

# 15th ANNIVERSARY

1919

City of Cisco  
Cisco Daily News

1934

## Cisco Chamber of Commerce



**DR. CHARLES HALE**  
PRESIDENT  
Chamber of Commerce



**J. E. SPENCER**  
SECRETARY  
Chamber of Commerce



**H. L. DYER**  
PRESIDENT  
Lions Club



**J. T. BERRY**  
MAYOR  
City of Cisco



**B. A. BUTLER**  
PRESIDENT  
Rotary Club

This volume is a message from the business men of Cisco. The fact that, as a special edition of the Cisco Daily News, it calls attention to certain anniversaries is of small consequence. The significant thing is the message that it expresses.

Put into words, that message would read something like this:

"Towns are people. They are people drawn together by a community of interest in an opportunity for service to a locality, a section, a state or a nation. Cisco does not claim to play any important part in relation to the national life, or the life of the state of Texas. It does, however, fill a vital place in relation to the prosperity of its immediate section.

"The greatest values of any community are its spiritual values. These rest upon the need for that community. We believe that if every item of material wealth in Cisco were to be removed, another community would rise immediately upon its site, because its place must be filled.

"The depression is over—it was a temporary thing, a warning that luck and chance are never true substitutes for work and vigilance. In the light of what it has shown, confident in the results of the test of our community and institutions that it has meant, we greet a greater future for Cisco, and invite you to share it with us.

"We're on our way, again!"



# City of Cisco's

## Chamber of Commerce

THE CITY'S DYNAMO OR CLEARING HOUSE, promoting the CIVIC, EDUCATIONAL, RELIGIOUS, RECREATIONAL, INDUSTRIAL AND COMMERCIAL ENDEAVORS AND ACTIVITIES of the Community, functioning at all times for the upbuilding, encouragement, promotion and general development of Community enterprise, and for the welfare and happiness of its citizens.

NO CITY CAN STAND STILL OR LIVE ON ITS PAST; IT MUST EITHER BE UP AND DOING, FORGING AHEAD, OR IT WILL GO BACKWARDS.

### Duties Are Multiple

There is a multiplicity of duties, obligations and functions to be carried on in every town or city—duties which would be neglected, left undone or left to public spirited individuals who might, or might not, have the time or opportunity to adequately perform the task necessary to the coveted success of the enterprise undertaken. Therefore, the necessity, if a town is to progress and develop, for an organization, a clearing house, so to speak, A Chamber of Commerce, if you please, whose functions and duties it is, among other things, to look after and care for these details, and otherwise function in a public relations capacity as well as to promote the general development and growth of the town. In this way a Chamber of Commerce, properly functioning, is of untold service and value to any community or town.

### Assumes Responsibilities

The Cisco Chamber of Commerce assumed these responsibilities and obligations, and has performed a multiplicity of details and duties incident to the city's better Civic and Business life, as well as to foster and promote the many other enterprises necessary to its growth and development. It is ever planning and striving to make Cisco a better and more desirable city in which to live. It has been active, and at all times in the fore-front, on every forward and upbuilding movement, and has accomplished much, despite the handicap occasioned by the economic condition, which is felt in every community.

### Efforts Continue

Plans for the future, clearly indicate that in the years to come, this Chamber of Commerce may be of even greater service to the town, than in the past. It joins with the citizenship, in a concerted effort for a greater and better Cisco, and a "New Deal" for all concerned.

## Chamber of Commerce

DR. CHAS. HALE; President.

J. E. SPENCER, Secretary.



# FRIDAY 13TH NO "JINX" FOR CISCO DAILY NEWS

## PAPER BEGAN ITS HISTORY IN 1920

The Cisco Daily News had its beginnings almost coincident with the beginning of modern Cisco. From the time that it was first published in January of 1920, until the present, it has at once expressed the spirit of this community and sought to stimulate a more ambitious and forward looking civic character.

It is significant that it was inspired by an ideal of community service. The small town of Cisco, as prosperous as had

### Manager



W. H. LaRoque, manager of the Daily News, who has been associated with the News and the American and Roundup practically all the time since 1922. He came to Cisco in 1919 and bought a confectionery which he sold after a year and accepted a place as head of the science department of the Cisco high school. In the summer he sold advertising for the Daily News and later for the American. Re-elected to the Cisco high school faculty, he resigned to accept a place as head of the science department of Randolph college. Financial difficulties closed the school down after the first year and he became associate editor and advertising manager with A. B. O'Flaherty on the Cisco American. Upon the consolidation of the Daily News he was made advertising manager and in 1929 he was made manager.

been its days as an agricultural center, in 1918 and 1919 was feeling the lusty influences of new life and new blood. Its population of 2,500 had swelled to 12,000 and its earlier horizon had broadened into an ambitious vista.

The community wanted a daily paper. The Cisco Roundup, published by Greenleaf Fiske, was a good weekly. But Mr. Fiske eschewed daily papers, being a weekly publisher and not inclined to go out of his field, and the capital necessary to establish a newspaper plant was hard to lure away from the more lucrative oil enterprises that flourished.

#### Organized Company

For several months a group of men headed by W. W. Bell worked to organize a company to buy out Mr. Fiske's plant. Bell S. Huey, one of the most public-spirited citizens of the small city subscribed \$500 of the \$2,500 that this group was able to raise in cash.

On September 9, 1919, the group bought Mr. Fiske's Roundup Printing and Publishing company for a price of \$9,646, of which \$2,500 was in cash and the remainder in two notes. Mr. Huey underwrote these notes and acquired controlling interest in the company. The firm was incorporated for \$15,000 with W. E. Morris as president and publisher of the Roundup.

With the purchase and the organization of the Cisco Printing and Publishing company plans were set on foot for the establishing and publication of a daily newspaper. A plant was equipped in a building in the 400 block on D avenue

and a 16-page stereotype press installed. Many thousands of dollars were invested in equipment. But several months were required to get the plant in operating condition, organize a force and dispose of the multitude of details that arose. Finally, after almost six months, the first issue of the Cisco Daily News appeared on Friday, the 13th, in February, 1920, with L. M. Nichols, late of the Tulsa World, the publisher. It was first known as the Cisco Morning News, but changed to an evening paper after a few months.

#### Civic Party

That evening the community staged a big "party" in celebration of its first daily paper.

With the beginning of the publication of the Daily News, Mr. Morris retired as president of the company, and Mr. Huey, owner of the majority stock, took his place. He served as such until 1926 when he sold all but \$10,000 of his interest in the company to a group headed by A. B. O'Flaherty.

Mr. O'Flaherty first came to Cisco late in 1920 when he was employed by Mr. Huey as publisher of the new daily. From the first, the paper had been generously maintained. A large staff produced it, and adequate equipment was installed for its publication. The first year's gross

approached \$100,000 but so much investment in equipment and operating expenses was made that the profits were slight.

#### Consolidated

Mr. O'Flaherty was employed to direct the paper on an economical basis. He remained only a few months, and then went to Stamford, Texas. A short while later, however, he returned and purchased the Cisco American, a weekly established by R. W. H. Kennon, and he operated this until 1924 when the American and the Daily News were consolidated and Mr. O'Flaherty went as publisher of the two papers.

It was while Mr. O'Flaherty published the American that W. H. LaRoque, present manager of the Daily News, joined his staff as advertising salesman. When the Daily News and the American were consolidated, Mr. LaRoque went with the Daily News as advertising manager, and upon the sale of Mr. O'Flaherty's interest in April, 1929, he became manager.

Within six months after the Daily News was begun the capital stock of the company was increased to \$25,000, the additional \$10,000 being advanced by Mr. Huey and Ray Lee. Mr. Huey later bought Mr. Lee's interest, and at the time of the sale of the majority interest in

1926 he owned \$22,500 of the \$25,000 stock.

#### Present Ownership

Mr. Huey retained \$10,000 interest in the firm until the fall of 1928 when he sold it to Marsh and Fentress, who in 1929 purchased the interest of A. B. O'Flaherty, et al., and assumed control of the publishing company.

B. A. Butler, editor of the Daily News, has held that position since November 11, 1928, when he came to Cisco from the Amarillo Daily News.

Miss Zelma Curtis, bookkeeper, is another member of the News staff who antedates the present ownership. She was employed by A. B. O'Flaherty in 1927, the year that the headquarters were moved from the building in the 400 block on D avenue to a new \$10,000 brick home constructed in the 300 block on the same street. It is still located in this home.

W. D. Brecheen is the only other present employe who joined the force prior to the sale of the paper by Mr. O'Flaherty. He is a machinist operator. Several others are employed on newspapers in the group associated with the Daily News.

#### Early Struggles

The struggles which the Daily News endured as it survived the after-effects of the boom period, and the part that Mr.

(CONTINUED ON PAGE SEVEN)

## CISCO CITY OF HOMES

Above are shown some of the better class residences of Cisco.



# Cisco Gets Boom Benefits Without Disorder

## OUTLOOK FOR OIL FUTURE PROMISING

Cisco, largest of the so-called Oil Belt towns before the boom, was in a fortunate position to share the benefits of that prosperity without losing its civic identity in a feverish influx of new life. The city sat, so to speak, on the outskirts of the bedlam that ensued with the discovery of oil, and gathered to itself many of the benefits without having to endure a phase of shacks and oil-soaked civic disorder. Instead, the community built clean, imposing buildings and was well on its way to establish its gains from the boom before its sister cities, involved in the very maelstrom of the boom, were well oriented after the first storm had passed.

### Chance to Grow Cleanly

This comparative isolation gave the town a chance to develop living conditions that attract the oil man. He can live here and pursue his business interests 50, 60 or 200 miles away, travelling over smooth hard-surfaced highways and keeping his family in the contentment of ideal residential environment and conveniences.

While Cisco was not located in the center of the boom, it was the headquarters and continues such, for the development of oil resources over a great area. It was known for a long while as the center of shallow oil development covering the grass-roots areas of Callahan and adjoining counties. Oil men lived here by the hundreds, pursuing their explorative and developing business in a score of fields to which roads radiated out of Cisco in every direction. Pioneer, Cross Cut, and a dozen other fields were operated out of this city.

### Today's Prospects

Today the prospects for oil and gas as concern Cisco are still great. The city adjoins one of the greatest gas fields in the state—rated as the third in known potentialities. This field, in which the Lone Star, Hickok and other large interests operate, stretches northwest of Cisco in the form of a huge fan. Gas wells up to 60,000,000 cubic feet capacity have been brought in within a few miles of the city limits. Development on the whole has been extremely conservative.

Over the same area, it is said, and explorative ventures support the prediction, is destined to spring up a major oil development as the need encourages the exploitation of the resources. Already a comprehensive drilling campaign is under way. The whole area, stretching 20 miles northwest, is regarded as one of the great reserves of the oil and gas industry in this section of the state.

Meanwhile, westward toward Putnam and centering about that small community 15 miles from Cisco, is another potentially important oil and gas territory. A series of subterranean furrows lying parallel over a long course between Pioneer and Putnam and northward are geologically regarded as significant, and inquisitive drills are probing the resources beneath these lime humps, each of which may be a reservoir of oil and gas.

### No Feverish Activity

The story of Cisco as relates to the oil industry is a story not of feverish development, but of consistent, orderly and widespread exploitation which brings the benefits of a boom without its destructive influence upon civic character.

The city, as if to illustrate that fact, early attracted the great Humble Oil and Refining company and its associated Humble Pipe Line company to the construction of the largest and most self-contained oil encampment in the United States. This camp, a virtual city without a business district, was built upon a tract east of the city proper, equipped with modern homes, all public utility services and conveniences. It housed at its peak, 2,000 souls.

The camp has dwindled to a few hundred now, with the passing of the boom, but it is still the west and northwest Texas headquarters for the pipe lines, and from it are directed the west-to-east tides of oil that pass through the great pipeline system en route to the coast. An accompanying story by Mrs. Wallace Wagner, oil historian of this section, is an interesting account of the discovery of oil in the Ranger area and the early days of its development, as well as some equally interesting observations upon its future.

### OLDEST RESIDENT DEAD

LAVERNA, Ohio, June 28—Andrew Falasco, 104, whose wife died 10 years ago at 96, succumbed here recently.

## Ranger Field Was Discovered in 1917 When Driller of Test Well Disobeyed Stop Order

By MRS. WALLACE WAGNER

Though no petroleum of any consequence had been discovered in the Ranger territory prior to 1917, slight indications of oil had been found as early as 1912. In that year the Texas Pacific Coal company of Thurber, in looking for new veins of coal, sank some test holes about 700 to 800 feet deep along the Leon river, seven miles south of Ranger. Some slight showings of oil were noticed at that time, which caused a few oil and gas leases to be taken in the vicinity. However, nothing came of this attempt until 1915, when the Texas Pacific Coal company made a test near the Texas & Pacific railroad, about 10 miles east of Ranger and three miles west of Strawn. This well, which was about 1,000 feet deep, flowed several hundred barrels of oil daily.

This was the beginning of the Strawn section of the Ranger field. It proved to be a very prolific pool and is still producing oil, though the wells have long since reached the stage where the oil must be brought to the surface by means of pumps. When the Texas & Pacific well came in, a number of oil companies were formed in Ranger and Eastland and they drilled several locations east, northeast and northwest of Ranger. A few holes were sunk near Eastland, also. As these wells were too shallow to reach the Ranger sand, all proved to be dry holes.

### Excitement

The drilling of these wells caused some local excitement, but when they were completed as "dusters" the oil fever cooled and all operations ceased until 1916, when the Texas company brought in a producer on the Jim Parks ranch about seven miles southeast of Breckenridge and 25 miles northwest of Ranger. This was the first well in this country to produce oil from what is known as the Ranger sand, or deep pay.

Following this discovery the Texas Pacific Coal company leased several hundred acres of land in Stephens county and drilled a number of wells, most of them near Caddo, in that county, 25 miles north of Ranger. All of these wells were unprofitable, though a trace of oil was found in wells and with favorable opinions of geologists to support their confidence, a number of prominent citizens of Ranger made repeated efforts to get someone who had the capital to drill a test well in the vicinity of the town. But, as it had been demonstrated that the well must be deep and the drilling expensive, no capitalist seemed inclined to put so much money in a "wildcat" proposition.

### Agreed to Drill Test

In March, 1917, a number of Ranger business men went to Mr. W. K. Gordon at Thurber, who was then general manager of the Texas Pacific Coal company, with a proposition to drill a well near Ranger. After considering the proposition Mr. Gordon agreed to drill four test wells in the vicinity to a depth of 3,500 feet, provided Ranger parties would secure for him leases to 10,000 or 15,000 acres.

In order to comply with the Gordon proposition, a mass meeting was held in Ranger in the building now occupied by Adams & Co., on Main street. This meeting was attended by business men, farmers, and ranchmen in the Ranger district. So much enthusiasm was shown that 25,000 acres was secured, practically in a block, with the little town of Ranger in the center.

After the acreage was secured there came the task of locating the four wells. From the showing in the Parks well Mr. Gordon conceived the idea that somewhere between the Parks well in Stephens county and Desdemona, in Eastland county, there was an immense pool of oil. Just why he figured Desdemona on the test no one knows because there had been no oil prospecting in that territory.

After the leases were secured and the four locations drilling was commenced in compliance with their contract. The first derrick was constructed in the spring of 1917 on the northern outskirts of Ranger on land belonging to Mrs. Nannie Walker. The contractor was Andrew Urban, now of Abilene, and the drillers were George Dunkle, now living in Ohio, and John Dunkle, deceased.

Work at the well progressed rapidly until the latter part of August, when a considerable flow of gas was reported. Thereafter progress on the well languished. Drilling was interrupted for a while. Later, work was resumed and the hole drilled down past 3,400 feet. At this

point one of the drill bits broke off and the operators despairing of success, abandoned the project. The gas was allowed to flow from the open hole.

### Disobeyed Orders

Shortly after the Walker was started the second well called for in the contract was spudded in about two miles southeast of Ranger on the J. H. McCleskey farm. As the first well was abandoned the company officials kept close check on the progress of the second. When it began to near the 3,000-foot level Gordon wired headquarters at New York every night as to what had been done during the day. All the time his faith in the well kept up, but not so that of the company officials. When the drillers reached 3,200 feet he was ordered to abandon it. He felt, however, that he could not desert the project, consequently he continued to drill on his own responsibility.

On Oct. 17, 1917, Gordon's perseverance was rewarded. At 3,431 feet the well blew in as a real producer, boasting approximately 1,700 barrels as the daily, initial flow.

This success not only caused a great excitement locally, but for some distance as well. There was staged in the fall of 1917 and throughout 1918 and 1919 the most frenzied activity, accompanied by the maddest speculation and most colorful surroundings that doubtless was ever witnessed in any field before or since.

### Loud Explosion

After the Walker was abandoned in the early fall of 1917 it continued to flow gas from the open hole until, on the night of Jan. 1, 1918, when the people of Ranger were awakened by a loud explosion. Next morning it was found that the well was flowing millions of feet of natural gas, which was burdened with gasoline vapors. This product, itself, was worth a fortune, but drilling operations elsewhere were holding the attention of the Texas Pacific Coal company and so the gas was

allowed to continue to flow off into the air. Six weeks later another explosion was heard and then the well began to spout oil in "heads," that is, it flowed whenever the gas pressure grew strong enough to force it out. Overnight what had been considered a \$35,000 loss became a paying proposition, worth nearly half a million dollars.

With dramatic suddenness the quiet little village of Ranger, a settlement of 700 souls, was converted into a milling seething, highly excited mass of humanity numbering between 40,000 and 50,000, while the Texas Pacific Coal company reorganized as the Texas Pacific Coal & Oil company and became one of the richest corporations in the United States.

The company spudded in the third well on the Davenport farm as an offset to the McCleskey. This well came in March, 1918, and proved to be the greatest producer yet to be completed in the Ranger field. It went to about the same depth as the McCleskey but it was drilled into the oil sand, where the McCleskey went only six feet in the sand. The original flow from the third well was between 2,000 and 3,000 barrels daily.

About 10 days after it came in the fourth test, which was on the Hagaman tract about a mile north of Ranger, went into the oil sands at about 3,100 feet, producing in "heads" like the Walker.

### Rush Began

Naturally when the news spread that the first four wells drilled in the district were heavy producers, many operators rushed in to try to share in the golden flow. From the very first, however, this field was a "big company" proposition. In fact, practically all the territory that later proved to be productive was in the hands of the Texas Pacific Coal & Oil company. The leases of this company were so numerous that they could not drill them all. But land was in such demand that the company was able to command a big price for their leases to other parties on a joint operation basis.

Valuing its holdings at \$3,000 an acre, which figure was considered conservative.

(CONTINUED ON PAGE SIX)

## Growing with Cisco

We offer congratulations to Cisco and her allied interests . . . The Daily News . . . the Service Clubs and the Chamber of Commerce . . .

CAN-I-CO

PRODUCTS

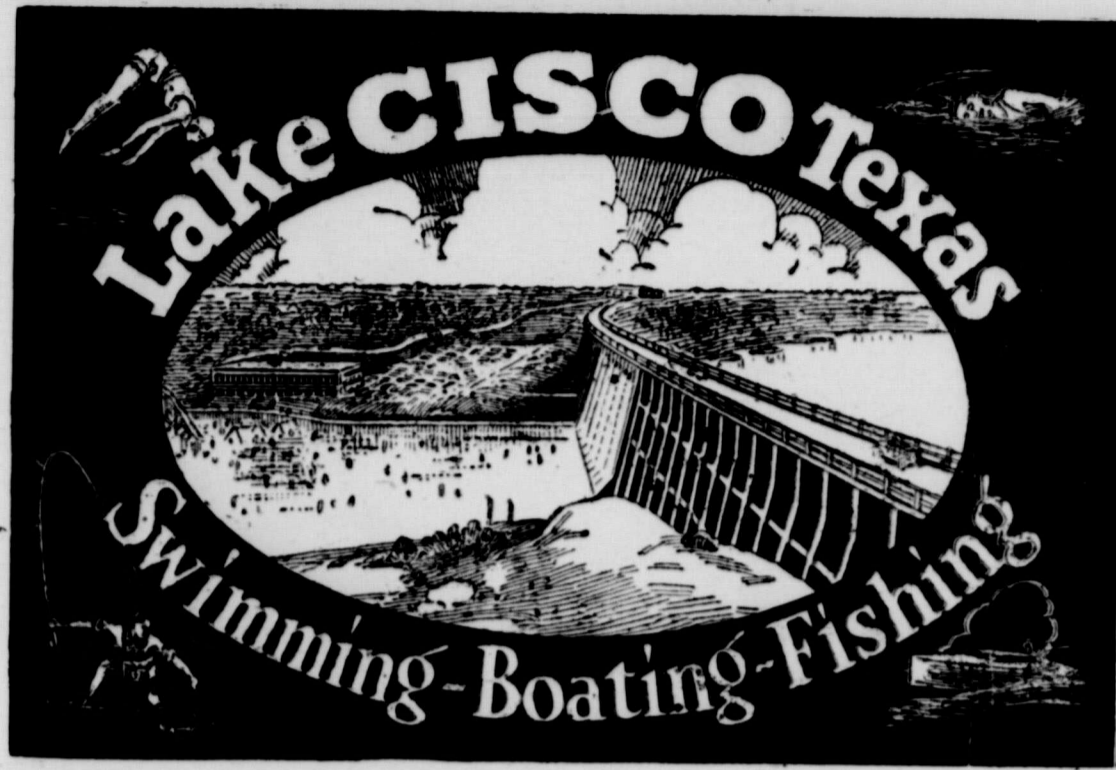
Made from Home Natural Resources by a Home Owned Refinery . . . Employing Home Labor.

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CANYON OIL & GAS COMPANY

East 14 Street . . . Cisco, Texas.





# Lake Cisco

Recreational Center  
for Central West Texas

*Swimming - Fishing - Boating - Dancing - Golfing*

**Beautiful Parks:-** Free water, lights, tables, benches, wood, individual cooking furnaces.

Bi-Annual Political Carnival, Annual Picnic and Water Carnival each July 4.

## Come to Lake Cisco

*Unusual Entertainment Features This Year*



## RANGER FIELD WAS DISCOVERED IN 1917

(CONTINUED FROM PAGE FOUR)

for some portions and too high for others the company was able to sell half its holdings for \$4,000 per acre and reap a golden harvest without the expense of producing it.

Many big companies entered the district and drilled for the Tee Pee on a 50-30 basis. Gulf Production company, Sun Oil company, Prairie Oil & Gas, Magnolia and Humble were some of the companies that drilled for the Texas Pacific company. At first the most desirable tracts were held to be south of town near the initial discovery well. Consequently even townsite lots were in great demand. Nevertheless several costly operations proved that the territory to the east, the south and within the town itself and the vicinity immediately joining, was not the location of the big reservoirs. Extension of the operations developed several large pools. Many of the finds made the original 1,700 fade into insignificance. When activity moved to the west of Ranger the wonder pool of the field was found.

### The Golden Block

The John York survey, a block two miles square in which were located the Norwood, the Boyd, the Roper, the J. T. Roper, and the Harrison leases, stood out in the center of the maps of the Ranger district and proved to be one of the richest spots in the field. Other pools not so large were found in several localities. Among them these were the Brewer pool of 40 acres that produced more than \$2,000,000 worth of oil and here was staged the wildcat, most rapid drilling contest of the Ranger field.

Small independent companies and individual operators were barred from the field, for not only was the best acreage in the hands of the Tee Pee but drilling proved too expensive for the man of limited means. War-time labor and material costs prevailed, the water supply was limited and the drilling was deep, the producing level being from 3,200 feet to 3,800 feet. These factors made the cost of production between \$35,000 and \$100,000.

Being shut out of the territory near Ranger, the small operators began to spread out far and wide over the surrounding territory where farmers and ranchmen would lease for less money. Sometimes the only consideration was the drilling of a test well with the hope of bringing in a new field. Development quickly spread northward and westward into Stephens county, where Breckenridge the county seat, rivaled Ranger as the center of the oil activity.

During the latter part of 1917 the fields around Ranger and Breckenridge produced 93,000 and 36,000 barrels respectively. In 1918 the same territory made 3,107,000 and 79,000 barrels.

Pushing northward the "wildcat" opened up the Burk Burnett field in July, 1918. As the testing for oil in this region was done by pooling of the interests of local men, the big companies did not get a foothold as at Ranger and so this proved to be a veritable paradise for small operators, especially so when we consider that oil was found at no great depth. All through 1918 an active drilling campaign was carried on north of Ranger as far as Burk Burnett.

### Greatest Momentum

Yet it was not until the war ended that development in the whole Ranger field reached its greatest momentum. When the thousands of men were released from military service they were not willing to go home and resume the dull existence as bookkeeper, store clerk or as a follower of a mule and down a cotton row. They had been living lives of action over there or had become sophisticated by camp life and were willing to take a hazard. The oil fields gave them just the excitement they were seeking, while the chance of obtaining fabulous wealth seemed to them well worth the risk of a few dollars. They came by thousands to swell the flock of adventurers who continued to swarm in from every part of the country.

