

CISCO DAILY NEWS

EASTLAND CO. — Area 925 square miles; population 33,981; cotton, fruit, poultry, dairying, natural gas and oil; Cisco is headquarters for operators of the great shallow oil field; churches of all denominations.

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.

VOLUME XVI. UNITED PRESS SERVICE CISCO, TEXAS, SUNDAY, AUGUST 25, 1935. SIXTY-SIX PAGES TODAY NO. 172.

TEXAS VOTES TO REPEAL PROHIBITION

County Votes To Keep Prohibition

CISCO IS DRY BY MAJORITY OF 11 VOTES

Voters of Eastland county Saturday went to the polls and cast their votes to retain the state constitutional prohibition, results from the election at midnight showed. At the same time, Cisco voters were giving the dry cause the narrow margin of 11 votes. The vote on repeal in the East Cisco box was 118 for and 104 against. In the West Cisco box it was 276 for and 301 against.

Strong For Pensions
The county voted overwhelmingly for old age pensions, and for commitment of insane preliminary to trial by jury, on first convictions, and abolition of the fee system of paying public officials.

It voted against repeal, submission of amendments to the state constitution at special sessions of the legislature, and providing free text books by the state for private and parochial schools.

Cisco followed the same general trend in every amendment. Stephens county was reported to have voted for prohibition.

County Returns
Following are Eastland County's incomplete returns:

Amendment	For	Against
Pensions	2,594	393
Insanity	1,731	981
Repeal	1,278	1,685
Amendments	1,158	1,329
Sentences	1,309	1,256
Fees	1,675	957
Text Books	1,176	1,667

City Returns
The complete returns from Cisco's two boxes were:

Amendment	For	Against
Pensions	686	112
Insanity	513	239
Repeal	494	505
Amendments	336	365
Fees	397	224
Text Books	504	224

Cotton Men To Get Loan Consideration
WASHINGTON, Aug. 24—Southern senators, waging a desperate last hour battle for congressional approval of a flat 12-cent AAA cotton loan, won promise of a senate vote today.

The senate agreed to vote on the three deficiency bill after James Byrnes, dem. S. C., leader of the cotton bloc threatened to "talk all night."

Byrnes and his southern colleagues clashed with the AAA policy for a 12-cent a pound guarantee on Bankhead allotments and a nine-cent loan on cotton produced under the AAA adjusted acreage program.

Byrnes announced he would offer the proposal for a floor fight. Other senators, many supporters of Byrnes, doubted if it would be accepted. AAA officials are opposed to it.

Sen. William King, dem., Utah, interate foe of all government subsidies, said he would move to include copper and wool products for loans. Meanwhile, AAA officials staunchly defended the cotton program. Despite a drop in prices Friday no sharp break if world consumption reaches expectations.

SENATE PASSES NEUTRALITY BILL AND SENDS IT TO PRESIDENT; EARLY APPROVAL IS ANTICIPATED

WASHINGTON, Aug. 24.—The 74th congress headed into a final adjournment rush today with rapid action on major issues and emphasis on determination of America to avoid entanglements in a foreign war.

Planning to end the session late tonight, the senate completed action on the administration's neutrality bill by passing it, 77 to 2, and sending it to the White House where speedy approval is expected.

Majority Leaders Joseph Robinson, discussing a resolution emphasizing that senators who may comment on the danger of war do not represent the senate's attitude declared, "We want no war. We want peace. We don't intend to get mixed up in any European controversy."

No "War Speaker"
Robinson's vigorous declaration followed passing of the neutrality bill. After the bill was passed, the body considered an amendment by Senator Robert M. LaFollette, declaring no member had been authorized to speak for that body abroad.

"OVER THE TOP" IN U.S. ARMY'S PRIVATE WAR



ADJOURNMENT IS POSTPONED UNTIL MONDAY

WASHINGTON, Aug. 24—Adjournment of congress postponed until next week when the senate at 11:30 p. m. tonight voted a recess until Monday noon. Agreement to the recess came after the senate reconsidered its previous resolution to adjourn at midnight tonight. The action was stunning a blow to the leadership, after congress had completed virtually the entire administration program. Immediately after the senate action, the house recessed, subject to call of the chair.

The utilities holding company bill modified passed and was sent to the white house; both likewise passed the \$250,000,000 tax-the-rich and neutrality bills.

The deadlock arose over the senate amendment to the third deficiency bill, proposing twelve cents a pound loan to cotton growers and 90 cents a bushel to wheat farmers, which the house refused to accept.

Beer Election For Precinct 2 Ordered

RANGER, August 24—Upon presentation of petitions, County Judge Clyde L. Garrett Friday ordered an election in justice precinct 2 for the sale of 32 beer. The election is called for Saturday August 31.

The election request was interpreted at the courthouse as a move to extend sale of beer outside the Ranger city limits and to include all of justice precinct number two.

Officers appointed to officiate at the election in justice precinct number two, which is composed of two voting boxes will serve in this election, the order said.

INDIAN PEACE CELEBRATED

BATTLEFORD, Sask., — Fifty years of peace between the palefaces and Indians has been celebrated in a colorful ceremony here. Nine tribes of Indians and scores of pioneers of the frontier days attended the celebrations.

The house also approved a report on the gold clause bill outlawing suits against the government after January 1, 1936, in connection with devaluation of gold content of the dollar, and sent it to the senate.

The house passed an adjournment resolution calling for conclusion of the first session of the 74th congress before midnight tonight. It was brought up by Acting Democratic Majority leader Edward Taylor, democrat, Colo.

The concurrent resolution was called up unexpectedly by the elderly floor leader and passed by the senate with a record vote, amid cheers and rebel yells. The concurrent resolution requiring senate approval for adjournment tonight provides for sine die adjournment of the present session "on the twenty-fourth day of August."

