs make no difference - we can handle them.

WE SALUTE OUR PRESENT INDUSTRY AND PLEDGE OUR SUPPORT TOWARD INVITING NEW INDUSTRY TO OUR COMMUNITY.

SMALLWOOD Electric Company PHONE 1121



# ROOFING



If Yours Is A Residence Industrial Plant Business Building Public Building

We Are Equipped To

# ROOF IT

We are happy to be a part of the community, and we offer a tribute to the industries that aid our town. We welcome new business and industry.

STAFFORD ROOFING COMPANY

700 1/2 Ave. D.

Phone 465

### New San Angelo Lake Has Plenty Of Hungry Fish

SAN ANGELO, March 31. — Found: a lake with 2½ million bass and many more catfish and crappie who have never before seen or felt a fish hook. Promise to bite when fishing opens May 1.

That's the estimate and prediction of the Texas Fish & Game Commission officials about San Angelo's new North Concho Lake, the only Federal lake in the country whose shoreline becomes accessible to all fishermen on May 1.

The Fish and Game officials estimate from their recent net catches "the best fishing in the country" in the new lake. They see a ratio of 50 game fish to one rough fish in the new lake since stocking the North Concho

with bass, channel catfish, bluegills and crappie and eradicating the rough fish in an extensive fish eradication program.

The lake is in back of the recently-completed seven-mile-long San Angelo Dam, one of the longest earth-filled dams in the world. Fall rains filled the North Concho Lake to 32,000 acre-feet, almost three times as large as Lake Nasworthy on the South Concho River which since the 20's has been a favorite of West Texas fishing and boating sportsmen.

Col. Herbert D. Vogel, Dallas, division Corps of Engineers engineer, has predicted a "million visitors a year" to the new lake after it is opened for fishing May 1. He based his estimate on the fact that nearly 400,000 persons visited the new lake in 1953 even though there were no fish legally caught in the lake.

Development of roads and parks in the area is underway. Ed Parr, who was recently awarded the boating concessions

at the lake, has begun construction of floating boat docks and says he will have at least 100 boats and motors available for fishermen on May 1.

The county court house lawn here has been designated as "fisherman's headquarters" for the opening days of the lake. Here fishermen may park free, get pertinent information on the lake's regulations, and view the many prizes that will be offered to fishermen during May 1-2. Information on the lake will also be available at San Angelo service stations, motels and hotels, bait stands, cafes, etc.

While the early bird in the old expression may get the worm, the early bird in San Angelo May 1 can expect a good size bass or catfish if his worm is on the end of a hook in the new North Concho Lake.

The Star Spangled Banner was made the national anthem by an act of congress on March 3, 1931.

### Cisco Laundry Has 36 Workers

Some 36 people of Cisco obtain at least a part of their livelihood by working with the Cisco Steam Laundry, one of the most modern laundry plants in the state.

On May 15, 1948, Lewis and Bill Lee purchased the business here from Elvie Folmer and took over the operation. They came to Cisco from Dublin. The Lees got their experience in laundry operation in Pecos before World War II.

The firm maintains a complete laundry service for Cisco and 11 area towns, and keeps four trucks and drivers on the job all the time keeping up with the business.

They have routes in Eastland, Breckenridge, Carbon, Gorman, Moran, Albany, Putnam, Baird, Clyde, Cross Plains, Rising Star and Cisco.

The company's employees live in Cisco and spend most of their money at home. The annual payroll exceeds \$36,000 and many of the firms' supplies are purchased from local merchants.

The modern plant, complete with the newest and most modern equipment, occupies a building of 5,500 square feet of floor space at 103 West 9th Street.

Gilbert and Sullivan provided the tune for the song "Hail Hail the Gang's All Here."

On a pipe organ, the short pipes produce the high notes.

## INDUSTRIAL PROGRESS

Means

### COMMUNITY PROGRESS

We pay tribute to our present industries and join in inviting new industries and business to our community.

**TOM B. STARK**  
NATIONAL INSURANCE AGENCY  
Reynolds Building  
Phone 87

### Look at it This Way -

... if the seller convinces the buyer that he has good title and no abstract is necessary then the buyer is entitled to a reduction in the sale's price for a sum equal to the abstract's cost. For the abstract is considered by property owners everywhere as being as much a part of the assets of sale as are the land and improvements. Better take the abstract. No real estate transaction is complete without it.