Although most of the big production had been found in the territory north and west of Ranger, the activity was not confined to that section. South of the McCleskey well the drill had gone into one dry hole after another until oil men began to think that there was no more profit south of Ranger. Yet it took more than a few dry holes in those hectic days to prove these knights errant that a territory was "dry." The operators kept moving southward until January, 1919, the Desdemona field was opened up.

### Largest Producers

Though this new pool did not cover a great deal of territory, it had some of the largest producers in the Ranger sec-

## Typical Eastland County Oil Gusher



tion. From Desdemona as a new center, the operators struck out in every direction. While oil was found as far as 20 miles to the southwest at Sipe Springs in Comanche county and in other spots nearby, it was soon proven that the "big pay" center around Ranger and here the millionaire sank his capital in "hole" after "hole." Some of these investments gushed back a thousand-fold in the form of liquid gold. Much of the capital, however, did not come again to light but remained at the bottom of a dry well, known as a duster.

To Ranger came also men of moderate means, to speculate in oil leases. He often went away a millionaire. The lease-peddler and the oil field corollary, the man without any funds who went from one location to another to "spot" a lease near a hole that was about to come in. On this lease he would secure a three or four day option, which he would try to sell for a big price before the well was finished. If he could not find a buyer he would hold his option, during the three or four days that the well was in a critical stage and on the pretext that he was investigating the title of the land. If the well came in as a "producer" this option-taker paid the lease price agreed upon and reaped a rich harvest. If the well proved to be dry he simply gave up his option and the landowner suffered the loss. This form of swindling was quite common during the early days of the boom, but after the scheme was bruited about the landowners decided to demand that the money be placed on the barrel-head before the option was signed. This practically put an end to this duplicitous enterprise.

### Peak in 1919

A frenzied drilling campaign accompanied by mad speculation was carried on until June, 1919, when the peak of production for the Ranger field was reached. In that year the county produced 22,350,000 barrels of oil. In 1928 the county produced 2,270,000 barrels. This was a conservative rate of decline compared with other fields of the United States. A survey of the 15 most prolific fields of the mid-continent and coast districts covered prior to 1923 and made by the American Petroleum Institute showed that Ranger ranged among the first five in the rate of slowness of decline in a three-year period after the peak of production was reached.

The United States Geographic Survey gave a detailed description of the Ranger district which was published in 1920. It named eight producing horizons in the field, five of which were classed as sands and three as limes. Most people thought of Ranger pay as coming from the black lime but as a matter of fact the most prolific producing horizon, the Ranger or McCleskey sand is a sandstone. Oil and gas were found in the Strawn formation at a depth varying from 1,200 to 2,800 feet. There are three distinct sands in this formation, known as the Ray, the Scott and the Harrison sands — named from the farms on which they were first discovered.

### Other Pools

Since the naming of these sands other and more prolific pools have been opened, such as the Gray-Hightower of the Panhandle Oil & Refining company, the Parsons pool and the Sinclair Earnest. The lake sand is the first sand in the

lower or "bend" series which lies below the Strawn and its best known pool near Ranger is that opened by Barney Carter found at both the top and the base of the black lime, but the main source of production, as stated above, is from the Ranger sand from which probably three-fourths of the oil was produced. It is the purest and most persistent sand stone found in the bend series. The deepest known producing horizon in this area was the lower Ranger or Duffer pay discovered by John M. Gholson, south of Ranger on the Duffer farm.

During the boom, if a well reached the Ellenberger lime, it was promptly abandoned as it was thought that no oil would be found after this lime had been penetrated. Recently other fields have found oil in the Ellenberger lime, and this fact has caused many operators to think that perhaps Ranger's greatest petroleum supply has not been touched. It is estimated that the Ellenberger lime is from 1,000 to 1,500 feet in thickness. It is known to carry sulphur water when deeply penetrated.

Geologists state that a sand known as the "hickory" will be found when the Ellenberger is drilled through. One reason why deeper drilling has not taken place is that the price of oil is so low that it will not pay the cost of production. Another consideration that must be taken into account is the fact that the east Texas fields have drawn operators away from wells that were drilled during the boom.

### Shallow Sands Appeal

Most of the recent drilling in the Ranger field has been in the shallow sands. During the hey-day of the boom every operator was striving to reach the Ranger sand and when shallow oil was struck to the bigger, better sand. Now that the it was cased off and the bit sunk deeper wild excitement is over operators are seeking out the wells that had the shallow showing and are offsetting them. For a radius of 10 to 15 miles Ranger is surrounded by these shallow pools. When the Ranger field was opened location for wells were usually made with reference to offsetting acreage along the property lines, rather than to geological information, with the result that only the outside lines of the tracts were drilled and the interior acreage left undeveloped. When drilling first began in this field the wells were allowed to flow until the gas was exhausted. Then the oil was raised by sucker rods and pumps.

Today many fields are being operated by repressuring the wells by means of compressors and flowing the oil by this artificial pressure.

### GOT HOMES BACK

MAYVILLE, N. D., June 28 — Chattering and scolding of four wrens made life miserable for the B. S. Groth family here until two wren houses shifted from their original locations during spring clean up week were returned. The wrens have occupied the houses three years.

### RESEMBLE HOLSTEINS

MILWAUKEE, June 28 — Two black and white fawns resembling Holstein calves were born to a reindeer doe at the Washington park zoo here. The mother deer with several others are used by a large department store at Christmas-time for "Santa Claus parades." The father of the fawns is in Alaska.

## LAKE CISCO DAM BIGGEST OF KIND

Lake Cisco dam, impounding one of the largest and most attractive bodies of water in west Texas, a reservoir capable of containing 21,000,000,000 gallons of water, held the distinction at the time it was completed in 1924 of being the largest hollow type concrete dam in the world.

Construction was begun upon the huge structure in 1920 after years of planning under the leadership of J. M. Williamson, mayor of Cisco from 1915 to 1930 and who was the moving spirit behind the concept and construction of the project.

Water is the most valuable resource in west Texas, and the Lake Cisco dam represents the far-seeing effort of Cisco to equip itself with a bountiful supply of this precious fluid so that it would be in a position to capitalize immediately upon the development of the west. That the dream behind the project did not materialize altogether is blamed upon conditions, and not upon the vision. The resource is still there and its great value to Cisco is becoming more and more realized as the future tends to inspire again the hopes that were here expressed in the imposing reality of steel and stone.

### Green Hills

About the dam and the beautiful lake that it cups within the green and rugged beauty of the hills three miles northwest of Cisco, cluster beautiful parks, a magnificent swimming pool, playgrounds and a great variety of recreational facilities.

The water supply for Cisco is practically inexhaustible, while the purity of the water is such that expert chemical analysis reveals it ideal for textile and dyeing industrial purposes. Some day these may be attracted to the city because of this supply. Fortunately the watershed is free of any mineral deposits that threaten to impregnate the lake with matter injurious to industrial processes.

Lack of a treatment plant at the lake is the only objection to the supply, and this lack is sought to be filled by the city, and probably will be in the near future. However, so large is the lake, and so pure its supply that constant analysis has found no need for treatment of any character, the water being as pure as it is possible to render it.

The following excerpts from a letter written from the office of the engineer who designed the dam, gives some interesting statistics on the big structure:

"The dam is what is known as the Amburson type, generally known as a reinforced, hollow concrete construction. It was begun in September, 1920, and completed February, 1924. Excavation reached a depth of 56 feet and the foundation rests on a limestone formation which has an upstream dip. 125,000 cubic yards of excavation was necessary for the foundation.

"The dam, itself, is 1190 feet in length, 125 feet at the spillway, contains fifty thousand cubic yards of concrete and two million pounds of reinforcing steel. The steel reinforcing is designed for a maximum stress of fifteen thousand pounds per square inch and a maximum stress in concrete of 550 pounds. The buttresses are plain concrete, reinforced against temperature cracks only.

"The slab which retains the water is 8½ feet at the base, graduating to a thickness of 18 inches at the top. It has expansion joints every 72 feet. In each joint is a copperflashing strip, 32 inches wide, reaching from top to bottom of the dam. Each side of this strip is folded and cast separately into the concrete. As a result the dam is waterproof.

"The lake has a watershed of forty square miles. This consists almost altogether of sodded pasture land. As a result, the lake has very little sedimentation. There are very few people living on it and with the sanitary precautions being taken by the city, we have practically no contamination.

"The engineer's estimation, based on the V form, by the line in the bed of the lake and the lines on either side of the high water mark, is approximately 45,000 acre-foot. The actual capacity is nearer 65,000 acre-feet.

"When filled, the lake will have a surface area in excess of a thousand acres, a shore-line of thirty-five miles and the surface will be 1428.5 feet above sea level. The average annual rainfall in Cisco and vicinity is approximately 26 inches and has varied over the last ten years from a high of 54.37 in 1922 to a low of 17.45 in 1921."

### FIRST WEDDING IN TEN YEARS

BEATTY, Nev.—What was said to be the first wedding here in more than 10 years united E. N. Shirley of Yerington, Nev., and Miss Georgia Carpenter.



# PAPER BEGAN ITS HISTORY IN 1920

(CONTINUED FROM PAGE THREE)

Huey's liberality played in the success of the paper are reflected in the following article which appeared in the News on January 31, 1926, shortly after a controlling interest was acquired by Mr. O'Flaherty:

"Through purchase from B. S. Huey, A. B. O'Flaherty has acquired the controlling interest of the Cisco Printing and Publishing company, publishers of the Cisco Daily News and the Cisco American and Roundup. The Daily News was established in 1920 by Mr. Huey and associates, following their purchase of the Cisco Roundup, which had been published continuously since 1882 as a weekly newspaper. The weekly American was established in 1921 by R. W. H. Kennon, and the American and the Roundup were consolidated in June 1924, as a result of the merging of the Daily News and American.

"It is not generally known, because Mr. Huey has always remained in the background as far as the Daily News was concerned, but the fact of the matter is he deserves full credit for the establishment of Cisco's first daily paper and also for its continuance through the lethargic days following the oil boom, when many local business men thought 'a good weekly paper will suffice now.'

"But Mr. Huey's city-building vision included a daily newspaper, and so, when faint-hearted advertisers sat back on their haunches, Huey frequently went into his own pocket to complete the weekly payroll of some fifteen well-paid employees—and without a whimper.

"The goal of the Cisco Printing and Publishing company during 1926 is to further develop the Daily News for Cisco and to constantly extend the Cisco American into the city's rapidly winding trade territory.

"Each paper are also pledged and consider it their main mission to work with the progressives and builders of Cisco and Eastland county at all times—irrespective of political, religious, social or other affiliations.

"If it's good for Cisco, let's get together and secure it."

The same purposes actuate the present

## Highest Value of Randolph College Lies in The Influence That It Has Upon Character



By W. F. BRUCE

Beautiful for situation, seen afar off, sitting unhidden upon a hill, Randolph college ought to have as aims whatever grows out of all that her situation gives her as favors. Too often a college is

presented as an asset that brings or saves money to the community. Such a return may be proved to be not inconsiderable. But the business judgment that is looking for an enterprise that means money on the investment would select one with a quicker and bigger turnover.

The primary value of a college is of an intangible sort and may not appear at once. The immediate community receives a more direct effect in the stimulus to its social, and intellectual, and religious life through the group of men and women that constitute the faculty and through the group of boys and girls that make up its student body. But the permanent product will be discovered through the years as a silent influence that in part fulfills the purpose of the institution and becomes manifest in the atmosphere peculiar to its daily life and in the type of men and women that go out from its halls.

The path of knowledge for students that have come to Randolph college once paralleled a dusty thoroughfare, turned off into a winding and ascending road, and ended in a strenuous climb over the jutting rocks of a raw hillside which landed them at last on the level summit before unpretentious buildings that stood for the getting of an education. The years have brought changes that mean convenience if not advantage. The dusty thoroughfare is now a paved and numbered highway; the winding road is subject to regular maintenance; the hillside climb has been laid off in rustic setting; and the summit of the hill has been landscaped with bordering hedges, symmetrical grass plats, and rock gardens and flower beds. In the midst stands the modest

direction of the two papers. The Daily News has always been associated in efforts and in spirit with progressive movements. It has lent its influence and encouragement to everything that tended to build a better community or inspire a happier and better community spirit. It will continue to follow that policy.

The Daily News is issued each afternoon except Saturday and Sunday. On Sunday a morning edition is issued. The American and Roundup appears each Thursday. This weekly edition has a circulation that penetrates to every nook and corner of the Cisco trade territory, and into much territory that may not properly be called Cisco's. It is the principal and surest medium of printed communication between Cisco and the rural sections about Cisco. This weekly edition is a matter of pride to the publishing company and consistent efforts are made not only to maintain its status, but to increase its influence.

Personnel of the Daily News and the American and Roundup consists of Mr. LaRoque, Mr. Butler, Miss Curtis, Miss Sue Clark, society and assistant in the business office; Terry A. Leeman, mechanical foreman; Mr. Brecheen, machinist operator; Hilmer Swenson, operator; Mayes Griffin, stero typer and pressman; Marion Bruce, helper, and ten news carriers.

unfinished building in which many boys and girls from a variety of environments have learned the art of getting along together.

Here has many an awkward country lad with meager educational equipment found a chance to satisfy a half-conscious longing to come in contact with a world of greater things. Many a self-conscious girl has gained the confidence to speak and act on an equality with her school-mates. Many an unsettled restless youth has seen a dim path of action take distinct outline against a background of world needs and his own discovered talents for usefulness. Others have been filled with an indescribable discontent, as their own intellectual relish was whetted, that spurred them on to graduate pursuits. Some have gone out with artistic tastes or social attitudes that they had never known before. Some have risen—others alas! have fallen—in self-mastery as they felt for the first time a personal responsibility for answering questions about expenditure of money or disposal of time, about social participation, or about moral conduct.

It is evident that the place of the junior college is to facilitate transitions in young lives. Its faculty has the challenging opportunity, the inestimable privilege, of helping inexperienced boys and girls away from home guidance to self-direction, out of vague purposes toward definite goals, out of indecision into life-decisions, away from narrow experiences into broadening fields of knowledge, and many times out of preparation and planning into active domestic or industrial life. Questions that have to do with domestic happiness in the future, or with business success, or with social usefulness and helped toward the answer, and often settled, here.

This community may appreciate Randolph college for its direct stimulus and actual contribution to business; or as a convenient and economical educational opportunity for young people; or for its cultural influence upon the community as a place for a home. But it misses the highest value of the institution if it does not see in all these services rendered so many by-products of a more enduring work of building characters who are possessed of faith in God and love for man, who have learned the truth that makes them free, who have become interested in making a success of their lives—the kind of success that not only reacts to their own satisfaction but to the enjoyment and welfare of the whole race.



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STARTERS  
GENERATORS  
IGNITION

Our Guarantee Is Backed  
By Years of Experience

Also Dealers in

**CROSLY RADIOS!**  
**CROSLY SHELVA DOR**  
**ELECTRIC REFRIGERATORS**  
(The Refrigerator with Shelves in the Door)  
**FEDERAL TIRES and TUBES**

# Exide Battery Co.

Cisco, Texas



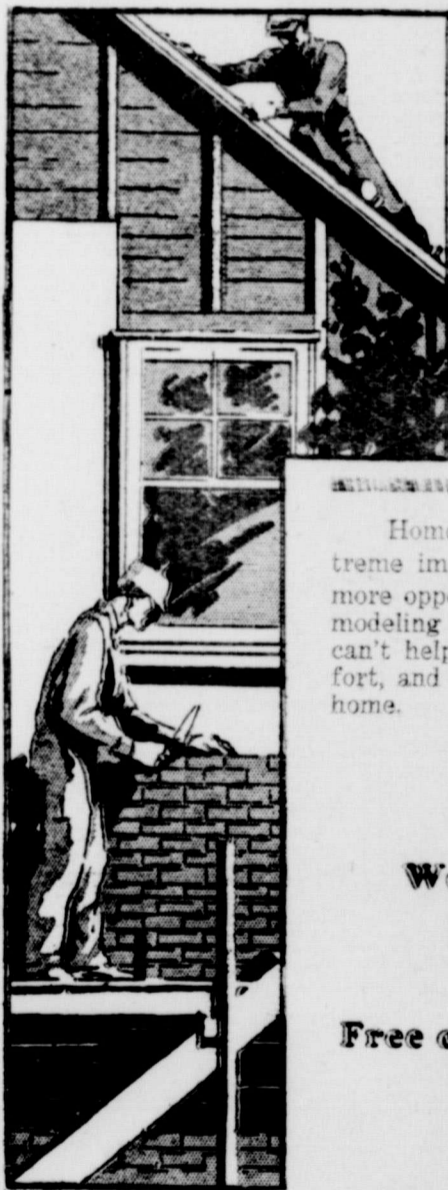


# BUILD *and* REMODEL

The  
Need  
of  
Today  
Everywhere



It Was the Cry  
in 1919  
It's Still  
True  
Today



## REPAIR REMODEL MODERNIZE YOUR HOME

Home owners, here is a message of extreme importance to you! Times were never more opportune for an investment in home remodeling or repairing—an investment that can't help but pay you big dividends in comfort, and increased value and salability of your home.

We Are Always Glad to  
Furnish Estimates  
and Suggestions  
Free of Charge or Obligations

CONGRATULATIONS TO CISCO AND ALL ITS ALLIED INTERESTS—AND BEST WISHES TO THIS ENTIRE COMMUNITY

We've Always sold  
these Better Quality  
Products

O. K. Cement

Steves Sash and  
Doors

Texaco Roofing

New Method  
Red-D-Mix  
PAINTS

Full Line Wallpaper

Builder's  
Hardware

New and Used  
Plumbing Supplies

New and Used  
Pipe Fittings

New and Used  
LUMBER

Everything to Build  
Anything, or  
Will Buy What You  
Have to Sell

# Cisco Lumber & Supply Co.

"We're Home Folks"



# Crossing of Railroads Inspired Cisco in 1881

## GIVEN NAME OF R. R. EXECUTIVE

The city of Cisco, founded in 1881, when W. A. Rhodes, an official of the Texas Central railroad, sold the first lots of the townsite on May 17, today has a population of approximately 6,000 people. The government census of 1930 gives it 6,027. The city took its name in honor of John Cisco, a director of the same railroad. It was incorporated late in 1881 and today has a commission form of government, operating under a "home rule" charter.

From the first Cisco was a transportation center of great importance because of the crossing of the Texas and Pacific and the Texas Central (now an M. K. and T. division). Its importance in this respect has been enhanced by the construction of the Cisco and Northeastern railroad to Throckmorton and the building of numerous paved highway outlets, particularly two federal highways which cross here. The latter are the Bankhead highway (U. S. No. 80—State No. 1), and the Canada to Gulf highway (U. S. No. 283—State No. 23). Its value as a shipping point was demonstrated before the oil boom in the amount of cotton handled through local facilities, and subsequently in the oil development of this section.

### City of Homes

Its chief asset, disregarding the vast oil, agricultural and cattle industries which occupy its trade territory, as well as its transportation facilities, is in its residential opportunities. No city in the state, it is said, is more admirably suited for a city of homes. The climate, at its altitude of 1,614 feet, is virtually ideal for health; its seasons have rare extremes and its environs are remarkably free of disease carrying insects. In a country ignorantly believed to be arid, Cisco boasts five lakes of water, one of them magnificent Lake Cisco, impounded by the largest hollow type concrete dam in the world and containing an estimated 20 billions of gallons of water, about which more will be said presently. The purity of this supply is attested by chemical analysis and maintained under the watchful scrutiny of water treatment laboratories. The water is remarkably soft. Other features that help to make it desirable for a residence city are its 155 blocks of paved streets, its miles of gravelled thoroughfares; its convenience with respect to large centers of state population, train and bus services; utilities; its schools; churches, and its adjacency to so many recreational advantages, including hunting, fishing boating, swimming, golfing, etc.

### Church and Schools

Most of the leading denominations are represented with adequate and attractive church edifices. The school system, ranking among the best in the state and thoroughly accredited, include a high school, a grammar school and three wards. Randolph Junior college is located here, a denominational school, also of high rank, affording the benefits of secondary education to local students and those of adjacent territory. All of these have buildings of modern construction, attractively located.

For recreation, Cisco possessed another distinction in the form of the largest outdoor concrete swimming pool in the United States, a great basin 267 feet by 700 feet located just beneath the tall spillway of the Lake Cisco dam, which was completed in 1923, at a cost of \$1,500,000, to impound Lake Cisco. Spacious parks, a municipal zoo housed in native stone, and a pavilion complete this recreational layout. Boating and game fishing are available at Lake Cisco, and on the shores of the lake is situated the Cisco Country club, with its nine-hole golf course. The entire lake area is within a state game preserve, teeming with game bird life. Duck shooting is a favorite sport on the city waters.

### Fish Hatchery, Also

Located in the same area with the swimming pool, parks and zoo is a large state fish hatchery from which annually hundreds of thousands of young fish are distributed over this section.

There are three modern hotels, one of them the eight-story Laguna one of the best small city hotels in the state. Recently a \$75,000 federal building was completed and occupied. Likewise a public library, established by women's clubs of the city as a civic enterprise, has been housed in a new home, especially built.

Electric light and power service is furnished Cisco by the West Texas Utilities company which maintains district headquarters and a plant here. Domestic and commercial gas service is distributed

by the Community Natural Gas company. Another company, the Cisco Gas Corp., is being formed. Two large ice plants supply the city. The Southwestern Bell Telephone company serves this city and section. The western terminus of the company's transcontinental underground cable is here, in a recently constructed repeater plant which is devoted exclusively to long distance telephony. Its local exchange is maintained in another building. Water and sewage services are maintained by the city with excellent equipment. The city water rates are extremely cheap.

### Humble Pipe Line

The city is the headquarters for the west Texas and the northwest Texas divisions of the Humble Pipe Line company which maintains a large suburban residential area known as Humbletown. From its offices there division officials direct the movement of all Humble petroleum between west Texas and the coast. During the height of the boom, Humbletown had more than 2,000 inhabitants.

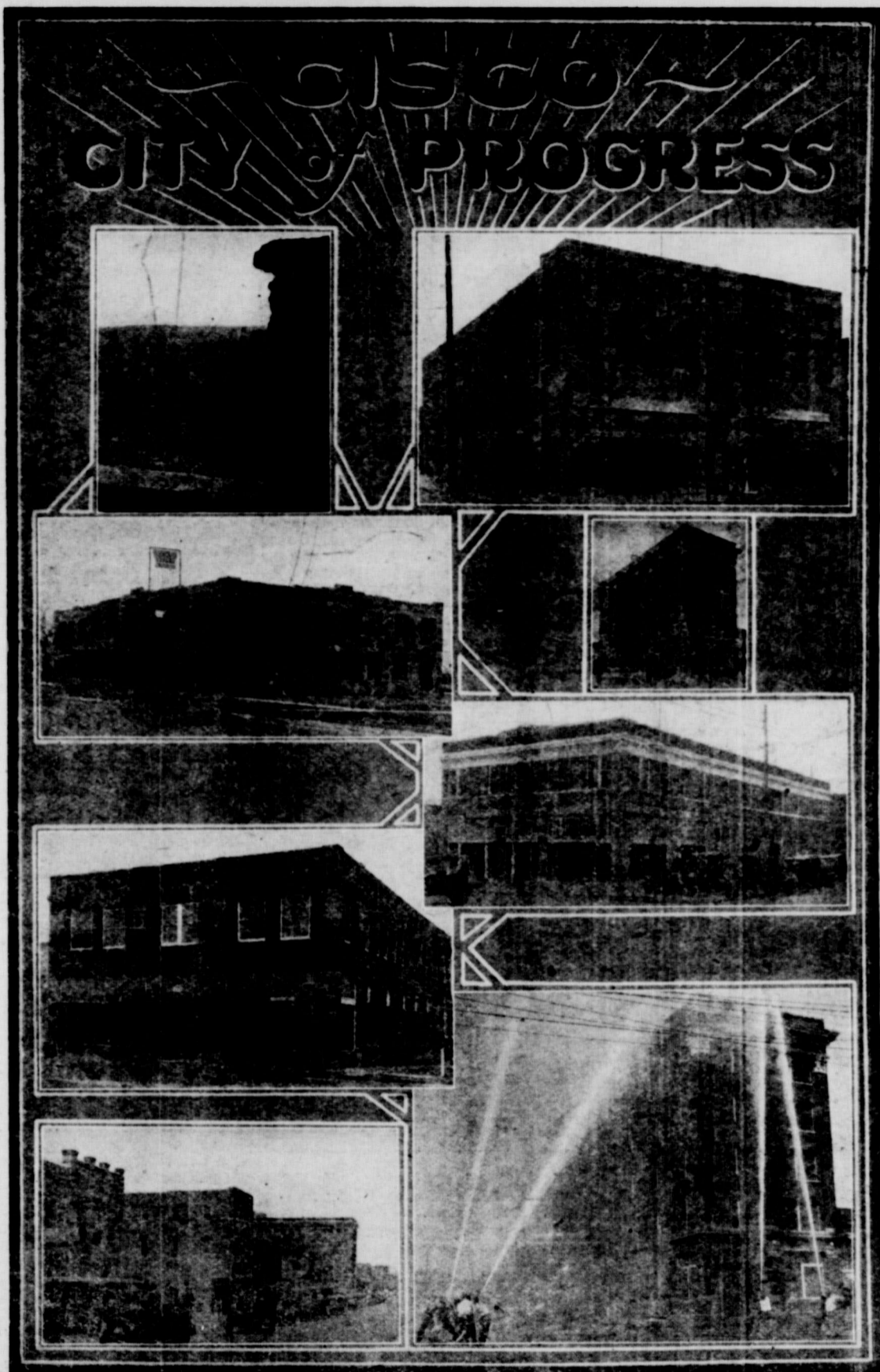
The First National bank, with deposits approaching three-quarters of a million dollars, serves Cisco. The Cisco Banking company, which closed two years ago under pressure of loans on declining agricultural and oil collateral values during the depression, will be open for business again within a few days, if not already actually open by the time this reaches the reader. The Reconstruction Finance Corp. has granted the bank a liberal loan,

under terms of which 60 per cent of deposits will be paid in cash immediately and the other 40 per cent repaid as rapidly as business conditions and the bank's resources permit.