War Plans Echoing Throughout Europe

London, Aug. 24.—Warlike preparations echoed throughout Europe today. News, reports, and rumors of the Italian-Ethiopian crisis death almost entirely with preparations of nations to defend their interests if the war in East Africa spreads to continental Europe.

There was no word at all for the moment of efforts to avert an Italian - Ethiopian war. The talk was of troop and ship movement, penalties to be imposed on the aggressor nation, and the results of those penalties.

The sole non-martial note was sounded here, where the interview which Benito Mussolini gave yesterday to Ed Keen, was called the first friendly gesture of Italy to Britain during the crisis.

This gesture was Mussolini's assurance that Britain had no need to fear his encroachment on "his great Nile river irrigation project, centering in Ethiopian Lake Tsana and in Nile rivers."

Adapting European air defense ideas to local conditions and possibilities, the emperor said: "If enemy airplanes arrive over any village or town to destroy or burn, a warning is to be spread by giving three gunshots and ringing all church bells."

At the signal the population must leave their houses and seek shelters in the bushes, or in the absence of bushes, in wide open spaces.

To Watch Planes
"They are to watch the airplanes and save themselves from bombs falling nearby."

The royal proclamation assured the people that they will have full police protection and their houses will be guarded against looting during times of crisis. It declared the government has taken all possible measures to protect the population.

But the thoroughness of the royal decree made it appear that it is inclined to regard invasion as a strong possibility.

WPA Engineers To Tour Nine Counties
FORT WORTH, Aug. 24—District WPA engineers will have Monday on a tour of nine counties where they hope to speed up applications for work projects and open the way for new jobs, Dean George Dickey said today.

Include in the itinerary will be stops Wednesday at Palo Pinto and Thursday at Mineral Wells.

JERSEY CLUB IS ORGANIZED AT EASTLAND

EASTLAND, Aug. 24.—An association for the purpose of promotion of registered cattle was formed at Eastland Saturday when the Eastland County Jersey Cattle club was organized.

D. T. Simons of Denton, secretary of the Texas Jersey Cattle club and representative of the American Jersey Cattle club, assisted in the organization.

Election of officers was held with Rev. Charles W. Estes of Eastland named as chairman. Rev. Mr. Estes, who is also president of the Denton county Jersey club, will be assisted by a vice chairman, J. T. Munn, Rising Star; H. C. Davis of Eastland was elected secretary-treasurer.

Those present at the meeting decided that permanent officers will be elected following contact with other owners of Jersey cattle, who were unable to be present. It was indicated further organization will be made during the county fair meeting September 25 to 28, when a livestock show will be in progress. Directors were named as follows: Dr. R. H. Hodges, Ranger; E. B. Blackburn, Cisco; O. T. Shell, Gorman; R. F. Fox, Carbon; W. P. Connell, Olden; and R. A. King, Desdemona.

Aims of the club are the promotion of more interest in Jersey cattle. Organization of boys and girls clubs maintenance of a cooperative selling system for cattle, and standing of exhibits to the state fair. Membership will be confined to owners of registered Jersey stock; it was indicated. County Agent C. Metz Heald presided at the meeting.

Car Damaged As It Strikes Two Poles

RANGER, Aug. 24—Mrs. G. S. Smith of Olden, coming to Ranger Saturday, drove off the highway and her car struck two telephone poles of the Lone Star line. They were reported to have been knocked down.

Mrs. Smith was not seriously injured but her car was badly damaged.

Peeping Tom Here Causes Commotion

A peeping Tom caused a lot of disturbance in West Cisco at midnight when he was discovered peering through a young woman's bedroom window.

The occupant of the room made known her discovery in a loud voice and the police were called. Meanwhile, however, the prowler had fled to the front porch next door, it was reported, and the occupants fled to the house of the original disturbance.

STATE APPROVES PENSIONS, INSANITY, SENTENCES, FEES; BEATS, AMENDMENTS, BOOKS

Amendments providing repeal of prohibition, temporary commitment of insane without jury trial, old age pensions, suspended sentences, and abolition of the fee system in counties of a certain size had piled up majorities at 1:30 this morning when the Texas Election Bureau tabulated 486,000 votes.

Amendments providing free text books for private schools and that authorizing the legislature to submit amendments at special sessions seemed definitely defeated.

Old age pensions piled up a majority of more than 260,000; repeal, more than 50,000. The amendment authorizing introducing amendments at special sessions of the state legislature had the smallest adverse majority, around 12,000, and is the only one about whose fate there seems the possibility of doubt.

Forty counties reported complete cast 82,935 votes, compared with 170,535 in July 1934. Should the same ratio prevail in counties at present incomplete, the total would be approximately 486,000.

The probability was that the total vote will not greatly exceed 500,000.

Returns at 1:30 a. m. from 235 of the 254 counties, including 43 complete, showed the following totals:

Pensions, for, 256,593; against 89,270.
Insanity, for, 245,871; against, 160,852.
Repeal, for, 251,480; against, 198,699.

Amendment submission, for, 180,665; against, 190,684.
Suspended sentences, for, 204,800; against, 172,946.
Fee abolition, for, 223,491; against, 148,299.
Text books, for, 196,783; against, 226,273.

British Ships Are Ordered To Canal
VALETTA, Malta, Aug. 24—British battleships, cruisers, destroyers, submarines, and other units of the Mediterranean fleet will be stationed in formidable strength in the vicinity of the Suez canal between Sept. 2 and Sept. 20, about the time war in Ethiopia may be expected to begin, it was learned today.

