# Che Cised Romm-ltp 

## VOL. XXXIX-No. 44 <br> STORM DOES HE DAMAGE $\operatorname{IN}$ WICHITACOUNTY OLL.DISTRICT



CISCO, EASTLAND COUNTY, TEXAS, FRIDA CIECO IEAVE CUEB Defintel fonked



Harding Told Dallas
Solid South Will be Solid South Will be-
Broken by Campaign Broken by Campaign

## HCOME TAX LEM

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control to Texas



MEW YORK DELEGATIOH
WILL YOTE AS A UNIT

## MMMONIA AMD GLUBS USED FOR WEAPONS

CISCO-MORTHEASTERM READY III ONE MONTh

Starting Saturday, March the 6th at 9.00 A. M. A Mighty Offer The Best Sale In Fourteen Years THE J.A.LOTIEF STORE

Our Policy

## Harris Sales System

Space and lack of time will not permit us to mention many prices but we challenge the state for lower prices.

|  |  |  |  |  | Shoes Shoes <br> Our stock is just as com ery one knows that Shoes are one of the things that are SKY HiGH, but lucky that we car ry the good old reliable makes such as Stacy Adams and Nettleton and Peters and a num ber of good work Shoes. Also Ladies' Shoes. There will be a special disshount of 16 per cent on all Shos |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  | ed they will not t at this sale. LaSS of merchan. BEING UNTARNISH: EVERY YTATEMENT WE ARE AREWING <br>  $\rightarrow$ | Store W <br> Store will be clos and arrange stock for years Everyth figures so that a chi isfaction. Rememb March 6th, promptl |  |  |  |

## Free! Free!

On opening of doors, Saturday Morning, at 9 oclock, the Manager in charge of sale will give to the first 25 people entering the store an evelope which will have an order for some particular piece

of merchandise or money. They will call for ar. of merchandise or money. They will call for ar-
ticles ranging from a pair of Hose to a $\$ 5$ bill and ticles ranging from a pair of Hose to a $\$ 5$ bill; and when you get yours, then take it to Mr. Harris,
the Manager of Sale, and he will give you the the Manager of Sale, and he will give you the
present.

## REASON OF SALE

Owing to the fact that we are overloaded and
must make room for a big stock of new goods that
will arive will arrive about March the 25 th, we offer this,
our first and the greatest sale in fourteen years. our first and the greatest sale in fourteen years.
We will do as we advertise and live up to every agreement.
Space and lack of time will not let us mention many prices, but you can come here expecting real bargains and you won't be disappointed. Come
early, come every day of the sale. Something new eary, come every day of the sale. Something new
will be shown every day and all new goods en
toute will be sold at sale prices on arrival of same.

HELP WANTED - Ex-
perienced salesmen and
salesladies. Apply in per-

## The Famous Store Cisco. Texas <br> Remember This Sale Only Lasts 15 Days

We warn you not to be
Misled by fictitious signs or so-calted sales. Look for the Big Red Sign-A MIGHTY OFFER!


Penick Lake Complete For Taking Water By July. STAAMFRU, Fon. 28 - stamerdss

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Elope After 'Vedding Cisco Pair May Get Cisco Pair May Return
Blessings On Retur


Fiders of MEXIED Pifer wricli sturtecilimin


FUEL ADBIMISTRATIOM
COATINUED BY WILSOM


NEW POSTOFFICE READY
 pleting the ftuancisl detalls of the
progosed hotal. An original invest. progosed hotet. An original inve
ment of $\$ 50,000$ is planned. priceless persian rugs. Hunting Bugs Have a
torical Value.
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# Everyloody's Store <br> O. D. BIBBY, Proprietor Cisco, Texas UNIQUE NINETEEN CENT SALE 

On Saturday morning, March 6th, we shall open our doors upen the unique 19 c Sale, which will continue seven days. This will be one of the most interesting, as well as the most satisfactory Sales ever held in Cisco. This list will only quete 19 c prices, but throughout the store will be placed many of the new Spring goods, attractively priced, such as Endermuslins. Dress Goods, Embroideries, Draperies, Ginghams, Laces, Hosiery, Home Goods, ete., which have just arrived. The main features of this Sale will be the vast arrangements of 19 c offerings. Every adrertised price and every pricẹ card will be 19 c. We expect a big crowd, and have engaged plenty of help to handle the business. This will be a satisfactory Sale, for eve ry article we sell you will be guaranteed worthy and dependable. If not found so, your money will be cheerfully returned. Read the items. You will find them worth the effort, and come early and often. Mark the ltems you need and bring this list with you.
IT IS TO ADVERTISE


