## QUAKE VICTIMS SUFFER FOR WATER

 More Than Amount of Production in Way of Proration



ROTARY CLUB HEARS YOUNG ORATORS TODAY
 SILENT HOMAGE
IS PAID TO
GREAT COACH
$\qquad$ Residential

Improvements


"THE GREATEST SENTENCE" IS
THEME TONIGHT

LIVESTOCK IS NOT ON GOOD BASIS

Choir Will Sing "Resurrection Song"




23 PASSENGERS ARE MISSING
IN COLLISION
ciry may be
EVACUATED PERMANENTLY

To Help Farmers Find Potato Seed

THE CISCO AMERICAN

DAILY BIBLE THOUGHT
$\qquad$



FORT WORTH - EL PASO


## POLITICAL

 Westhound-Abilene, Sweetwat1:30 A.M.
T:30 A.M. Midand Onty)
1:25 A.M. (Big spring Only)




SE DAILY NEWS WANT AIS

## "Ive flown with the Pathfinders of the Air


$\mathcal{V} t_{\text {you,meet me in the city's crowded canyons" }}$
Along the invisible lanes of the air, or among jostling thousands in the

In the Political Arena
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of vitu:
OF Fhartie


ICE AND SERVICE
Our customers like the quality of our ICE but it is no
PEOPLES ICE CO.


# THE NATION'S BUSINESS IS DONE ON CONFIDENCE, THE BASIS OF WHICH IS EXPERIENCE 

Do You Deal In Confidence or Do You Prefer
Guesswork?

Do You Favor Less Stringent Requirements in Regulations Governing the Responsibility of Physicians?

Pay Your Physician Promptly. Your Failure to Get a Statement Is No Excuse for Negligence


TICKET AGENT

## TRADE AT HOME IF

You Would Build Up Your City Patronize Home Industries

USE INDEPENEENT PRODUCTS
"Quick Starting and More Mileage

## at 14 c per gallon

Either White or Blue Anti-Knox Made by

## White Star Refinery of CISCO

Gruyler-Greynolds Independent Ser Massons station, Opposite Radford
Mayhew Trading Co., Ave. E at 11th Breckenridge Highway Station, North of Independent Station in front of Refinery,
Best Sandwich Shop, on Bankhead High
We have been selling this Gasoline, Motor Oiss and Kerosene, made in your home town, in ten counties in Texas for months. Our
well pleased, and we are gaining customers by the hundreds
If the People of Other Counties Buy and Use Products Made in Tontr City, Their m-m
WHY NOT PATRONIZE YOUR HOME INDUSTRY? WE GUARANTEE SATISFACTION

## J. L. LICHTFOOT; Wholesale Distributor



DO ONE ROOM ataTIME




Clean $\mathrm{UP}_{\mathrm{P}}$ Praint $\mathrm{Up}_{\mathrm{c}}$

## Kleman's Store

at CISCO, TEXAS
Sold Out at Less Than 50c on Dollar.

WE BOUGHT IT PLENTY CHEAP and We Are Going to Close Out Everything.

## NO MONKEY BUSINESS

LOCK .-. STOCK AND BARREL MUST and WILL SELL OUT

SALE STARTS 9 A. M.
FRIDAY, APRIL 3RD.

Tens of Thousands of Dollars Worth of HIGH GRADE MERCHANDISE SACRIFICED

We Have Arranged This Stock

## TO SELL OUT EVERY ITEM

Come Every Day During This Sale and Buy More and Greater Bargains.

