

CISCO DAILY NEWS

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NOTICE TO THE PUBLIC

Any erroneous reflection upon the character, standing or reputation of any person, firm or corporation which may appear in the columns of this paper will be gladly corrected upon being brought to the attention of the editor.

Booster's Efforts Move Forward

Gradually but surely, the Booster club moves toward the accomplishment of its avowed purpose of getting Cisco into the industrial class of small towns in the United States, who have attracted plants of varying sizes and importance to the end that payrolls have been established and steady employment achieved for its citizenship.

George C. Smith, St. Louis, industrial agent and assistant to the president of the Katy railroad, who was introduced as the principal speaker by W. J. Leach, toastmaster at the club's banquet last night, came as a direct answer to the clubs first attempt in advertising itself as a candidate for industrial attention through their little hurriedly compiled booklet, "Why Cisco."

The attention of Mr. Smith, who is intensely interested in anything that would tend toward building up the territory traversed by the Katy lines, was turned toward Cisco when he read this booklet. He was more or less familiar with Cisco and the many things which he admits Cisco has to offer to those whom it would attract, and the very fact that Cisco was showing the initiative and push that it was in publishing such a survey, humble though the effort, appealed strongly to Mr. Smith.

Mr. Smith's address at the luncheon was clear and unimpassioned. He did not hold out any bright future for Cisco in the industrial world, yet did not discourage. His talk was rather an analysis of opportunities and conditions necessary to be brought about. There is much cause for renewed push along the line of effort already underway. The Katy has been enlisted as a vital factor and others will fall in line as their attention shall have been secured to the many natural advantages offered to the small industrialists.

The kind of salesmen that Cisco wants are those, who can show why industries should locate in Cisco rather than why they should not do so. Mr. Smith's talk should be a stimulation to the Boosters efforts. For town builders there are no relaxing efforts. You can't quit.

Battle Starts in Roosevelt Cabinet

Another major dispute about national policy seems to be starting in Washington, with President Roosevelt's cabinet members lined up in opposing camps. The subject of dispute this time is the basic advisability of taking unemployed city people and putting them on the land. Government relief agencies have been pursuing this policy for some time. It has been a definite administration policy.

Now, however, Daniel C. Roper, Secretary of Commerce, rises to object. He insists that it is folly to use the farming sections of the country as a dumping ground for urban unemployed. His statement comes to the public today in a magazine article published by a national farm journal. He says in part:

"Those who live by agriculture have plenty of troubles as it is. Farmers are carrying their full share of the national burden. It is unfair and unwise to push upon them as further competitors those who for the time being cannot be employed in other callings. I see no permanent soundness in using the soil merely as a dump for the urban unemployed; no real security in a wide separation of the highly specialized industrial worker and his job; and no assurance that if the tide for the moment runs or is forced that way, the people thus misplaced will stick.

"Relief costs in remote rural communities are only about a third as much as they are in metropolitan areas. That does not alter my conviction, however, that if we push decentralization unnaturally; if we get millions of people away out there ahead of factories and offices and factory and office jobs; if we go off half-cocked on a three-acres-and-liberty basis under social and emotional pressure—then a great deal of effort and money will be wasted, and our planned migrations are likely very shortly to be in large part reversed.

"We must guard constantly against easy assumption of city people that once you provide garden space and a cow, any American family is taken care of, at least beyond the risk of starving or suffering. Farming has become a business, not an escape from business. It demands skill, guidance, and training. Greenhorns coming out of the city in search of quieter homes, with gardens, should be welcomed. This soil is rich and wide enough to support us all, abundantly. But it cannot support us all as farmers, not unless we go back to primitive standards, renouncing a civilized interdependence and all our progress.

"No American is far removed from the soil. He may be living a thoroughly metropolitan existence, but he is only a few years or at the most a generation or so from a farm. Earth is in his blood. For many of us the "back to the land" impulse has a profound emotional appeal. From what I have said you will understand that I share this feeling. But for that very reason, I incline to come to this question of decentralization doubly on guard against merely emotional conclusions. Business and individuals with a living to make cannot afford to make drastic moves headlong. Impulsive decentralization, outrunning practical considerations, can lead to tremendous dislocations and suffering.

"I am convinced that the upbuilding of rural communities is essential to our proper development. But we must not approach the problems hastily. We must remember that constructive progress never ensues if it means the tearing down of one element for the upbuilding of another. The cities must not be drained of populations, the economic results of which would mean huge losses to property owners and business. We can, however, make a beginning toward the building up of those sections which so greatly need sources of employment by the establishment of branch plants and new industries."

Caught in The Cross-Fire



Did you ever stop to think
EDSON R. WAITE
Snow-Crest Crisis

Selfishness holds back progress. You should boost your city. Citizens who have boosted their home city along business lines usually have something to show for it. In many cities the organized business men have been busy. They have gone after the business of the

home city and surrounding country in a business-like manner. The organized business men of five cities are encouraging agriculture, aiding and assisting production and construction and encouraging and helping ambition. They know that what helps the home city helps them. These cities profit by the mistakes of other cities. There is no activity so creative and productive of good results as just good common-sense boosting.

BOSTON — Captain William J. McCluskey, commander of the Marine Reserve company, holds a record all his own. He has participated in every Boston Evacuation Day celebration for the past 25 years.

Good Finances Get Unexpected Boost

CINCINNATI, March 26 — Glendale, a suburban village, has been in such good financial condition throughout the depression that it hardly knew what to do with \$6,426 coming to it unexpectedly from its allotment of Ohio sales tax receipts. Villagers own so much in stocks and bonds that the town levies no real estate tax. Income from the intangible tax meets all requirements. Village officials decided to use their sales tax moneys to improve streets and extend sewers.

