

CISCO DAILY NEWS

CISCO TEXAS — 1,614 feet above the sea; 5 lakes of water; 5 rail exits; 6 paved highway exits; 127 blocks of brick streets; good hotels; A-1 public schools and Randolph College; no mosquitoes; no malaria or typhoid.

SIXTEENTH YEAR

UNITED PRESS SERVICE

CISCO, TEXAS, MONDAY, OCTOBER 28, 1935

SIX PAGES TODAY

ESTABLISHED FEB. 11, 1919

DECISION IS DUE ON BRAZOS PROJECT

About Our Friends

By STEPHEN A. LONG

Visitors today who compliment on their move to their new quarters at 617 Main... With all of this complicated looking equipment, they should be able to detect any flaw of your car... We add our congratulations... Their occupancy of this building will greatly add to the business-like appearance of the street.

West Warders Moving For School Repairs

DESTINATION OF STUDENTS IS NOT GIVEN

School officials today were working on plans for moving the pupils from the West Ward school so that repairs upon the building may start Wednesday. Superintendent R. N. Cluck this morning declined to announce where the pupils would be sent until the move had been completed. It was generally understood, however, that the pupils would be transferred to the high school and the East Ward, but no official confirmation could be obtained from the superintendent upon this matter.

Cartridge Belt Is War Style Note



If Madame Abebach (above) leader of an Ethiopian woman's organization, has her way, the cartridge belt will be the leading fashion innovation in her country. She plans for her followers to join in the fighting against Italy. In addition to the pistol armament she wears a belt of rifle cartridges.

MASONS HERE PLAN MEETING ON THURSDAY

Cisco Masons today were preparing to be hosts Thursday evening to several hundred members of the Masonic order over a large area of West Texas when S. P. Sadler of Dallas addresses the group on "The Grand Lodge of Texas, Its Purposes and Activities." L. D. Wilson today announced that there will be a barbecue at the old relief office building on West Sixth street at 6 o'clock. Following the barbecue, the program will be held at the city hall at 7:30, he said.

Askaris Ride to Combat for Italy Near Aduwa



Taken during the fighting that has centered around Aduwa, this radio picture rushed to America from Italo-Ethiopian battlefield, shows mounted Askaris, the native Eritrean troops of the Italian army, riding to combat against their Ethiopian kinsmen. Their successful conquest of northern Ethiopia brought announcement of annexation of the territory to the Italian colony.

MEETING FOR SURVEY CHECK IS TOMORROW

WASHINGTON, Oct. 28 — A decision on whether or not to immediately construction of a first dam in the Brazos river project on the banks of the present survey is expected to follow a conference tomorrow between H. P. Drought, state WPA director, and army engineers at San Antonio. Believing he has done everything possible here to pave the way for the project, Senator Morris Sheppard left Saturday, to arrive home November 1.

...going to have a big time Cisco Thursday... big speaker... lots of visitors from neighborhoods... Teachers will also be on this week... the eligible young men are already donning new and getting the new suits ready for the occasion... lots of good school marm should be parading up and down the streets... We will even be trying to keep the handsome husbands of the mer variety... lest they be led away... these innocent young men will have no way of knowing who are married and who are not... that is if they erase the lines on a see bit and throw back their shoulders in an independent way... as though they were their own masters...

Midgets to Play Eastland Tuesday

The Grammar School Midgets will play the Eastland Junior High Calves tomorrow afternoon at 3:45. In their previous meeting the Midgets defeated the Calves 26 to 0. The game tomorrow will be the fourth for the Grammar School team. The Midgets beat Pioneer 31 to 0, Eastland 26 to 0, and Moran 29 to 0.

Brotherhood Meet To Be Held Nov. 5

The meeting of the Mens Brotherhood of the First Baptist church has been postponed until Nov. 5, due to the meeting of the Oil Belt Teachers association here, it was announced today by W. F. Walker, president. The meeting was originally scheduled for tomorrow night.

Location Changed For Adult Classes

The location for classes in Adult Education under Mrs. Holder, and Mrs. Bailey has been changed from South ward to 1201 West Twelfth street and F avenue. Instructions are offered in pattern designing, drafting, making over old garments, parental education and handicraft. Classes are held each day from 1 to 4 o'clock.

School Hires Both Pupils and Teacher

PATEROS, Wash., Oct. 28 — Mrs. Josephine Smith, of Seattle, has only two pupils attending her school at Pateros this year. They are her two daughters, Janice, 8, and Peggy, 6. She got the position through an advertisement in a Seattle paper that read: "Wanted: A teacher with at least two children."

More Gangsters Are Shot Down In Violent Flareup

NEW YORK, Oct. 28 — Two men, suspected as racketeers, were shot in a new outbreak of underworld violence. The attempted assassination following the slaying of Arthur (Dutch) Flegenheimer and three of his lieutenants in a battle for control of the racket. Today's victims were shot in the dark hallway of a building house.

SIX DIE FROM VIOLENCE AND CAR MISHAPS

Weekend accidents and violence caused six deaths in Texas. Two boys and a girl, returning to their homes from a dance, were killed early Sunday near Georgetown when their automobile collided with another car. Those killed were Earl Henderson, Jr., 16, Georgetown; Doyle Klein, 14, Taylor; and Jimmy May, 13, Georgetown. Miles Davis of Georgetown, driver of the other machine, was unhurt.

