## The Cisco American

VoL III-NO. 23 .





Registered Herefords For Sale!

I HAVE FORTY OR FIFTY HEAD OF REGISTERED HEREFORD BULLS for sale. TWELVE TO EIGHTEEN MONTHS OF AGE.
also twenty head of good REGISTERED HEREFORD HEIFERS.
these are out of my fairfax
ED HAYDEN MORAN, TEXAS.


- 0

The college girl's waist, statisticians find, is larger than it used to be. So are her feet. The same thing is also true of her brain.

We often wonder what the heathens down in Mexico thought of the revolution in Oklahoma.

## Give Gifts That Are Useful

 AND OF LASTING VALUE.Make this a Christmas combining the pleasure giving and the happiness of receiving gifts that have both intrinsic value and a lasting period of useful


FOR THE CHILDREN.
Toys, Blocks, Floor Sweepers, Dolls, Electric Sets, Magic Sets, Puzzle Sets.
Gristmas Cards for All
 the names on your list. Don't fail to see our line. We
have some very exclusive designs never shown here

City Drug Co.


READ OUR MESSAGE! We find after a careful check of our big stock of merchandise, that we have too great a stock to carry over into another year, and on the eve of the new year we are forced to take drastic measures to reduce our stock.

$\$ 35,000$ WORTH OF MERCHANDISE MUST GO AT GREAT REDUCTION IN ORDER TO CLOSE THEM OUT BEFORE THE NEW YEAR. OUR SALE STARTS FRIDAY MORNING AND LASTS UNTIL XMAS. SHOES READY TO WEAR, DRY GOODS, BLANKETS, HATS, CAPS, UNDERWEAR, HOSIERY AND LUGAGE, NN FACI NO HING OUR PRICES IN ORDER TO MOVE OUR GOODS. THIS IS THE GREATEST SAVING OF THE SEASON. CITIZENS OF THIS SECTION ARE INDEED LUCKY TO BE ABLE TO ATTEND THIS SALE AND SHOULD TAKE ADVANTAGE OF IT TO BUY YOUR CHRISTMAS AND WINTER
 AT KLEIMAN, HAS PLAYED OVER THE ENTIRE \$35,000 STOCK, AND PRICES HAVE BEEN SLASHED LIKE WHEAT BEFORE THE SCYTHE.

| LADIES HOSIERY. | MEN'S HOSIERY. | SHEETING. | MEN'S SUITS. | SHOES. |
| :---: | :---: | :---: | :---: | :---: |
| Think of it. We have over | Good grade cotton hose, $\$ 1.00$ | 9-4 bleached sheeting, per yard $\qquad$ 48c | We have a large stock of | The largest stock ever car- |
| thirty thousand pairs of ho- | 12 pair _----------\$1.00 | per yard --------------48c | fine high grade men's suits in | ried in this store. We have |
| siery. They must go. The | Good grade cotton hose__10c | Best grade bleached domestic, | which you can find your fit | thousands of dollars worth of |
| knife blade has struck them. | Good grade cotton hose, | 20 cent value, | and just what you are looking | ladies and men's shoes that |
| Pure thread silk full fashion, | two pair for --------.-25c | 7 yards for ---------- \$1.00 | for. The scythe has slashed | must go at drastic reductions. |
| \$2.50 values --------- \$1.50 | Good grade --.-.-...-.- 15c |  | these prices astonishingly low. | For lack of space, we mention |
| \$2.75 values -------- \$2.25 | Best grade cotton hose, each _-------------------- 25c | Cheaper than factory price. | Read 'em. <br> All wool French serge $\$ 32.50$ | only a few of these bargains. |
|  |  |  | values, during this sale, | 's Shoes. |
| Women's beautiful silk hose, | BOY'S SWEATERS. |  | only ------------17.45 | One lot dress shoes ...-\$3.95 |
| all colors, $\$ 1.75$ values | Boy's all wool sweaters_-_\$2.95 | prices. | All wool brown worsteds, | One lot dress shoes_-.-. $\$ 4.95$ <br> All dress shoes at wonder- |
| \$1.75 values Silk and wool, | Men's all wool sweaters, | Heavyweight khaki pants, | All wool brown worsteds | ful reductions. |
| Silk and wool, <br> $\$ 1.75$ values \$1.25 | $\$ 5.00$ value for | \$2.25 value at ----\$ $\$ 1.65$ | $\$ 32.50$ value, only _-.-\$15.45 | Big lot of leather work shoes |
| All wool hose, $\$ 1.75$ values | CAPS | ARMY SHIRTS. | Men's all wool two pants suits, $\$ 32.50$ value at _-.... $\$ 16.95$ | 75 |
| Cotton and wool $\$ 1.00$ values | One lot men's \$3.00 caps_\$1.89 |  | SHIRTS | Felt house slippers ....-83c |
|  | UNKS AN | We can quote only a few | One lot men's dress shirts up | One lot ladies', slippers_-\$2.95 One lot ladies' slippers_\$3.95 |
| OVERALLS | Hand luggage and trunks | of the hundreds of bar- | to $\$ 2.50$ value, during this | One lot ladies' slippers_\$\$4.95 |
| 220 weight blue overalls, <br> $\$ 2.00$ values $\qquad$ \$1.49 | slashed far below cost. | gains we will offer | money raising pre-innventory sale, only .-.............-79c | Many other bargains just as great. |