The fleet will carry large stocks of munitions and supplies.

Oil Production Tax Receipt Required

AUSTIN, Aug. 24—Beginning Monday, state comptroller's receipts showing that gross production tax has been paid, will be required before issuance of tenders for movement of crude oil. Chairman E. O. Thompson of the railroad commission announced today.

The order was decided upon after the commissioners attended a meeting at Kilgore and will be issued Monday. There is already a rule requiring a tax certificate for gasoline movement.

CAT HIKES 160 MILES
SPENCER, Neb.— Homesick when it was left at the home of Mr. and Mrs. C. A. Dickey in Spencer a large cat hiked more than 160 miles and arrived safely at Olive, S. D.

REPLACE OLD MILL
HEBRON, Neb.— Hebron's "old mill," a landmark of southeastern Nebraska, is being razed to make way for an elevator. The mill, constructed in the 1870's operated 24 hours a day for many years.

ALIENS MUST SERVE TERMS
OTTAWA, Ont.— Canada will not attempt to reduce her prison population by deporting alien convicts before their terms are completed, government officials here declare.

S. H. Nance Reported To Be Recovering

S. H. Nance, president of the Nance Motor company, was reported quite ill yesterday, suffering from acute indigestion and other complications, but was reported resting well and much improved at a late hour Saturday night. It was thought that his complete recovery would be only a matter of a day or two.

WEATHER
West Texas — Fair, slightly cooler and probably showers in the panhandle.

About Our Friends

By STEP A. LONG

Mrs. W. I. Ghormley reads our comments on Will Rogers and Life in Thursday's Daily News... she tells her husband it is the finest thing she ever read, will put it in her scrap book...reads it to Dr. Ghormley...he tells her it is perfect.

Kind words...doubtless encourage us to write more...much of which will be worthless...much of what men write or do is of little consequence...now and then a rare thought or good act.

But forgive us...we intended to talk about our friends, not ourselves...what we do amounts to little...Our Friends are of intense interest...Next to God they are of most importance.

Alex Spears finds a friend in his bank arranging for a few minutes conference with another friend...insists that they use his air-conditioned Directors Room for the conference...takes time out from his intensely busy day to arrange the room for their greatest comfort...And of course they appreciated it...sound banker...prince-fellow...a friend worth while.

V. E. McCharen going about with a broken rib...pretty tough softball player...but not tough enough for the chicken which he was trying to catch...can't see how catching a chicken would break his rib unless the rooster kicked him.

Mitt Williams suggests to a friend whose straw hat looked somewhat worse for wear and who had complimented the new, clean appearance of Mitt's straw, that it would be well to buy a new one at least once each year if one expected to be presentable...at the same time Mitt mentioned that he had nice hats on sale for 98c...smart like a Jew.

Speaking of Jews...Friend Izzy Moldave tells a good one on his wife. She was out taking one of those

CONTINUED ON PAGE THREE

COURT ACTION TO BE USED TO GET WPA MEN

NEW YORK, Aug. 24.—Federal and city authorities combined today to compel relief clients by court action to take jobs under the Work Progress Administration.

Persons who did not accept work will be dropped from relief aid, where they are the heads of family, will be prosecuted for non-support.

An order putting the program into effect Monday was approved by Harry Hopkins and Mayor Fiorello LaGuardia.

Failure of General Hugh S. Johnson, New York City WPA administrator, to realize an employment goal he set himself August 1—caused the action. Johnson had assured Hopkins and LaGuardia he would get 75,000 persons to work on projects this month, raising the New York total of WPA workers 175,000. He went into the fourth week of the month Thursday, 50,000 jobs behind.

Johnson intimated his difficulty was in getting many men to leave home relief to work for the \$55 a month offered unskilled labor.

William Lange, city director of the National Reemployment administration, said delay was caused by inability of his staff to find and communicate with 75,000 persons in the time given it.

Johnson said a strike of approximately 2,000 skilled laborers who protested against WPA scales has collapsed.

TAXIS DENIED POLICE
HAZLETON, Pa.—The Hazleton city police will "have to hoof it" now. Previously they had used taxicabs when they were on an emergency call, but the meters clicked off to many big bills.

CISCO DAILY NEWS

Published By THE CISCO PRINTING & PUBLISHING COMPANY 304-306 D Avenue, Cisco, Texas. Phone 80.

MEMBER UNITED PRESS MEMBER ADVERTISING BUREAU TEXAS DAILY PRESS LEAGUE

W. H. La ROQUE, Manager; FRANK LANGSTON, Editor; MISS ZELMA CURTIS, Circulation-Bookkeeper; TRUETT LA ROQUE, Advertising Manager; MISS LAURA RUPE, Society Editor; J. B. HUNTER, Foreman Mechanical Dept.; HILMER W. SWENSON, Linotype Interper; MONTA LAUGHLIN, Stereotyper-Presman; JOE WARREN, Stereotyper-Presman; FRANCIS BRUCE, Matting Clerk.

Entered at the Postoffice in Cisco, Texas, as Second Class Mail matter.

Publication Days: Afternoons (except Saturday) and Sunday morning.

Obituaries, Cards of Thanks and Classified, 2c per word.

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.

Daily News Passes Another Milestone

This morning's issue marks another milestone in the 54 year history of the Cisco Daily News.

For 54 years since it was founded at The Round-Up in 1881, the paper has been seeking to serve the readers of Cisco and Eastland county in the best way possible, by presenting to them the latest and most interesting news, stressing that which is important to the people of this city and the surrounding area.

The tabloid section of the paper has been prepared after much work by the Daily News staff with the view of serving Cisco in bringing here next year the largest number of Texas Centennial visitors possible for this reason the industries, resources and places of interest have been especially stressed.