### Cisco Water Pure

The Cisco water, chemists declare, is admirably suited for textile manufacturing and dyeing, being free of minerals injurious to the processes involved. The Cisco watershed has no deposits which would adversely affect the supply. The water contains only a small amount of lime which can be readily and cheaply removed for industrial purposes and is of no consequence in domestic consumption.

The advantage possessed by Cisco as a residence town in which to reside and carry on business at remote points is demonstrated in its popularity as a home for oil men who, benefited by paved roads in every direction, are able to conduct their business over a radius of several hundred miles without difficulty. Improvements in highways and in other directions that tend toward enhancing the excellence of the city are continually being carried out, indicating the energy and resourcefulness of its chamber of commerce, which is maintained as a municipally supported organization and governed by a revolving board of 15 business men. Its success as a civic factor has become a tradition.



The above panel shows some of the business structures in Cisco.

## CISCO GREW UP WITH WEST TEXAS

(Editor's Note: The following interestingly written article on Cisco appeared some time ago in an issue of the Humble Oil company's "Lubricator", company monthly periodical.)

In the 70's of the past century, the last great herd of buffalo fled from Kansas before the Sharp's rifles of the hunters. They traveled south to Texas, and because there was a busy demand for buffalo robes with which to equip the mid-Victorian buggy, the hunters followed—just as the demand for beaver skins to fashion into bell-shaped hats for our great-grandfathers had induced other white men to penetrate the fastnesses of the Rocky mountains in the second decade of the century.

Texas was Comanche country. That spelled danger. And the Battle of Adobe Walls, in the Panhandle, proved that the western frontier of Texas was not to be won without a fight. But fighting was the breath of life to a buffalo hunter, and not even the savage Comanche war

(CONTINUED ON PAGE TEN)



# CISCO GREW UP WITH WEST TEXAS

(CONTINUED FROM PAGE NINE)

whoop could scare him from his tenacious hold on the flanks of the big herd. He stayed in Texas, and because he was trained in the ways of the frontier and the finest rifle shot in the world, he survived.

### More Difficulty

Pioneer settlers had more difficulty. One group of buffalo hunters coming southeastward from Fort Dodge to get at the big herd from the south, reported passing many bare chimneys of stone, mud and twigs, gaunt skeletons upon which the smoke of burned cabins had written a tale as gruesome as it was heroic.

Nevertheless, behind a skirmish line of buffalo hunters, supported by hard riding units of U. S. Cavalry and intrepid Texas rangers, pioneer families continued to push westward from the settlements of east Texas and the states beyond the Sabine and Red rivers. Not many in those early years of the 70's; but as the decade ended the magic of modern railway transportation had accelerated the slow march to a quickstep, and a veritable flood of colonists poured into the new lands west of Fort Worth.

All this leads up to Cisco. The little city has participated in every stage of Texas' western development. As Red Gap—a few miles west of its present location—the town was known to the buffalo hunters, the first cattlemen, and the rough and ready builders of the railroad. Then, in 1881, Red Gap moved east to where the new Texas Central (now M.K.&T.) crossed the already constructed Texas and Pacific.

The new town boomed; it became the wholesale distribution point for a rapidly developing area; it could be reached from sections which no other town was so strategically situated to serve. Cisco from the big ranches passed through Cisco, and the merchants of the bustling junction reaped a rich harvest of well earned profits by catering to the rancher trade.

### Ranching One Phase

Ranching, however, was only one phase of the development of the Cisco area. During the 20 years which followed the building of the railroad, the hundreds of thousands of immigrants precipitated a farming activity which soon grew into, and has remained, a major Cisco interest. The rich sandy loam of Eastland county is ideally suited to the usual Texas crops—cotton, corn, oats, and so on; and by 1900, Cisco had become one of the principal inland cotton markets of the state, with a diversified agriculture so well developed that a few years later, Eastland county became known as the "egg basket of Texas."

In 1918, the considerable agricultural wealth of the region was enhanced by the discovery of oil. Cisco swelled into a city of 12,500 people. Remote enough from the area of development to escape the hurly-burly of a boom town, it was yet close enough to receive a full measure of the benefit. It is already well provided with civic developments—good streets, water and sewerage systems—and it offered advantages which the oil operator could not find in other towns engulfed by the new and prosperous industry.

### Seized Opportunity

Cisco seized the opportunity created by this new wealth. It used the sudden influx of money to build a city which should be prepared to serve its trade territory regardless of the extent of its development. The huge dam—which has given Cisco the name of "The Big Dam City"—was built; a new water distributing plant was laid; a sewerage system as installed and a disposal plant constructed; miles upon miles of paved streets were built and other improvements undertaken. The Humble company contributed its share by the construction of Humbletown, a city within a city, with a population at one time well above 2,000 people.

The water reservoir, the big dam, was named Lake Cisco. Around it there has developed a recreational center second to none. The largest outdoor concrete swimming pool in the world, with pavilion and beach, is located just below the dam. The lake itself is stocked with bass and crappie, dotted with boats and bordered by parks. Fishing, boating and hunting attracts sportsmen to the lake, while the Country club offers a golf course that receives the highest commendation from other sportsmen, differently inclined.

The public schools of the city reflect its progressive spirit. They stand in the front rank, scholastically and athletically. That this last is no idle boast is evidenced by the Big Dam Lobo football team of the Cisco high school, which has done as much as any other team to popularize the game in west Texas and to make that section of the state an annual threat to the championship hopes of other teams.

## Head of Nance Motor Company, Dealers In Fords, Didn't Last Long as Farmer

S. H. Nance, founder and president of the Nance Motor company, Ford dealers, Cisco, didn't last long as a farmer. He tried it for a time as a young man at DeLeon, where he grew up after his parents moved from his native state of Arkansas when he was 13 years of age. But he soon went into the produce business. His talents ran to salesmanship. Let the other fellow grow the peanuts; he would sell them.

So in 1910 he moved to Rising Star, established a produce house and there he bought and sold all manner of farm produce. His business prospered, and he broadened it to include dry goods and groceries. His brother, E. M. Nance, joined him and they ran the business together for a time until S. H. bought the brother's interest and went it alone. In one fall he bought and shipped 150 carloads of Spanish peanuts.

The dry goods and grocery business fitted rather well with the produce business. Either the farmers bought in the mercantile side with the money they obtained from the sale of produce on the produce side, or they traded produce for merchandise and the produce was then converted into cash on the other side.

### A Flyer Nance

But the oil boom, the bonanza that lured many substantial business men away from their callings for a flyer in flowing gold, beckoned Mr. Nance. So he sold his prosperous businesses and plunged eagerly into the prospect of riches. He dealt in

### Nance Co. Head



S. H. Nance founder and president of the Nance Motor company, Ford dealers.

### Nance Lieutenant



Garland (Pete) Nance, who is vice president of the Nance Motor company, Ford dealers.

leases and in royalties, and he joined forces with others and operated. Two years was enough. At the end of the period he was back at the business of salesmanship, the business he grew up with and loves. But during his short venture in oil he drilled what was known as the "Terry-Jacobs" well, which flowed in the settled stage at the rate of 750 barrels per day and was a producer for long time.

Back at his regular business of merchandising, Mr. Nance entered a new field. He joined forces with the Dodge agency at Rising Star and worked with it for several months. Then the Montgomery Motor company, Ford dealers, employed him as salesman and assistant manager. He later became manager of this agency and served as such until 1925 when he and Lanham Brown organized the Nance-Brown Motor company, Ford dealers, at Winters. That continues to be the title of the company although Mr. Nance, since coming to Cisco in 1931, has had no interest in it.

### Came to Cisco In 1931

The Winters business met with a fair share of success. But in 1931 Mr. Nance disposed of his interest and accepted an invitation to manage the Blease Motor company, Cisco Ford dealers. He took up his duties in the spring of 1931.

Not quite a year later, on January 1, 1932, to be exact, the newly organized Nance Motor company took over the assets

Randolph college, a denominational institution, rounds out Cisco's educational facilities.

Cisco straddles the main avenue of East and West transcontinental traffic. If you travel this route, you must perforce pass through the city. But don't do that; arrange to stop a day or two in Cisco. In the town itself and on Lake Cisco you will find yourself so well repaid for your time that you'll hate to leave.

of the Blease Motor company together with its Ford franchise, and the Blease company ceased to exist. Mr. Nance organized the Nance Motor company with the members of his family.

He is president and general manager; Garland, his son, is vice president, and Mrs. John W. Spier, his daughter, is secretary-treasurer. Mrs. Spier lives in Louisiana.

Personnel of the company, which has headquarters at Tenth street and D avenue, is:

Parts department—Rex Page; Salesmen—W. B. Statham, J. O. Barnhill, W. H. Hayes, and C. W. Holland; Service department—B. H. Stephens, foreman; Wylie Morgan, V. L. (Bob) McCleskey, Marion Cawley and E. W. Nichols, in charge of paint and body shop; Service station—Roy Huffmyer, manager; James Huddleston and Fay Dawson. Garland Nance has charge of the office and of the accounting.

Porter for the plant is John Henry Collins.

### Sales of Cars

During the first 15 days of June the company delivered 12 new Fords and 16 used cars. It pursues an aggressive sales campaign based upon Ford merit and Ford service of the first rank. The shop is equipped with the most modern tools and machinery, and only recently added \$150 in new equipment. The men are all factory trained mechanics, and each three months they attend a service clinic at which the most advanced methods are taught and instruction given in latest Ford mechanical improvements.

Nor is the shop exclusively a Ford shop, in the sense that only Ford cars are repaired. The training and equipment of the department is adequate for cars of all standard makes.

At its service station, the company handles Humble gasolines and oils and Goodyear tires and tubes.

## Texas Liquor Still Is Explosive Stuff

DALLAS, June 28—Texas liquor retains the explosive qualities of pre-repeal days. A home-made still blew up here and killed the owner.

At Amarillo a gallon jug of "moon" exploded with such noise that both fire and police departments turned out. No fire resulted, but police seized 60 gallons of liquor. The owner got away.

## Banana War Reopened With Suit in Court

EL PASO, June 28—The Standard Fruit & Steamship company of Mexico, Inc., filed suit in district court here against Juan C. Pena, Inc., to attach five cars of bananas shipped from La Candelaria plantation in Vera Cruz, Mexico.

The suit marked the reopening of a banana war which apparently had been closed by a truce after several shipments of bananas were recently tied up in El Paso railroad yards by court orders.

The Cisco state fish hatchery annually distributes about half a million bass, crappie and bream fingerlings to stock fishing waters in this section.

## NORVELL & MILLER IS AMONG OLDEST

Norvell and Miller Grocery is one of the oldest groceries of Cisco. The store was first owned individually by L. B. Norvell. When asked how long Mr. Norvell had been here, W. R. Miller replied, "always."

When Mr. Norvell first opened his store, it was just another grocery. Norvell and Miller are now wholesale grocers. They handle a large livestock exchange. They are buyers of cotton, grain, peanuts, and all other products that farmers in this section raise.

Mr. Norvell likes outdoor life. Therefore, he attends to all the outside work. He looks after the livestock, chats with the farmer, and is quite a trader. He is evidently good at driving a bargain, for his business has survived all these years, through good times and bad.

Mr. Miller is not a native of Cisco. He work. He does the buying, waits on trade, and looks after accounting.

Until January last year, Norvell and Miller operated a credit system. At that time they changed to a strictly cash basis.

Mr. Miller is no ta native of Cisco. He was reared in Denton and was in the meat business before coming here. In 1927 he became affiliated with Mr. Norvell, and later married the daughter of Mr. Norvell.

Both Mr. Miller and Mr. Norvell are interested in the civic enterprises of Cisco. They are real Cisco boosters and believe in its future.

The prices at Norvell and Miller are right; and you are sure to get quality merchandise.

## 20TH CENTURY CLUB 34 YEARS OF AGE

By MRS. W. M. REAGAN

In the little city of Cisco, thirty-four years ago, a small group of women, finding it good to meet together with neighbors and friends to expand and broaden the minds, the hearts and lives and become better wives and mothers, realized that those capable of doing lasting good were not the women who remained entirely within the sacred domains of the home, but women with a vision, who were willing to lend a helping hand to others because they owed them something as well as their own family circle. Amid much criticism this forward movement was taken and throughout the years the Twentieth Century has stood for all that is pure, noble, true, for Christianity, for charity, for altruism and the betterment of the home.

Only a few years previous to the organization of the Twentieth Century club, the State Federation of Women's Clubs was organized by a noble and far seeing woman, Mrs. Edward Rotan, Waco. This club became affiliated with this organization in 1899 and has kept in close touch with the work ever since and is glad to be a member of the largest organization of women in the world. The Twentieth Century club today is recognized as one of the leading clubs of the state, has furnished members throughout the years for different offices, etc., and has contributed its bit and has grown larger by affiliation with the state and general federation.

This club has always been interested in all local affairs for the improvement of the town and its members have always helped in all worthy enterprises. However, the real outside work has been the maintenance of the Cisco Public library. The present membership consists of Mesdames J. T. Anderson, Chas. Brown, J. R. Burnett, J. J. Butts, J. B. Cate, J. E. Chesley, E. P. Crawford, T. J. Dean, C. H. Fee, Geo. P. Fee, S. E. Hittson, C. C. Jones, G. B. Kelly, J. C. McAfee, Phillip Pettit, Wm. Reagan, Hubert Seale, P. P. Shepard, J. L. Shepherd, Homer Slicker, C. Q. Smith, Alex. Spears, J. E. Spencer, C. R. West, Mrs. John Shertzer. Honorary members: Mrs. Alfred Irby, Mrs. F. C. LeVeaux and Mrs. Geo. Langston.

### TIED 12-YEAR RECORD

AUSTIN, June 28—Eugene Ennis, Mexia, tied a 12-year record at the University of Texas when he was graduated from the engineering department this year with a straight "A" in each of seven courses. Frank Kurz set the record.

Lake Cisco, largest of Cisco's five lakes, which is impounded by a \$1,500,000 concrete dam, has a shoreline of 35 miles and an estimated capacity of 21,000,000 gallons of water.



# Brown's Drugless Sanatorium

## MAGNETIC MASSEUR TREATMENT

*"More than 20 Years Experience in Drugless Healing"*

### WHAT MAGNETIC MASSEUR TREATMENT IS, AND HOW IT CURES

The Magnetic Masseur Treatment restores order in the deranged tissues of the body of the patient and assists nature in restoring health.

It is not limited, but in its technique employs any means mental, mechanical or nutritive which may be required to remove a congestion which obstructs the restoration of health.

The various parts of the practice, both new and old, are the organized system we consider to be the natural results of the evolution of the arts of healing, which has grown up to supply the demand for treatment of cases that have failed to respond to other methods.

Man's powers may safely be called magical and measureless. Never until this present 20th century have men understood the meaning of this statement. It is through advancement in the study of relationship between physical and mental forces of man that the great truth is dawning upon the minds of men and women.

PERSONAL MAGNETISM is a scientific method of healing that has been practiced as far back as history dates. It is not an experiment but a natural law of healing. So we must turn the hands back on the dial of time and let nature prevail in her liberating of suffering humanity. Men have recognized the existence of this power of force and give it various names. History says this force is "Life." Physicians say it is "Thought" or "Ethereic Energy," and Philosophy, as represented by Herbert Spencer, says it is "An infinite energy from which all things proceed."

This treatment has been successfully applied for years in this locality. Practice has grown through our wonderful results until this institution is known over Texas and other states. We invite your investigation. Rates are reasonable.

#### A PARTIAL LIST OF AILMENTS WE TREAT SUCCESSFULLY

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Female Troubles	Sinus diseases
Infantyle paralysis	Mastoid
Nervousness	Tonsillitis
St. Vitus dance	Catarrh
Nettle rash	Prostrate gland
Eczema	Deafness
Vertigo, etc.	Headache
Skin cancer	Hay fever
	Tumors
	Goitre



#### BESIDES HUNDREDS OF TESTIMONIALS WE REFER YOU TO

The Chamber of Commerce or any business firm of Cisco, Texas.

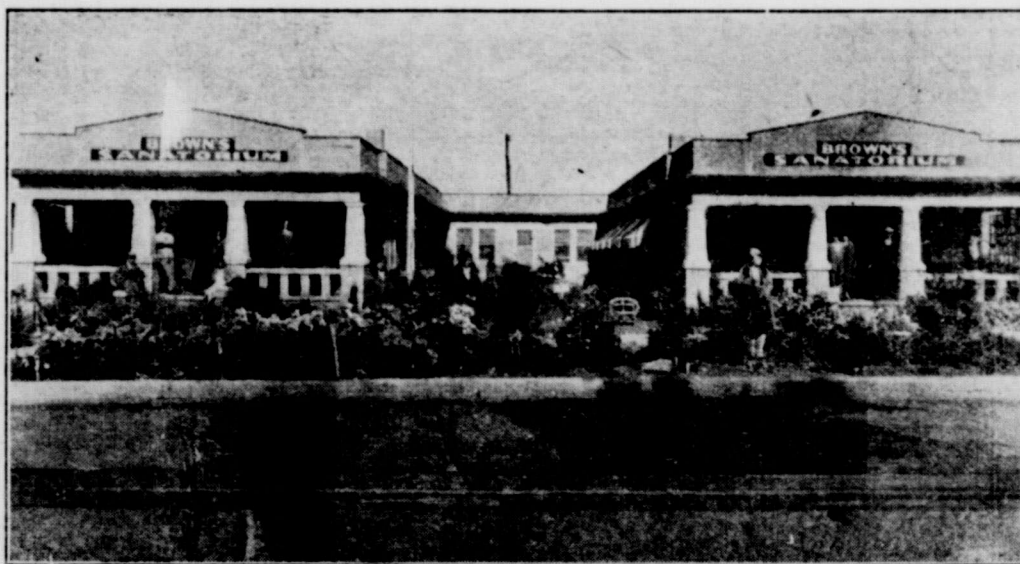
M. E. Pittman, McCamey, Tex.; Mrs. Nannie Wassom, Breckenridge, Tex.; Pen Grant, Breckenridge, Tex.; Ed Hayden, Moran, Tex.; W. R. Biggs, Albany, Tex.; Geo. T. Wilson, attorney, San Angelo, Tex.; Walter Hale, Abilene, Tex.; Scott Noble, Carbon, Tex.; H. J. Haderton, Roby, Tex.; Mrs. W. M. Mercer, Anson, Tex.; Mr. I. W. Lister, Lovington, N. M.; Mr. Tom Heiner, Rotan, Tex.; Mr. Sam Iverson, DeLeon, Tex.; Mr. W. R. Adams, Blytheville, Ark.; Mrs. A. F. Huddleston, 927 Dalzell St., Shreveport, La.; Mr. L. H. Thomason, Jonesboro, Tex.; Mr. L. H. Williamson, Stanton, Tex.; J. T. Cockrell, Albany, Tex.; Darrell Webb, Big Spring, Tex.; Mary Johnson, Rule, Tex.; Mr. Clark Church, Merkel, Tex.; Rt. 1; Mr. S. J. White, Rising Star, Tex.; Mr. Martin Ryan, Eliasville, Tex.; Mr. W. B. January Electra, Tex.; Mr. E. M. McMillen, Ranger, Tex.; Mr. Carl Angstadt, Eastland, Tex.

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# Fumble in 1924 Broke Long Abilene Reign

## CISCO LOBO TEAM BEGAN SOMETHING

By DICK WEST

A fumble, a recovery, and a dash for a touchdown broke the long reign of the Abilene Eagles over West Texas' football on that memorable afternoon in 1924. Ten years ago this season Cisco's small but fighting band of Loboes invaded the lair of the Eagles, taking with them but a fighting chance to win. For three quarters the mighty Birds led the representatives from the Big Dam City as a result of a beautiful field goal.

But their supremacy was doomed. In the huddle Dick Bryant, who was calling signals that day for the Eagles, elected to try an end around play instead of playing cautiously. It was a risky and costly decision, for no sooner than the ball carried reached the line of scrimmage when Runt McCrea and Honk Irwin hit him with a bouncing blow that fans still talk about. The Eagle went one way and the ball went the other, and the direction of that ball was "pay dirt" for the Ciscoans; it sailed perfectly into the

hands of Chigger Browne who raced for a touchdown.

### Virtual Champions

Chapman's lads returned home that Thanksgiving night virtually the champions of west Texas. The names of Browne, Ernie Wilson, Pinky Alsbrook, Irwin, Morse, Jimmy Fields, Ceedy Grist, Jeffreys, and McCrea were lauded by papers in the state. They had done the seemingly impossible. They had made football in West Texas paramount, and they made West Texas' football paramount in this state. They were responsible for the the Oil Belt's being called "football's hot bed" of Texas.

The next season saw Chapman with one of his greatest teams. He literally slaughtered everything in West Texas. Alsbrook, Murray, Teddy Huestis, and Petty ran roughshod behind one of the most powerful lines any high school team in this state ever saw; Reynolds and Andrus, ends; Irwin and Coats, tackles; Purvis and Fielder, guards; and Captain Ceedy Grist, center. The Loboes ran up a total of 404 points to 30 for their opponents for the season's record. In the semi-finals played against Forest of Dallas in that city, a 13-13 tie was played. The state rule, which provided that the team making the most first downs should be given the game, would have allowed the Loboes to advance to the finals

against Waco the following week, for the Black and Gold made eight first downs to Forest's six. But Chapman did not want to take the game that way; the following week the big city boys defeated the Loboes on Chesley field, 7-0. It was the second straight season that a Dallas team had downed Cisco, for in 1924 Oak Cliff slaughtered Chapman's lads, 52-7.