## SUBSCRIPTION OFFER!!

 Cisco Daily News Special features---4 page colored comics each
unday.-- Comic Strips Daily - Serial story daily ... world news as well as all local happenings printed while they are news ... teased United Press wire service.
DELIVERED TO YOUR HOME OR OFFICE BY CARRIER ANYWHERE IN THE CITY
 . 00


## Pioneers--Then and Now



Not so many years ago, hardy pioneers, attracted by the richness, beauty and character of West Texas, halted their ox-drawn "covered wagons" in this section of the nation's last frontier, and sensing, perheps, its future greainess, made it their home. Wresiing their livelihova t, oin the virgin soil, these sturdy Empire-builders laid the foundations for our presen! high slandard of living, our progressive cities, substantial iudustries, beautifu! homes and alert citizenry.
In a comparable manner, the West Texas Uitities Com-pany-pioneering the widespread distribution of electric on-froy-has made possible, throngh the equalizing influence of tenendable and inexpensive electric power, the intensive declopment of West Texas.
Just previous to the organizalion of the West Texas Utilities Company, the average residentia! cost per kilowalt-hour in this territory was $133-4$ cents. Now, under the modern rate schedules of this comrany, it has been REDUCED to $61-2$ cents-a REDUCTION OF MORE THAN FIFTY PER CENT! During the year 1930, monthly residential consumption avernesed fifty kilowatt-hours per customer. Un-

der the present rate schedule of this company, the cusiomer can increase his use of service to three times that amount and only increase his total bill by 10 cents a day. Before the organization of the West Texas Utilities Company, a similar increase above the normal average would
 have cost more than four times that amount, or more than 40 cents a day for the additionalcomfort or service now availa. ble for 10 cents! In other words, you can now use an abundance of service, knowing that the added comforts and conveniences possible in this manner will make only a small increase in your total cost.
The building of a transmission line system, which links scattered communities and widelv separated rural homes into one unit served from strategic ally-located main generating plants, was a revolutionary theory when the West Texas Utilities Company first pioneered in this territory. This sys-tem-in a territory as sparsely settled and undeveloped as the West Texas area of a few short years ago-has increased the quantity and quality of service, and at the same time reduced rates. Only a sincere faith in the future development of the territory has shaxanted thinmexuestment of many. millions of dollars.

> West Texas Utilities Company


## FRECKLES AND HIS FRIENDS.



Livestock-


PalaCE

## About Cisco Today

Suits, C. and $P$. Pants, C. and P. 20c
Dresses, $C . \&$ P. 50c up

TULLOS BROS.



## YOUR BANK B00K

| This Is the |
| :---: |
| BANK |
| that |
| SERVICE |
| Is Building |


| $\begin{array}{c}\text { Modern } \\ \text { Safety } \\ \text { Seposit } \\ \text { Service }\end{array}$ |
| :---: |

Is Wonderful Reading!
o matter what your literary preference may be you will find it within the covers of your bank book. There is romance-poetry-thrills-expec-
tancy-history-philosophy-all the requisites of a best-seller.
More than all else, it contains those qualities
stimulate satisfaction in the mind of the reader as he sees his bank balance growing and glimpses the attainment of an aim and the realition of a purpose
Your bank book determines your ability to take advantage of opportunities and to meet
emergencies. It is the difference between bondemergencies. and independence. It gives prestige, poise,
age aer, self-esteem and confidence to him who owns it.

## First National Bank

Member Federal Reserve System

SPECIAL EASTER SHȮWING DRESSES

## MONSTER TRUSTEE SALE

of Herron's Shoe and Hosiery Stock.

| 253 Pairs |  | $\begin{aligned} & 1000 \text { Pairs, } \\ & \text { Values Up to } \$ 8.50 \end{aligned}$ |
| :---: | :---: | :---: |
| $956$ |  | \$2.95 |
| 461 Pairs |  | and |
| $\$ 1.95$ | $1-$ |  |
| LADIES HOSE |  | Extra Special School Sport Oxfords |
| 89c and \$1.00 |  | 81.95 |
| Full Fashioned and | 1 | hens socks |
| childrens |  | \$1.00 values. $\ldots .50 \mathrm{c}$ |
| SOCKS |  | 100 pairs 10c |

## Herron's Stock

Cash-n-Carry Cleaning Plant
Suits, Cleaned and Pressed. 50c Dresses, C. and P. ...50c and 75c
J. C. PENNEY CO., Inc. Wrocwnownomenmenmon

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VOLUME XII.