Country Club To Name New Officers

Directors of the Cisco Country club will meet Tuesday evening at the club house to elect officers for the coming year, it was announced by Jack Anderson, president of the club.

Loboes Scrimmage Moran Team Today

In preparation for their third conference game, which is with the Eastland Mavericks, Friday afternoon, the Loboes will scrimmage the Moran Bulldogs today.

Former Resident Of Cisco Dies Today

Word was received here this morning of the death of Dr. J. E. Crawford of Nashville, Tenn., formerly of Cisco, who died this morning in Salisbury, N. C. Dr. Crawford is the son-in-law of G. W. Daniels of Cisco. While in Cisco, Dr. Crawford was the pastor of the First Methodist church.

Coal Miner Killed In Strike Battle

BIRMINGHAM, Oct. 28 — A union coal miner was killed and 13 other persons wounded in a pitched gun battle between union miners and company guards at the non-union Margaret Alabama mine of the Alabama Fuel and Iron company today.

Health Lectures Here Are Cancelled

Dr. Rose A. G. Fraser, who was scheduled to deliver a series of health lectures here this week, announced today that, due to local difficulties encountered, she had decided to cancel the engagement. Her lectures had been scheduled to begin this afternoon.

Passion Play To Be Shown Here Tonight

The East Cisco Baptist church announced that it will present a five-reel motion picture of "The Passion Play" at the church this evening at 7:30. The public is cordially invited to the picture, which will be free.

Foreign War Vets To Meet Wednesday

The local post of the Veterans of Foreign Wars will hold their regular meeting at the Chamber of Commerce Wednesday at 3:30 p. m. It has been announced, W. H. Hayes, post commander, described the meeting as very important.

Work Upon Sandy Project in Week

Work on the Sandy Creek bed park east of the Lake Cisco swimming pool will begin a week from today. Joe Clements will have charge of the project which will employ 50 men for 90 days.

WILD GEESSE ELUDE DEATH TRAP ON NIAGRA RIVER AND FLY AWAY

NIAGRA, N. Y., Oct. 28 — Thousands of Arctic wild geese today eluded an apparent death trap that held them on the upper Niagara river for 24 hours and flew away on their annual south migration.

BERLIN BUSES RUN ON GAS

Ordinary household gas is to drive omnibuses in Berlin streets, it is announced, following successful tests. Three omnibuses fitted with compressed gas cylinders instead of petrol tanks have proved successful.

CISCO TO BE HOST TUESDAY TO EDUCATORS

Cisco tomorrow will be host to teachers from schools of the entire Oil Belt when the Oil Belt Teachers association holds its regular fall meeting here.

HOOKS COSTLY DRIVE

CLARION, Pa. — Bert Samson hooked his drive off No. 105. It veered in the direction of the clubhouse and then headed for a lot where 20 automobiles were parked. The ball soared toward Samson's car, bounced off the windshield, and broke it.

Serum Is Sought To End Cat Epidemic

LONDON, Oct. 28 — Research workers are trying to perfect a serum to check the epidemic which is killing thousands of cats in all parts of Britain.

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CANVASS FOR CLOTHES HERE IS UNDER WAY

Workers of the United Charities and Welfare association and Boy Scouts today were busy on a house to house canvass for clothing, shoes, bed clothes, food, and other articles for the needy of the city.

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FASCISTS ARE WAITING WORD FOR ADVANCE

The 13th anniversary of the Fascist march on Rome found Mussolini's legions eagerly awaiting the word to advance southward in the second offensive in the campaign for the conquest of Ethiopia.

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Carolina Highway Comm'n Is Removed

COLUMBIA, S. C., Oct. 28 — With the aid of national guardsmen armed with machine guns, Governor Olin Johnston today replaced the 14 member state highway commission with a board of managers of six members.

K-C CHARGES FDR FAILS TO KEEP PROMISE

WASHINGTON, Oct. 28 — The supreme board of the Knights of Columbus charged in a letter to President Roosevelt, released today that he had broken his promise to make a statement on this government's attitude toward religious trouble in Mexico.

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CISCO DAILY NEWS

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NOTICE TO THE PUBLIC

Any error made in advertisements will be gladly corrected upon being brought to attention of the publishers and the liability of this paper is limited to the amount of the space consumed by the error in the advertisement.

Another Public Enemy Slain

Arthur (Dutch Schultz) Flegenheimer is dead. Before the repeal of the eighteenth amendment he was the beer baron of New York and neighbor states. He was shot down by underworld gangsters and two of his henchmen were shot out of existence to give him company on his long journey.

Seeking Honest Elections in Texas

Murrell L. Buckner of Dallas has been prominent in the democratic politics of Texas for more than a third of a century. He is chairman of the Dallas county democratic executive committee. He has announced the organization of the election manager's association in Texas to insure honest elections and to reduce election expenses.

New Law For Drunken Drivers

Gov. James V. Allred signed House Bill 93 by Morris of Hood county increasing the punishment for driving a car while intoxicated. The old law provided punishment of not less than two years, a jail sentence of 90 days and a fine of not more than \$500.

High Court Knocks Out Tax Discounts

"We think we have said enough to demonstrate that it is absolutely and wholly unconstitutional and void," wrote the state supreme court in striking down the act of the regular session of the Forty-fourth legislature attempting to accord discounts to those who pay taxes before January 1 of each year.