### Ranger in 1926

In 1926 Blair Cherry at Ranger had an excellent team built around one man—Buster Mills, now playing professional baseball with the St. Louis Cardinals of the National league. He waded through all district competition until he hit Cisco. The Loboes, taking the offensive, threw two too many passes, for Mills intercepted them and ran for touchdowns in the first half. The last half saw a substitute Cisco back, Cliff Yeager, come into the fray and all but rip the Bulldog line to shreds. The Loboes scored two touchdowns to knot the score. Late in the game Andrus end, blocked a kick and ran to the three yard line before being downed by Mills. Those three more yards would have meant the third district championship in a row for the Cisco hopefuls, but they could not put it over. In the playoff in a terrible West Texas sandstorm, Buster Mills kicked a field

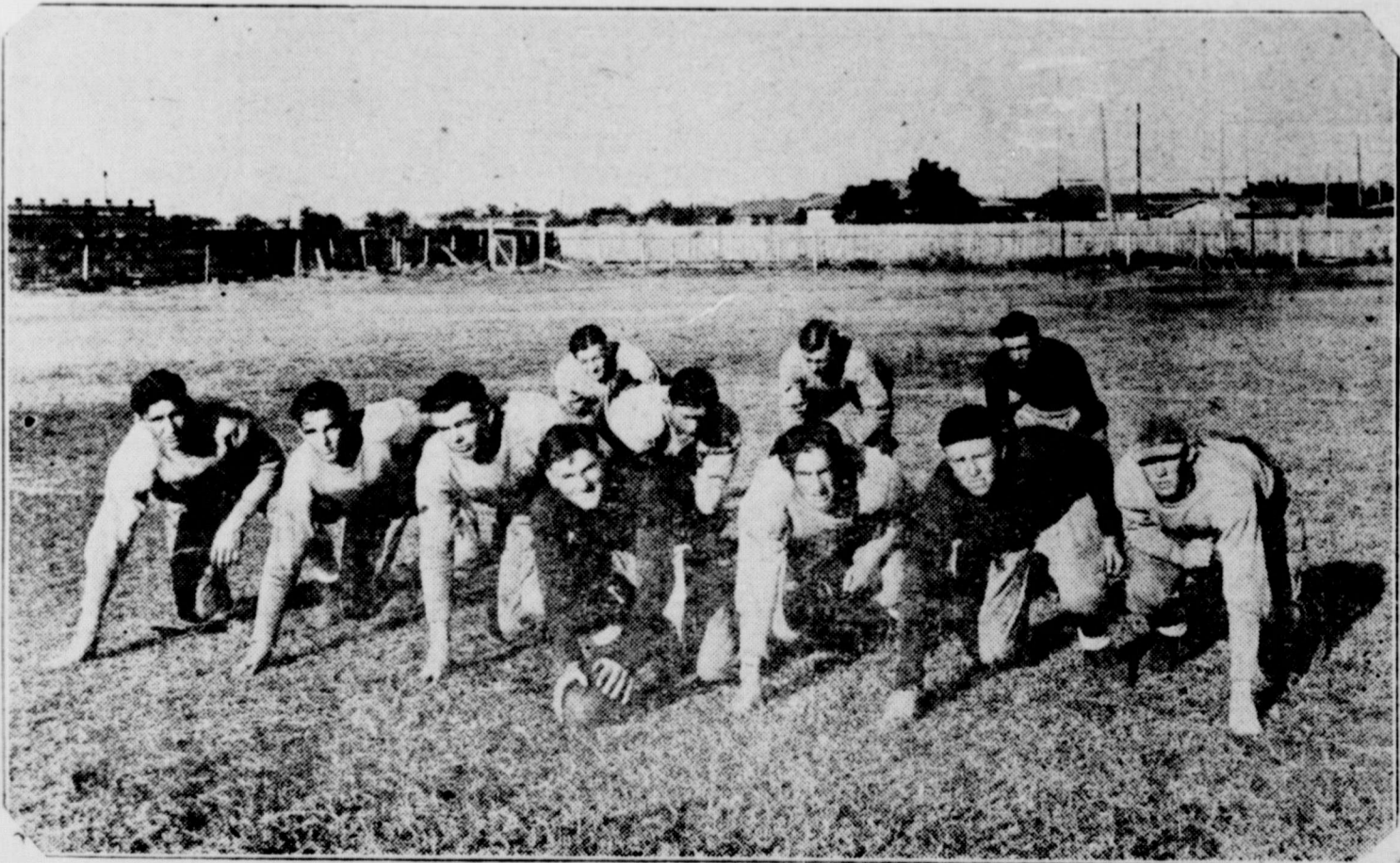
again ascended to power. Their 1927 club ranks second only to the Oak Cliff 1924 team with Lynch, Hopper, as being the most powerful high school team ever to appear in this state. Don Burger, former manager of the Laguna hotel, was captain. He had with him Salkeld, Smith the Sellers brothers, Christian, and little Esco Walters. Cisco that year was captained by Bill Smith, 1933 captain of the Texas Longhorns, who was an excellent center. But Abilene was too powerful. Their screen passes, delayed bucks end around plays, and long forward passes smothered Cisco in a 27-0 victory. Fans all over the state still talk of little Goober Keyes, now assistant to his old master, Chapman, at Lubbock who fought his heart out in that game. Bruised, bleeding, and broken, he never quit throwing passes and running into the devastating tonnage of that Abilene forward wall. Coaches still marvel at his endurance—how he would run back, open his closed eye with one hand, and throw a pass with the other.

### To Much Abilene

Chapman's 1928 squad as crippled by the loss of Cotton Phippen until the last game of the season with Abilene. However, the Loboes of that year were an excellent club. In Eddleman, Little, Kel-

(CONTINUED ON PAGE FOURTEEN)

## WHEN THE LOBOES WERE IN FLOWER



Above: The 1925 team which won the district title for the second successive year. Below: The 1924 Lobo eleven which broke Abilene's long reign in west Texas when Chigger Browne scooped up a fumble and raced for a touchdown.



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## CISCO LOBO TEAM BEGAN SOMETHING

(CONTINUED FROM PAGE TWELVE)

leggs, and Van Horn they had an excellent goal with the wind to give the Cherry-men their first district title.

The cycle turned around and the Eagles backfield. Their line of Anthony at center, Miller and Swink at guards, Coldwell and Slaton at tackles, and Smith and Van Horn on ends was as good as anything in the district. But Dewey Mayhew at Abilene had too much Smith, Salkeld, Schakelford, and Lucy Phelps. They scored 19 points the first half. The Lobos came back, and under Pippen's direction, scored two touchdowns and nearly a third, but the damage was already done. The Eagles then defeated Cleburne and Fort Arthur to win the state crown.

### Mr. Magness et al.

A new menace arose in 1929, for the cycle had turned in another direction. Crafty old Peter Shotwell at Breckenridge turned out an eleven along classical models featuring Dave Graham and the great Boon Magness. Where Ollie Little had been the Breckenridge nemesis for two years, Magness came on the scene to deal Cisco just as much trouble. The Green Wave came to Chesley field October 29, 1929, (the day of the stock market crash on Wall Street) and showed plenty. Neither team scored the first half, but Wendell Whitehead raced around end just as the half ended to put the ball on Breck's one yard line. Coming back in the second half, the Buckaroos were not to be denied. After five minutes of listless line plunging, the stoop-shouldered Magness faked a pass, stiff-armed Ray Miller, cut inside Red Christian, and outran plucky little Cliff Turknett for the Buck's first score. The south side of Chesley field was in uproar. Old Peter was all smiles, shifted his cap to the other side of his head, and walked the length of the player's bench three times never saying a word and never looking up. The Cisco jinx was broken; the law of averages finally gave the Buckaroos a win over Cisco. But Magness was not through. He ran 65 yards for another score and threw a pass for another.

### Too Much Committee

In 1930, his last season with Cisco, Chapman changed his style of play from the Rockne shift to the Warner double wing back method. He had the fastest most elusive club in Cisco's history. But the district committee was too much for him. Johnny Connell and O. C. Ray, two of the best men ever to preform for Cisco, were thrown out on ineligibility charges. The 1930 club was a functioning masterpiece. The single and double reverses were just suited to the effect Connell who could stiff arm the end, outrun the secondary, and be gone in a jiffy. Ray, as center, directed the defense, and he was very clever. Jere Hayes, writing in the Dallas Herald, termed Chap's 1930 team, "the smoothest running bunch I've seen." But the cards were stacked, against the smiling Cisco mentor; while he was on Chesley field late in the evening perfecting his team, he was being defeated in other places. His two ace men were thrown out three days before the game with Breckenridge. Result: Breck 35, Cisco 7. Ranger later defeat Breckenridge 13-7. Then the Lobos got their chance, and in one of the most remarkable comebacks in Oil Belt's history, they advanced to the district finals for the seventh time out of eight years. The key game was with Ranger. Chapman bottled up dangerous Dan McCarty like a hen in a coop and the powerful Chuck Bird was knocked out by Bobbie Blackburn, nearly 55 pounds lighter. With the score 0-0, Captain Turknett called for a huddle, for the Lobos had advanced the ball to the 16-yard line. In the huddle the midget quarter called for a volunteer to kick; no one wanted the assignment. Finally Roy Chambliss emerged from the conflag, and coolly placed the ball right through the middle for a sweet 3-0 win. In the playoff, Magness was again too much, running 65 yards for one score and throwing a 40 yard pass to Blackburn for another, giving Breck their second straight title.

### A New Coach

Ted Jeffries, who is known as one of the most brilliant younger coaches of the state, came to Cisco from Corsicana in 1931. With him came Fred Hightower and Mickey Jeffries, who along with Hartman McCall, Chuck Van Horn, Joe Little, Blackburn, Shady Preston, Hagen McMahon, Chester Norvell, Roy Lee Garrett, and Frank Aycock made quite a football team. But they had to go to Abilene Thanksgiving and there were deprived of a touchdown on the kickoff which Dutch Meyer, referee, admitted he made a mistake in calling back. The Lobos, most of them inexperienced and lighter than the Eagles, lost their heads

## Splendid Cisco Library Is Product of Many Years of Faithful and Consistent Efforts

By MRS. W. M. REAGAN

The Cisco Public library is one of the oldest institutions in Cisco, not the product of a moment, but the product of years of faithful and consistent efforts. The \$5,000 plant, the 5,000 books, the beautiful furniture all testify to the fact that the Twentieth Century club has maintained this public trust for thirty-two years. The city appreciates this beauty spot and cares for the lawn; the citizens are loyal to this institution as seventy-five per cent of them are patrons, many gifts are received. On a whole the library represents a magnificent asset in civic attractiveness and cultural worth.

This library is up to the standard in the books placed on its shelves. Late fiction and reference books are added, about two or three hundred volumes per year, the money secured from the rentals going into the purchase of these books. The librarian is paid by the club with an annual tag day to supplement the funds.

This year the following gifts have been received: A cabinet of music from the Stephen C. Foster home, Indianapolis—a collection of all music written by Foster, a very valuable collection that will be appreciated by all music lovers; by solicitation, through the courtesy of Hon. Thos. L. Blanton, eighteen volumes relative to the American Indian, the constitution of the United States and several other important books; a book case filled with books from Mrs. O. T. Maxwell, deceased. Many books were received during National Book week from the citizens.

The Cisco Public library is for the people and it is desired that they feel that it is their very own.

Cisco is situated at the crossing of two federal highways—U. S. No. 80 and U. S. No. 283

and "shot the works" too soon. Abilene intercepted their famous trick passes and scored 34 points the first half. The Lobos came back to score two touchdowns after they had regained their equilibrium on a beautiful cutback and dash by Little, and on a pass from Little to Blackburn.

### Out of League

In 1932 the team was suspended from the league for alleged violation of the transfer rule in the celebrated Fred Hightower case. Cisco played the quarterback under the directions of the district committee who ruled him eligible in a meeting at the Laguna hotel just before the Breckenridge game. Then they met again, declared him ineligible, and recommended to the state board at Austin that Cisco be suspended. This year's team was coached by Wilson Elkins, now a Rhodes Scholar in Oxford, England.

The 1933 team, hampered by a lack of material and reserve strength, was never the less a good club. Dexter Shelly did wonders with the material he had available. Bad breaks and poor quarterbacking cost him the game at Abilene last Thanksgiving. His 1934 club will be built around Sentell Caffrey, great blocking back who may be turned into a guard because of his uncanny ability to run interference; Popeye Beasley, who will be the fastest man in the district and should take Barker's place as the chief ground gainer; Franklin Shackelford, who will make a good plunging back; Glen Collum and Dick Stansbury, two "jackrabbit" backs; Norris Littlepage, veteran center; the Graves twins, tackles and trombonists de luxe; Gerald Merrett, fighting little guard; and Bayard McMahon, end.

### Scattered Over World

The Cisco coaches are scattered over the whole world. W. R. Chapman, the man who built fotoball in Cisco, is head coach at Lubbock; H. V. Nigro, his assistant here in 1925, is in Little Rock, Ark., working with an oil company; W. L. Gouglit, assistant in '27 and '28, is connected with the physical training department in Columbia university, New York city; Ted Jeffries is head coach at Wichita Falls; Leonard Hill coached last season at McCamey, but now is not located; Wilson Elkins is in Oxford England, studying history and political science for his doctor's degree, and Shelley, and Hodges will direct the team next season.

Cisco fans everywhere are hoping for a rejuvenation of football in this city. They want to go back to the days when 12,000 fans used to pack Chesley field; when Alsabrook used to run behind Irvin for long gains; when Ollie Little used to outwit the secondary and race for score after score; when Pippen used to throw his aeriels 50 yards. One thing is certain: football has given Cisco a name of prominence and has cemented its citizens together in a bond of unity. On the other hand, Cisco has given football a name and has done a great service in the recognition of West Texas athletically.

## Lack of Vitamin A May Cause Weak Eyes

COLLEGE STATION, June 28—Lack of Vitamin A may cause weak or defective eyes in babies, scientists at the Texas agricultural experiment station have suggested after experiments with pigs.

Two litters of pigs, all blind, were born in one week to sows that had a ration deficient in Vitamin A.

One of the sows, which had not been given any Vitamin A, gave birth to ten pigs without any eyes. The other sow, supplied with Vitamin A before the birth of the pigs but not during the period when the eyes were forming, had a litter of 14 pigs with various combinations of eyes, but all blind. Some had only one eye, some had eyes smaller than usual, and some had normal eyes, but all were sightless.

Dr. A. B. Conner, director of the station, said the experiment may indicate that lack of Vitamin A in a mother's diet affects the nervous system of the embryo.

Fred Hale chief of the division of animal husbandry, conducted the experiments.

## Belled Buzzard Has Superstitious Worried

JOY, June 28—A bald-headed buzzard which tolls the death of the plains creatures it feeds upon has been making life miserable for superstitious folks hereabouts.

How the buzzard acquired he bell it wears about its neck no one knows. But almost daily in recent weeks the scavenger bird has been "serenading" this community. There are those who say the tinkle of the bell portends something fearful.

The belled buzzard flies always with two companion birds, in formation something like the wasp-like pursuit planes of Uncle Sams, air fighters.

Plains dwellers know the buzzard's instinct for scenting death. The tinkle of a bell has acquired a gruesome note for them.

## Most Children Have No Favorite Parent

ST. LOUIS, June 28—Most children have no favorite parent, a survey of pupils from the fourth to eighth grades in four separate schools here showed.

The study, conducted by Miss Eda Houwink, a case worker in the city schools, was used as the basis of a report in a seminar on personality directed by the eminent psychologist, Dr. L. L. Bernard of Washington university.

Miss Houwink reached the following conclusions from her study:

1. Most children love both parents the same.
2. Wealthier children have more recreation with their parents than poor children.
3. Wealthier and better educated parents help their children more with their schoolwork.
4. Poor children are much more conscious of the hard work done by their parents and have more desire to repay their parents.
5. Mother is more of a conscious moral agent in the poor family.
6. Poor parents show more partiality toward their children.
7. The family in both groups tends to be matriarchial and maternal in the eyes of the children.
8. When the home is broken the children remain with the mother for the most part.
9. Many more broken homes exist in the poorer groups.

## East Texas C. of C. to Send Group to Mexico

DALLAS, June 28.—Plans have been completed for a nine-day visit in Mexico by members of the East Texas chamber of commerce.

A party of 200 will leave Longview by special train July 10. Special cars from Dallas, Fort Worth, Houston and intermediate points will join the train at San Antonio.

Charles F. Ashcroft, president of the regional chamber, and Mrs. Ashcroft will head the party of business leaders and their families.

"Mexico is a country of great poten-

## BEAUTIFUL CISCO GARDEN CLUB AIM

By MRS. C. H. FEE

The Cisco Garden club was organized in October, 1926, with Mrs. R. Q. Lee as president.

The object of the club is to make Cisco the most beautiful city in Texas. The club chose the pecan for its tree, the crepe myrtle for its shrub and the red rambler rose as its flower. It is the desire of the club that every home in Cisco use these in preference to others.

Among the first efforts of the club were the beautification of the grammar school campus, assisting in making attractive the park at Lake Cisco and the conducting of several flower exchanges.

The club's outstanding work has been the building of a park in the heart of the city. Assisted by the city commission and the Lions club, some very unsightly lots have been converted into a pleasure ground where children may enjoy wading in the pool and using the numerous pieces of playground equipment, etc.

### Contest Just Closed

The "Beautiful Yard Contest" sponsored by the club has just closed. Two prizes were awarded. The first, five dollars for the prettiest yard, was won by Mrs. H. S. Drumwright. The second, two dollars and fifty cents for the greatest improvement made this year, was awarded to Mrs. W. W. Wallace.

The judges, Mrs. A. H. Johnson and Mrs. W. P. Leslie, of Eastland, and Mrs. J. D. Meredith of Moran, were very efficient and painstaking and won the most grateful thanks of the club for the manner in which they conducted the judging.

The next objective of the club is the improvement of the high school campus, which we hope to make one of the prettiest in the state.

Membership in the club is unlimited. Men are not only eligible to membership, but they are needed to properly carry out the work of such an organization.

With an object such as inspires this club there should be at least one member in every family an active worker. The dues are only 25 cents per year and the benefits are manifold.

The following are officers for the present year: Mrs. C. H. Fee, president; Mrs. W. H. LaRoque, vice president, and Mrs. F. D. Eorman, secretary and treasurer.

## Loquacious Crow Talks Without Split Tongue

ASHTABULA, O., June 28—"Jim", a loquacious black crow, has been the pet of D. F. Dunlavy, attorney, for 10 years and talks without benefit of a split tongue, often thought essential to crow linguistics. "Jim," despite the name is a lady bird and lays eggs on occasion. She eats hard boiled eggs, especially yolks, potatoes, meat.

Clarence Darrow, famous Chicago attorney, always enjoys talking to Jim when he visits Dunlavy. And Jim always heartily "Hello's" Darrow.

## Famed Stallion Lived On After His Death

RICHMOND, O., June 28—Prince Imperial, a French percheron stallion with luxurious 10-foot mane, enjoys a local reputation as the King Tut of horsemanship.

The horse died in 1888. Its owner, Jacob Howser, had the splendid animal mounted to exhibit at state fairs. Two months ago Howser died. His grandson inherited Prince Imperial and placed the mounted horse in his front yard where crowds pause to gape, and those with knowledge of horses, to admire.

ties for Texas," Ashcroft said. "This trip presents many possibilities for cementing international relations. We export many commodities from East Texas and in turn buy a large volume of merchandise from Mexico.

"Our trip is not primarily in the interests of promoting foreign trade, but we do feel that it will bring about a better understanding between the people of the two nations."

The visitors will spend five days in Mexico City, making side trips from the capital daily.

Not only East Texas chamber of commerce members but interested persons from all parts of the state are invited to apply for reservations on the train and in Mexico City hotels, chamber officials said.





"We have always believed that a sale does not complete the transaction between us and the car buyer, but establishes a new obligation on us to see that his car gives him good service. We are as much interested in your economical operation of the car as you are in our economical manufacture of it."

*Henry Ford*

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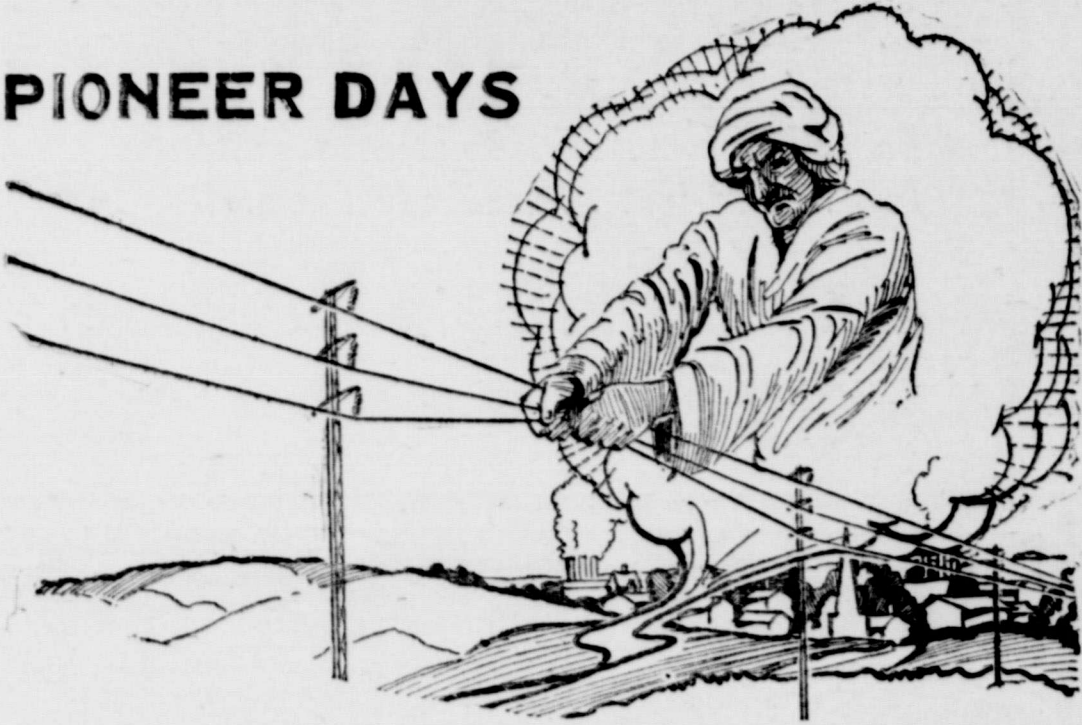
CISCO

Phone 244





## PIONEER DAYS



## CONGRATULATIONS

to

City of Cisco

Chamber of Commerce

Cisco Daily News

When we think of Cisco and her developments...her progress from the little country village before the discovery of oil in this section, and before the people of Cisco had dreams of the splendid little city of which we are all so proud ... we are reminded of **PIONEER DAYS** when none of us enjoyed the splendid modern facilities that are now ours...when the touch of a button gives us light, heat, ice and refrigeration

### WE TOO ARE PIONEERS

Twenty odd years ago the first Transmission line in the section of West Texas we have the honor to serve was built by this company. We were then pioneering a business of dispatching electric service over long distances in West Texas and we could not feel sure it would pay those who were financing the undertaking. It was the beginning of the development of our transmission network of 2,600 miles of lines, serving a great section of West Texas, "The Land of Opportunity" and in another way following in the footsteps of those steadier pioneers of earlier days.

### LIGHT and POWER

of any demand can now be purchased from our system at rates below the nation's average. Your continued use of our service on our incentive rate schedules will demonstrate a combined effort to further develop West Texas in its abundance of resources.

### Shall Dreams Come True ?



### THEY SHALL !

**A**S long as men are willing to pour their lives into the building of dreams they may never live to see realized they will leave their community a better place than they found it. And as long as men build such living monuments it will be the precious privilege of this institution to dream with those of Cisco who are giving of their energies in the work of building a city and community that shall endure.

Cisco, We're Helping You "CARRY ON."

# West Texas Utilities Company



# Cisco Agricultural Enterprise Well Varied

## AREA SUITED TO DIVERSIFICATION

Eastland county is in the center of a major petroleum area of the southwest. This area, known as the Oil Belt, was a decade ago the scene of one of the most extensive and feverish oil booms, which was violently revolutionary in its influences upon existing industrial and agricultural conditions. That boom turned the area from what was primarily a cattle and cotton section into an oil territory. In Eastland county alone nearly 150,000 acres were removed from cultivation by 1920 as this new wealth of flowing gold enriched the frugal land holders beyond their dreams.

### 1910 Status

In 1910, which may reasonably be accepted as a standard year under the old order, there were 2,981 farms embracing 420,137 acres in Eastland county. The county's total area is 592,000 acres. Seventy per cent of the land was in pastures. Of the land in crops, 74.7 per cent was in cotton. The remainder was principally devoted to feedstuffs. In that year the county produced nearly 30,000 bales of cotton, which was below the average yield for the period between 1900 and 1915. The average was 35,000 bales per year. In 1908, two years previously, the county had produced 54,000 bales of cotton.

Cisco, largest town and trading center of the area, was said to have been the largest inland cotton market in the state. It had gins, a compress, an oil mill and enjoyed a healthful agricultural prosperity. The cattle industry, flourishing upon ranch lands principally to the north, contributed in some measure to this wealth, but cotton was its principal source. The town had a population of 2,500.

### Came the Boom

In 1917, 1918 and 1919 the oil belt area was engulfed in a chaotic petroleum development episode. Farm lands, producing a normal living year after year were deserted for the high wages and profits of the boom. Tenant farmers left their acres and took jobs driving teams or trucks or doing other oil field labor at high wages; land owners let their lands lie fallow, much of the soil fertility being lost in erosion while oil wells by the thousands were drilled in once fertile cotton fields.

Between 1910 and 1920 there was an approximate decrease of 50 per cent in the number of farms and a 35 per cent decrease in the amount of land in farms. At the same time the acreage devoted to cotton production decreased from 74.7 per cent of crop land to 29.5 per cent. The effect upon cotton illustrates the whole agricultural picture as left by the boom.

### Boom Dies Down

In 1920 Eastland county produced 7,500 bales of cotton and in 1921 only about 2,500 bales. By 1925 the oil boom was dying away and the industry, while still an important county resource, was receding into certain well-defined areas. What the boom left as it withdrew its influence from the county and area at large may best be illustrated by reference to the retreating waters of a flood. Interest naturally reverted to agriculture. There was an attempt to revive the vanished cotton growing industry. Unfortunately, another and even more effective factor than oil had been interposed. It was the boll weevil. The county and contiguous territory lies in what is known as the cross-timber section of the state. Brush abounds. Shinnery, a colloquial term for dense growths of oak shrubbery which cover much of the uncultivated area, is an ideal hibernating retreat for these weevils. The prosperous cotton growing industry of the county had become a memory emphasized by desultory patches which between 1915 and 1930 have yielded an annual average of only about 7,500 bales.

Cisco, while still possessed of funds derived from the oil boom wealth foresaw the situation developing with respect to its agricultural resource and sought through various campaigns to re-establish agricultural enterprise on a sound basis through new development. Dairying and poultry cultivation were encouraged with scant success. Both enterprises, of some ambition, were responding favorably to the influence brought to bear through the medium of the chamber of commerce and other organized agencies, until the depression occurred and put a summary stop to the program.