### EARL BENDER & COMPANY

Eastland, (Abstracting since 1923) Texas

Servicing The  
**OFFICE SUPPLY and JOB PRINTING NEEDS**  
of Progressive Cisco  
Since 1924

Top quality  
Office Supplies

Expert  
Job Printing

- TYPEWRITERS
- ADDING MACHINES
- FILING CABINETS
- OFFICE FURNITURE
- FOUNTAIN PENS
- DESK SETS
- SUNDRY SUPPLIES
- TIME BOOKS
- BOOKKEEPING SUPPLIES
- BRIEF CASES
- MANY OTHER ITEMS

WE SALUTE OUR INDUSTRIES AND PLEDGE OUR SUPPORT TO WORKING FOR NEW FIRMS FOR CISCO.

### COMMERCIAL PRINTING COMPANY

709 AVE. E.

PHONE 5

WE  
Whole-Heartedly  
SUPPORT  
Industrial Progress  
In  
CISCO  
and  
Join In  
PAYING TRIBUTE  
To Our  
Present  
Industrial  
Firms

### MERCHANTS CREDIT ASSOCIATION

"Guard Your Credit As A Sacred Trust"

704½ Ave. D.

Phone 142

# MORE PEOPLE BUY BOSS GLOVES THAN ANY OTHER BRAND

AND MILLIONS OF PAIRS ARE MADE ANNUALLY IN OUR CISCO PLANT.

WE ARE PLEASED TO BE A PART OF CISCO'S EXPANDING INDUSTRIAL FAMILY.



SEWING BOSS WALLOPERS



CISCO PLANT

We Are Glad We Selected Cisco As The Site Of One Of Our Plants — The Facilities Are Adequate And The Cooperation Is Tops.

We Pledge Our Support To The Development Of A Greater Cisco And Salute Other Local Industries.

# BOSS MANUFACTURING COMPANY

CISCO, TEXAS

# THE WHEELS OF INDUSTRY ROLL ON *Ford Trucks*

Farmers and Ranchers, Oil Men and Manufacturers Prefer Fords Because of Their Economical Operation and Ability To "Take It."

YOUR LOCAL  
FORD DEALER

Pays Tribute To Industry. The Local Industries Add Much To Our Community And All Cisco Should Join in Wishing Them Continued Prosperity.

We Pledge Ourselves Toward A Greater Industrial Area - Cisco Can Continue To Grow if We All Work Together.

We Have The Natural Resources To Build A Fine Industrial Area. Let's Use Them and Cisco Will Grow.

## NANCE MOTOR CO.

PHONE 1040

### Beat Ben Hogan Golf Event Is Set For Next June 5th

"Golf," says Ben Hogan, "is a game of misses. I consider myself lucky if I make one or two good shots a round."

It will be hard to convince Hogan's opponents that he registers only one or two good shots a round but his standards are so high that they cannot be judged by normal reactions. In using a wood for picture purposes at the Seminole Club in West Palm Beach recently, Hogan whacked a beauty which is still sailing. The photographer was elated.

"Better do it over," sighed Ben, "I was a little off."

Hogan, who must be ranked with Bobby Jones and Walter Hagen as the greatest of golfers, measures his golf, not by its beauty but by its results.

"To me," remarks the superb Texan, "a golf swing is a minor part. Anybody can develop a golf swing. How they score is the story. And that is determined by whether they want to work at their game or not."

To Hogan, the ideal in golf is to have an incentive — that he believes will help any game.

"You can't practice for nothing," says this foremost practitioner of them all, "you have to look forward to something."

America's golfers have something to look forward to in this respect — they will be able to play against the master on National Golf Day, June 5th, in the event sponsored by the Professional Golfers Association in conjunction with Life Magazine. The program is also endorsed by the USGA.

Hogan will shoot from scratch at the Baltusrol Golf Club in Springfield, New Jersey, where twelve days later he will defend his U. S. Open title. Golfers throughout the country oppose Hogan on National Golf Day by using local handicaps or the Call-away system on local courses. It is estimated that 12 per cent will "defeat" Hogan and win "I Beat Ben Hogan" medals. Each entrant pays one dollar to compete, with all the proceeds accruing to the U. S. O. and the National Golf Fund.

Originally there were four months between presidential elections and the inauguration to allow for slow methods of communication and transportation.

"Gospel" means good news.

### OUR JOB - - -

Is To Have Ready For Your Table At All Times A Good Supply Of Fresh Fruit and Vegetables.

We Are Dependent Upon Industry - Industry Is Dependent Upon Us.