Business men will be given extra service as their advertisements and those of Cisco generally go out over the entire nation. Vacationists seeking routes through Texas next year will be directed by their Chambers of Commerce through Cisco because of the papers which they will receive.

The staff of the Daily News is proud of the achievement in this special edition and wants to thank all those who had a part in making it a success. If names of persons or places that should have appeared have been omitted, it was unintentional and the readers are asked to remember that it was in the hurry of getting out a daily paper at the same time as the special edition was being made up.

Another mark of service is the election returns which appear today on the front page of the Daily News. The returns were direct to the paper from the Texas Election Bureau at Dallas by telegraph. As a special service, they naturally were at an extra cost to the paper, but were furnished in full and at an hour later than the usual Saturday night press time to give the readers the best and latest news possible.

The election party sponsored by the Daily News last night was an added service which the paper furnished to its readers as a part of its policy to reach them with the news first.

Passage of the Neutrality Bill

Rushing at top speed to complete legislation, the 74th congress Saturday passed the administration's war neutrality bill and sent it to the White House. Speedy approval by the president was expected.

The administration had sought to have the bill passed in order to keep the United States out of any possible foreign war.

Next session might have been too late for action on the neutrality measure. All talk in European capitals Saturday centered about war rather than peace efforts, while in Ethiopia Emperor Haile Selassie advised his people how to combat invasion from the air.

Everyone seems to take it for granted that there will be war. Italy, it appears, is only waiting for the proper time to begin actual armed conflict. That time will be at the close of the rainy season in East Africa, which will be next month. Regardless of whether Italy can make a dash for the

Behind the Scenes in Washington

EDITOR'S NOTE: This is the second of a special series of stories telling exactly how lobbyists work and what part they play in the government at Washington.

BY RODNEY DUTCHER, NEA Service Staff Correspondent. WASHINGTON.—The three big schools for lobbyists whose diplomas command the most respect are:

The government service. The Democratic party. The Republican party.

Lobbying, politics, patronage and the practice of law here are all closely intertwined. Embryo lobbyists, prepared for their jobs at taxpayer expense on the federal payroll—in Congress or the executive branch, pour out of the federal service into private office buildings to sell their prestige and influence by practicing before the government of which they were recently a part. Their efforts seldom work to the advantage of taxpayers and consumers.

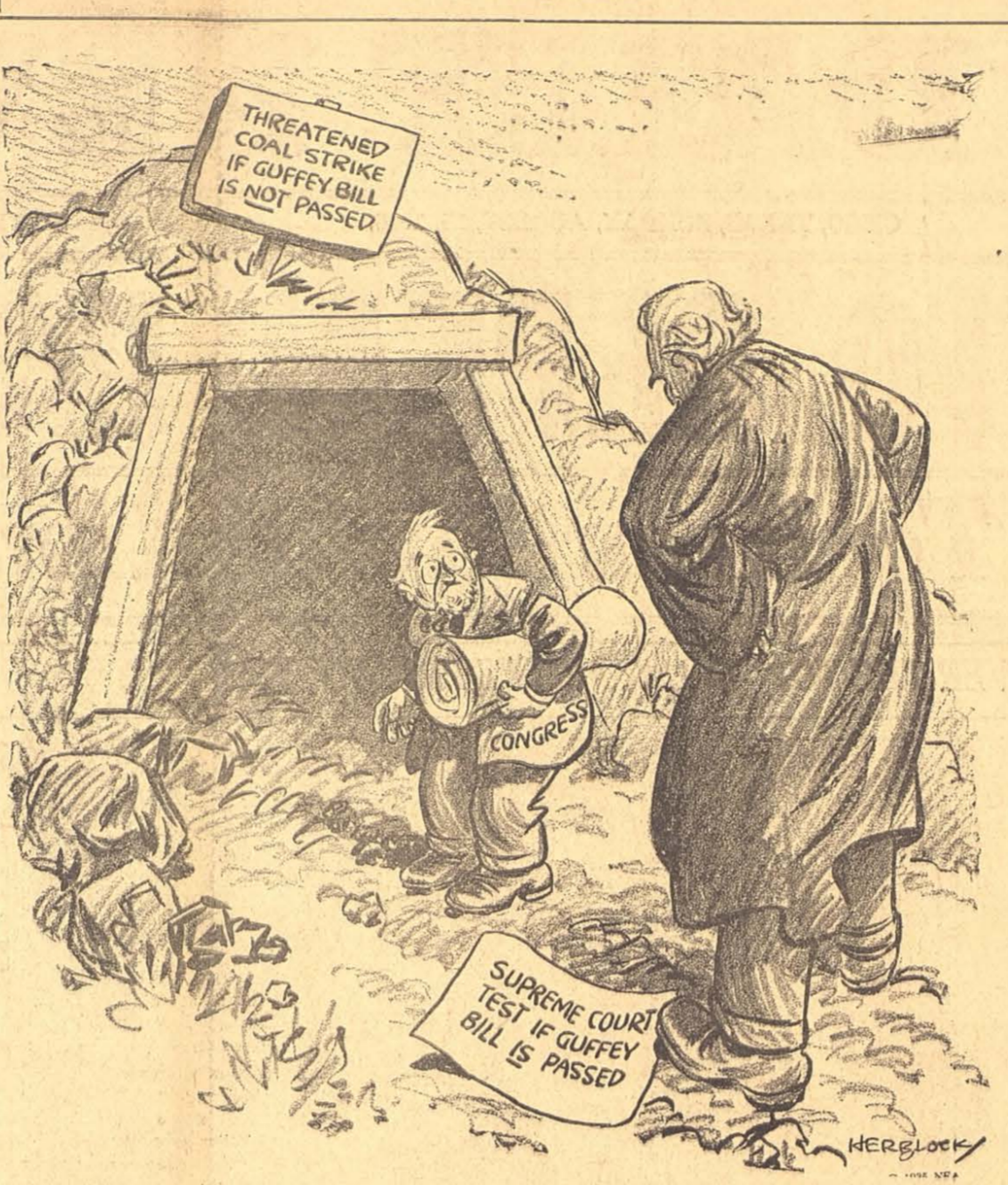
With every change of political control, a new batch of political lawyer-lobbyists sets up shop. National committeemen march into town, establish "law offices" and begin to charge all the traffic will bear to represent anyone who is after anything. Law partners of senators and other officials come to town with like purpose.