## Explanation

CERTAIN GOODS WE PRICE TWO OR MORE FOR 19c, OR HALF A YARD OF GOODS FOR 19c. THIS DOES NOT MEAN THAT YOU ARE LIMITED TO
AMOUNT. TAKE WHAT YOU WISH, BUT IN ORDER TO PUBLISH A 19c PRICE THIS IS THE ONLY WAY TO DO. IT IS FAR EASIER TO INTEREST THS AMOUNT. TAKE WHAT YOU WISH, BUT IN ORDER TO PUBLISH A 19c PRICE THIS IS THE ONLY WAY TO DO. IT IS FAR EASIER TO INTEREST
A HUNDRED PEOPLE WHO HAVE 19c TO SPEND THAN IT IS TO FIND TEN PEOPLE WHO HAVE \$19.00 TO SPEND, AND WE OBTAIN THE SAME RE.
SULTS. BECAUSE. SULTS. BECAUSE:

WE CATER TO ALL TASTES, AND ALL INCOMES.
THE BUYING PUBLIC HAVE PATRONIZED THIS STORE VERY LIBERALLY THE PAST YEAR, MAKING IT, AS WE BELIEVE, A POPULAR STORE,
HAVE REASON TO EXPECT THIS PATRONAGE AS LONG AS WE DEAI, FAIRLY AND HONESTLY. OUR STORE POSITION IS THAT OF A PU BLIIC SERVANT. IF WE EARNESTLY ENDEAVOR TO PLEASE THE PUBLIC, AND GIVE GOOD VALUES, OUR POSITION IS SECURE, BUT IF WE NEGLECT OUR
DUTIES, AND DO NOT DEAL SOUARELY, THEN WE LOSE OUR JOB. DUTIES, AND DO NOT DEAL SQUARELY, THEN WE LOSE OUR JOB.

## We Mean To Hold Our Job



FRIDAY, MARCH 5, 1920.
Breaks Altitude Record, Falls Five Miles In Twe-Minute Tail Spin With Eyes Frozen Shut, But Rights Plane and Alights Safely

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IHE CISCO ROUND-UP

 cwirictico
Frank Page Will Build One-Story Structure
On Broadway.

## Every <br> Man Should Have These Lot <br> 

Cisco Professional Directory



Mallorystates


MALLORY HATS This will show you the splendid.
proportions and eariect shapes of
hese stylish Hats.


When you buy your new
shapeso a newer styles, boi
MALLORY HATS
The materials are of the highert
srade and the are maie by the
most skifful workmen,
How could better Hate bo pro
duced?
John H.
Garner
"The Dependable

# Are You Interested In a Better Marketing System for Your Products? 

Are You Interested In Lowering the Cost of Living? If So, Read and Think.

## MORRIS SIMON STARTS NEW CISCO BUSINESS  Mornio simon, who reeenty bourht  <br>  <br> snomon, who has been in bushees <br>  <br> This cut represents a farmer marketing a bushel of potatoes in San Benito, Texas, at $\$ 1$ a bushel. By the time this same bushel of potatoes reached the consumer in Houston, Texas, the consumer paid $\$ 5$ for it. This fact is vouched for by Chas. B. Metcalf, San Benito, Texas, in a letter to the editor of the Houston Chronicle.

Direct From the Farms to the Dinner Table Producer to Consumer Industrial Transporatition Co. Incorporated under the Laws of the District of Columbia,
Washington, D. C., by virtue of an Act of Congress The Industrial Transportation Company Has Been Granted the Broadest Charter W Know Of.-Extract from Articles of Incorporation.
"First. The object and purpose for which this corporatici
is formed is to conduct a general food business in all details verywhere in the world, and in the conduct of said business to buy, sell or dispose of, to purchase, acquire, prepare, deal
in, at wholesale or retail, to convert into marketable comin, at wholesale or retail, to convert into marketable com-
modities, all kinds of food or eatable substances, to deal with modities, all kinds of food or eatabe substances, to deal with
or through producers, growers, dealers, consumers, packers, buyers and sellers through stores, mail or otherwise, on a cost plus basis of profit not to exceed ten (10) per cent on
any transaction. To purchase, hold and convey any real or any transaction. To purchase, hold and convey any real or
personal estate whatever which may be necessary to enable personal estate whatever which may be necessary to enable
the company to carry on its operations, and to have all rights,
powers and privileges conferred by the law upon the cor-

PROFIT LIMITED TO 10 PER CENT. The Products of the Soil, the Fishes from the Sea, and the
Beasts from the Field, go directly from their producers Beasts from the Field, go directly from their producers
through the INDUSTRIAL TRANSPORTATION COM.
PANY'S PANY'S chain packing plants, chain canning plants and chain warehouses through its chain stores to the Consumer on a
imited profit not to exceed 10 per cent, as authorized in the limited profit not to exceed 10 per cent, as authorized in the
Company's Broad Charter.