DIONNE BABES BOOST BIRTH RATE OF TOYS

NEW YORK, March 26 — The Dionne quintuplets have boosted the birth rate in baby dolls to an all time high. A hundred new designs in roly poly infants of rubber and composition will be premiered at the American Toy Fair, the largest exhibition of playthings in the world, which will be held here during April at the Toy Center.

A record number of new designs in doll carriages, all exact reproductions of the latest designs in baby coaches, will be shown. They have safety brakes, streamlines, kicking space, spring and sunshades, so that their baby doll occupants can be carried for as carefully as real infants.

Nursery Equipment

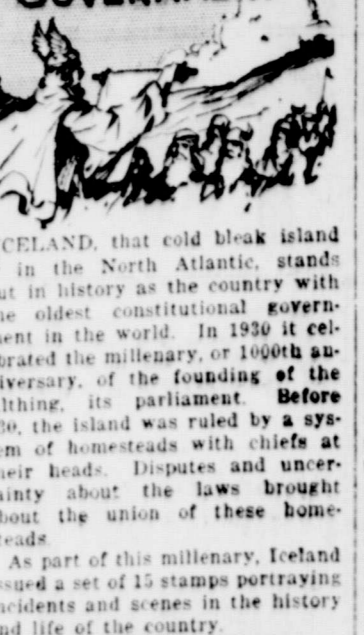
To meet the increased enthusiasm of young America — both male and female — for imitating nursery activities, manufacturers have prepared complete lines of nursery equipment to meet every budget. There are hundreds of styles in layettes, high chairs, bassinets, scales and bathinets, so that youngsters can give their dolls the same care that the famous Dionne receive. Educators applaud this trend in toys because they train manipulative skill and stimulate imaginative play. Santa Claus in 1935 is expected to distribute more than \$25,000,000 worth of dolls and doll accessories.

Dolls Plumper

A baby doll that sucks from a nipple like a live baby is a best selling play thrill. A doll with a movable tongue and another with movable eyes and eyelashes are new mechanical marvels. Doll figures are slightly plumper and there is a boom in dolls with real hair. Shirley Temple's doll replica is the best selling innovation from the cinema world next to Mickey Mouse. Doll houses have complete furnishings in period styles, electric lights and door bells. The doll couturiers will feature a complete style show at the American Toy Fair. The fashionable doll for 1935 will be outfitted for every social occasion. The Gingham doll and the calico cat are staging a comeback in popularity. Stuffed animals, ranging from life to midge size, represent a complete zoo. This season many of the animals will have costumes that are influenced by the latest Paris dictates. Let us figure your next job of printing. Our job printing department is equipped to serve your needs.—Phone 80.

Stories in STAMPS

The OLDEST CONSTITUTIONAL GOVERNMENT



ICELAND, that cold bleak island in the North Atlantic, stands out in history as the country with the oldest constitutional government in the world. In 1930 it celebrated the millenary, or 1000th anniversary, of the founding of the Althing, its parliament. Before 1930, the island was ruled by a system of homesteads with chiefs at their heads. Disputes and uncertainty about the laws brought about the union of these homesteads. As part of this millenary, Iceland issued a set of 15 stamps portraying incidents and scenes in the history and life of the country.

Memory Of Vet Is Keen On Civil War

GALION, O., March 26.—Johnson Taylor is one Civil War veteran who doesn't mind reminiscing about the old war days. He's 92 now. "Why, man, I was shot at more times close up than I got fingers and toes, and yet I escaped with only a bullet hole in the arm and a little scalp wound," he said, with a twinkle. "I often wondered how those 'Rebs' missed me so often when they had a bead on me. It must have been Providence." Johnson can rattle off names, dates, generals and minute details of every major engagement he participated in during the war as if they happened only yesterday. He fought in Kentucky, Tennessee and Georgia.

NORTHWEST PUT ON SHOW IN 11 YEARS

SEATTLE, March 26 — The Pacific Northwest today looked 11 years to the celebration of the 100th anniversary of annexation of Oregon Territory to the States, with an international position.

The North Pacific Ocean association, of which Benjamin Perkins, Seattle, is president, dedication in 1946 of permanent grounds and a set of buildings commemorating the history, resources and possibilities of the region. The Territory Oregon Territory, which in the present states of Washington and Idaho, became a part of the union in 1846, by treaty with Great Britain. "It was the only of the nation obtained without payment of money," he pointed out. Other centennial anniversaries to be celebrated at the exposition include coming of the first white women to the Northwest in 1836; coming of the British ship Beaver to the Puget Sound area; formation of the American government on the Pacific Coast at Chamboog, Ore. 1843; the first great immigration by wagon train, 1843.

Date of Exposition

Site of the exposition will be one of the three states, but will not be selected for a year or more. Perkins Meanwhile, 14 prospective sites in a different district are chosen. Financing of the centennial will be by two methods, sale of stamps in the association and sale of scrip known as "centennial tickets."

Political Announcement

This paper is authorized to be following announcements, subject to the action of the voters of the City election on April 2. For Mayor: J. T. BERRY, (re-election) J. M. WILLIAMSON For Commissioners: W. J. FOXWORTH, (re-election) H. A. BIBLE, (re-election) L. F. MENDENHALL W. W. WALLACE

....I'll go where you go
I'm your best friend
I am your Lucky Strike

I give you the mildest smoke, the best-tasting smoke. I do not irritate your throat. You wonder what makes me different. For one thing, it's center leaves. I spurn the little, sticky, top leaves... so bitter to the taste. I scorn the coarse bottom leaves, so harsh and unappetizing. I am careful of your friendship, for I am made of only the mild, fragrant, expensive center leaves.

LUCKIES USE ONLY CENTER LEAVES
CENTER LEAVES GIVE YOU THE MILDEST SMOKE

They Taste Better

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