### Depression Acented Problem

The depression brought to the immediate fore the problem that would have

been progressively solved had the prosperous pre-depression era continued without interruption. This problem is the restoration to self-supporting enterprise of a large element of population left by the receding boom.

The unemployed element is largely native. Caught in the transition of two economic phases, it is wedded to the section and is eager to establish itself in productive, self-supporting enterprise if possible, realizing that chances favor them at home more than elsewhere.

### "Back to the Land"

This "marginal" population is already following the natural course of a return to the land which it is being sought to encourage and demonstrate. The trend follows the leadership of a large number of farmers, mainly of German extraction, who have demonstrated to the exclusion of all argument what character of agricultural enterprise is adapted to this area and profitable therein. As rapidly as the resources may be commanded by these unemployed, the shift is back to the farm. All through the erstwhile dominant oil area are evidences of this healthful trend. Small plots hitherto fallow or absorbed in larger farm areas and ranches have been taken over, deserted farm homes repaired and re-inhabited and in many instances new homes built—a cheap possibility because

of the presence of large numbers of oil field buildings which original owners are willing to sacrifice.

### Diversified Farming

The important fact connected with this "shift" is the recognition of a necessary change in the character of farming attempted. Where cotton was emphasized as a cash crop, today small farms, or rather, plots, with a wide diversity of crop effort are the rule. Eastland county, by its very nature, is a diversified farming area. The same holds true throughout the oil belt. It produces, outside of cattle, no major money crop. A "live-at-home" policy must rule, or agriculture is a failure here. Where such a policy does rule, however the demonstrations of scores of thrifty and able farmers who have been wise enough to ignore the false profits of the oil boom period and devote themselves to intensive, diversified agriculture are annually available to show that its people can be prosperous on the land. As a matter of fact, no area offers a better chance for the development of such a sound character of farming than does this section.

### What Is Grown

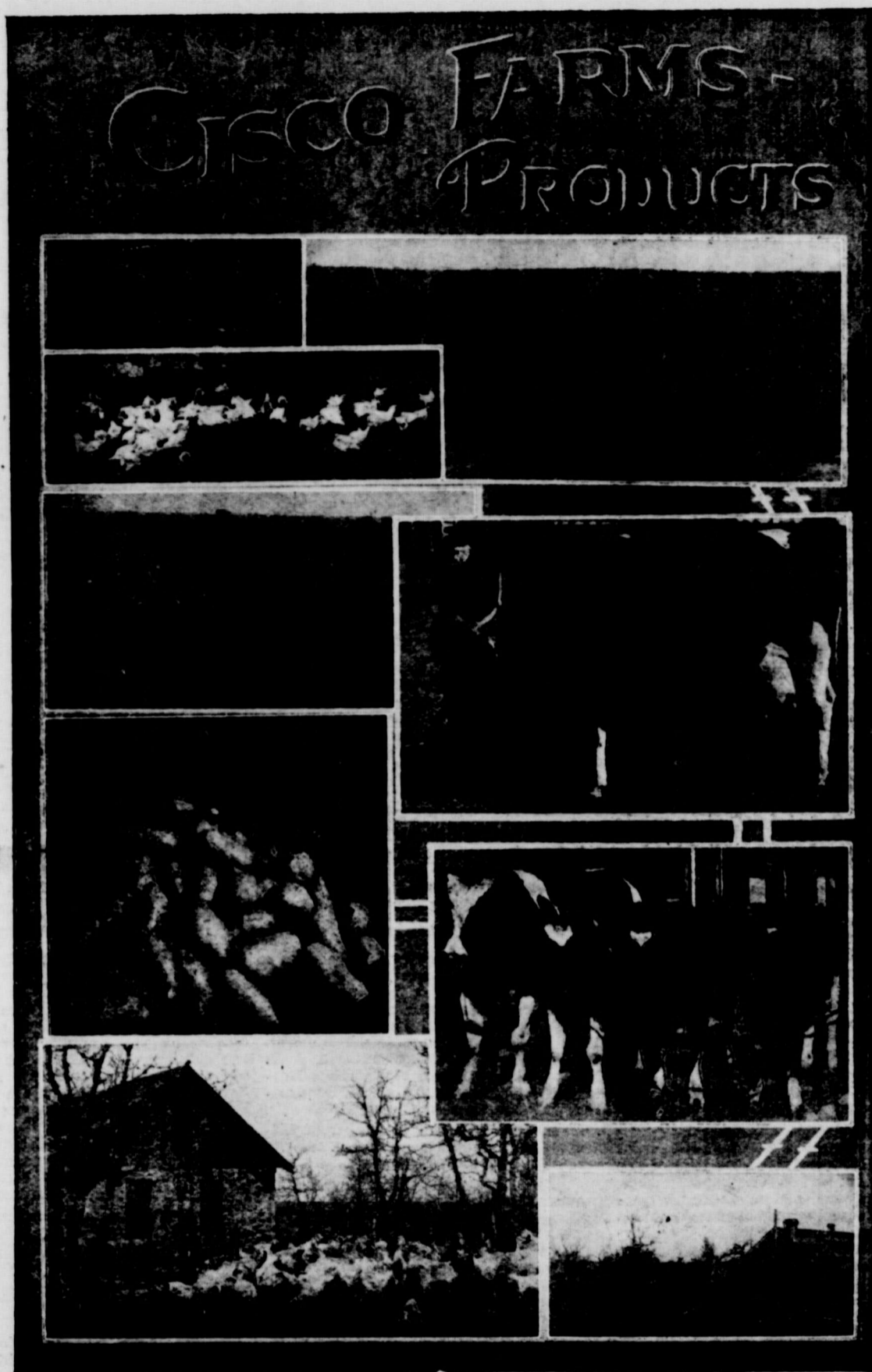
Two kinds of soil generally abound. One is a stiff and impervious clay, occupying the northern half of Eastland county, and the other, lying south of Cisco, Eastland and Ranger and covering

the greater southern portion, is a light sandy texture, quite productive and conservative of moisture. Cattle raising commands the former. The latter is full of great agricultural possibilities, which are just now beginning to be realized.

Combined with a climate that provides an average frost-free period of 213 days each year, rare extremes of temperature, and rainfall averaging slightly better than 27 inches annually, this soil will produce and does produce a great variety of crops. It is particularly well adapted to commercial truck farming, to livestock farming and to fruits, nuts and berries.

### Vegetables

Any vegetable produced in temperate zones, grows remarkably well here. Tomatoes, sweet and Irish potatoes, turnips, spinach and leafy crops of all varieties, peppers, onions, squash, melons, corn—the whole gamut of garden vegetables thrives. A drouthy midsummer period occasionally intervenes to cut short portions of the crop, but the spring and fall seasons produce bountifully. Turnips and hardier crops are generally grown practically all winter, or until a murderous freeze kills the plants in late January or February. As an indication of the adaptability of potatoes, witness the fact that W. B. Starr, former agricultural



Above are a variety of views of Eastland county agricultural enterprises.

(CONTINUED ON PAGE EIGHTEEN)



## AREA SUITED TO DIVERSIFICATION

CONTINUED FROM PAGE SEVENTEEN  
agent for the Texas and Pacific railroad and one of the leading farmers of the county, has developed and year after year raises thousands of bushels of his noted "Highland Beauty" commercial sweet potato. This potato ranks among the leading commercial brands of the state. Other species of the potato have been known to attain weights of 12 and 15 pounds in Eastland county beds.

No better area for vegetable growing can be found in west Texas.

### Strawberries

Strawberries is a crop that thrives remarkably well in the section. Strawberry patches are common to farms, particularly those which are operated by the thrifter class. One such farmer, A. Wende, living three miles south of Cisco, annually harvests between \$300 and \$500 from a patch only one-eighth of an acre in extent. His experience is but one of many.

Blackberries, dewberries and similar berries are equally productive.

Peaches, apples, pears, apricots and so forth are prolific. Orchards are invariably parts of the new small farming enterprises mentioned, while orchards already in production bear with a generosity of nature that is convincing. There are seasons, certainly, when failures occur, and when the adversities of climate and weather interpose destructively, but the country is adapted to such a wide variety of effort that wisdom in its cultivation need leave no season without some profitable return.

### Pecan Is King

Among nuts, the pecan is king. This wonderful nut has sprung wild forests of its own accord along every course that offers moisture. Where every native tree is a species to itself, there are a million brands. They range in character from the thinnest of shells to shells of hickory-nut hardness. Among the contributions of this wilderness of mast, is the famous Burkett pecan, the original of which was discovered wild near Clyde, Texas, in Callahan county to the west.

Owners of land upon which these pecans abound, have in many instances under the able direction of county agents and vocational agriculture teachers, top-worked them with commercially improved varieties so that an important crop of marketable pecans is grown almost every year.

As readily as pecans, do walnuts and almonds produce here. Introduction of English walnuts has begun. Almonds bear heavily. Other deciduous nuts may be mentioned, but these are the outstanding varieties.

### Row Crops

This review of the agricultural capacity of Eastland county soil would not be complete without mention of the regular row crops of grain and sweet sorghums, sugar and ribbon cane, cotton, corn and feed-stuffs that are grown, in some instances with irrigation, nor the wheat, oats, barley, rye and similar grain crops that are always produced. The cane production, from which some syrup and molasses are crushed, and the production of other crops that require a great amount of moisture, is assisted by irrigation, to which the country is so well adaptable.

Chickens and poultry of all varieties thrive. The sale of turkeys is an important source of revenue to the farmers. Each fall several turkey dressing plants are maintained in Cisco and other oil belt cities. Eight or nine carloads of these birds, dressed for market, were shipped out of Cisco last fall.

Eggs are another agricultural commodity of great value. Milk and cream, while not the resource that it was expected to be when a great dairying campaign was undertaken in 1927, is a source of much revenue.

### Livestock Farming

Livestock farming is the major agricultural industry over the northern section of the county where large shinnery districts and pastures lands provide a bountiful supply of forage.

Hogs are raised extensively all over the county, many farmers making this their leading enterprise.

Cattle raising is of course, an extensive agricultural endeavor and some of the largest ranches of these section lie within or overlap into Eastland county.

Among the notable livestock interests in the county are the Weddington ranch, on which Bob Weddington devotes a large and modern plant to the breeding of blooded Hereford foundation stock. While the most of the fine animals that are produced there are disposed of in this immediate section, the fame of this ranch has gone far and wide and animals are often shipped long distances.

The largest ranch in the county is

## Famous Pecan Tree and Pecan Expert



Above: The original Burkett pecan tree from which one of the finest and most popular species of pecans has been propagated throughout the southwest by the genius of J. H. Bur-

kett (below), veteran Clyde, Texas, horticulturist who is assistant state agricultural commissioner in charge of the nuts division of that department.

probably the Fee ranch which embraces many thousands of acres. The John E. Chesley estate whose ranch holdings spread over several counties, has a large acreage within the county. Other large ranches include those of Donovan and McCannies, Gordon Tomlinson, J. V. Heyser, W. L. Parmer, Walter Ray, Ernest Hitison, Dr. and Mrs. G. M. Stephenson, and many others.

In addition to these, a number of Ciscoans own large ranches lying outside the borders of this county.

### Sheep and Goats

A section of the livestock industry which is annually receiving more emphasis in the Cisco area is sheep and goat raising. Goats are particularly favored at this time, because of the admirable forage available for them in the shinnery areas. Lack of funds with which to buy the necessary fencing and the presence of wolves are factors which have tended to slow down this development. However, the latter hindrance is being gradually eliminated by a government-supported campaign of trapping and with more funds made available by bettering times, the raising of these animals is expected to get a healthy impetus over the next few years.

This review of the agricultural situation in Eastland county presents this picture:

The Eastland county agricultural system must undergo modification to bring conformity with resources and conditions. The county must turn from an oil boom era to a system of diversified farming. Normally, such a process would be attained through the slow pressure of economic facts. But recovery needs demand speedier action if both the times and the area involved are to be the best served. Neither Eastland county nor the oil belt as a whole, is entitled to slough off as unimportant a large and desirable portion of its population on the theory that it cannot take advantage of its resources.

### Education

Cisco and the county as a whole are doing their part in trying to improve conditions. For the past ten years agricultural agents have been maintained at public expense, and the fruits of their work are being seen in consistent improvement of farm conditions.

J. C. Patterson is the present county agent for the county and Miss Ruth Ramey is the home demonstration agent.

J. M. Bird is the vocational instructor at Cisco high school and agricultural secretary of the Cisco chamber of commerce. He succeeded E. H. Varnell who went to

Arlington as a district supervisor of vocational instruction.

There is a Future Farmers of America chapter at the high school and another under Mr. Bird's supervision, also, at the Lutheran school south of Cisco. These two chapters have distinguished themselves in state and national FFA work. Several of their members are Lone Star Farmers (the highest FFA degree offered by the state association) and one is a National Farmer (the highest national FFA degree). The chapters recently won a terracing machine for having led their district in the amount of terracing done.

## Lone Star and Associated Companies Form Big Part of Industrial Backbone of This Section

One of the greatest industries of Eastland county, an industry which brings incalculable benefit to Cisco and her sister cities, is the Lone Star Gas system. The companies associated in this system pour thousands of dollars into this territory monthly in wages, purchases of gas, supplies and operating expenses. The operation of its many large plants in this county and the great market it affords for the gas of this district form a principal part of the backbone of this county's stability.

When Cisco and Eastland county were in the midst of the 1919 oil boom and development, a ten-year old company quietly came into the county. A town in the throes of rapid fire development following a new oil field can't turn out a brass band for every new-comer, and besides Cisco was busy. A brand new chamber of commerce and a new daily edition of the newspaper were more exciting than just one of a crowd of strangers.

So the difference between the new company and most of its companion strangers passed unnoticed. No one had the time to realize that the Lone Star Gas company had not come in with the crest of the boom, to go out with the tide. It wasn't hunting get-rich-quick money. On the contrary, its entrance into the Eastland and Stephens county gas fields was part of its well laid plans to build up a dependable fuel service for Texas. It was a pioneer in gas transmission and distribution in the state, and like all pioneers, its road was rocky at times.

## "QUALITY" BUILDS M.-L. MEN'S STORE

Miller-Lauderdale, Cisco's only exclusive men's furnishing store, was organized August 15, 1925.

R. M. (Nick) Miller is the active member of the firm and attends to the general managing of the store. He is a Cisco man, and started his business career as a "soda skeet," for Dean Drug. A few years later he worked for Jno. H. Garner's Department store leaving that to go into business with J. D. Lauderdale. The partners bought out the old Hogan Patton store, remodeled it and reopened it as Miller-Lauderdale. Mr. Miller married Miss Ruby Brown of Gatesville. They have one child, Bobby Lee, aged 6.

J. D. Lauderdale is the silent member of the firm. "Dick," as he is known to his friends, was born in Stephens county, the son of Mr. and Mrs. J. A. Lauderdale. In 1920 he married Miss Jessie Bullock, of Fort Worth, and they have one son, Jack, age 13.

For the past 12 years Mr. Lauderdale has been with the Cisco Banking company, continuing with that institution during the period of its reorganization into the Cisco State bank, just recently granted its charter.

### Employees of the store are:

Key Parma who has been with the firm five and one-half years. Mr. Parma lived in Ennis before moving to Cisco. Mr. Parma is married and has one child, Gene, aged 4.

Wendell Russell, son of Mr. and Mrs. O. J. Russell, who has been with the firm only a short time.

Miller-Lauderdale handle only high class, nationally advertised merchandise. Besides their regular line of mens' furnishing they carry a fine line of womens' lingerie and hosiery.

Mr. Miller attributes the success of the firm to the fact that they handle only quality merchandise. During the period of financial distress that has just been gone through never once did they lower the standard of their goods. Consequently people who insist on the best have always been able to depend on Miller-Lauderdale. Mr. Miller said that they would continue to serve the people of Cisco to the best of their ability, by handling only quality merchandise.

### TURN TO NURSERIES

HARRISBURG, Pa., June 28 — Unemployed Pennsylvanians must be turning to nurseries for a livelihood. More nurserymen were licensed in the state during the first five months of this year than in all of 1933, according to the inspection division of the state bureau of plant industry. The state plant pest act of 1927 requires licensing of persons and firms growing woody plants for sale in Pennsylvania. Licenses are issued after close inspections of growing stock.

In 1919 the biggest rock in its path was the lack of a dependable supply for the rapidly increasing number of cities who wanted natural gas service.

### Crucial Moments

Those years between 1919 and 1924, when the black gold was flowing in all directions around Cisco, were crucial months for the young gas company. For on the strength of the gas showing and production in the Eastland and Stephens county fields in 1919, the company, desperately in need of adding to its gas supply, laid an 18-inch pipe line over 100 miles from the Joshua junction of its main lines into the new oil fields. But during the interval between the start of the line and its completion reckless oil production had laid waste the gas developments, and the gas company found the field so depleted that for the next five years not enough fuel was available for the line to pay operating expenses.

Unlike many of the boom concerns, Lone Star did not drift away, leaving the county and its cities little better than before. It had come to stay, to help develop the county's resources, and by doing so not only enrich land owners and residents of Cisco, Eastland and Ranger but make available to residents in other parts of the state one of Texas' natural products.

### Had Beginnings in 1909

Ten years of struggle and hardships, of similar disappointment in search of gas already lay behind the utility. For the history of Lone Star Gas company dates

(CONTINUED ON PAGE NINETEEN)



# LONE STAR---

CONTINUED FROM PAGE EIGHTEEN

back to 1909. In September of that year construction was started on the first long distance gas pipe line in Texas, 16-inches in diameter and about 100 miles long, from the Petrolia field near the Oklahoma border to Fort Worth and Dallas.

Gas was turned into Fort Worth mains in February, 1910, and into Dallas, April 1910. For that first year the company had 15,000 customers and during the first winter one well in the Petrolia field was able to carry the entire load and meet all demands.

From 1909 to 1924 the history of the Lone Star was replete with many troubles, some of which almost reached the point insurmountable disaster. The growth of the territory supplied and the constantly increasing demands made grave inroads on the available supply of gas in Petrolia field, and since there were no new fields in sight the problem of meeting the increasing demands grew greater every year. From 1915 to 1924 every winter found the company unable to supply the cold weather demand.

### Wartime Troubles

In 1918 pipe lines were laid into Cotton and Stephens counties in southern Oklahoma to reach a new field. In two years this field had declined so much that additional sources of supply became necessary. During the fall of 1917, under the stress of war conditions, the company found itself without money, without adequate gas supply, without credit and without materials, but faced with the necessity of finding additional supplies of gas or going out of business. Sufficient pipe was found by removing portions of lines already constructed and an extension was completed from Gainesville to Fox field in southern Oklahoma in 1918. This was done at a time when only two wells had been completed in this field and the company had no contract for the purchase of gas from neither of them.

In 1919 the company went into the west Texas fields, but it was not until 1924, when engineers solved the problem of making available the casinghead gas being blown into the air from the absorption gasoline plants in Eastland and Stephens

counties, that the company got on a sound foundation and became able to discharge its duties as a public utility to the satisfaction of its customers.

### Supply Assured

An adequate supply of gas assured, the Community Natural Gas company was organized in 1925 to take care of distribution to consumers along the Lone Star's main lines and to carry the fuel to small towns scattered through its affiliated company's territory. Pioneering in serving isolated small towns with gas, from 1925 through 1928 the company constructed 170 distribution plants in towns spread over 150,000 square miles of Texas and southern Oklahoma.

In October, 1931, Community Natural purchased gas distribution systems in Cisco and Abilene, which had been buying gas wholesale from the Lone Star for a number of years. Immediately following the purchase, the Community Natural, under H. L. Dyer, local manager, embarked on an intensive construction campaign to modernize distribution facilities in Cisco and bring the newly acquired plant up to the standard of efficiency maintained throughout its system.

Personnel of the local office, in addition to Mr. Dyer, includes Miss Blanche Van Horn, cashier; James D. Franklin, fitter foreman; Ben H. Anderson, Ulric L. Benrie, Allan L. Farley, Thomas H. Lee, and Zack Sutherland. Salesman for this division of the company is A. H. Cockrell.

### Lone Star Growth

Lone Star, the pipeline company whose 25 years of persistent effort to improve production and transportation methods, have made possible the service of the Community Natural and other affiliated distribution companies, has experienced a steady development since 1909. From the eight or ten wells, 15,000 customers and 135 miles of pipe line in 1910, its system has grown into approximately 4,000 interconnected miles of main lines, which draw gas from 1,000 wells in 31 separate fields in Texas and Oklahoma. Through distribution companies it serves 300,000 customers and has about 4,000 employees.

Cisco and Eastland county for nearly ten years have shared in benefits of the company's growth. In addition to its own production activities in Eastland, Palo Pinto, Stephens and Breckenridge counties, Lone Star has consistently purchased gas on a ratable basis from other produ-

cers in the fields near Cisco, providing a market for many producers. At the present time the company is taking gas from wells in the following Eastland county fields: Sipe Springs, Lee-ray, Cheaney, Desdemona, Eastland and Ranger.

### Compression Stations

To secure delivery of west Texas gas to distant points on its system after original rock pressures in the fields began to decline, the company found it necessary to construct several compressor stations. Rangers plants 1, 2 and 3 were constructed in 1922, Ranger plant 4 in 1923, Desdemona in 1926, while the Eastland and Pueblo plants were purchased by the company in 1927 and 1929 respectively. Cheaney plant was constructed in 1928, making eight plants maintained in Eastland county out of a total of 25 operated in Texas and Oklahoma by the company. These eight plants have a total of 9,050 horsepower.

Sam Gamble is superintendent of compressor operations in the west Texas district, with S. W. Taft as assistant. Edgar Huffman is chief engineer in charge of the Desdemona plant, G. H. King is chief at Cheaney, J. P. Haynie at Eastland, Leslie H. Taylor at Ranger No. 1, F. D. Ford at Ranger No. 2, J. F. Trott at Ranger No. 3, Ed Sanderson at Ranger No. 4 and Felix McCurdy at Pueblo. Hal Hunter is chief clerk for the district.

In addition to the compressor stations, Lone Star Gas Co. and Lone Star Gasoline Co., which was organized in 1931, maintain a large force of employees whose payroll brings thousands of dollars annually to Eastland county and its cities.

### Gasoline Company Officials

Harry Wheelton is district superintendent for the gasoline company with John M. Kindle as assistant superintendent; B. H. Peacock, engineer; S. M. McAnnelly, testing engineer, and Emily Dreinhoffer, chief PBX operator. Archie Robinson is chief chemist of the company's district laboratory; Harry Henry, foreman of the automobile shop, and Jack G. Carothers, masterbuilder of the gasoline company's tank car building shop. Plants 101, 103, 108-2 and 109 are headed by the following chief engineers: Lonnie Herring, Harvey Bullinger, Forrest D. Ford and L. M. Cawley. In the gasoline department of the gas company's Eastland county plants, Cecil Louks is foreman in charge of the Chean-

ey and Desdemona operations, and Felix McCurdy is superintendent in charge of the Pueblo plant.

Lone Star Gas company also maintains in Eastland county a large staff of pipeline department men, whose job is to take care of field, gathering and main lines, under the supervision of the following: E. K. Smith, district foreman, and Sam N. Bumpass, L. E. DePew and J. A. Jarboe, assistant foremen.

The west Texas district production men are headed by H. C. Kelley and P. B. Sutherland. Phil G. Russell is assistant geologist for the company in this district, E. A. Murrell is lease man, and T. E. Warden is right-of-way and claim representative.

Meter inspectors for Eastland county, headed by F. R. (Johnny) King, are as follows: Sidney Smith, Jr., C. I. Wolford, W. C. Fontaine, John M. Brown and Troy B. McCrary.

## The Horse Is Coming Back on South Plains

LUBBOCK, June 23.—The horse is coming back in a big way on the South Plains, but the mule appears to be slipping.

More than 2,000 horses were shipped here for distribution during the eight months ended June 15, and other South Plains points reported similar increased demand.

Mule owners, on the other hand, sold off their stock to get money with which to buy horses.

The reason for the horse's greater popularity may lie in the fact that the horse costs less. Mules shipped to the cotton areas of Fort Worth, Memphis and Atlanta brought an average price of \$78 a head. The average price for horses shipped in was only \$51.

Horses imported here came largely from Colorado, Wyoming and other Northwestern states. Prices ranged from \$25 for old animals to \$200 for the best type of Percheron draft stock.

South Plains farmers expect colts to be one of their best money crops. Hundreds of brood mares have been shipped in. One Lubbock rancher recently bought 350, another 100.



## IN ALL WALKS OF LIFE Men Turn to "The Man's Store"

Not because we are cheaper . . . Not because we are higher . . . But because there is a guarantee of quality behind every individual sale at-the-right price.