The Situation from Two Points of View



Behind the Scenes in Washington

BY RODNEY DUTCHER

There were always a few laymen to gaze at this spectacle and one day "a yokel," as Taft described him, blurted out loudly in his awe: "Gawd! What dignity!"

LETTERS FROM READERS

Editor's Note: Although the Cisco Daily News has favored and continues to favor the Highway No. 1 through Cisco, because it believes that this is the only feasible route, out of justice and fairness to those who may differ with this opinion, the following letter is published.

Editor: I should like very much to explain my four reasons for not favoring the Highway No. 1 through our city. You will see that only one of these reasons is at all personal. 1. The safety of your children.

OUT OUR WAY



crossed payroll for a very few months worth the financial ruin of south Cisco? Is it feasible or even right to try to build up a part of the town at the expense of ruin to the other part? I think not.

4. The last reason is personal. Who of you would be willing to glibly sign away the value of property belonging either to yourself or to any member of your family?

Excuse for "Shiner" SUSANVILLE Cal. — Barbara Bryant returned from a canoe ride with Donna Bridges at Silver Lake with a black eye.

Small Songster

HORIZONTAL 4 Familiar song bird of North America. 4 It belongs to the family. 12 To elude. 13 Hand press handle. 14 Government charity. 15 Heavenly body.



The Golden Feather

by Robert Bruce

BEGIN HERE TODAY JEAN DUNS, secretary to DONALD MONTAGUE, lawyer, delays her answer when ROBIN WILSON, salesman, asks her to marry him.

FOR a long moment after Jean had demanded that he explain his deceit, Sandy looked at her steadfastly.

"I reckon I'd better tell you the whole story," he said softly. "I'd intended to all along, but somehow I just kept putting it off. It'd been better if I'd spoken."

"He looked away once more, as if staring beyond the green coolness of the little park to the open ranges of the west. "This fellow and I, we were working on a cattle ranch outside of town," he went on presently.

"So—I took advantage of you didn't remember what we'd been out together, and it was too easy. And that fellow at the bathhouse, he didn't remember either. I went out to see him and I had him talked into Friday night instead of Thursday, before I knew what was going on."

"He looked up and brightened. "Oh, I forgot to tell you about that part of it," he said. "You see, I told Mr. Montague all about it. He'd handled some legal business for a friend of mine, so he happened to hear about him a go to him."

"HE stopped and patted her hand slowly once more. "Well, there it is," he said at last. "I had to keep going. I left Oklahoma and I never went back. I came out this way, got into business, and did well. But all the time that thing's been hanging over me."

"This business up in Dover was like I told you—just a case of mistaken identity. But—do you see?—I didn't dare get arrested, even for something I hadn't done. Because if I did, as like as not they'd start checking up in the files, the way they always do, and they'd find the handful that were sent out from Oklahoma a years ago—'Wanted: For Murder,' with a photograph, description, and everything."

Vertical text on the right edge of the page, including 'WANT TO BE', 'The Golden Feather', and 'SINCLAIR'.

Loboes Begin Drilling For Eastland Mavs

LIKELY TO BE ONE OF BEST IN BELT

Cisco Loboes today will begin their game with the Eastland Mavericks on Chesley field Friday, which will be one of the best in the Oil Belt.

Loboes emerged from their training with the Breckenridge Buckle without any serious injuries to anything but their Oil Belt, and ready to take on the Mavericks.

Battle in the mud proved that Loboes have much more than the fans have given them credit for and that they have been vastly since the beginning of the season.

They were the first team to jump the lead over Breckenridge by scoring on the second game. Even San Angelo, the measure of Cisco by the score early in the fall, was to score upon Breck, while Loboes did it in the first few minutes of play, only to be worn down by superior weight and number of the game progressed.

Eastland Improved

at Eastland the Mavericks, to finish about last or near last, but coming along by leaps and bounds. After scaring the wood fans badly in the last of their game they snatched a win from the Ranger Bull by the closing minutes of play. Mavericks are light — some around the weight of the Loboes — but are fast. Their linemen are the Ranger Bull's best, sitting through as the Bulldog forwards were there to bring down the ball before they could get started.

passing attack is vastly improved while there are a couple of new players in the line and Black and Gold go places on almost any play.

In all, it looks like a natural, and last year for the first time in history and will be out to make it a successful season while the Loboes will be trying as hard to wipe out that

BIG DAM CHATTER

Lubbock high came through with a victory over Pampa Saturday, to the tune of 5 to 0. Ciscoans are especially interested in Lubbock because W. B. Chapman, the former coach of West Texas, was the man who made Oil Belt history at Cisco back in the twenties.

Rivalry is about as keen in the Panhandle district as it ever was in the Oil Belt, with Amarillo, Lubbock, and Pampa as the Big Three. While the Westerners were disposing of one of their rivals Saturday, the other, the Amarillo Golden Sandstorm, was walloping Borger to the tune of 70 to 0.

Time was when the Loboes defeated an Amarillo team by more than even that margin. Loboes had won their district title and were looking for more world to conquer. First they were turned loose on Colorado and the slaughter was terrible, 70 to 0. Then, the following week, Amarillo came to Cisco and Cisco won by a count of 77 to 0. That settled it. Amarillo went back home hurt, badly hurt, with the humiliation of it all, and set about building a football team. Last year the Sandies won the state title.