If you ever counted sheep in an attempt to fall asleep, you can envisage the rate at which Bureau of Internal Revenue attorneys—from general counsels on down—jump from the government into tax practice here.

Consider the celebrated local law firm of Covington, Burling, Rublee, Acheson and Sherb, which practices before all federal law courts, departments and commissions. Its members, able lawyers, doubtless

NEXT: Democratic lobbyist and Republican lobbyist.

The Dark Outlooks



capital, through the air or otherwise, and win, Mussolini realizes that the Roman legions could not hope for victory in Africa during the rainy season.

The United States hopes to stay out of a war. The last one was too terrible to think of in the future.

Action on the neutrality bill, coming at the last moment may save America from another war. Had the measure been postponed until the next session, this nation might possibly have been dragged into what would likely have meant an even more bloody conflict than the last one. Lack of the protection which the bill will give would have left the United States open to propaganda, as soon as the rainy season is over and Italy marches upon Ethiopia, that might have forced the nation to take up arms.

"WRITE, IT'S CHEAPER," ADVISES VEXED SOVIET TELEGRAPH CHIEF

STALINGRAD, U. S. S. R., Aug. 24.—A bulky clock held up the sending of scores of telegrams and caused a public indignation meeting not without undertones of humor in the telegraph office here.

Director Fedorov of the government telegraph system walked into his office to find a milling crowd. "What's the matter?" he inquired. "The office won't send our telegrams." "Well, we can't. How can we

Rogers in Unreleased Picture



Though Will Rogers is dead, his millions of friends and admirers will see him again in two moving pictures which he had completed before his fatal Alaskan trip. Plans for their release are now being considered by studio executives. The pictures are "In Old Kentucky," and "Steamboat 'Round the Bend," from which the above appealing "still" is taken.

Did you ever stop to think

EDSON & WAITE
Shawnee Okla.

Newspaper advertisements help to make selections easy! There is no guess work or uncertainty about the quality of the goods sold by the stores that advertise continuously. Success is assured to the consistent, truthful advertiser. A satisfied customer means increased sales; advertised goods give satisfaction. Sentiment in business, when properly directed, is a good thing. A business with a good reputation behind it always finds its place in the world. The best way to get more business is to keep truthful advertising before the public. Every business man knows that the good will of the public is the biggest asset any business concern can have. Good will for a business is built by good merchandise, good service and good advertising!

Future Ruler

HORIZONTAL Answer to Previous Puzzle

1 The Crown Prince of Italy	2 TERRY ROOSEVELT	3 Portrait statu
7 His wife is a princess of	4 TRY OPERA AT MID	11 One.
13 The reason.	5 RENO CURRAH TOM	12 Nothing more than.
14 With might.	6 "TEDDY" AT NO	15 Some.
16 Skin disease.	7 CAGES THEODORE GROSS	23 Punitive.
17 Sicknesses.	8 ELOPE ROOSEVELT ENATE	24 To bark.
18 Repairs.	9 LEM NEVE	25 Auto body.
19 Dormouse.	10 SEC TRANSIT MAT	27 Black bird.
20 Story.	11 OGGEE TRAIN DIME	28 Fabulous bird.
21 To peep.	12 ARILS AIR PILED	29 Child.
22 Poker stake.	13 POLICE RIDERS	30 Strife.
23 Footlike part.	14 To tax.	31 Turf.
24 Aye.	15 Moccasin ruler.	32 To abscond.
25 Emitted.	16 To spill liquid.	33 Typical shipworm.
26 To walk through water.	17 That which is educed.	34 King Emmanuel.
27 Middy.	18 Citric fruit.	35 Combined. King.
28 Tree fluid.	19 Draft animal blunder.	36 Mole.
29 His country has a powerful thing.	20 The aforesaid thing.	37 Grotesque blunder.
30 Go on (music).	21 To affirm.	38 Actual being.
31 Guided.	22 He is also called the Prince of	39 Driven in.
32 Swimming organ.	23 Followed.	40 Sheafs.
	24 Festival.	41 Scoria.
		42 To dwell.
		43 Foretaken.
		44 Saucy.
		45 Noise.

AUTO AIR-CONDITIONED

CRESTON, Iowa.—The only air-conditioned automobile in existence is believed to be the one owned by C. C. Palmer, special railroad agent here. A small ice-box, an electric fan, a length of metal tubing and a bit of ingenuity turned the trick.

MISHAPS TRAIL WOMAN

ABINGTON, Mass.—Mrs. Lottie Richardson, recuperating from a recent leg injury, was sitting on her front lawn when she became involved in an automobile accident. A tire blew out on a passing automobile and the rim was thrown off and struck her.

CHURCH OUSTS BEES

LEBANON, Ore.—A swarm of bees lost their home and honey when the Lebanon Church of Christ was remodeled. The bees had built in the attic. The church confiscated the honey to aid in raising funds for repairs.