We Depend On The Farming Industry and Big Growers For Our Supplies - The Shipping Industry For Our Transportation - And Many Others For Sundry Services.

### OUR HATS ARE OFF - -

To Industry - It Has Made It Possible For America To Become The Greatest of All Nations.

We Pay Tribute To Our Local Industries. Without Them Our Community Would Have No Chance For Advancement.

Our Hope Is For A Greater Industrial Era In Which Cisco Will Go Forward - Continue To Be A Better Place In Which To Live.

We Pledge Our Support To The Chamber Of Commerce And To Other Organizations Seeking New Industries.

WEST TEXAS PRODUCE COMPANY

PHONE 46

### CISCO'S NATURAL RESOURCES

Made It Possible For Us To Establish Our Plant Here, and To Grow To One Of The Area's Leading Industries.

- An Abundant Clay Deposit
- Adequate Fuel - Natural Gas
- Ample Water - Lake Cisco
- A Sufficient Power Supply

All Added Up To What We Needed To Assure A Profitable Operation. Thousands Upon Thousands of Flower Pots Go To Florists In Several States From Our Plant Here. We Are Proud of Our Continued Growth and of Our Place in the Cisco Industrial Family.

We Salute Other Industries Which Call Cisco "HOME," and Pledge Our Support to Other Industries Who Are Considering Joining Us.

N. D. GALLAGHER CLAY PRODUCTS CORPORATION

U. S. 80 EAST

PHONE 890



The  
CAGED HEN  
and  
THE TURKEY



## INDUSTRIES

are rapidly taking their place in the Farm economy, and show promise of being of great value to the area.

We are proud of the part we have played in bringing this new source of revenue to Cisco and to this immediate area.

WE WELCOME INQUIRIES ON THE

## Purina Feeding Plan

For Both Large and Small Plants.

We pay tribute to other industries in our community and pledge our help in securing new industries of all types.

HENRY'S FEED AND PRODUCE

YOUR PURINA DEALER  
PHONE 637

Dealer for famous PURINA CHOWS and PURINA FARM SUPPLIES



# A SALUTE TO INDUSTRY

We point with pride to the industries that have made Cisco a great little city. — The farm and ranch industry, the oil industry, manufacturers and others. Not only this week, but 52 weeks out of the year we would like to pay tribute to them. We realize fully that as you prosper we continue to prosper and we pledge our aid in any way possible to help.

We also pledge our support to the Chamber of Commerce and other groups in an effort to attract other such firms to Cisco. We have the natural resources they need, and we need them. Lets go to work — and work together.

## ATTEND THE MANUFACTURER'S EXHIBIT

AT THE REYNOLDS BUILDING APRIL 1-7

Higginbotham Insurance Agency

Ferguson's

Mayor G. C. Rosenthal

Cisco Daily Press

Fashion Cleaners

J. C. Penney Co.

Tennyson Radio and T-V Sales and Service

Glenn's Furniture Co.

L & L Motors

E. P. Crawford Agency

Mode O' Day

Elite Beauty Shop

Mott's Variety Store

Dr. Charles M. Cleveland

Thomas Funeral Home

Dean Drug Co.

J. T. Richardson Humble Service

Dairy Treat

National Courts

Philpott the Florist

C. E. Hailey Garage

Ernest Schaefer Garage

Smallwood Electric Co.

Elite Barber Shop

Fred's Grocery and Market

Graham Hospital

Don's Service

Huffmyer Humble Service

Lemore Pharmacy

Norvell and Miller

Powell Cleaning Plant

Savoy Cafe

Moore Drug Co.

O. O. Odom, Star Telegram Agt.

Cisco's Ideal Nursery

Altman's

Kendall Refrigeration Service

Wylie Funeral Home

The Spot

Brown's Sanitorium

Palace Theatre

Joy Drive-In Theatre

Qualls Humble Service

Nick Miller

Cisco Steam Laundry

Maner's Pharmacy

A & P Grocery

Paul Yardley Conoco Service

Rockwell Bros. & Co.

Schaefer Radio Shop

Victor Coffee Shop

Home Supply Company

Osborn Studio

Leveridge Jewelry

Western Auto Associate Store

Collins Hardware

Damron Tire and Supply

Cisco Maytag Company

Meglasson's IGA Food Store

Cisco Locker Plant

O. K. Bakery

McCracken Grocery

Broadway Beauty Salon

De Luxe Washateria

A. R. Westfall & Son Magnolia Service

J. B. Pratt, Magnolia Distributor

West Texas Utilities Company