In those two games with Colorado and Amarillo the Loboes established some sort of record. They made 21 touchdowns and kicked 21 goals.

In the Southwestern conference Saturday most of the games went according to the dopesters. TCU's Frogs proved a little stronger than they had been rated and ran up a little larger score in defeating the Centenary Gentlemen. SMU found Hardin-Simmons' string but not too strong.

Rice's Owls went wild in the last quarter, as did the Texas Longhorns and the fans, and grabbed off their game in about as spectacular a game as one could ask. The only game which was really an upset, and it not greatly so, was the one in which Baylor passed to a 14 to 6 victory over A. and M. on the Aggies' homecoming day.

Golf Chat

By WILLIAM PHILPOTT
(Professional, Cisco Country Club)

An ace, or hole-in-one, is the desire of all devotees of the game of golf. Time was when a player who was lucky or skillful enough to make an ace not only became a member of the Hole-In-One club but was also the recipient of cases of ginger ale, beer, fountain pens, golf balls, etc. Now, however, it is such a common occurrence as to create little notice except to the gratified maker.

I once had a pupil that made his ace three weeks after the first time he ever handled a club. Others play a lifetime and never make one. Alex Herd, noted old-time British open champion, has made 15 aces and although in his 70's still is expecting to add to his record. Another Alex, Alex Duthie, professional in Vancouver, B. C., Canada, made two aces in 18 holes of tournament play.

I have never entered the enchanted circle of aces but was fortunate enough to make a double eagle — a two on a par five. I hole-in-one a brassie shot for a two on a 310-yard hole — lucky but just as gratifying as a hole-in-one.

Bishop's 3 Sons College Coaches

SPRINGFIELD, Ill., Oct. 28 — Three sons of a bishop holding coaching jobs at midwest schools. They are Lynn, John and Paul Waldorf, whose father is Bishop E. L. Waldorf, of the Illinois Methodist Episcopal church.

Lynn is the new football coach at Northwestern university, Evanston; John, a former All-American halfback, is at Missouri; and Paul is coaching McKendree, located at Lebanon, Ill.

Patronize Our Advertisers.

THE NEW FANGLES (Mom'n Pop)

By COWAN.



Lamson Regards Freedom Near As His Third Murder Trial Set for Today

By JACK WELTER
United Press Staff Correspondent
SAN JOSE, Cal., Oct. 28 —

The man who wrote "Who Are About to Die" in a cell on San Quentin's death row regards the future pleasantly as he awaits his third trial on murder charges today.

David A. Lamson, poet, playwright and author, who wrote the impressions of a man awaiting death on the gallows, is anticipating freedom after two and a half years' imprisonment, despite his attorneys' impassioned insistence that he cannot obtain a "fair and unbiased trial" in Santa Clara county.

On May 30, 1933, the tragic first chapter of the Lamson case was written with the violent death of Allene Thorne Lamson.

Lamson, the state charged, killed his wife with a pipe in her Stanford university campus home because of marital discord and cooling affection. The defense contended she died accidentally when she fell in her bathtub and fractured her skull on a wash basin.

He was tried, convicted and sentenced to hang. The state supreme court reversed the decision and ordered a new trial, which resulted in a jury deadlock — nine to three for conviction.

Third Trial Starts Son

Clinging to a philosophy his mother taught him, Lamson is pleasant, genial and apparently unworried.

His wife is dead. His mother died while he has been in prison. Fate has dealt harshly with David Lamson, but he doesn't lament.

"There's no use crying over things that can't be helped," he said.

said. "One becomes accustomed to confinement."

"My mother for years taught me not to cry over things which are done. I've always long before I was ever brought to jail here tried to look ahead after any misfortune."

He keeps busy, trying to divorce his mind from his troubles.

"I arise about 7:30. I have breakfast and spend most of my mornings typing, helping my attorneys in making copies of the records of the first two trials. I eat lunch and read considerably in the afternoon. There's the dinner, perhaps a chess game and later bed."

Venue Change Denied

This routine has been altered somewhat recently as Lamson appeared in court while his attorneys fought for a change of venue, which was denied.

Lamson's sisters, Mrs. Willis Thoits and Dr. Margaret Lamson, visit him often.

"Since publication of my book," he said, "I have done no further literary work, although I have plans for the future. I don't think much about myself. I look to the future. I've always had this attitude, even while in San Quentin. There's always something to look forward to. My attitude naturally is different from that of one who is serving time and has only years of imprisonment before him."

"I am neither hardened to trial, nor dread my third trial. There is a different feeling, however, among those who were present at my recent court hearings from those at the first trial."

Accusing Faces Disappear

"I don't see those cold, accusing faces on all sides, which was the case two years ago," he explained.

In all the two and a half years of his ordeal, Lamson has remained unshaken in his insistence that he is innocent. He was asked why he had remained silent immediately after his arrest. Many, it was recalled interpreted his silence as an indication of guilt.

"There are different ways of looking at that," he said. "When the tree falls in the forest, unless someone is around no one hears it."

"Had I stormed and torn at the bars of my cell, it would have been said I had threatened violence to my keepers. Had I pleaded, it would have been said I was breaking and read to confess. As a result, the best thing to do, I soon found, was to keep silent. Anything you say, you know, can be used against you and that is literally true."