SUN-TAN

BEGIN HERE TODAY. JO DARIEN breaks her engagement to BRET PAUL, college athlete star, because he objects to her taking a job as hostess at Crest Lake Inn, fashionable summer resort owned by wealthy DOUGLAS MARSH. Jo goes to Crest Lake and later Bret arrives as life guard. Douglas's eccentric mother dislikes Jo. PETER FRAGONET, film actor, pays Jo marked attention and asks her to marry him as soon as he can get a divorce. Jo becomes friendly with LOLA MONTEZ, film actress.

Prompted by his mother, Marsh decides to go to Hollywood to look for a job, and flies there with Fragonet. Later she begins to doubt Fragonet's promises and moves to a rooming house where he cannot find her. Lola Montez offers to help Jo find a job. SILAS DRANN, the director, asks Jo to come to the studio for a screen test. She goes. Drann tells her the screen test was a success. Jo learns later that this is not true. Lola gets her job in a sandwich shop. NOW GO ON WITH THE STORY.

CHAPTER XLIII. IN Hollywood the purpose of a business establishment may not always be determined by its appearance. A hot-dog stand will sometimes exhibit some of the grander characteristics of a cathedral. A gasoline station may look for all the world like an airplane hangar, or even resemble the airplane itself. What at first glance the visitor takes to be a Spanish hacienda is more than likely to be the right wing of a public market. Yet there is nothing confusing about this, for even the stranger, after a few hours in the place, takes it for granted. In fact, there is something about the town which makes such architectural departures seem right and sane.

When Malsie Lester decided to operate her sandwich shop on busy Hollywood boulevard she, too, searched about for some novel design. But one bright morning she received an inspiration. "I'm going to make it look like a sandwich shop!" she told her friend, Lolita Montez. "What do you think of that?"

Lolita had thought it amusing and proper, and had loaned Malsie enough money to make the start in business. The little sandwich shop prospered, and Malsie had long since paid her debt to Lolita—but she hadn't forgotten Lolita's faith. When the actress dropped in one day to tell Malsie about Jo Darien, the sandwich shop owner was interested at once.

"I don't really need anyone right now," she told Lolita. "But I'd like to help out the girl—and if she takes hold well enough may be I can get away on the vacation I've been planning since the shop began to pay."

"You're a peach!" Lolita told her. "And you do owe yourself a vacation, Malsie."

"Will this baby want the world?" Malsie asked. "She's not movie-struck, is she?" Lolita laughed. "Don't worry, Malsie. You'll like Jo."

AND Malsie did like Jo. They got along famously, for Jo on her part was likewise at once attracted to the genial, easy-going Malsie Lester. And she rather enjoyed the crisp, compact little sandwich shop that had been arranged so handsily for the girls who worked behind the long counter. "The work's not hard," Malsie told Jo on her first day. "You get down at 8:30 to put things in shape for the day, but you don't open until 10. Then all you have to do is

swing the stuff from the edgeboard to the counter. It's a cinch, Jo—but I warn you, it won't make you rich!" Jo laughed. "If it will satisfy my landlady then it's fine with me!" "It ought to do that. And you get your lunches, of course. You can have dinner here, too, as often as you like. But even Malsie's famous sandwiches get tiresome!" Malsie wasn't exaggerating when she mentioned that her sandwiches were famous. Malsie's sandwiches were known all up and down Hollywood boulevard, which is fame indeed. Her customers were a strange mixture—office workers, studio people, and several dozen really well-known personages who dropped in wherever they had the opportunity. Each had his or her favorite "Malsie sandwich," and the jovial owner remembered the preferences of all.

"You know," Jo told Malsie, "what surprises me about Hollywood is that it's just like a small town. Your place reminds me a little of the store Dad owned at Weston. He knew everybody and what they liked and didn't like."

"Sure," Malsie said. "Why should Hollywood be like a small town? Most of us are from little places—and proud of it, too."

"I'm wondering, though, if I'll ever be able to learn what all your friends like," Jo laughed. "Well, darned few of 'em will bite you if you don't catch on right away. And it won't take you long to learn. With those eyes and that hair you can handle some of the men cyanide and they'll like it. Don't worry, kid!"

For the first time in many weeks, Jo found that she wasn't worrying. She paid her landlady and moved into one of the bungalow's pleasant rooms. She added directly to her wardrobe a few things she had been needing badly since leaving Crest Lake. In a way, she was happier at Malsie's sandwich shop than she had been at Crest Lake Inn with all its gaiety and the splendid salary. And she was certainly not lonely at Malsie's sandwich counter. It was only when she reached the stucco bungalow and the privacy of her single room that she grew lonely. Through the thin walls she would hear the landlady's radio bringing music from Coconut Grove. Sometimes she would recall ruefully that Coconut Grove had been her very first destination in Hollywood.

AND one night she did go to the Grove. It's something to the ought to see before you die," Malsie told her. "My brother's going to take me tonight, and we'd like to have you come along."

"But I don't like to intrude," Jo hesitated. "Intrude—on a brother?" hooted Malsie. "Don't be goofy!" Malsie's brother was a big, strapping young fellow who had a job with an electrical company and liked to talk amperes and kilowatts and alternating current—until Malsie would shut him up. Obviously he liked Jo. "Where'd you come from, anyhow?" Jim Lester wanted to know during their first dance together. "You're awfully darned swell."

Jo hardly heard. "Isn't that William Powell over there at that table by the wall?" Annoyed, Jim Lester swung around to the rhythm of the white-

(To Be Continued)

SOCIETY

Comings and Goings

Woman's Page

Laura Rupe, Editor

CLUBS

CE Society Given Party on Friday By Jack Winston

The local Christian Endeavor society met at the home of Jack Winston on West Ninth street Friday evening for a lawn party. The lighted lawn made a good spot for the enjoyment of lively games. Refreshments of ice cream and cake were served by Mr. and Mrs. Jack Winston.