This cut represents the same farmer selling a bushel of po tatoes to the Industrial Transportation Company's warehouse in Mission, Texas, a short distance from San Benito, for 81.00 per bushel, and going direct to the consumer at a profit no oxceed 10 per cent, possibly saving the consumer upward of $\$ 3$
more.

## HERE IS ECONOMY AND PROFIT FOR YOU

When we sell, ourselves, the things we eat
and feed we make a profit on every pound of

## Mr. Rockefeller's Logic:

## HEWS PAPER SHIPMENT Langest to west texas

## Years ago Mr. Rockefeller planned that if he could sell kerosene direct to the consumer 隹

 from his refineries, he could cut the price from75 c to 25 c per gallon. He succeeded in cutting
it to 10 c , giving the consumer a better grade
than ever had before and payiag the producers of crude oil a higher price. Thousands
:onsume food products where one uses kero-

## Government, State and industrial officials

 have come to the conclusion that the onlyproper metho ffotuing the high cost of
iving is by and tutoush
Chain Packing Plants, Chain Canning Plants Chain Manufacturing Plants, Chain Stores,

##  to exceed 10 per cent, and then distributing even this profit back to the shareholders in dividends.

THE PLAN IS PROVEN-THE TIME IS NOW-THE HOW IS EASY


Sooo,000,00.00 invested in chain





## REASON FOR SUCCESS


reater and wages higher.
Accumulative National Advertising results.
Cost of selling in average retail store 25 per cent. Average profit of retail'stores, 50 c to to
200 per cent.-(U. S. Treasury's report 1916 ) per cent.-(U.S. Treasury's report, 1916.$)$ $\begin{array}{ll}\text { Cost of selling in chain stores........... } & 5 \text { to } 10 \\ \text { Average profits in chain stores....... } & 5 \text { to } 10\end{array}$ Average profits in chain stores
(While the profit is limited (While the profit is limited to 10 per cent
on transaction or turnover, it will be possible
o make some turnovers every 30 days, or 11 o make some turnovers every 30 deys, or 12
times a year. Some stocks will turn every 60 times a year. Some stocks will turn every 60
days and balance will turn at least three timmes a year. or an average of more than 30 per cent This company has one store which has been naks, or at the rate of 52 times a year at rate of 520 per cent.
Centralized packing plants, canning plant Centralized packing plants, canning plants
and warehouses save freight. Note the aver and warehouses save freight. Note the ave

 | on cattle |  |  |
| :---: | :---: | :---: | :---: |
| 35.2 | on cattle |  |
| 17.6 | $\begin{array}{c}\text { on hogs. } \\ 39.9\end{array}$ | $\begin{array}{c}\text { on hogs } \\ 20.3\end{array}$ |

Saving on cattle 17.6 c and on hogs 19.6c
per hundred. Return freight from St. Louis
on hams, bacon, lard, beef etc 50 c Industrial Transportation Company Endorsements The President of the CITY NATIONAL
BANK of Temple, Texas, says: "Mr. Edwards. president, is thoroughly ca pable and qualified of handling this large com-
pany, and we take pleasure in commending
him to the public, believing him worthy of

## The Invest Editor of the BANKERS' JOUR

 NAL, Chicago, III., says:"The Industrial Transportation Company is The Industrial Transportation Company
an enterprise in which any one may have the
utmost confidence. The men behind it are ex perienced and respected in business, and the ompany is operating at a great profit." The Commissioner of LABOR AND INDUS-
TRIAL STATISTICS of Louisiana, says "After making a thorough investigation of After making a thorough investigation of
the plans. and purposes of the Industrial
Transportation Company, I invested $\$ 3,500.00$ and will take more late, inasmuch as it is safe, sane and profitable investment."
The Assistant Commissioner of the DEPART-
MENT OF AGRICULTURE, Austin, TexMENT OF AGRICULTURE, Austin, Tex
as, says: as, says:
"After reading the literature of the Industrial Transportation Company handed me by
Mr. Land, I see no reason for not giving it my endorsement,"