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GUY MORRIS, The Mechanic

MOVED!
We wish to announce to our friends and to the general public that we have moved our Electrical and Mechanical shop and Willard Battery station from 112 West Sixth street to 617 Main street where we are amply equipped to do all kinds of electrical starter and generator work as well as all mechanical Automobile repair.

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REG. U. S. PAT. OFF.

BOOTS

By EDGAR MARTIN




MONDAY, O
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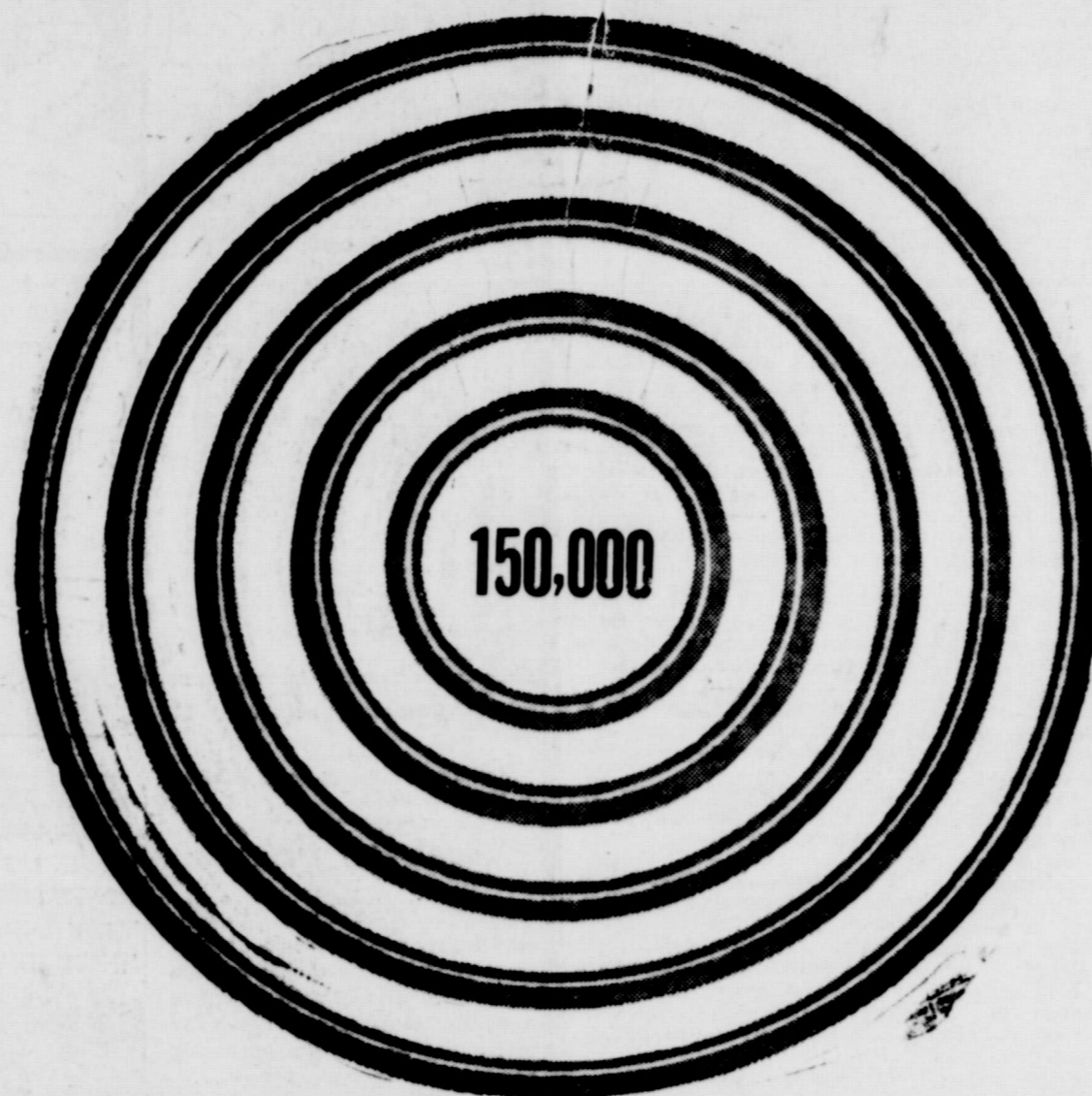
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FIRST WEEK COUPON
GOOD FOR 300,000 EXTRA CREDITS

This coupon, when accompanied with three yearly subscriptions, or their equivalent, entitles the Club Member to 300,000 extra Credits. This coupon must be voted during the FIRST WEEK of the Club Member's entry. No restriction is placed on the number of coupons a Club Member may use.

Name of Subscriber

Name of Subscriber

Name of Subscriber

Club Member

You

CAN PILE UP THE WINNING CREDITS NOW,
IF YOU ENTER TODAY; LIKE THIS—

Clip Your Entry and First Week Coupons, these Turned in with Just 3 Yearly Subscriptions count

345,000

REGULAR AND BONUS CREDITS ENOUGH TO PUT YOU UP WITH THE LEADERS

Then get on the Daily Roll of Honor with a Report each day and Receive 5,000 Honor Roll Credits, Top it and you Receive an Addition-Bonus of 25,000 Credits!

JUST CREDITS AND CREDITS ALONE— WILL WIN!

NOW IS THE TIME TO BEGIN!