After the party the group distributed 1000 doorknob hangers over Cisco. This was a part of the Youth campaign against repeal being carried on throughout Texas cities on the eve of election day. The youth parade Friday afternoon contained 25 vehicles decorated with white streamers.

Those at the party were Mary Sue Mabley, Jacqueline Porter, Lillian Bacon, Dixie Bills, Helen McKissick, Marie Tuna, Olive McKissick, Mary Ann Winston, Elton Dennis, Roland Hill, Tom Brian Baker, Billy Jack Winston, Francis Bruce, Joe Bob Winston, Darcy Eruse, Bryan Lee Winston, and Mr. and Mrs. Jack Winston.

Baptist Juniors Enjoy Picnic At Lake on Friday

Members and friends of the Junior department of the First Baptist church enjoyed a picnic Thursday evening at Lake Cisco.

Various games furnished entertainment for the evening after which delicious picnic lunches were spread.

Mrs. C. F. Stephens, head of the department, was assisted by Mrs. Myrtle Anderson, Mr. and Mrs. Asa Skiles, Mr. and Mrs. Frank Walker, Miss Willie Frank Walker, Mr. and Mrs. H. L. Kunkel, Mrs. Leon McPherson, Mrs. Carl Page, Mr. and Mrs. H. J. McArdle and Miss Mattie Davidson.

Charles Tucker To Open Dance School

Charles Tucker will open a dancing school in Cisco Tuesday, it was announced.

The school will be located on the roof garden of the Laguna hotel. Types of dancing to be taught will include tap, buck and wing, Ballroom, and adagio. Everyone interested was urged to be present Tuesday morning. The school will open at 9 o'clock.

The dancing teacher is well trained, having been in the Davis Dance school here last year.

Former Ciscoan Is Guest of Friends

Mrs. Winston Wilson and two children Miss Jean and Bobby, arrived here Saturday for a few days' visit with friends. Mrs. Wilson will be remembered as Miss Eunice Martin, formerly of Cisco. She and her son and daughter are guests of Mr. and Mrs. J. T. Anderson and Mr. and Mrs. W. J. Foxworth.

Other guests there this weekend are George Drewery, Jr., of Dallas and his friend, O. B. Freeman.

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



CLEARANCE!

Irregulars of \$1.00 Vanette Silk Hose, Knee Highs, also short lots. Regular lengths in 79c and \$1.00 Hose.

69c Pair

ALTMAN'S WOMEN'S WEAR—Cisco

Social Calendar For Week

Monday
Circle Four of the W. M. U. of the First Baptist church will meet at 4 o'clock in the home of Mrs. W. D. Hazel 1000 West Sixth street.

Tuesday
Members of Circle One of the First Baptist W. M. U. will meet with the Eastland Circle in Eastland.

Mrs. J. D. Franklin will be hostess to members of Circle two of the Baptist W. M. U.

Circle Three of the First Baptist W. M. U. will meet with Mrs. Leon McPherson in her home at 808 West Ninth street.

Mrs. Jack Phippen will be hostess to members of Circle Five of the W. M. U. of the First Baptist church.

Circle Six of the First Baptist W. M. U. will meet in the home of Mrs. T. N. Moore, 202 I avenue.

Members of the Women's Auxiliary of the First Presbyterian church will meet at the church at 4 p. m. Miss Alice Johnson will have charge of the study.

Members of Circle Two of the Woman's Council of the First Christian church will meet with Mrs. Rex Moore.

PERSONALS

Robert Sullivan and Jack Blanton left this weekend for their homes in Oklahoma after a visit here in the home of Mrs. R. H. Love and family.

Mrs. R. N. Cluck and daughter, Mona Lee, left this weekend for a short visit in Quannah.

Mr. and Mrs. Horace Condley are spending a few days in Carlsbad, N. M.

Miss Elizabeth Waters left yesterday for Lubbock, where she will spend a few days with her mother who is a student in Texas Tech this summer.

L. A. Harrison, Jr., who has been in summer school at A. and M. college this summer, returned home this weekend for a few weeks visit with his parents, Mr. and Mrs. L. A. Harrison. Mr. and Mrs. Harrison and daughter, Miss LeClaire, met him in Brownwood Saturday afternoon and accompanied him home.

Ocie Leveridge left this morning early for Pampa where Mrs. Leveridge has been this week's guest of Mr. and Mrs. Johnny Bricker. They will return Monday.

Mr. and Mrs. J. C. McGregor of Richland Springs spent Saturday in the home of Mrs. McGregor's parents, Mr. and Mrs. J. G. Rupe.

Mr. and Mrs. C. H. Paris and daughter left last night on their vacation which will be spent with relatives in Hubbard and Fort Worth.

Mrs. George Weaver returned Friday evening from her vacation which was spent in Mineral Wells. She also spent a few days, in Fort Worth.

Miss Marjorie Noel was a visitor in Abilene Saturday.

Mrs. E. J. Arnim and daughter, Miss Olive, left Saturday evening for Oklahoma where they will spend several days. From Oklahoma they will visit with friends and relatives in Houston.

Miss Flora Jean Jobe of Abilene arrived Saturday to be the guest of Miss Betty Lou Powell.

Mrs. Elizabeth Wood, who has been visiting in Tennessee and Kentucky, is expected home this weekend. She will be accompanied home by her cousin, Miss Martha West of Memphis and her brother, Dick West, of Dallas.

Misses Marie Qualls and Lurline Poe are spending the weekend as guests of Miss Margaret Barker in Sweetwater.

