trochanter

FLOODS ISOLATE MISSISSIPPI TOWNS

HOOVERS HOLD OPEN HOUSE
ONNEW YEARS

TIGHTEN NET


ABOUT BOMB
CONSPIRATORS

In Congress Race


PRORATION AND MARTIAL LAW GO ON TRIAL

CHILD TRIES TO PREPARE DOLL DINNER

## THE CISCO DAIIY NEWS


the opening of the New Year now have their wish realized
and can now look around to see what the new segment of
time upon which we have entered has brought. As long as
1931 was a present reality the unpleasant significance of the
period had a depressing effect upon the public mind. That
yer started off in
$\square$
$\square$
took the of et as a fair indicator of what to expect and con
equently settied down to endure a period which the quicke
past the sooner forgotten.
It became a recognized attitude to wait for the new yea



## DO YOU WANT TO SAVE MONEY ON YOUR JOB PRINTING?

| Letter Heads | Funeral Notices |
| :---: | :---: |
| Envelopes | Cards |
| Statements | Legal Blanks |
| Circulars | Shipping Tags |

Special January Prices on All Kinds of Printing. Don't Fail to Get These Savings

## CISCO DAILY NEWS

Telephone 80.

##  Big fulp ino - QUESTIONIN'31



# Consider 

 These 3 Points
## WHEN YOU BUY ADVERTISNG!

## 1 COVERAGE

The Cisco Daily News Circulation exceeding 3600 daily, of which more than s s per cent is distributed in the trade territor? of Cisco. Daily service is maintained in every town and cit. within this trade territory and on all the rural routes out of them. These people all read the Cisco Daily News just as do the people of Cisco.

## 2 APPEAL

The Cisco Daily News offers a tried and proved advertising medium . . They buy and pay for it hecause they like to read i. Your advertising message reaches the vast audience of the merican readers when they are in a receptive mood ready ind eager to read everything that interests them. No other medium receives such a welcome reception! THE CISCO DAILY
VEWS APPE ALS TO THE PEOPLE OF THIS COMMINITY

3 COST
The cost of advertising in The Daily News is less than the ost of other source of advertising which has a far less effective uppeal. The cost of a postal card is one cent. To have that postal uppeal. The cost of a postal card is one cent To have that postal
card printed, means an additional coos, and there is the labor and
trouble of addressing and mailing. But for less than one cent per subscriber you can insert an advertisement in the Daily News covering practically one half page-a smashing, attention
compelling message which will be read in more than 3000 fam compe
ilies.


Figuring the national average of five readers to every newpmpaper, the Daily News is read by more than 18,000 people every day. Advertisers can reach (and will) most of these people through a sin. gle medium at one low cost. the daliy news.

To reach every subscriber with the utmost promptness and to insure most certainly that each shall have the news when it is fresh the Daily News gives a scope of news that covers every field of endeavor . . sports ... National and International and naturally covers the local news fully which no other outside paper can do.

## MORE THAN 15,000 PEOPLE READ THE DALLY NEWS



FREE ADVERTISNG CUTS, LAYOUTS, THE SERVICES OF TRANED WRITERS AND ADVERTIING MEOUMS ARE INCLIDED IN THIS REMARKABLE PUBLLCITY SERVICE.

## The Cisco Daily News



FRECKLES AND HIS FRIENDS.


About Cisco Today


##  <br> Phone 138 <br> BROWN BROS., Props.

## OFFCICLL LCHT TESTING STATION

Time for 1932 Automobile License.

We are thoroughly equipped to test your lights and repair them if necessary. We are your official headlight testing station No. 27.

## SOUTHWESTERN MOTORCO.

Corner Fourth at Main. Telephone 487.

## TEXAS' SKIRTS CLEAROFMOB LAW DURING '31

Mississippi Flood Threat Increases

Girl, 16, Perishes in Snow Near Home

THINGS JUST STARTED FOR TURKEY MAN

Proration-

## CONTINUED YROM PAGE ONE

 business Saturday.West Texans, Forward!


Recognizing this, can you doubt the brilliant future ahead of
Nest Texas? Can you remain depressed when yourre living in this land of vast and valuable resources? Can you allow a temporary
period of adjustment to blind you to the immense possibilities just

Of course you can't-neither can other thousands of toyal and
enthusiastic West Texans! That's why the rap.d development of our nthusiastic West Texans! That's why the rap.d development of our
land has astounded the world-we have a boundless, and justified,
This company, rendering dependable and efficient electric service to 125 prosperous cities and towns, has displayed its confidence in
this territory future by the invetment of appoximately fifty mil this erritory, furs and the creation of an annual payroll that has aver.
lions of dollars and
aned aged over $82,000,000.00$ for the past three years. Our firm faith fur-
ther is exemplifed by the redection of electic rates for service to Ther is exemplitied by the reduction of electric rates for service to
the home to the low average of only 6.3 cents per kilowatt-hour .
bv the construction of three major generating stations, nineteen auxil. Be the construction of three may or geterating stations, nineteen auxil
iary plants, and more thas 2.500 miles of transmision tines..
throught the building of fift-five local office buildings and ware through the building of fifte-five local office buildings and ware-
houses, and the rection of the many addition 1 permanent facilities necessary so that Teet Texas can offer to industries and home-makers
that dependable and inempensive power sapply available only from
$\qquad$
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$\qquad$
WEST TEXANS-FORWARD:

## West Texas Utilities Company

## M SYSTEM MOVES

stand, next to First National Bank and are getting arranged as fast as possible. Hope to be ready for

Meanwhile we wish our friends a very Happy and Prosperous New Year.

## M SYSTEM

 SUGAR .-- 10 ll b. cloth bas, pure cane ....52c CRACKERS, 2ib. box Saltine Flakes . . ........... 27 c POST TOASTIES --- Large pkg. . 10 c Oat Meal, Crystal Wedding brand, .... 55 .oz. pkg, $22 c$ SALMON --- Tall can 10c

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(Buck) HARRISON, Prop.