How Prizes Will Be Awarded

The City of Cisco is District No. 1 all Territory outside District No. 2

The entrant in the Campaign who polls the largest number of credits will win the Grand Prize, Chevrolet Sedan.

The entrant in the Campaign in the District not winning the Chevrolet who polls the largest credits will win the Ford V-8 De Luxe Coupe.

The entrant who polls the Third Highest credits will win the \$164.00 RCA-Victor Radio.

The entrant who polls the fourth highest credits will win the \$132.50 7-Piece Bed Room Suite.


The entrant who polls the Fifth Highest credits will win the \$100.00 Diamond Ring.

The entrants who poll the Sixth and Seventh highest credits will each win an \$80.00 Tuition Scholarship at Randolph College. One for each district.

The entrant who polls Eighth Highest credits will win the choice of an Elgin, Gruen or Bulova \$60.00 Wrist Watch.

The entrant who polls the Ninth Highest credits will win the \$50.00 Theater Pass!

PALACE
NOW SHOWING



William POWELL
Rendezvous

TOMORROW

THE PUBLIC MENACE
with JEAN ARTHUR
GEORGE MURPHY

WED. and THURS.
FREDRICH MARCH
MERLE OBERON
HERBERT MARSHALL
in
"THE DARK ANGEL"

VISIT PATRIOT'S TOMB
CRACOW Poland — The tomb of Kosciuszko, who served as George Washington's adjutant in the Revolutionary war, is now a vault of the Cathedral of Cracow in Poland. Every year hundreds of Americans visit it.


Let us figure your next job of printing. Our job printing department is equipped to serve your needs. — Phone 80.

Patronize Our Advertisers

PALACE
HALLOWE'EN MID-NITE WHOOPEE PARTY
STARTS AT 10:30
ENDS AT MIDNIGHT

CHEER! CHEER! CHEER!
TEAM! TEAM! TEAM!

You'll cheer yourself hoarse at this newest and grandest football romance!



FIGHTING YOUTH

Carl Laemmle presents
CHARLES FARRELL
IN A UNIVERSAL PICTURE with
JUNE MARTEL • ANDY DEVINE
J. FARRELL MACDONALD

Newspapers Choice In Vick Advertising

GREENSBORO, N. C., Oct. 28 — "We are using newspapers again this year, as for many years past, as the chief means of carrying our story of better control of colds into homes throughout the world."

This statement was made here today by Lunston Richardson, president of Vick VapoRub company (makers of Vicks VapoRub and other specialized aids for home control of colds.) Richardson spoke immediately after signing orders for his company's fall and winter advertising.

"We have always placed newspapers at the top of our list," continued Mr. Richardson, "because each paper represents an established institution in its community, and a newspaper talks to its readers in their own language, about things of daily interest in the home. It is only natural then that we should place so much reliance upon newspapers interest to almost every family."

"Of course the biggest advertising behind Vick's is—and always has been—the recommendations of its users. Enthusiastic comments passed on by friend to friend and neighbor to neighbor. In fact, this 'word-of-mouth' advertising bulks so large that we never have successfully proved anything in the way of comparative pulling power of different media. But based on past experience, it is our belief that newspapers do the best job for us in carrying reminders to old users and getting new users to give Vick's medications a trial."

"Each year since 1930, and all during the depression, our advertising budget was steadily increased. During each of these years, the daily newspapers have carried more Vick's copy than ever before. We follow this policy in all depression years and find it pays, because with fewer advertisers and smaller advertising space of other concerns it gives us—in a measure—preferred position and attention value."

When asked how his company had attained leadership in its field, Richardson emphatically disagreed with the idea that given amount of advertising can make a product would sell. "Yes, it may sell once, but after that it is a question of whether it outstands till a need. If it doesn't, they fitted Mrs. Smith with a pill."

SOCIETY
LAURA RUPE, Editor, Office Phone 80.

Ciscoans Appear On Music Program

Misses Julia Jane Moore and Daisy Wood attended the meeting of the sixth district of the Texas Federation of Music Clubs Friday where they were presented on program.

They are pupils of Mrs. Ben Krauskopf, who accompanied them to San Angelo. The pupils played Russian numbers in Russian costume.

end where they attended the football game and visited with their son, Sterling, who is a student in the University of Texas.

Mrs. L. A. White and daughter, Lela Mae, and Mrs. Lawrence Waterbury returned Friday evening from a short visit in Fort Worth.

Julian Ely was a Fort Worth visitor this weekend.

Mr. and Mrs. J. C. McGregor of Richland Springs were Sunday guests in the home of their parents, Mr. and Mrs. J. G. Rupe.

Mr. and Mrs. I. Moldave and Mrs. C. K. Beckerley were visitors in Abilene yesterday afternoon.

Mrs. Dee Saylor and Mrs. T. A. Jones have returned from a weekend visit in Fort Worth.

Miss Brenda Louise Warwick, who underwent an appendix operation in Dallas last week, has been moved to her home, 1012 West Twelfth street, and is reported to be doing nicely.

Leon Henderson returned Saturday from a short stay in Dallas.

Mr. and Mrs. Elsworth Mayer of Abilene were guests of relatives in Cisco yesterday.

Mr. and Mrs. P. B. Glenn of Breckenridge were Sunday guests in the home of Mr. and Mrs. W. A. Phippen, Humboldt.

Mrs. E. J. Arnim left this weekend for Houston where she will visit with relatives and friends for two weeks.