# QUAKE VICTIMS SUFFER FOR WATER 

More Than Amount of Production in Way of Proration

23 PASSENGERS ARE MISSING IN COLLISION 33 New Woter Meler Connections Are
Made During Marchi; 13 "Take-Outs" NAVIGATION BILL REPORT

FAVORABIE

To Help Farmers Find Potato Seed



CITY MAY BE EVACUATED PERMANENTLY



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SILENT HOMAGE IS PAID TO
GREAT COACH
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THE CISCO DAILY NEWS

MEMBER UNTTFD P
MEMBER ADVERTISING B REAL
TEXAS DAILY PRESS LEVGLE

##   <br> DAILY BIBLE THOUGHT



FORT WORTH -EL PASO



1:35 P.M.
3:39 P.
3. Abilene

See local agent for ursion rates to

Greyhound Terminal Phone san

USE DAILY NEWS WANT ADS


## "Ive flown with the Pathfinders of the Air

-says Chesterfield

Did You Ever Stop to Think?

"B.evemer


$\int e t_{\text {you meet me in the city's crowded canyons" }}$
Along the invisible lanes of the air, or among jostling thousands in the city's streets . . . it's all the same to Chesterfieh . For here's a cigarette Jbat goes everywhere, and that tastes right anywhere. Milder and better tobaccos - nothing else-that's what you taste in Chesterfield. And, thanks to the "cross-blend," all of that mild, good taste and aroma is retained


## ICE AND SERVICE

ur customers like the quality of our ICE but it is no 俍

PEOPLES ICE CO.


TICKET AGENT


THE NATION'S BUSINESS IS DONE ON CONFIDENCE, THE BASIS OF WHICH IS EXPERIENCE

Do You Deal In Confidence or Do You Preter Guesswork?

Do You Favor Less Stringent Requirements Regulations Governing the Responsibility of Physicians?

P'ay Your Physician Promptly. Your Failure to Get a Statement Is No Excuse for Negligenc

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Home Industries

## USE INDEPENDENT PRODUCTS

Quick Starting and More Mileage"

Either White or Blue Anti-Knox Made by

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 OF CISCOGruyler-Greynolds Independent Ser
Marsons station, Opposite Radford
iBreckenridge Highway Station. North of
Independent Station in front of Refinery
Best Sandwich Shop, on Bankhead Highway
your home town, in ten counties in Texas for month and

If the People of Other Counties Buy and Use Products Made in Your City, Then
WHY NOT PATRONIZE YOUR HOME INDUSTRY
WE GUARANTEE SATISFACTION

## J. L. LICHTFOOT, Wholesale Distributor

WHO'S WHO AND WHAT'S WHAT IN AND AROUND PUTNAM


UNION HILL

DESDEMONA


## Mr. and fammilt Tue MArvin of Ablens Surday.

Jchn Parton Wingo
Putnam vistor
Buck Huzhes an
hildren $n$
Mr and and
mate an
ade
Mrustay, Couline and sons. Hollts



FORT WORTH - EL PASO


##  <br>  <br> FIORSHELI SHOES <br> New Styles both Kid and Calf Skins \$7.85

A few pair of broken sizes in FLORSHEIMS

## A. GRIST HAROWARE CO.

Dealers in
International Harvester Co. Tractors, Farmalls, Planters Cultivators, Binders. Most liberal terms ever offered are now available for a short time on the Inter. national Harvester Co. Tractors and Tractor Equipment.

Come and See Us.

Cisco Banking Company

| At the close of | cexas March 25,1931 |
| :---: | :---: |
| resources | habilities |
| Loans and Dissounts .............. M59,047.69 | Capital Stock |
| Furnture and Fixtures ............ 4.820 .19 | Surplus and Profits |
| Bank Building ..................... 80,000.00 | Undivided Profits |
| Real Estate ...................... 8.400.00 | Bills Payable |
| Cash and Due from Banks ......... 34,012.27 | Deposits |
| *586,280.15 |  |
| Stockholders |  |
|  | Mrs. G. D. Ward <br> S. E. Hittson <br> J. H. Reynolds |

## WALTON'S

Eleventh Annual
BABY CONTEST OPENS SATURDAY, APRIL 4TH CLOSES SATURDAY, APRIL 18TH
Any Baby May Compete in This Contest up to Six Years Old MOTHERS!
Most of you are familiar with our annual baby con
met in the same manaer as the previous contests.