There Is NO Substitute for QUALITY

Stetson  
Boysalino  
and Style Park  
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and  
Shirtercraft  
SHIRTS

Interwoven  
SOCKS  
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## Michaelsstern and Biltmore Suits

Field & Stream  
Leather Jackets

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CONGRATULATIONS to CISCO  
AND ALL ITS  
ALLIED INTERESTS  
AND  
BEST WISHES  
TO THE COMMUNITY

Florsheim  
Friendly  
and  
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SHOES

FEATURING GORDON and HUMMING BIRD HOSIERY  
Also UNDERSILKS FOR WOMEN

## MILLER-LAUDERDALE

"The Man's Store"

516 Ave. D.

CISCO

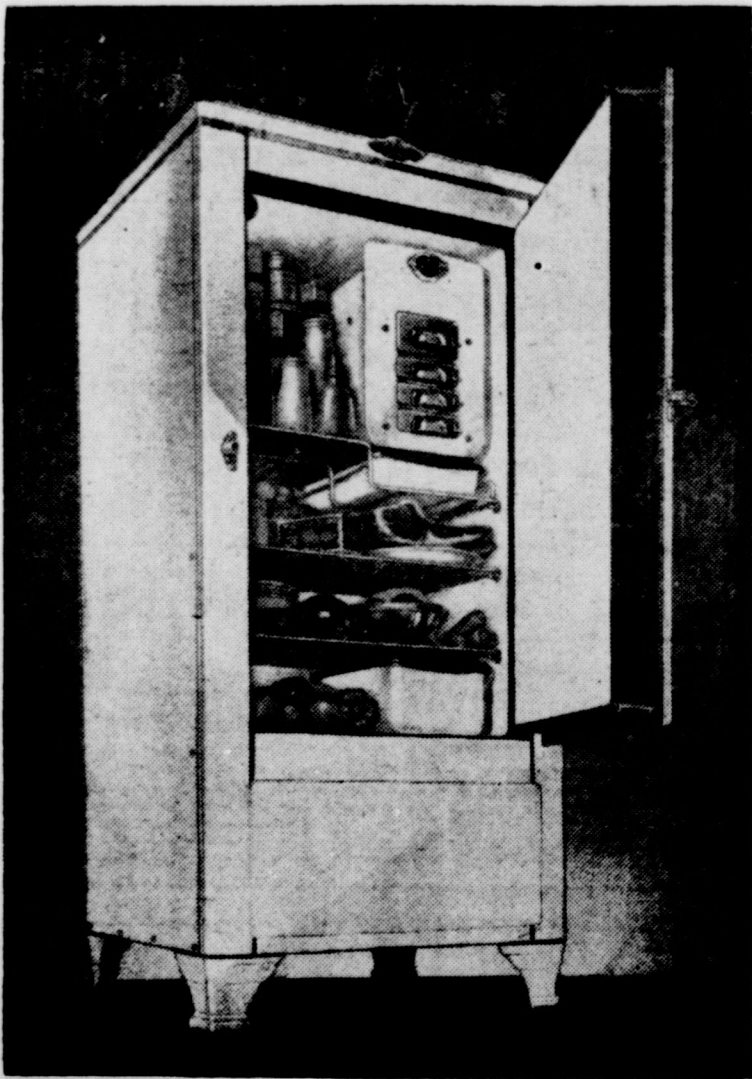
Phone 456



# SILVER ANNIVERSARY

.....that led to CISCO!!

**T**WENTY-FIVE years ago the Lone Star System struck out with pick and shovel to pipe Natural Gas to Texas towns, and a large part of its gas field development and investment has been in the Cisco area. Cisco not only enjoys this excellent gas service, but this whole district has been profiting from the sale of its gas, and from the Gas Company pay-rolls that list hundreds of your men. On top of this, the Gas System is the largest taxpayer in Eastland County. It turned into your treasury last year one and half times as much as Cisco paid us for its gas service!



## From a Red Gap C



Since part of Cisco's celebration this week is coming out trays of the Gas Refrigerators around town, we take pleasure in town's progress in refrigerating methods. Cisco's first chill the days when the trading post was called Red Gap—was a cooler with a pan of water to keep it damp in the breeze. In work sat the milk and butter.

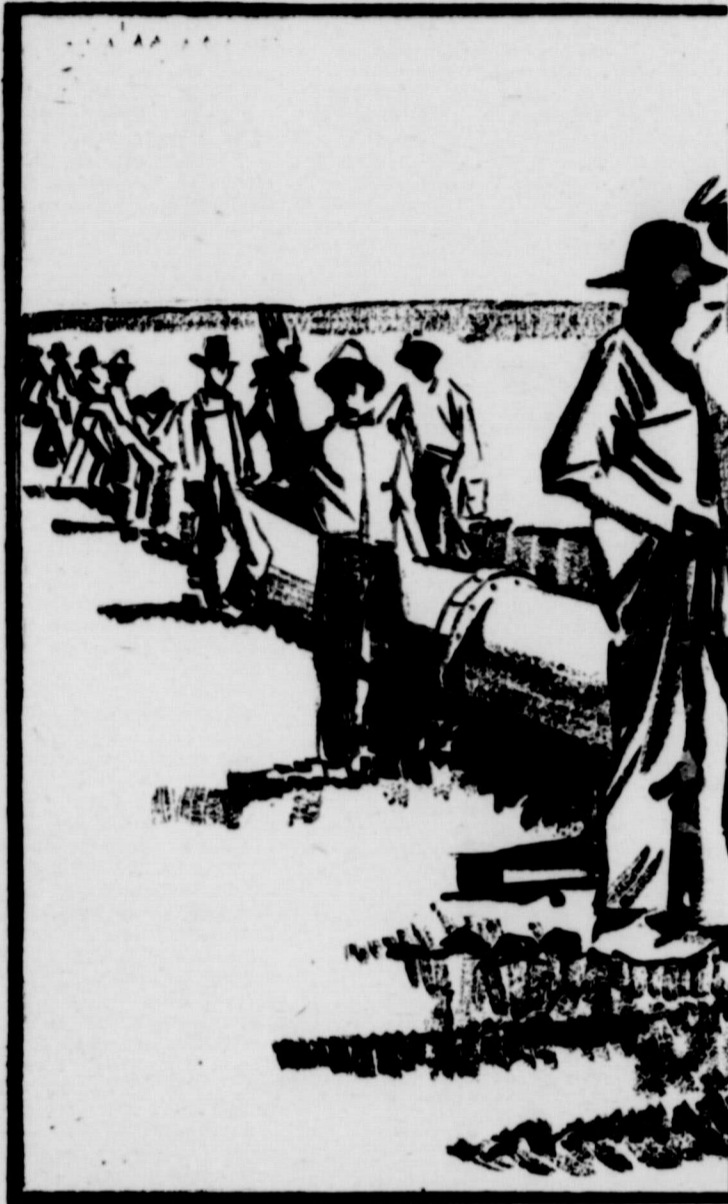
Today you harness your natural gas and have a snow-unit making ice, keeping food in fine condition, and freezing rally. The air-cooled Gas Refrigerator is so advanced that it ed machinery and runs for much less cost than any other me in many Cisco homes today for 25c a week or less.

Community  Natural Gas  
GAS SYSTEM

STARGAS OPERATES MODERN GAS



# Y of a Trenching



## TEXAS PAYS FIFTH LARGEST GAS TAX

HOUSTON, June 28—Texas, producer of 42 per cent of the nation's petroleum, pays the fifth largest gasoline tax bill of the 48 states, a check of tax figures showed today.

State and federal taxes combined to add four cents to the price of every gallon of gasoline sold in Texas. This figure is only the "gas tax," and it does not include other taxes that are levied on crude oil as it moves from well to refinery.

Tax statistics revealed that Texans pay an annual tax bill for domestically refined gasoline of \$28,479,350.

New York with \$43,344,695 in annual gasoline taxes leads the nation. Between New York and Texas are California, Ohio and Pennsylvania.

Illinois with less crude oil production than one East Texas well could give and with 2,000,000 more people than Texas pays \$27,853,011.

Three states and the District of Columbia pay only half as much as Texans. The rate is two cents a gallon. Ten states pay three cents. In that group are New York, Pennsylvania and California. Fifteen states including Texas pay four cents a gallon.

Other states include city and county taxes.

The highest rate is paid by Florida and Tennessee. Motorists of those states pay seven cents in taxes for every gallon of gasoline their automobiles use.

The nation's gasoline tax bill in 1933 was more than \$500,000,000. This figure is approximately the wholesale value of all automobiles manufactured in 1933.

Since the first gasoline tax was levied in Oregon in 1919, United States motorists have paid \$3,500,000 in motor fuel taxes.

In 1933, individual Texans paid more gasoline taxes per capita than the resident of any other state, despite the presence in their own backyards of the greatest pools of petroleum ever discovered.

**DOCTOR OF PHILOSOPHY AT 21**  
AUSTIN.—Richard Joseph Gonzales, 21, San Antonio, Tex., is the University of Texas' youngest doctor of philosophy. He received a bachelor of arts degree at 18 and master of arts at 19.



Walter E. Jones

Of Gregg County

Candidate for

Commissioner of General Land Office

A lawyer, an engineer, a college graduate, a man of practical experience.

He is endorsed by all interests in his home county.

A man who will fill the office with credit to himself and profit to the state.

# Cooler to Gas Refrigerator

## NEW Air-Cooled ELECTROLUX

### Lowest Operating Cost

About 25c a week is the remarkably low operating cost of operating Electrolux. A splendid example of the great operating economy of all modern gas appliances.

### Permanent Silence

There's no motor starting and stopping, or noisy moving parts to vibrate and get on one's nerves. Its operation is permanently silent.

### No Moving Parts

Parts that do not wear. This accounts for saving in the operation for it has no moving parts need costly repairs.

### Gas Company Service

Behind every Electrolux stands a real service—the Community Natural Gas Company ready at all times to render

the Citizenship Department of Commerce News, on this anniversary.

CE - SERVICE

Central Gas Co.

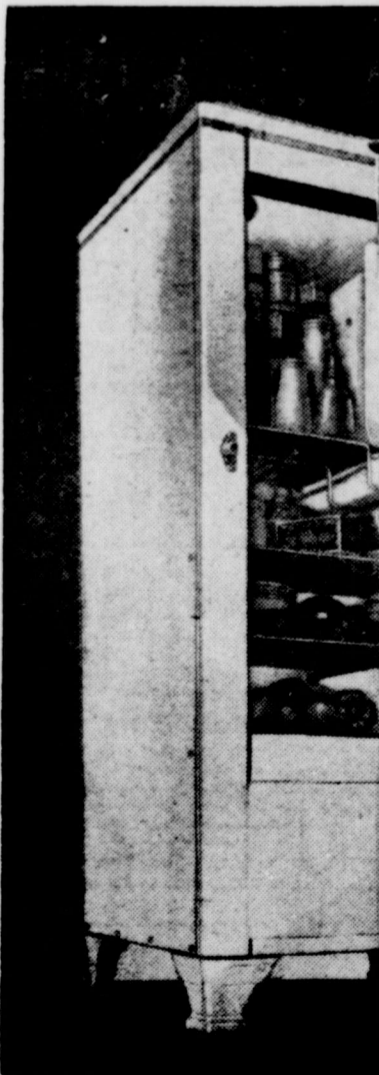
Modern Gas Appliances in Homes Beyond the Gas



# SILVER ANNIVERSARY

.....that let

**T**WENTY-FIVE years ago, with pick and a large part has been in the silent gas service from the sale that list hundreds is the largest your treasury paid us for its



## Dallas Bible Now Is Owned by Dallas City

DALLAS, June 28—A Bible that once belonged to George Mifflin Dallas, vice president of the United States when Texas was admitted to the Union, and the man for whom the city of Dallas was named, has become the property of the Dallas Historical society.

Dr. E. G. Eberle of Washington, editor of the Journal of the American Pharmaceutical association, gave the Bible to the society.

Dr. Eberle, a former Dallasite, is recognized as a leading collector of objects connected with the Dallas family.

He donated the rare volume to the society through G. B. Dealey, of the Dallas News and Journal, president of the society.

The Bible is an octavo volume, bound in calfskin and printed in London in 1910.

### TARPON ANGLERS READY

ST. PETERSBURG, Fla., June 28 — With the full moon of June falling on the 27th, tarpon fishermen from everywhere were making their annual mass attack upon the most sportive fish in Gulf and Bay waters when the ebullient fellows rolled in from the deep. St. Petersburg's Tarpon club, more than two decades old, will award prizes to fishermen hauling in the largest and the smallest.

### LEGS, FEET BUY TICKETS

ST. CATHERINES, Ont., June 28—You can pay your way into theaters here with startling legs and crows' feet. Asked to cooperate in a campaign against the birds by the St. Catherines and Lincoln Game and Fish Protective association, the theaters announced that ten pairs of startling legs and two pairs of crows' feet would pay for an admission.

## INDUSTRIAL ARTS CLUB SINCE 1908

The following excerpts from an article written by Mrs. Joe Wilson two years ago, give a splendid brief history of the First Industrial Arts club of Cisco:

By MRS. JOE WILSON

The Industrial Arts club was organized in 1908 by Mrs. Geo. Langston, with 25 ladies present, 8 of whom still live in Cisco. The charter members were:

Mrs. Claude Alvis, Mrs. Taylor Berry, Mrs. Tom Bacon, Mrs. J. B. Cate, Mrs. A. M. Douglas, Mrs. W. A. Dashiell, Mrs. Abner L. Mayhew, Mrs. Neal Owen, Mrs. Lee Owen, Mrs. M. V. Mitchell, Mrs. W. E. Ricks, Mrs. R. C. Smith, Mrs. J. H. Stoneham, Mrs. James Hayes, Mrs. Geo. Fee, Mrs. Geo. Langston, Mrs. O. T. Maxwell, Mrs. W. A. McSpadden, Miss Lizzie Roberts, Miss Bessie Bettis, Miss Stella Garner, Mrs. Mark Stamps, and Mrs. H. C. Poe.

The motto selected by the club was: "So open the windows of your mind to new ideas; keep at least abreast of the times and if possible, ahead of them."

The present motto is: "Better Homes, Better Schools and Better Communities."

The colors chosen were violet and white and the club flower is the violet. Its sweetness and modesty represents the two qualities that the club stands for.

The first civic act of the club was a flower show presented in 1908, in which the most beautiful pot plants of the town were entered. Mrs. Henry Benham received first prize on a chrysanthemum and Mrs. F. C. LeVeaux took first prize on the best collection of pot plants. After this for years the flower and baby show was an annual affair to be looked forward to and worked on for months.

### Aided Schools

Long before Parent-Teachers associations were popular, the Industrial Arts club sponsored what was then called the Home and School club. Through this branch of the club, the city school received its first piano and then followed many expensive gifts that the school needed badly. About this time under the direction of Mrs. A. J. Olson, a Junior Industrial Art club was organized in the school and functioned several years. American flags were placed in every room of the school and a large one provided for the flag staff.

In 1914 the state offered to help any school to establish home economics in its curriculum, providing that school with half the expenses. The Cisco school was not able financially to accept the offer so the Industrial Art club came to its aid and with its able assistance, girls of Cisco and the surrounding communities were enabled to take their places as the heads of the homes. To encourage the students of the new department, a gold medal was given each year to the girl making the highest grades. This is still the practice of the club.

About 1920 the club sponsored another civic improvement that meant much to the school children. The west ward school yard was provided with slides, giant strides, swings and other playground equipment which not only added to the appearance of the camps, but provided endless amusement for the children.

Two years later the club undertook furnishing milk and crackers to the undernourished school children. This movement called for a constant flow of money to pay for the food. Selling papers, gathered by individual members, placing milk bottles in convenient places for free will donations, and holding bake sales were a few of the means by which this fund was fed.

### Clean Amusement

The Industrial Arts club has always tried to provide clean amusement for the people. It has always been active in helping secure Lyceum courses, was responsible for the organization of a Little Theatre here and has brought well known artists here, among whom was the well known Mrs. Helen Fouts Cahoon of Fort Worth.

While the city library is not a project of this particular club, it has been, as have been all uplifting movements, helped in every way possible by the club. One donation of 77 books by one member of the club is worthy of mention.

First aid kits were placed in each room of the school and maintained by the club. There too, beautiful pictures have been presented not only to the Cisco schools but to rural schools that had no other source of supply. This practice is still in use, just last year a lovely picture was presented to the H. E. department of the Cisco high school.

Another scheme by which civic im-

## SANATORIUM HERE IS 14 YEARS OLD

Fourteen years ago Dr. and Mrs. N. A. Brown arrived in Cisco from Glenrose. They located in the old Milling sanatorium, operated by Mrs. Brown's father and the first drugless sanatorium in Texas. The name of the institution was changed at once to Brown's Drugless Sanatorium.

The Browns' occupied the old building for six years. In 1926 work was begun on a new and larger building into which they moved in January 17, 1927.

The new building is a stucco mission style structure with a court in the center. The rooms are delightfully cool and attractive, with double windows and louver doors, to insure proper air circulation.

The dining room is very attractive with a row of south windows facing the court. The kitchen is immaculate, and out of it comes delicious, appetizing, and healthful foods.

The lawns are well kept. Mrs. Brown by faithful effort has grown a beautiful flower garden. She has a rose garden, a Dahlia bed, and a row of Gardenias 20 feet long. There is a lily pond and a fish pool which add much to the general beauty of the court.

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The Browns have their work well divided. Dr. Brown looks after the welfare of the patients, while Mrs. Brown is the business manager.

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### Spirit of Cooperation

The spirit of cooperation that has always marked this particular club was manifested in the organization of the local Music club by Mrs. McClinton who was a prominent member of the Industrial Arts club, and the aid given in helping secure a building for the Federated clubs of the city. Another worthy work is carried on by a committee known as the Good Cheer Committee. During one year this group sent 400 1/2 dozen magazines to rural communities and 85 dozen to state prison. They gave away 509 payments to the needy, besides the aid always given the Elks with their work at Xmas and Thanksgiving. They were also responsible for sending 188 bouquets and plants to the sick. There were other aids in the form of cash given where it was especially needed.

The work of every worthwhile organization is more or less due to the guidance of their leaders. There is not room to mention all whose names belong on the list but the list of past presidents include those whose work is surely worthy of mention: These are:

Mrs. J. D. Stoneham, Mrs. O. T. Maxwell, Mrs. Geo. Fee, Mrs. A. J. Olson, Mrs. Gillespie, Mrs. J. J. Godbey, Mrs. H. G. Wells, Mrs. M. D. Paschall, Mrs. J. D. Barker, and Mrs. R. E. Grantham.

It is with pride that every member can look back through the years of her membership, be they few or many, and see that the group to which she belongs has left only good things in its path as the relentless hand of time turns the pages in the great book of life!



# Influence of C. of C. of Cisco

## ACHIEVEMENTS IN PAST YEARS MANY

A significant influence upon the life and history of Cisco has been, and continues, its chamber of commerce. This institution is municipally supported, deriving its funds from a two-mill municipal tax. Although the past few years of depression-values have materially restricted the funds available for its support, the chamber has continued to function in a manner that has brought credit to it and its community.

Over the past few years its activities have been predominantly of a relief nature, a condition true of practically all chambers of commerce which represented a most convenient medium through which government-supported relief efforts could be applied. Later, with organizations being especially set up to handle the work, and with improving conditions in industry and commerce offering a more hopeful prospect, chambers of commerce among them the Cisco organization, are returning to their normal sphere with new enthusiasm. Only of late the Cisco organization can point to results that are not large but at least are indicative of a new era.

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Co. Prexy



A. D. (Andy) Anderson, president of A. G. Motor Motor Co., Chevrolet dealers. "Andy" in point of service, is the oldest automobile dealer in Cisco.



A variety of scenes from

nal highway items and much construction are included

## TEXAS PAYS FIFTH LARGEST GAS TAX

HOUSTON, June 28—Texas, producer of 42 per cent of the nation's petroleum, pays the fifth largest gasoline tax bill of the 48 states, a check of tax figures showed today.

State and federal taxes combined to add four cents to the price of every gallon of gasoline sold in Texas. This figure is only the "gas tax," and it does not include other taxes that are levied on crude oil as it moves from well to refinery.

Tax statistics revealed that Texans pay an annual tax bill for domestically refined gasoline of \$28,479,350.

New York with \$43,344,695 in annual gasoline taxes leads the nation. Between New York and Texas are California, Ohio and Pennsylvania.

Illinois with less crude oil production than one East Texas well could give and with 2,000,000 more people than Texas pays \$27,853,011.

Three states and the District of Columbia pay only half as much as Texans. The rate is two cents a gallon. Ten states pay three cents. In that group are New York, Pennsylvania and California. Fifteen states including Texas pay four cents a gallon.

Other states include city and county taxes.

The highest rate is paid by Florida and Tennessee. Motorists of those states pay seven cents in taxes for every gallon of gasoline their automobiles use.

The nation's gasoline tax bill in 1933 was more than \$500,000,000. This figure is approximately the wholesale value of all automobiles manufactured in 1933.

Since the first gasoline tax was levied in Oregon in 1919, United States motorists have paid \$3,500,000 in motor fuel taxes.

In 1933, individual Texans paid more gasoline taxes per capita than the resident of any other state, despite the presence in their own backyards of the greatest pools of petroleum ever discovered.

### DOCTOR OF PHILOSOPHY AT 21

AUSTIN.—Richard Joseph Gonzales, 21, San Antonio, Tex., is the University of Texas' youngest doctor of philosophy. He received a bachelor of arts degree at 18 and master of arts at 19.



Walter E. Jones

Of Gregg County

Candidate for

Commissioner of General Land Office

A lawyer, an engineer, a college graduate, a man of practical experience.

He is endorsed by all interests in his home county.

A man who will fill the office with credit to himself and profit to the state.

# The Leach Stores

Featuring 5c-10c-25c Merchandise

Congratulations to the Citizenship of Cisco, the Chamber of Commerce and The Cisco Daily News, on this their Fifteenth Anniversary.

QUALITY - PRICE - SERVICE

## Hail Typewriter Co.

Congratulates the City of Cisco, the Cisco Daily News and the Chamber of Commerce on their 15th Anniversary. It is also our anniversary—in Eastland county since 1919.

Give Us Your Typewriter Business

Absolute Satisfaction Guaranteed

Sales on Remington, Standard. Noiseless and Portable. Service on All Makes

Eastland, Texas.

Phone 33.



INDUSTRIAL ARTS SANATORIUM HERE  
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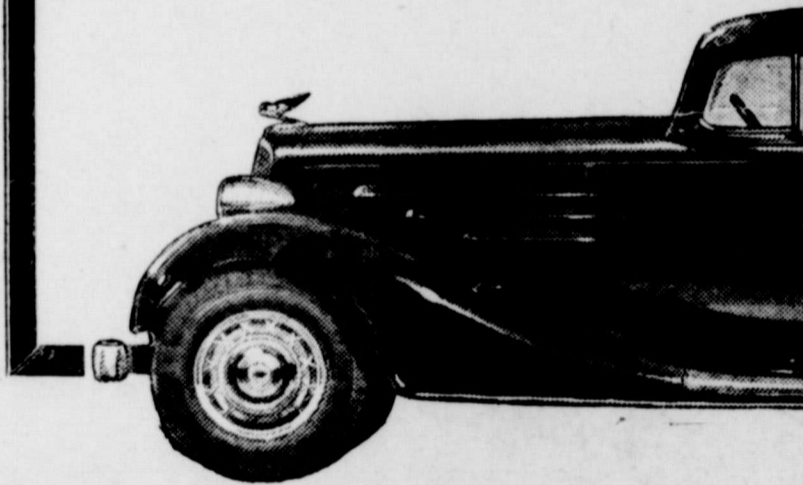
# CHEVROLET

With Its Remarkable Price Reduction  
 Now Leads in Value  
 Greater Than In Automobile Manufacture



**CHEVROLET HAS LED IN SALES FOR 1934 model was built to beat its own for the first five months of 1934 show FAR IN THE LEAD, notwithstanding January and February.**

**Drive it only five miles and you'll never want another car!**



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About 1920 the club sponsored another improvement that meant much to school children. The west ward school yard was provided with slides, giant slides, swings and other playground equipment which not only added to the pleasure of the camps, but provided less amusement for the children.

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**Unique Department**

**Repair Shop**

We have the most modern equipped repair shop in this section which includes every device known to modern science to render a repair service of the highest quality and satisfaction.

**Body and Metal Repair**

In our body and metal repair department we are thoroughly equipped to revive any damaged automobile. Welding of all kinds is part of our superior service.

**Body Work**

A complete equipment for the benefit of the public for all makes of Automobiles is maintained in our shop to remanufacture the body of your car like new.

**Our Paint Shop**

Regardless of the condition of your car our paint plant can turn out the work to the complete satisfaction of the most discriminate and a paint job on any car is due attention because it protects the life and body of your car.

**Cars**

Covering a wide range of experience in the sale and purchase of used cars, has enabled us to judge with almost uncanny perfection the real quality of used cars. When we say to a customer "This is a used car worth the money," it is true without restrictions and we always have a used car for your inspection. It is the policy of this firm to give unconditional satisfaction.