## -Sale Starts Friday, December 7 -

Don't forget the date
Friday Morning, Dec.
7; come one and all!
A stitch in time will save nine; a dollar saved is a dollar made

## Look! Santa's Been Here---

He left his happy home up Icicle Town in the Frozen North and paid us a flying visit. And what do you suppose he did when he got here? He chose our store to empty his bag of marvelous toys---
Toys He Gathered In Every Land!


So, being plentifully supplied---thanks to Santa's generosity---we've arranged a section of our store into a veritable Fairyland of Toys whose magic curtain will be opened to you TODAY! To this event we cordially invite all Cisco parents and their children. Come early and stay as long as you like.
For, just think, scores of wonderous Tov bargains will greet you. Allow us to quote a few:


CUT GLASS MUSICAL INSTRUMENTS DOLLS Bibles HOLLY BOXES BOX CANDIES

FIRE WORKS of every kind. FANCY CANDLE STICKS CUFF BUTTONS RINGS, SCARF PINS BELTS and BUCKLES FANCY BOX STATIONERY

JEWELRY, DIAMONDS, WATCHES, SMOKER TRAYS CASSEROLES ELECTRIC TOASTERS DOLL BUGGIES ELECTRIC PERCOLATORS

## Dean Drug Company

## Cisco

Ibex:

## Buy It In Cisco

## Shop Early!




## Why You Should Trade At Home!




More-Milk Dairy Feed More Milk For Less Money



Cisco Grain \& Elevator Company

Dentist

## Selling

That Counts
In the long run, it is selling
that counts in business, if
what is sold measures up to
the standard of what it is ad-
vertised to be. The same is
true of what we wear. Our
shoes, for instance, if they
are made of the best quality
of leather.
So boys and girls who read
the Gusher, bring your shoes
to us for repair and get a
Free Pass to the Broadway
Theater.
BUSY BEE SHOE SHOP
500 Main and 5th Street
J. A. RAMSEY, Prop.
Cisco, Texas.



## Home

 Laundering Why worry about your wash ing and ironing each week? We will call for and deliver anytime during the week and we take the worry.PHONE 224 ERWIN
Home Cooked Meals 50 c
Gables House


Service Station

## Gasoline 13c

FIRESTONE TIRES AND TUBES ACCESSORIES

We extend every courtesy and service.

## Sessions \& Little

14th at Ave. A.


OF A PERSONAL NATURE

## Make This Bank Your Friend

-If you are using this bank merely as a safe depository for your money, you are not getting all the Service to which you are entitled.

Come in and Talk Things Over and remember
*No non interest bearing and un-
secured depositor has ever lost a
single dollar deposited in a Guar-
anty Fund Bank in Texas,"
First Guaranty State Bank cisco, texas This is the Bank that Service is Building


## A BIG BARGAIN!

For Friday and Saturday
20 Bars Quick Naphtha Soap
1 Can Sunbright Cleanser
1 Shopping Basket

OTHER THINGS IN PROPORTION.
Uncle Sam Wilkins
Leading Grocer in Cisco with the Goods GET IT WHERE THEY HAVE IT Phone 661.


4 VERY man, woman and child that has one deposit in this bank has same guaranteed the Guaranty Fund System of Texas-which stem has a membership of over Nine Hundred 1 and total resources $0,000.00$. This system has been in operation Texas twelve years, under which plan no non$t$ a single dor unsecured depositor has ever ough one of the hardest depressions, follow g the World War, the country has ever known, SIOOD THE TEST and MET ITS OBLI

Therefore, this bank offers you absolute safety without a doubt or a moment's worrk

## Commercial State Bank

GOOD PEOPLE TO DO BUSINESS WITH