- Babies up to one year of age.
2.-Babies from one to three years of age.
-Bhabes from three to six years of age.
Coupons purchased from any salesman rece


## IMPORT ANT

In order that w


# Kleman's Store 

at CISCO, TEXAS
Sold Out at Less Than 50c on Dollar.
WE BOUGHT IT PLENTY CHEAP and We Are Going to Close Out Everything.

NO MONKEY BUSINESS
LOCK .-. STOCK AND BARREL MUST and WILL SELL OUT

SALE STARTS 9 A. M.
FRIDAY, APRIL 3RD.

Tens of Thousands of Dollars Worth of HIGH GRADE MERCHANDISE SACRIFICED

We Have Arranged This Stock

## TO SELL OUT EVERY ITEM

Come Every Day During This Sale and Buy More and Greater Bargains.

## SPECIAL

 SUBSCRIPTION OFFER!! Cisco Daily News Sunday ... Comic Strips Daily ... Serial story daily -.--world news as-well as all tocal happenings printed while they are news $\cdots$ leased United Press wire service.
DELIVERED TO YOUR HOME OR OFFICE
BY CARRIER ANWHHERE : IT THE CTTY
BY CARRIER ANWHHERE : NTHE CiTY


Pioneers--Then and Now


Not so many years ago, hardy pioneers, attracted by the richness, beauty and character of West Texas, halted their ox-drawn "covered wagons" in this section of the nation's last frontier, and sensing, perhaps, its future greatness, made it their home. Wresting their livelihowa l, oin the virgin soil, these sturdy Empire-builders laid he foundations for our presen! high slandard of living, our progressive cities, substantial industries, beautiful homes and alert citizenry
In a comparable manner, the West Texas Utilities Com-pany-pioneering the widespread distribution of electric en-croy-has made possible, through the equalizing influence of denendable and inexpensive electric power, the intensive decelopment of West Texas.

Just previous to the organization of the West Texas Utilities Company, the averace residentia! cost per kilowati-hour in this territory was $133-4$ cents. Now, under the modern rate schedules of this comrany, it has been REDUCED to 6 1-2 cents-a REDUCTION OF MORE THAN FIFTY PER CENT! During the yarm $\$ 930$, monthly residential consumplion averaced fifty kilowatt-hours per customer. Un-

der the present rate schedule of this company, the customer can increase his use of service to three times that amount and only increase his total bill by 10 cents a day. Before the organization of the West Texas Utilities Company, a similar in-
 crease above the normal average would


## Palace

## About Cisco Today



## 

##  <br> 

J. C. PENNEY CO., Inc.

Cash'n-Carry Cleaning Plant Suits, Cleaned and Pressed. 50 c Dresses, C. and P. ..50c and 75c

祘

## star. One of the loviest gifts was a Closing Selected diamond ring. After playing many diamond ring. After playing many fascinating games, pink ice cram and angel New York Stocks 



## YOUR BANK BOOK



First National Bank

Natr bitummen sum



SPECIAL EASTER SHOWING DRESSES

$\$ 16.85$<br>S19.85


that you will want at least two oi
day night" and street wear, that have novel sleeves, sashes and collar ef-
day night" and street wear, that have novel sleeves, sashes and collar ef-
fects. Monoto..e frocks of spring shades in flat crepe, satin and georgette
with peplums, boleros, tunics and jackets ... in every style that you

## MONSTER TRUSTEE SALE

of Herron's Shoe and Hosiery Stock.

## Herron's Stock



## \section*{11} <br> E