Attorney at Law, METHOD PAZDRAL

## Attorney at Law, West, Texas, says

"After careful investigation of the men in
"After careful investigation of the men in
the active management of the Industrial he active management of the Industria
Transportation Company, and after a trip Transportation Company, and after a trip of
inspection to their warehouses and stores, I
am pleased to give this compeny am pleased to give this company my fulls en
dorsement. Its plans are safe and profitahte. dorsement. Its plans are safe and profitable
Every farmer and business man should pu very farmer and business man should put
his money and influence behind this institu-

The president of the PALMER LUMBER Texas, says "I must admit I can find no wcak potht in
the Industrial Transportation Company's organization and herewith hand you my sub-
scription for 100 shares." scription for 100 shares.
The Secretary-Treasurer ORDER OF RAIL
WAY CONDUCTORS OF AMERICA
"After tsudying the plans of the Industrial Transportation Company from every angle,
decided it the best and most profitable in decided it the best and most profitable in
vestment I have ever had the opportunity of vestment I have ever had the opportunity of
being associated with; therefore, I can conscientiously recommend this company to my
friends. As evidence of my faith in ts suc. friends. As evidence of my faith in its suc
cess, my friends and I have purchased sotck cess, my frie
as follows:

## 

I would like to see every wide-awake man
get in and her get in and help carry out
Farmer and Stock Raiser, W. C. WHIT.
, Lonoke, Ark.:
"It is my candid opinion that the operation
of the packing plant at Little Rock by the Industrial Transportation Company will prove of great benefit to the growers and feeders in
Arkansas on account of the low freight and Arkansas on account of the low freight and
saving in shrinkage that is incurred in long javing in shrinkage that is incurred in long
hauls to distant markets. The saving on Little Rock market in comparison to St. Louis
is at least $\$ 1.00$ per hundred. "I can furnish at least 1000
"I can furnish at least 1,000 head per week
the Little Rock plant."
FORTUNES TOO MANY TO SPECIFY
Have been made by the ones whose foresight caused them to be called wise or lucky, but
the real reason is the fact that they were redblooded enough to back their judgment when a good proposition was first presented. They
didn't wait to see how it would turn out or didn't wait to see how it would turn out or
to see if their neighthors subscribed first. The President of the second largest bank in the United States says: "I cannot recall
single instance sengle instance where I have ever made any big money by taking a proposition to bed
with me. I have never gone into any prop osition but what my friends advised me dif
ferently. A man must act upon his own cour age to. win man must act upon his own cour
goney, just the same
soldier upon the battlefield."



NHEAT COMPANY is worth........... $100,000.00$ HE BASKET stobes of nebras.
 \$1.000 invesied in JEWEL TEA COM-
PANY chain stores twelve sears ago
is wo:th

## OFFICERS:

 Rock; formerly Houston, Texas. formerly of Galveston, Texas.AuSTIN STRANGE, Vice President DIVISIONAL DIRECTORATE: J. R. Alexander, Planter, Scott, Ark.
Winchester. Secretary-Treasurer of Chas. Piazza, Shoe Merchant, Little Rock Ark. Hall, Superintendent Terminal, K. C. W. Ry., Shreveport, La. Phil Drais, President Shreveport Ice Co. Shreveport, La. L. S. Jolly, Planter and Oil Operator, Hods F. Heath, Planter, Magnolia, Ark ames A. Leis, Mine Owner and Operato Alix and Coal Hill, Ark.
C. Hardman, Lumberman, Owner, Shreve port, La.
Dr. W. T. Castleberry, Physician, Nacog Sam E. Wood, Merchant, Marshall, Texas. AUTHORIZED CAPITAL
$\$ 80,000,000.00$ - Bonds, No Bonded Indebtedness, No VERY LIMITED OFFERING IN
(More than $\$ 100,000$ of this allotment has
We offer, subject to prior sale, 50,000 sharet
the INDUSTRIAL TRANSSPRTASION
COMPANY at $\$ 10.00$ per share. Par value
10.00 . To yield 8 per cent from dat value of
ue. Also participates in all profits in ert
oue. Also participates in all profits in ezeem
Present
per cent.
Proceeds from this sale of atock to be unoc
Wire, phone or write today. If you are not

UT REMEMBER this amall allotment for
EXAS is going fant and while you are for-
M. JOHNS, District Representative