**Our Personnel**

Through a most pleasant business relationship we congratulate Cisco and all its civic interests and nothing but factory trained mechanics are here to serve you. Here's greetings from all the force.

# A-G MOTOR CO.

Corner Avenue D at 6th.

Cisco, Texas



# Influence of C. of C. on Community Is Great

## ACHIEVEMENTS IN PAST YEARS MANY

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By the very nature of Cisco's location and the times and period of west Texas development embraced by its history, the chamber of commerce has made one of its highways. Its accomplishments in this field of recent date include the development of sentiment supporting the Weatherford-Strawn "cut-off" highway, known as highway 89, which eliminates 14 miles or more of the distance between here and Fort Worth as well as a number of dangerous curves.

### Construction Pushed

This "cut-off" is being built as rapidly as the highway department can find the means for its construction. The Cisco chamber contributed liberal sums to assist the department in working out preliminaries to this project. Designation of the Leeray road, nine miles in length and joining Cisco with Highway 67 to the north, is another recent chamber of commerce highway success. This road is being rebuilt, although progress is much hindered by the lack of available funds. It is an essential part of the Cisco highway system. Other successes include approval of plans for reconstruction of Highway 23 south to Romney, a federal emergency project now awaiting contract. In connection with this, it should be said that the chamber has been more or less responsible for the fact that Eastland county has received a full per capita allotment of federal funds allocated to Texas for road construction by the federal government during the early part of 1933. As a matter of fact, what Eastland county has obtained from this source probably exceeds its per capita share, totalling approximately \$200,000. A number of card-

inal highway items and much lateral road construction are included in this list.

### Highway 23

Probably the greatest achievement of the chamber in the matter of highway development, however, has been its success, in collaboration with various county and Cisco officials, in securing designation and construction of Highway 23 across the Lake Cisco dam to the county line at Moran northwest of Cisco in Shackelford county.

Many other highway activities could be enumerated.

In the matter of relief, as said, one of the major projects during recent years, the chamber of commerce secured from the national chapter of the Red Cross approximately \$53,000 worth of clothing, yard goods and flour, which was distributed through this office. Mr. Spencer was and is chapter chairman of the Red Cross and administered this relief.

During the period that the chamber functioned in securing federal relief money and in supervising its distribution, a total of \$125,360 was obtained and distributed among the needy of the county.

### Scope of Activities

The scope of the activities of the chamber of commerce embraces practically the entire civic picture. Its efforts are continually joined with the efforts of other interests, both private and public, in its

constant work to obtain for Cisco a more prosperous commercial and industrial life. It is constantly active in attempts to obtain new industries, although its results in this respect have not been great. Among the new enterprises recently established here and in which the chamber claims some part, are a flour mill and a self-cooling automobile seat factory.

### Oil and Gas

It has always taken an aggressive stand with respect to the oil and gas industry, seeking to protect the interests of the community at large and of citizens as individuals in this field. Cisco's relation to oil and gas development is, of course, close and the chamber is therefore vitally interested in the welfare of this industry.

It has also been active in fostering the improvement of bus and truck transportation and its regulation.

In the encouragement of recreational activity and improvement of facilities at the lake the chamber has always been foremost. Annually it has held bathing revues, picnics and sponsored a variety of other enterprises which serve to emphasize the advantages existing there for amusement and physical recreation.

Every "election year", such as the present, a "political carnival" is held at the lake at which candidates for state and national offices as well as local offices, are

privileged to speak. Some of these have drawn upwards of 10,000 persons.

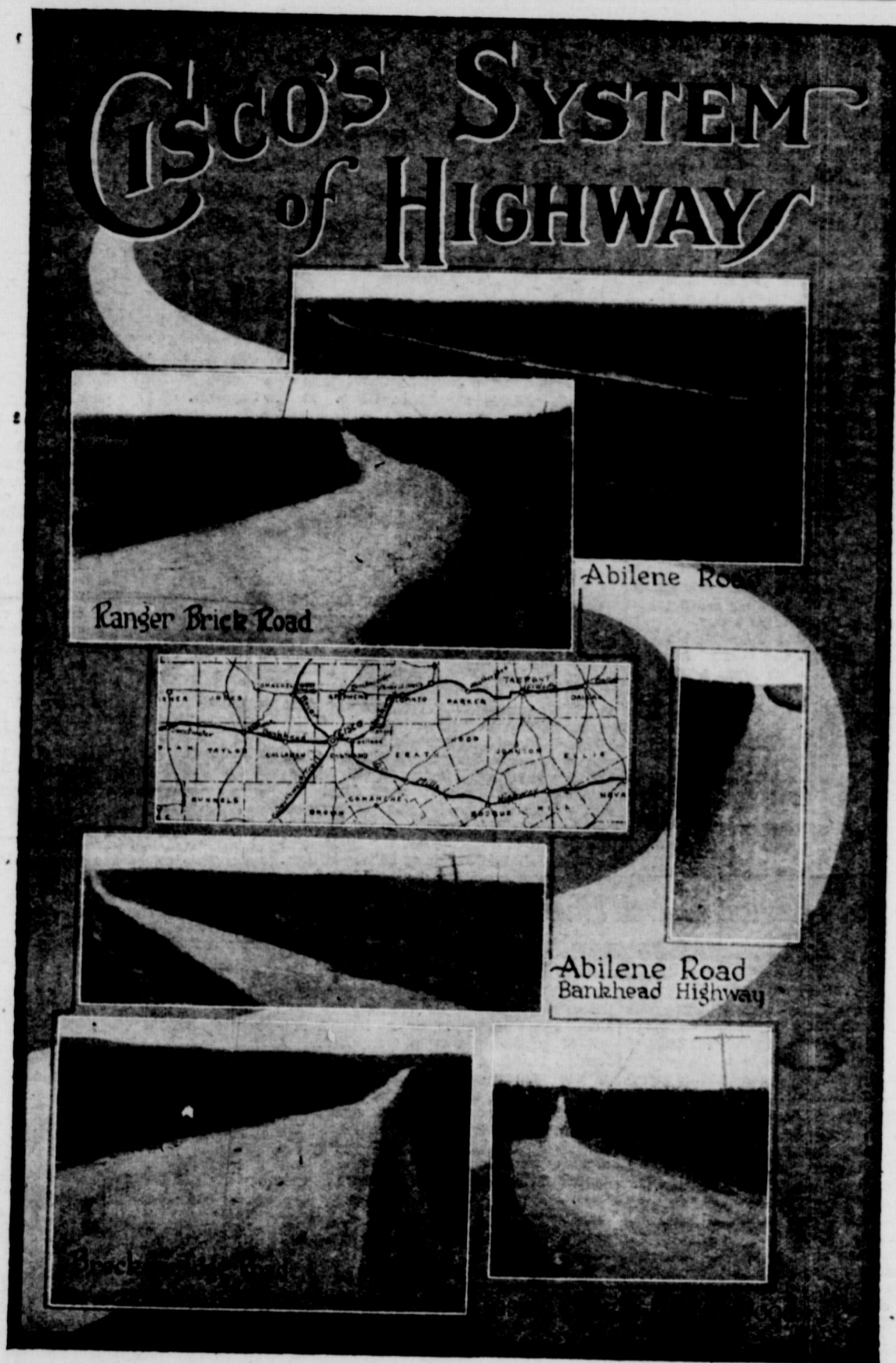
The chamber was largely instrumental in securing for Cisco the beautiful federal building which was completed and occupied last fall. Cost of this was estimated at \$110,000.

Besides its industrial, commercial and civic programs, the chamber of commerce maintains a department exclusively devoted to the agricultural welfare of the section. In charge of that department is J. M. Bird, vocational instructor in the Cisco high school and agricultural secretary of the chamber.

The agricultural status of the county is dealt with in another article, but Mr. Bird and his department collaborate with the county agent's department and with every other institution or interest seeking to build a better agricultural character and promote a more prosperous farming population.

Mrs. P. B. Hudlow is office secretary of the chamber.

In numerous other ways and upon numerous other projects, the chamber of commerce has fostered the welfare of Cisco. Although the depression period robbed it of much of the means with which to work and even removed incentive from the organizations of many of its sister com-



A variety of scenes from the splendid highway system that radiates in every direction from Cisco are shown in the above group.



## EXIDE BATTERY CO. ORGANIZED IN '29

The Exide Battery company located at 401 Main has been operating in Cisco since 1929.

Carl Baird and Ray Haley are the proprietors.

Mr. Haley was connected with The Blease Motor company a number of years before going into business for himself. Mr. Haley is a native of Cisco and a real Cisco booster.

Mr. Baird was an employe of the West Texas Utilities company before joining forces with Mr. Haley to organize the Exide Battery company.

The company was located at 1100 Main before moving to their present location a year ago.

Besides handling Exide batteries and giving Exide service they carry Crossley radios, Federal tires, general auto parts and T. and P. gasolines and oils. They do all general automobile repairing and washing and greasing jobs.

Mr. Haley said that the firm had managed to "hold its own," as long as it has because of hard work on the parts of both members of the company.

## Midland Negro Woman Relishes Diet of Dirt

MIDLAND, June 28.—A negro woman of Midland, eats dirt and thinks it's a great dish. She eats five pounds a day.

Her eccentricity was discovered when C. M. Goldsmith noticed two negroes filling a sack with clods from a road at the side of his house. He called Police Chief Lee Maynes and the two men followed the negroes to the home of Rosey Patterson, 30-year-old negress.

The men said they procured about 15 pounds of dirt every three days for Rosey. She said she ate dirt from all over Midland.

"Ah likes dat red dirt near Mr. Goldsmith's house best, though," she added.

## Cisco First Baptist Church Had Beginnings In Pioneer Community of Red Gap in 1878

By W. F. WALKER

The First Baptist church of Cisco was organized by Rev. C. G. Stephens and W. B. Cobb, as the Red Gap Baptist church, in 1878. The following is a list of the members that made up the charter membership of the church:

Rev. and Mrs. C. G. Stephens, Mr. and Mrs. W. B. Cobb, Mary Cobb, Stephen Cobb, Mr. and Mrs. J. J. Sparks, Mr. and Mrs. J. V. Danvers, Mrs. Albert Stephens, Mrs. Celest Green, and J. P. Swindle.

This little congregation of thirteen held their first services in a little log school house which stood close to the northwest corner of the present cemetery. There was no town of Cisco at that time, Red Gap being the post office and community center. The railroads had not found their way to this part of the country and few fences were found to interfere with the vast open range.

The Red Gap Baptist church became the leading religious center among the scattered churches in this part of the country. Under the leadership of the pastor, C. G. Stephens, the church called a committee from other churches to meet with the Red Gap church on Friday before the third Sunday in July, 1879. This was the first Baptist convention held in this section of the country. Dr. R. C. Buckner, the founder of the Buckner's Orphan home, Dallas, rode on horseback from Dallas to attend the convention. He preached the convention sermon, the subject of his discourse being "Despise Not the Day of Small Beginnings."

Rev. C. G. Stephens, the first pastor, dedicated a small portion of land to be used as a community cemetery and is the northwest portion of the Oakwood cemetery. He and his family and a large number of his relatives are interred in this part of this old historic burying ground.

Later with the coming of the Texas Central railroad and the rapid development of Cisco, a small boxed building was erected where the west ward school building now stands. In 1882, the church acquired a lot at the corner of what is now Ninth street and E avenue. The little congregation secured a loan of two hundred dollars from the American Baptist Missionary society, in New York, for the purpose of erecting a house of worship. This loan was never repaid un-

## First Baptist Church



Located at E avenue and Ninth street this is the newest of the large church edifices erected in Cisco. It

was erected in 1926-27 at a cost of around \$100,000 for building and furnishings.

## CATHOLIC CHURCH FOUNDED IN 1920

By MISS CATHERINE CUNNINGHAM

The Holy Rosary church was erected in Cisco in 1920 with a membership of approximately sixty families. It was dedicated by Most Rev. Joseph P. Lynch, Bishop of Dallas. Rev. R. A. Gerken, of St. Rita's church, Ranger, was the first pastor of the new mission at Cisco. Through his efforts schools and churches were erected in Ranger, Eastland, Cisco and Breckenridge. He served with his assistants in this capacity until April 25, 1927, at which time, he was consecrated first bishop of the new Diocese of Amarillo at the age of forty. After six successful years of administration as Bishop of Am-

arillo, this distinguished churchman had conferred upon him a still higher honor, that of archbishop of Santa Fe, on August 23, 1933. The installation ceremony was attended by outstanding churchmen of the country, including two apostolic delegates from Rome. The installation of this youngest archbishop in this country took place in the famous old cathedral at Santa Fe. The distinctive historic background of this ancient city and cathedral has been made famous anew by Willa Cather's, "Death Comes for the Archbishop."

The work started by Archbishop Gerken in Cisco has been continued by his successors. The present pastor is Rev. M. Collins, assisted by Rev. F. Fernandez. A rectory was built adjoining the present site of the Holy Rosary church in 1923.

committee on our church history, composed of Mrs. Ulala Howard Burnette, Messrs. C. S. Karkalits and B. W. Patterson. This committee wrought long and diligently in the writing of this history and present us with many facts, both interesting and instructive, which space will not permit here.



Whether its for the  
Dance, the Picnic  
or the Bridge Party

... We Clean and  
Press the Garment  
as it should be

The only graduate from  
National Dyers and Cleaners  
Institute in Cisco

ROAN'S  
CLEANING PLANT

Phone 88

We Sell **LOW** and We're **BUSY** All the Time!

SMALLER profits, faster selling—that's our idea of merchandising. And we look all over the United States for special advantages in buying our interesting stocks.



Come up and see us some time; this is not near all we have

Congratulations to All of Cisco and Its Civic Interests and to the Community!

**CRAWFORD & REEVES**  
FURNITURE

til 1927. The congregation throughout these years seemed to have forgotten about the transaction, or, at least a record of payments was never paid. A framed building, 36x50 feet was erected on the newly purchased lot. This served as a place for worship until it was destroyed by the cyclone which demolished the town in 1893. The minutes of the first two pastorates were destroyed by the cyclone, and this data is gathered from the members who were living here at that time.

Following is a list of the pastors as they have come and gone during these fifty-five years.

- C. G. Stephens, 1878-1881;
- L. S. Knight, 1881-1884;
- D. A. Wilson, 1885-1886;
- Rev. Wilson was re-elected in 1886 but resigned to accept work as a foreign missionary to Old Mexico.
- A. H. Norris, February 21-May 23, 1886;
- W. G. Caperton, June 1886-1887;
- J. R. Kelly, November, 1887-1889;
- R. A. Lee, 1889-1891;
- A. S. Bunting, 1891-1896;
- B. F. Dixon, 1896-1899;
- Chas. T. Alexander, 1896-1900;
- William Crawford, 1900-1902;
- J. H. Helm, May, 1902-Sept., 1902;
- William Crawford, Oct., 1902- Sept., 1903;
- G. W. Sherman, Sept., 1903-April, 1904;
- R. L. Gillon, 1904-1905;
- S. W. Kendrick, 1905-1906;
- J. M. Joiner, 1906-1907;
- John H. Boyett, 1908-1910;
- A. A. Hutto, 1910-1912;
- Eben Stubblefield, 1912-1917;
- A. E. Baten, 1918-1920;
- C. G. Howard, 1920-1924;
- A. C. Miller, March, 1925-1930;
- E. S. James, Sept., 1930—

During the pastorate of Rev. E. E. Baten it was definitely decided to erect a new building. A building committee was named and plans studied. During C. G. Howard's pastorate the actual work was begun and finished during the pastorate of A. C. Miller.

Well has the prophecy of Dr. R. C. Buckner, who preached the first convention sermon, in the little old Red Gap church, which later became the First Baptist of Cisco, been fulfilled.

For much of the data in the above historical sketch of the First Baptist church of Cisco, we are indebted to the



## CHURCH OF CHRIST FOUNDED IN 1921

The Cisco Church of Christ was organized in 1921 by a congregation of which L. H. Qualls and Ed Daniels were the leading members. The church, which today has a membership of about 100, first held its services in the city hall. Later it bought the old Presbyterian church property from the First Methodist church which had secured it for a Sunday school building after the Presbyterians had built their new brick edifice. This building was moved to the church site at Eighth street and H avenue and furnished. It continues to be the home of the church, and services are held each Sunday, including worship and Sunday school services.

Although one of the younger of the Cisco denominations, the church is a thriving organization that exercises a potent influence upon the religious life of the community.

The present pastor, the Rev. W. E. Moore, was only recently engaged. Terry Dill is superintendent of the Sunday school and Ed Daniels, Luther Qualls and J. C. King compose the board of elders.

## ACHIEVEMENTS IN PAST YEARS MANY

(CONTINUED FROM PAGE 25)

communities, the Cisco chamber has been constantly and fully busy about the business of Cisco. With a voluminous record of service behind it, the chamber faces the "New Deal" era with confidence in the future and in its ability to serve that future in Cisco's behalf.

### ENDED CLUB'S YEAR

WAUPUN, Wis., June 28 — A banquet prepared and served by members of the Boy's Chef club terminated the third successful season since the club's organization three years ago. On special occasions throughout the year, the club composed of high school boys in the domestic science class, conducts dinners and luncheons for business groups.

### Candidate



WALTER E. JONES

## JONES CANDIDATE FOR LAND COMM'R

Walter E. Jones, of Longview, Gregg county, candidate for commissioner of the general land office, presents his candidacy to the democrats of Texas in the forthcoming July 28 primary with the endorsement of all the legitimate interests of his home county.

He is a man of practical experience, an engineer, a lawyer a man peculiarly trained to discharge the duties of the office he seeks.

He asks the support of the people of Cisco and surrounding communities on the assurance that he will endeavor to fill the office with credit to himself and profit to the state.

### MILWAUKEE PLANS LIGHT OPERA

MILWAUKEE.—Four light operas, in addition to band concerts and other free entertainment, will be offered as part of the summer program of Humboldt Park this year, park commissioners announced.

## Specializing Exclusively in Ladies Apparel and Accessories, Women Confidentially Look to Us

FOR NEWEST AUTHENTIC

### Fashions and Accessories

We make it a point to always maintain large assortments from which to make your selection. Because today's woman is value wise as well as fashion wise. Our prices are as low as possible, consistent with high quality and fashion.



### Collection

of sheer cotton frocks and other Summer fashions are now ready for your approval.

Congratulations to Cisco and All Its Allied Interests.  
We wish the entire community success and prosperity

# ALTMAN'S

WOMEN'S WEAR SPECIALISTS

## DEDICATED :-

## TO THE PROGRESS

## Of Cisco and It's Trade Territory

This Is the  
**BANK**  
that  
**SERVICE**  
Is Building

This Bank, represented by its officers and directors, stands for the development of this section and is ready at all times to render any service, consistent with sound banking principles.

Modern  
Safety Deposit  
Service

## FIRST NATIONAL BANK

IN CISCO, TEXAS

MEMBER FEDERAL RESERVE SYSTEM.



# PRESBYTERIANS BEGAN WITH FIVE

By DR. W. P. LEE

A commission from Trinity presbytery U. S. A. organized the First Presbyterian church in Cisco on August 29, 1881, with five members, J. H. Ellis, M. H. Lee, Mrs. J. A. Lee, Mrs. Lillie Hightower and Mrs. F. Latimer. Moderator of the meeting was Rev. John Sylvanus, and Elder I. H. Ellis was clerk.

The first board of trustees were I. H. Ellis, J. P. Ellis, M. H. Lee, Leander Jordan, J. C. Chapman and C. F. Runnell. The first ruling elders, I. H. Ellis and Mrs. M. H. Lee were installed by Rev. H. I. Little, D. D.

Rev. H. B. Burr was first stated supply followed by Rev. C. M. Whetzel.

In February, 1883, Mr. and Mrs. David Redfield were received into the church. He was elected a deacon and later was made an elder. To the time of his leaving Cisco eleven years later Mr. Redfield was one of the leading spirits of the church.

Rev. G. I. Fisher next supplied the church and it was during his services that R. F. Weddington, Orrin Redfield, James Stanton and the Edgar and Eppler families were received into the church. There are people in this vicinity who can say with pride that they are descendants of these pioneer Presbyterians. Gomer I. Williams was received into the church in Nov. 1885. A man too modest to accept an office in the church though repeatedly urged to do so, he will be remembered as growing steadily more kindly and tolerant.

Rev. John McMurry supplied the church from 1889 to 1891.

On May 10, 1891, the church unanimously voted to change its ecclesiastical relations to the Presbyterian church U. S. Rev. W. E. Shire was its first supply under the new relations. Rev. J. M. Smith, father of Rev. Gary Smith of Sweetwater, became supply January, 1893, continuing to September, 1894.

On departing he told the officers of the church that to keep a pastor they must build a manse. A lot was donated at the corner of Sixth street and H avenue on which a modest cottage was erected, and Mr. Smith's advice proved good. It was easier to keep a pastor. Rev. R. M. Tuttle was supply, 1894-1896. We were a small band with few young people holding our Sunday school in the afternoon. There were no young peoples societies, no moving pictures and no swimming pool, so the Presbyterian Sunday school was the only place to go, and it drew a miscellaneous crowd, very difficult to manage. Mr. Tuttle promptly changed that. He had the church school changed to the forenoon. The enrollment of adults, children and infants was fourteen. A small number, but the school prospered. There were times of discouragement along the years. Sometimes the superintendent was the only man there, and when his professional duties kept him away, Mrs. A. B. Johnson acted in his stead. It was rather an unheard of thing in those days and this locality. Women still "kept silence in the churches."

Rev. J. N. Ivy was the first pastor coming in July 1897. This was his first charge. He was ordained and installed Nov. 14, 1897, in this church, and administered all the sacraments of the church excepting marriage that same day. The baby he baptized was Fielding Lee, who was born on Mr. Ivy's twenty-second birthday.

Rev. Henry Austin became pastor in February, 1901, and resigned November, 1901. Rev. Johnston Robertson was installed pastor May, 1902, served until September, 1903; Rev. W. K. Johnston was pastor, 1904-1907; and Rev. B. C. Bell was pastor 1907-1911, nothing spectacular about this period, just steady growth and faithful work on part of both pastors and people.

Rev. J. D. Leslie was pastor from 1911-1921 and was obliged to move to Dallas on being made stated clerk of the general assembly, a most important office which he has filled superlatively well. He is much beloved by the Cisco church. It is one of the high spots of the year when Dr. Leslie visits Cisco.

Rev. Gaines B. Hall served the church from 1922-1925. The time of the building of the new church coincided with Mr. Hall's pastorate. We had talked and planned in an aimless way until 1922, but nothing had been done. It was decided to sell the church lot and building on Broadway and build on the manse lot. A committee was appointed which met often and prayerfully talked over and decided all matters pertaining to the building of the new church. It was finished and the final report made in 1925. It was a great joy to have enough room. The little church and an annex which was used for a kitchen and a boys class room and which the boys called "the barn", had long since ceased to be sufficient. The women's classes met in nearby homes and

## First Methodist Church



First of the modern church structures to be built in Cisco, the First Methodist church was erected in the

"boom" era of 1919 and 1920 at a cost in excess of \$100,000. It is located at H avenue and Eighth street.

## First Methodist Church Organized by Intrepid Circuit Rider in Cabin Near Present Cemetery

By J. HOLLIS CLARK

The First Methodist church, Cisco, whose mother church is the Methodist Episcopal church, South, was first organized in Cisco in 1880. As was true of many of the churches founded in those days, the Cisco church was begun through the zeal and religious fervor of one of the pioneer circuit riders, who sacrificed themselves for the spreading of Christ's kingdom. His name was Rev. Lamb Trimble, and in searching for anyone who was a believer in the Methodist faith, he found M. V. Mitchell and wife running a sheep ranch and living in a log hut 10 by 12 feet. He accepted the Christian hospitality of this couple, and always found there a place in their home; the shed room was the only place for the preacher, but plenty of blankets and a real Christian faith made him happy and willing to undergo the hardships.

### Organized in Log Cabin

The first church was organized by this preacher in 1880, in a log cabin just west of the location of Oakwood cemetery. The first members were M. V. Mitchell and wife, and Mr. and Mrs. Walton. Mr. Mitchell was elected steward. The next circuit rider was Rev. Andrews, and John Lane was steward. In 1881 Cisco was founded at the junction of the railroads, and everybody moved to town, the school, post office, and church following the people. Rev. Mills was the next pastor. He and Rev. R. B. Vaughn canvassed the new town for Methodists, and about twenty were put on the church roll. Not long after this a school house was built by popular contributions, and this sufficed as a place for the monthly preaching.

### Small Church

During the pastorate of John A. Wallace two or three years later, a small church was erected. The cost for material was \$65, and the labor was donated by members and friends of the church. The site was that of the present location of the First church. During the ministry of Rev. T. C. Ragsdale, a second building was erected, or rather the former was enlarged, to meet the growing demands of the congregation. But this was swept away by the disastrous cyclone of 1893, and then a commodious meeting-place was built, costing approximately \$6,000. In 1904 the church had a parsonage valued at \$1,200, and a membership of three hundred and thirty. During that year, under the ministry of Rev. S. J. Vaughn, there was a net gain in membership of eighty, and about \$800 were spent in improvements on the church building and the parsonage.