Mr. and Mrs. H. S. Nance were guests of Mr. and Mrs. Hartman, McCall in Olney Sunday.

Misses Nadine Mayhew, Virginia Carter, and Blanche Matthews, and Mrs. Thelma Jordan were visitors in Dallas yesterday as the guest of Miss Jennie Lee Matthews, who is attending business school there.

Miss Dorothy Kramer was a visitor in Fort Worth this weekend.

Wesley Harrell returned to Austin where he is a student in the University of Texas, after a visit here.

Social Calendar For Week

Tuesday
The Woman's Council of the First Christian church will hold a joint meeting in the church parlors at 2 o'clock.

The W. M. S. of the First Methodist church will meet jointly at the church at 3 o'clock.

Circle One of the Presbyterian Auxiliary will meet with Mrs. J. S. Pearce, 308 West Fourth street, at 8 o'clock with Mrs. Lucile Gragg giving a lesson on "Another America."

Circle Two of the Presbyterian Auxiliary will meet with Mrs. W. R. Simms, 300 West Eighth street, at 8 o'clock with Mrs. Mose Johnson as leader.

Members of the J. O. Y. class of the First Baptist church will meet at one o'clock in the home of Mrs. W. R. Francisco at 1011 West Thirteenth street, with a luncheon and business discussion.

with his parents, Mr. and Mrs. F. E. Harrell.

Miss Lucille Pierce spent Sunday in Fort Worth.

About Our Friends

CONTINUED FROM PAGE ONE
Saturday...people means money spent...Merchants should be sure to properly display their wares in such way as to suggest the many needs that scant years of buying have created in every family....

All in all this should be an important week for Cisco...At least there is a reason for some optimism and a goal to work toward...Each citizen should do what he can toward community effort....

Closing Selected New York Stocks

Am Can	144
Am Rad	7-5
Am Smelt	17 3-4
Am T&T	58 1-2
Anaconda	144
Auburn Auto	21 7-8
Aviation Corp Del	42 1-2
Barnsdall Oil Co	3 1-2
Beth Steel	22 1-3
Byers A M	17 3-8
Canada Dry	12 1-2
Case J I	102 1-2
Chrysler	86 5-8
Com & Sou	2 1-8
Cora	9
Curtis Wright	2 7-8
Elec Au L	37 3-8
Foster Wheel	18 7-8
Freeport-Tex	27 3-4
Gen Elec	36
Gen. Foods	32 3-4
Gen. Mot	53 1-4
Goodyear	19 7-8
Gr. Nor. Ore	14
Gr. West Sugar	30 1-4
Hudson Motor	16 1-4
Ind Rayon	33
Int. Cement	29
Int Harvester	58 1-4
Int. T & T	10 5-8
Kroger G & B	26 3-4
Liq Carb	34 3-4
Marshall Field	12 1-8
Montg Ward	34
Nat Dairy	18
Ohio Oil	11 3-8
Phelps Dodge	59 3-4
Phillips P	33 7-8
Pure Oil	11 7-8
Purity Bak	16
Radio	8
Sears Roebuck	66 1-2
Shell Union Oil	11 1-4
Southern Pacific	19
Soco-Vacuum	12 1-2
S. O. Ind	28
Stan Oil N J	49
Studebaker	7
Texas Corp	23
Texas Gulf Sul	31 1-2
Und Elliott	79 1-4
Un Carb	71 1-4
Un Avn Corp	20 3-8
United Corp	5 3-4
U S Gypsum	83
U S Ind Alc	46 1-2
U S S tel	46 3-4
Vanadium	18
Westing Elec	89 1-8
Worthington	20 7-8

CLASSIFIED

FOR SALE
FOR SALE—Five practically new #25x16 tires and tubes. Cisco Lumber and Supply company.

APARTMENTS FOR RENT
FOR RENT — 3 room furnished apartment, bills paid. 500 West Ninth.

FOR RENT — Furnished duplex apartment. 901 West 10th street.

WANTED
LOANS on autos or your present loan refinanced with smaller payments. C. E. Maddocks and company, Ranger, Texas.

Out of town girl, who wishes to attend Randolph College, desires to secure work in a private home for her board. Phone 730-W.

Announcements

MASONIC NOTICE
There will be a called meeting of Cisco Lodge No. 556 of A. F. & A. M. Monday evening at 7:30 for work in Masters Degree. Please attend. Visiting members welcome. FRANK P. YARGER, W. M. L. D. WILSON, Secretary.

AMERICAN LEGION
John William Butts Post, No. 123, American Legion, meets every first and third Monday nights of each month at the American Legion Hut. REX MOORE, Post Commander. W. C. McDANIEL, Post Adjutant, DOC CABANESS, Service Officer.

ROTARY CLUB
The Rotary club meets every Thursday at Laguna Hotel Private Dining Room at 12:15. Visiting Rotarians always welcome. O. J. RUSSELL, President. J. E. SPENCER, Secretary.

LIONS CLUB
Lions club meets every Wednesday at Laguna Hotel Coffee Shop at 12:15. E. L. SMITH, President. JOE C. BURNAM, Secretary.