Construction on the present structure, the fourth in the history of the Cisco Methodist church was begun in 1919, under the ministry of Rev. Umphrey Lee and finished in 1920 under Rev. Lewis N. Stuckey. This was the first of the larger brick structures to be erected, and since then three denominations have built more adequate temples of worship. During the past fifteen years, these pastors have served: Lewis N. Stuckey, H. Bascom Watts, P. T. Stanford, S. J. Rucker, F. E. Singleton, H. D. Tucker, and O. O. Odom. The present organization, with a mem-

bership of 550, is under the leadership of Rev. Frank L. Turner, who moved here to take over the ministerial duties in November, 1933, from a pastorate in Fort Worth. Lory Boyd is the chairman of the board of stewards; H. G. Bailey is secretary-treasurer, and S. H. Nance is the superintendent of the Sunday school.

at the public library. Rev. B. C. Boney was pastor from 1925-1931. Mr. Boney and his lovely family endeared themselves to the people and will long be held in loving remembrance. Rev. J. Stuart Pearce our present pastor is an outstanding minister of our denomination, a fearless and faithful preacher, who does not hesitate to tell us the plain truth. May he long remain with us.

## QUALITY SERVICE IS ROAN PROMISE

Alton Roan, of Roan's Cleaning plant, 709 D avenue, is a graduate of the National Cleaners and Dyers Institute, located at the national capital. In addition he has had six years experience with his own shop and several years with other shops.

His present business was opened to the public last January, after sale of the business with which he had been employed. The plant is large and attractively arranged, convenient to customers, and equipped with thoroughly modern machinery and appliances.

Mr. Roan has installed a plant which he believes is more than adequate for the cleaning and dyeing needs of Cisco and, with his training and experience, capable of rendering the highest quality of service. He invites the public to inspect his plant, and assures prospective patrons of the highest type of cleaning and dyeing service.

### CARP DIE IN STRUGGLE

XENIA, O., June 28 — Fishermen in a stream near here discovered two carp, locked in a fatal grip, dead and floating. One carp had buried its mouth in the throat of the other. Scarcity of food caused by low water was blamed for the apparent effort of the fish to eat each other.

# CONGRATULATIONS

City of Cisco  
Cisco Daily News  
Chamber of Commerce

Forty-four years a citizen of Cisco and many of those years in barber service, allows us a knowledge of Cisco's progress.

Always Boosting for Cisco

## L. D. WILSON BARBER SHOP

Your Family Wash sent to us  
guarantees sanitation and protection to garments

Congratulations to Cisco and its Allied  
Civic and Community Interests

LAUNDRY  
CISCO  
STEAM



106  
W. 6th

Phone  
138



### First National's Motto of "Service" Chief Instrument in Building Sound, Strong Bank

The First National bank of Cisco, one of the staunchest financial institutions in the state, served Cisco and the Cisco country during the most trying period of recent financial history with a record that will ever afterward be pointed to with pride.

The bank was organized in 1917 and boasts more than 17 years of service to the community. Its business has been established upon a policy of service paramount. Having determined its field in accordance with the best principles of commercial banking, it has devoted itself to the services of its patrons within that sphere with a minute and painstaking interest in the details of every need.

**Bank Attitude**

From the first there was evident in the attitude of the bank a consideration for the small depositor and the small borrower. Their needs are relatively as great, relatively as acute and relatively as important as the needs of the big depositor or the big borrower. So the First National bank has built up a tradition of regard for the needs of customers of this class, while according patrons of larger means a commensurate consideration, and on this basis it has grown steadily into a broad field of service.

It has considered, first of all, its duty in the protection of its depositors' money. A bank which receives money in trust assumes a responsibility that nothing but the most careful management will justify. In this respect the First National bank has consistently kept itself in such a condition that it is able to meet any sudden, unusual demand for withdrawals. Even during the most trying days of the banking holiday, when bankers generally were glad to close their doors and gain a respite from the tide of public hysteria, the First National bank was not afraid of its position. It closed its doors, but it closed them not as a matter of self-protection, but upon the government's order, which had in mind the welfare, not of one bank, but of the entire banking structure.

**Federal Deposit Insurance**

Today, the bank is a member of the Federal Deposit Insurance Corp., which

guarantees to every depositor the amount of his deposit up to \$2,500. It is significant that the bank was admitted to this federally-instituted corporation without even the formality of a special examination, although the requirements of the corporation are rigorous and its appraisals in no wise lenient.

When banks all about this section were closing under pressure of deposit withdrawals and depressed values, the First National's doors stood open, and its vaults increased with the funds which people of other communities brought to it for safe-keeping. The soundness of the First National bank was a by-word. At no time was it threatened with a "run" actual or incipient.

"The bank that service is building," has been a successful motto, not because of any sentiment expressed therein, but because of the careful management behind it and the earnest work of a corps of officers and employes whose first concern is to see that the institution lives up to it.

**New Home**

About three years ago the bank home on D avenue was remodelled, the old out-moded structure in which it had grown into a large institution replaced with a beautiful modern home. The building is one of the most attractive smaller bank structures in the west.

The modern theme is carried out in interior arrangement, equipment and decoration. The vaults, clothed in thick steel and concrete and equipped with time locks in series, and a clever burglar alarm system embody the most advanced ideas in protective measures.

Deposits in the bank have grown constantly during the depression. On March 5, 1934, the date of the last national bank call, they totalled \$823,331.56, a figure that compares with about half a million deposits with which the bank entered the depression era. Total assets of the institution on March 5 were \$918,568.70.

Alex Spears is president; E. R. McDaniel, Dr. F. E. Clark and W. W. Wallace are vice presidents and E. J. Poe is cashier. These form the board of directors of the bank.

Vance Littleton and Mrs. Lucille Huffmyer are assistant cashiers.

# NOW PRINCESS

Ice Cream Is In Town

A Great Big Heaping Dish

or a Big Double Dip Cone

5¢

In These Flavors—

- Vanilla
- Chocolate
- Strawberry
- Almond Toffee
- Banana Nut
- Cherry Nut
- Orange Nut
- Lemon Custard
- Peppermint
- Princess Special
- Orange Sherbet
- Lime Sherbet
- Pineapple Sherbet



Princess is made from the highest grade ingredients, from whipping cream, pure cane sugar, whole eggs and fresh fruits.

## Princess Ice Cream Parlor

Next Door to First National Bank.

We're glad we're in Cisco and join in Congratulations to Its Civic and Commercial Citizens

### VISIT OUR JEWELRY DEPARTMENT

**Summer Cosmetics**

Take good care of your complexion. Swimming and other out-door sports will give you the healthy tan but might ruin a lovely complexion. Use our cosmetics.

**Paints and Wallpapers**

Largest selection in this section

**Brushes and Painters Supplies**

**Window Glass**

Cut to any size. Everything else you need to beautify your home

### CONGRATULATIONS

to

**Cisco and All Its Allied**

**Interests**

and

to the

**People of this entire**

**Community**

**we extend**

**good wishes**

### Once A Customer

Then it's our job to keep you

You may depend upon the quality and freshness of our goods . . . . The price is always right.



### Accurate Prescription Service

Our skilled, registered pharmacists follow directions exactly as ordered by your physician. Careful checking off-sets possibilities of an error occurring.

# DEAN DRUG COMPANY

"The Rexall Store"

Phone 33.

Cisco, Texas



## P.-T. A. RENDERING NOTABLE SERVICE

The West Ward Parent-Teacher association had a hard time beginning, but the persistence with which it was revived following its early failures proved both the need of it and the determination of the women who fostered the institution. Today it is rendering a service of incalculable value to the school children and the school area embraced by its particular field.

The association had its inception before or immediately after the beginning of the last decade. Its first president was Mrs. O. J. Olson. In succession, Mrs. Olson was followed in that office by the Mrs. C. L. Mount; Mrs. J. L. Kennedy; Mrs. C. H. Van Eman; Mrs. J. E. T. Peters, who served two years from 1926 to 1928; Mrs. Wm. V. Hoyt, 1928-29; Mrs. D. E. Waters, 1929-30; Mrs. Homer Slicker, 1930-31 and 1931-32; Mrs. P. R. Warwick, 1932-33; and Mrs. L. E. Boyd, present head of the association.

### Seven Fields

Seven fields occupy the interests of the association in behalf of the schools and the child life within the schools. These are: health, home, learning, character, citizenship, vocation and leisure. The object of the association is to promote child welfare, in home, school, church, and community; to raise the standards of home life; to secure more adequate laws for the care and protection of women and children.

It strives to bring into a closer relationship the home and the school, so that parents and teachers may cooperate intelligently in the training of the child; and to develop between educators and the general public such a unison of effort as will secure for every child the highest advantages in physical, mental, moral and spiritual education.

Among recent projects undertaken by the association are:

### Projects

Furnishing milk to undernourished children; securing free serum for immunization of children against diphtheria and smallpox; holding a summer Roundup for children of pre-school age, at which children who are to enter school for the first time the following September are examined for physical defects; purchasing needed library books, first aid kits, stereopticon, piano and furnishing telephone, and cooperating with welfare association in furnishing clothing to needy children.

The Roundup is held each spring so that sufficient time is given the parents for correction of defects that are found before the opening of the school year.

Membership of the association in 1931-32 reached 90 members. The average is about 40 members.

## MANY HONORS ARE AWARDED HS BAND

For the past ten years the Cisco high school band has been a model high school musical organization in Texas. During that period which represents, indeed, its entire history, it has been under the direction of G. W. Collum.

Until recently, when an amendment was added to the city charter, the band was supported by the chamber of commerce. The character amendment made it a municipal institution by setting aside an annual portion of city taxes for its maintenance.

Among the trophies won by the band was permanent possession of the west Texas cup, which it secured by virtue of winning it three times in succession in contests at Abilene. The band also placed second in a statewide contest. It was entered in the national contest, a class, in 1930, at Tulsa, Oklahoma, and ranked seventh.

The band at present has 40 members. It gives a concert at Lake Cisco each Thursday evening at Lake Cisco.

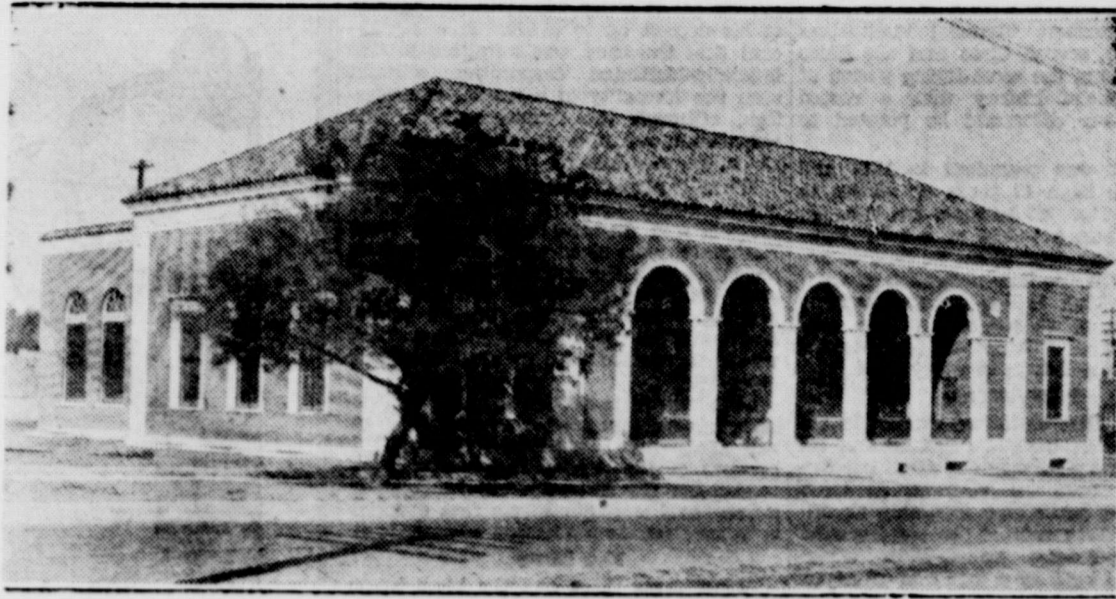
### WESTIAN IDEAS

RACINE, Wis., June 28 — Effects of the Mae West craze are decidedly noticeable in the Racine high school, Dr. I. F. Thompson, city health commissioner reported. Girls hitherto consistently underweight rapidly are returning to normality, he said. High school girls, caught by the Mae West fad, have abandoned diets and are attacking malted milks and banana splits with no qualms.

### CAUGHT LOBSTER

HARTFORD, Conn., June 28 — Harry DePathy cast his line for a blackfish and pulled up a 27 pound lobster, 41 inches long and with a spread of 42 inches.

## Cisco's Federal Building



This magnificent new structure, erected last year at a total cost exceeding \$100,000, houses the United States post office at Sixth street and E avenue.

## John H. Garner's Department Store, Cisco's Quality Store, Literally Grew Up With Town

John H. Garner's, Cisco's biggest department store, literally grew up with Cisco. The store had its beginnings in the preceding century when R. F. (Dick) Davis, noted early day merchant, established a general merchandise business in what was then a lustrous frontier village. That was in the 80's. In the early years of the next decade, John H. Garner, a young Tennessean, immigrated to Texas and joined Mr. Davis' organization as a salesman.

Later Mr. Garner and George D. Fee established a dry goods store in the block where is now located the First National bank, and ran that for some time. Selling out, Mr. Garner rejoined Mr. Davis and the two organized the Davis-Garner company which expanded into a group of three stores—at Cisco, Rising Star and Pioneer.

### Great Cotton Market

In that day, Cisco was the market for a great cotton area and its streets were crowded with wagons of the puffy, white staple each fall. During the year the company sold on the credit and in the fall it purchased cotton and other farm produce, squared its accounts with its farmer-customers and started another year's credit business with them. Mr. Garner did most of the selling, and Mr. Davis most of the collecting. It was a legend about Cisco in those days that before a man died he had to do three things, and one of them was to pay "Dick" Davis. The other two things were immaterial.

This organization continued intact until 1916 when Mr. Garner bought Mr. Davis' interest and the Cisco store became known as the John H. Garner's Department store. Later Mr. Garner and Mr. Alvis, manager of the Davis-Garner store at Cross Plains, organized the Garner-Alvis group of department stores which grew into a chain of 14, one of the largest in the state at the time. These stores practically encircled central Texas.

### Peak Business

During 1918 to 1920 the Cisco store enjoyed its peak business, grossing almost \$1,000,000 in a season of fast, boom-time selling.

Within 1919, H. S. Drumwright, manager of the store, joined Mr. Garner as a salesman. He came to Cisco from Mart, Texas, where he was manager of the Jackson-Maloney store.

In 1923, when Mr. Garner moved his family to Dallas, the Cisco store was turned over to the management of Mr. Drumwright, in which it has since continued.

The John H. Garner's store has 12 distinct departments. These include women's ready-to-wear; men's furnishings and clothing; piece and gift goods; electrical refrigerators and appliances (General Electric); Atwater Kent and R. C. A. radios; shoes; millinery and so forth.

### Policy

The business has been built upon a policy of quality merchandise and dependable service. These two principles have continued predominant in its merchandising policy from the beginning. The store has kept abreast of the time, and as new merchandising demands arose it added new departments to meet these demands. For instance, the company was one of the first to establish a radio sales and service department. "It responded to the public demand for electrical appliances with a department devoted to that business, and it became the headquarters for one of the leading makes of mechanical refrigerators, the General Electric. The department store ideal is well-expressed

in the organization and the management of this splendid store.

### Personnel

Personnel consists of Mr. Drumwright as manager; Miss Ruby Love, Miss Ellen Bacon, Mrs. McCharan, Miss Marian Mayer, Wyatt Jacobs, Robert Elliott and Mrs. A. M. Williams. Miss Love is in charge of the office and Miss Bacon of the piece goods and gift department.

In addition to his duties as manager of the store, Mr. Drumwright has been active in civic affairs, serving six years as a member of the school board, of which he was president at the time of his resignation a few years ago; president of the chamber of commerce before its organization as a municipally-supported institution

and 12 years as a director after it became a municipal enterprise; as president of the Rotary club and in many other civic capacities.

### WITH TRUST COMPANY 50 YEARS

CLEVELAND. — William Heinrich, 65, has just celebrated his 50th year of continuous service with the Cleveland Trust company. For 45 years of his tenure he never missed a day at the office, vacations excepted.

### PLENTY OF ATTORNEYS

OLYMPIA, June 28 — Washington has 2,350 lawyers, 1,164 of them in King county alone. Four counties—San Juan, Asotin, Garfield and Ferry—have but three lawyers each.

## Why Not Be Happy With GOOD HARDWARE



There is very little difference in prices between quality Hardware and average Hardware but, Oh, Man, what a difference in satisfaction. Right now, with lowered prices in effect, this store offers scores of attractive prices.

Complete stocks to meet every demand.

## COLLINS HARDWARE

On This Our 15th Anniversary

## WE CONGRATULATE

Modern Cisco  
The Chamber of Commerce  
The Cisco Daily News

ON ITS 15TH ANNIVERSARY

## LOUIS DIACHES

West Texas Largest Jeweler  
BRECKENRIDGE, TEXAS  
(Let's Grow With West Texas)



## DEAN DRUG STORE HAS LONG HISTORY

Thomas J. Dean, veteran Cisco druggist and founder of the Dean Drug company, came to Cisco about 1908 from Big Spring where he had been employed as a druggist. Mr. Dean, no ta native Texan, came to the state about 1900.

He became associated with Floyd Jones in the Dean-Jones Drug store, but a short while later sold his interest to Dr. A. J. Parks. Before long, however, he took over Dr. Park's part of the business again and the store reverted to its former ownership and title.

The partners then established a small store at Moran and Mr. Jones took charge of that. Before long Mr. Dean purchased his share of the Cisco store and re-named it the Dean Drug store, and as such it has continued to be operated.

Howard D'Spain, pharmacist for the Dean Drug company, is another veteran druggist, who has been associated with the Dean Drug store since 1911. Coming here in 1904 Mr. D'Spain operated his own store for several years. After a fire destroyed his business in 1909 he went into the employ of another druggist, joining Mr. Dean in 1911. Holding the distinction of being the oldest pharmacist in Cisco, Mr. D'Spain, a native of Hopkins county, Texas, was awarded his certificate in 1909.

The Dean Drug company carries one of the largest and most complete stocks of merchandise in west Texas. It is a common saying in Cisco and in the county about Cisco that if it's to be had in the drug line, Dean Drug has it. The store has come to be the standard by which drug quality and service are measured in this section.

In addition to its large retail trade, Dean Drug conducts a jobbing business on a modest scale.

The store is located in one of the building landmarks of the city, known as the old Martin stand.

Personnel of the firm, in addition to Mr. Dean and Mr. D'Spain, are:

E. C. Duncan, jeweler, George Atkins, Ernest Lennon and B. M. Miller, clerks.

## Cisco Federal Building Represents Latest In Post Office Construction and Equipment

### Druggist



Thomas J. Dean, veteran Cisco druggist and founder of the Dean Drug company.

The new Cisco federal building, first government-owned post office structure in Cisco, represents the last word in post office construction and equipment. Built and equipped at a total cost of approximately \$110,000, the building is situated on a lot at the intersection of E avenue and Sixth street.

Work was begun on January 16, 1933, by the Underhill Construction company of Wichita, Kan., who was awarded the construction contract on a bid of \$75,000. The site was purchased for \$12,500. The building, of brick concrete and steel, was finished and occupied on November 4, 1933.

Barnet Brezner was the government supervising engineer on the project.

Contract for the landscaping and planting and seeding of the lawn has been let to the Ramsey's Austin Nursery on a bid of \$372. Installation of shades was done by the Home Furniture company on a contract of \$165, and bids are now being received on remodeling the grill work of the lobby which was found inadequate.

Prior to the occupation of this building, the post office was in the Spencer building on Eighth street.

### Personnel

Postmaster is W. H. Craddock. Mrs. Velma Hayden is assistant postmaster. Other employees are Wm. P. Coldwell, dispatch clerk; J. M. Witten, dispatch and distribution clerk; Fred Steffey, dispatch and distribution clerk; Mrs. L. D. Baugh, general delivery and stamp clerk; Miss Effie Moore, money orders and register clerk; J. D. Hall, sub-clerk; Gertrude Moore, sub-clerk; Fred Erwin, J. A. Krisell and Sam King, carriers; C. F. Coates, rural route carrier No. 1; Walter L. Boyd, rural route carrier No. 2; R. L. Murphy, rural route carrier No. 3, and Will D. Hazel, rural route carrier No. 4; Kellie Kinard, sub-carrier for rural route No. 1; R. S. Elliott, sub-carrier for rural route No. 2; J. D. Hall sub-carrier for rural route No. 3 and Sterling Drumwright sub-carrier for rural route No. 4; Frank R. Leach, fireman and laborer; Wm. Crain, chairman.

FOREST CITY, Ark.—Colonel Ed Landvoigt celebrated his 94th birthday and the beginning of his 77th year in the newspaper profession here June 11.

### STOLE TO SCHOOL SON

NEW HAVEN, Conn., June 28 — Rather than have his six-year-old son miss school because of lack of clothing, Martin Tabo told police he stole a 50 cent pair of pants for the boy from a local clothing store. Tabo had been unemployed for several years and his family was on the relief rolls.

### PARROT NEVER SWORE

BURLINGTON, N. J., June 28 — A parrot that never swore died here recently at 33. John Allen, the owner said the bird never used profane language, but it did know the verses and chorus of the song "Down Went McGinty to the Bottom of the Sea."

## CHOOSE

... the laundry service best adapted to your convenience and economy and let us relieve you of all wash day annoyances. We offer seven different services from Wet Wash to Family Finish performed with care to your clothes and consideration to your purse.

## MAYBE

... you are one of the hundreds of smart housewives now using our modern laundry service. Maybe your neighbor or closest friend is still in the throes of home washing. Wouldn't it be a gracious, kindly thing to do to tell her about our fine work and free her from the drudgery and distraction of those dreadful Mondays?

WET WASH — ROUGH DRY — THRIFT

### CONGRATULATIONS TO CISCO

and Everybody on this Anniversary and July 4th Occasion

## Little Star Laundry

401 W. 2nd St. Phone 157

# Why Should Any Man or Child

## NEGLECT THEIR EYES?

## Dr. Ghormley Is In Cisco



No matter how hard you may have tried to have proper glasses to fit your individual need ... don't give up Dr. Ghormley is in Cisco.



DR. W. I. GHORMLEY  
Optometrist

# OPTICAL SERVICE

Congratulations to Cisco and Allied Interests and to thousands of my satisfied patrons.

# Dr. W. I. Ghormley

Optometrist



# Everything Is Modern About Us--Except--

The memory of the confidence that was established a half a century ago when we started serving the people of this community

# We Are Still Old Fashioned About

Holding and cherishing old friends and making new ones. It has established us as the trading center for thousands of customers as the years roll by. The system of "Dependable Merchandise" is our safeguard.



Strong in the minds of old customers through a half century of dependable dealings.

### IF IT'S TO BE HAD GARNER'S HAVE IT

We have tried to build our business on the above statement, always offering only high grade DEPENDABLE MERCHANDISE at the lowest possible price, never sacrificing quality to meet a price. WE CARRY THE LARGEST STOCK OF LADIES and MISSES READY-TO-WEAR, MILLINERY, SHOES, PIECE GOODS, SLIPPERS, HOSIERY, NOVELTY GIFT GOODS, ETC. In fact we try to have everything that is saleable. TRY GARNER'S FIRST.

### Few of Garner's Dependable Lines Carried

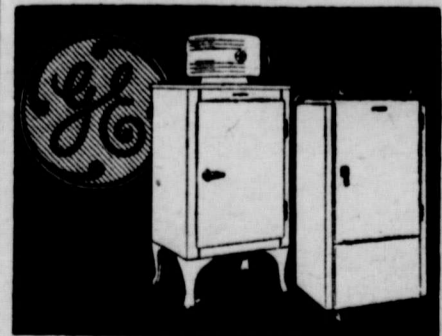
- HART SCHAFFNER & MARX CLOTHES
- BOSTONIAN SHOES
- PHOENIX HOSIERY
- MUNSINGWEAR
- ARROW SHIRTS
- BELBER LUGGAGE
- CHENEY TIES
- HICKOK BELTS
- STETSON HATS

### Men Always Smile



WITH SATISFACTION WITH EVERY PURCHASE FROM OUR MEN'S DEPARTMENT

### Home General Electric Products



ELECTRICAL REFRIGERATORS AND OTHER ELECTRICAL APPLIANCES

# © Inc. H. Garner's

THE DEPENDABLE STORE

Cisco's Big Department Store