Curb Stocks

Butler Bros	7 1-2
Cities Service	2 1-8
Elec B & SH	15
Ford M Ltd	8 3-8
Gulf Oil Pa	63 1-2
Lene Star Gas	10 3-8
Niag Hyd Pwr	8 1-2

A Three Days' Cough Is Your Danger Signal

No matter how many medicines you have tried for your cough, chest cold or bronchial irritation, you can get relief now with Creomulsion. Serious trouble may be brewing and you cannot afford to take a chance with anything less than Creomulsion, which goes right to the seat of the trouble to aid nature to soothe and heal the inflamed membranes as the germ-laden phlegm is loosened and expelled. Even if other remedies have failed, don't be discouraged, your druggist is authorized to guarantee Creomulsion and to refund your money if you are not satisfied with results from the very first bottle. Get Creomulsion right now. (Adv.)

FRECKLES and HIS FRIENDS.



I CAN TELL BY THE WAY SHE MOVES AROUND THE HOUSE, THAT MOM ISN'T SURE OF HERSELF! AND AT NIGHT SHE DOESN'T READ THE PAPERS ANY MORE!

AT DINNER TONIGHT I PASSED HER THE PEAS, WHEN SHE ASKED FOR LIMA BEANS, AND SHE DIDN'T KNOW THE DIFFERENCE 'TILL SHE TASTED 'EM.

IT'S MOM'S EYES, ALL RIGHT! WHAT ELSE WOULD KEEP HER FROM GOING TO FOOTBALL GAMES? THAT'S ONE SPORT SHE LOVES!

SHE'S JUST TRYING TO COVER UP... TO TRY TO SPARE US A LOT OF WORRY! SHE DOESN'T EVEN THINK I SUSPECT SOMETHING IS WRONG WITH HER!!

GOSH, MOTHERS ARE WONDERFUL! IT'S A GOOD THING FOR THE WORLD THAT EVERY BOY AND GIRL HAS TO HAVE ONE!

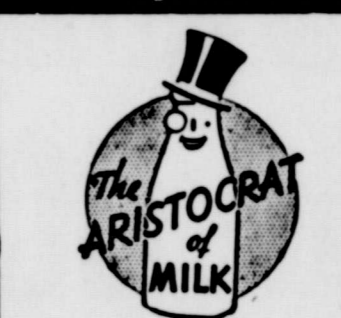
\$100 A Month For One Cent A Day

Thousands of men and women in 48 states have received more than \$450,000 in benefits from the new accident policy issued by the Postal Life and Casualty Insurance Company, 7266 Postal Life Building Kansas City, Missouri. The premium on this policy is only \$3.50 a year, less than 1c a day, and pays up to \$1,000 for death from automobile and other common types of accidents. Also up to \$100 a month for total disability—and liberal amounts for minor injuries, fractures, dislocations, cuts, sprains and partial disability resulting from such accidents. Settlements are made promptly. Over \$185,000 in capital, surplus and reserve to protect policy holders.

No medical examination. Send no money. Simply write to above address, giving name, age, address, beneficiary's name and relationship. Policy will be sent to you for ten days' inspection without obligation. Issued to men, women and children between the ages of 10 and 70. Also special policy for persons from ages 70 to 85.

TRAILERS FOR HUNTERS

See H. T. Huffman, WELDING SHOP 108 East 9th St.



Ask For—**ALSUP'S MILK** IS NATURE'S BEST FOOD. Telephone 14W

MILK IS HEALTHFUL
WHEN OBTAINED FROM
MYRICK'S DAIRY
— PHONE 545 —
PURE — WHOLESOME — NOURISHING

Get Rid of Malaria!

Banish Chills and Fever

To conquer Malaria, you must do two things. (1) Destroy the infection in the blood. (2) Build up the blood to overcome the effects and to fortify against further attack. There is one medicine that does these two things and that is Grove's Tasteless Chill Tonic! The tasteless Chill Tonic destroys the malarial infection in the blood while the iron builds up the blood. Thousands of people have conquered Malaria with the aid of Grove's Tasteless Chill Tonic. In addition to being a noted remedy for Malaria, it is also an excellent tonic of general use. Grove's Tasteless Chill Tonic is pleasant to take and contains nothing harmful. Even children like it and they can take it safely. For sale by all drug stores. Now two sizes—\$2.00 and \$1. The \$1 size contains 2 1/2 times as much as the 50c size and gives you 25% more for your money.

IT'S NICER
at
HOTEL LAGUNA
Very Reasonable Monthly Rates For Permanent People

PREVIEWS OF Tall COIFFURES

There's a becoming hairdress for every age and type, and a tip for every coiffure! Here are tips on the newest hairdresses, and we're prepared to give them.


For Young Miss
Charmingly ring letted, this coiffure is youthful and lovely—Wares
\$3.00

For "Teen Ages"
A new hairdress and a soft wave calling for bangs and a bow! Marcel wave.
\$2.00

For Smartest Fall Hairdresses
Truly lovely new waves and coiffures that let the new hats do full justice to you!
Permanent Waves including shampoo and treatment
\$7.50

FOR DAY OR EVENING APPOINTMENT PHONE
41
X-RAY Beauty Shop
We have a convenient entrance in Rear for Ladies
PLENTY PARKING SPACE

WAIT!
for it



PENNEY'S
J. C. PENNEY COMPANY, Incorporated



PAINT-UP FIX-UP
Before Winter Comes!
with Red D Mix
Guaranteed Paints at Real LOW Prices
Cisco Lumber & Supply Co.
"WE'RE HOME FOLKS"