C. O. Pass and daughter, Martha Jo, are spending the weekend in Lubbock.

Mr. and Mrs. J. H. Ruppert and children, J. H. Jr., and Miss Elthea, of New Orleans are house guests in the home of Mr. and Mrs. George Ruppert.

Mr. and Mrs. L. E. Norvell and Miss Carlisle Narvell left today on a vacation trip to Romah, N. M., and other parts of Mexico.

Miss Fern Lee Frost, who has been visiting with relatives here the past week returned to her home in Eastland Friday.

W. C. Scarborough and Cecil Lasater have returned to their home in Waco after a few days visit with friends here.

Miss Lillybud Denman of Brownwood left Saturday for her home after spending the week in the home of Miss Norma Ghormley. Miss Ghormley returned with her friend to Brownwood for a visit.

Randolph College Notes

President McKissick and the family came through from Maria Tuesday, arriving here at 3 a. m. Wednesday. Mrs. J. T. Ragsdale had them for dinner in the park at Fort Stockton; they stopped briefly at Mertzon; incidentally, they drove five miles out of the way to Rankin and secured the promise of a new pupil.

Enrique Westrup of Monterrey, Mexico, will likely register here this fall; he is a prominent English family who moved to Mexico over fifty years ago; his father has a commercial school there. It is planned to have him meet the Spanish classes weekly and drill them in conversational Spanish. A young lady from Valentine writes that she will arrive next week; she is especially interested in Spanish—wishes to fit herself as an interpreter.

From reports, it seems that Woodson will have the largest delegation at the college this fall. Dr. Tyndall has preached there and former students are pushing the claims of Randolph.

Dr. Lee Clark was a recent visitor; he was en route from Stephenville where his father celebrated his ninety-first anniversary. Dr. Clark is working in the Graham section.

Professor H. R. Garrett has been very busy working nearby towns; he reports the prospects good.

A friend of the college was down from Henrietta with two young ladies who plan to enter the college this fall; Dr. Bruce showed them through the college buildings; they were pleased.

Mrs. J. I. Phillips, Tecoloteno, N. M. who has had two children at Randolph in former years, writes about her niece; she hopes the latter will be here this fall.

A goodly number write asking if they may stay in homes and work for their board and room; those who can take such worthy pupils will please contact President McKissick or Professor Garrett.

The president of the colleges wishes to thank the citizens of Cisco for their many expressions of good-will and congratulation; we hope none will be disappointed; the outlook is very fine for the ensuing year; no school will succeed in the best way unless the home-town gets behind it.

AT THE CHURCHES

BETHEL MISSIONARY BAPTIST
Sunday school, 9:45; preaching, 11 o'clock; evening worship, 8:15 o'clock. Services are held at 405 East Eighth street.—FRED L. CHUNN, pastor.

GRACE LUTHERAN CHURCH
Sunday school, 9:40; German service, 9:30 and English services, 10:30 and 8 o'clock. The public is cordially invited to attend.—E. H. RIESE, pastor.

FIRST METHODIST CHURCH
Sunday school, 9:40; preaching, 10:50; subject for the morning service, "A Message From the Mountains"; Epworth League, 7:15; preaching, 8 o'clock.—FRANK L. TURNER, pastor.

FIRST PRESBYTERIAN CHURCH
Sunday school, 9:45; morning at 11 o'clock will be in charge of the Men's Bible class. Young People's League, 7 o'clock with Miss Beate Pearce, leader. There will be no evening worship.—J. STUART PEARCE, pastor.

FIRST CHRISTIAN CHURCH
Sunday school, 9:45; morning worship, 11 o'clock. The pastor will use "Why I Am A Church Member", as his subject. Christian Endeavor, 6:45 and evening worship, 8 o'clock; subject, "A Word Full of Calls". Prayer Meeting, Wednesday evening at 8 o'clock.—DAVID P. TYNDALL, pastor.

CHURCH OF GOD
Sunday school, 9:45; morning service, 11 o'clock; young people's meeting, 6:30; evening service, 8 o'clock. Prayer meeting Wednesday at 8 p. m.—C. S. MOAD.

FIRST BAPTIST CHURCH
Sunday school, 9:45; preaching, 11 o'clock; B. T. S. 7 o'clock and evening worship, 8 o'clock. The pastor has returned from Oklahoma where he was at the bedside of his brother's son. He reports that the condition of the youth is slightly improved.—E. S. JAMES, pastor.

CHRISTIAN SCIENCE SERVICES
"Mind" is the subject of the Lesson-Sermon which will be read in all Churches of Christ, Scientist, on Sunday, August 25.

The Golden Text is: "Who hath known the mind of the Lord, that he may instruct him? But we have the mind of Christ" (I Corinthians 2:16).

Among the citations which comprise the Lesson-Sermon is the following from the Bible: "To us there is but one God, the Father, of whom are all things, and we in him."

Patronize Our Advertisers

When Winter Comes—



Startling in dramatic quality, this creation of Germaine Bailey, just shown in Paris, gives the first inkling of next winter's fashion trends. It is a stunning monastic interpretation in red crepe with sleeves and hood of silver plaid lame. The hood falls into a soft effect at back. The cord belt is half red, half silver.

EAST CISCO Personal Mention

By JACK HUNTER
Carrier Route 8
Gathered From Customers on his Daily Route

Mrs. Ruby Rous and daughter, Colleen are visiting relatives in Abilene.

Mrs. Lela Mason is recovering from a tonsilectomy operation.

Miss Marie Kennedy from Abilene is visiting her mother, Mrs. T. E. Kennedy.

Mr. and Mrs. Raymond Robertson from Grand Saline have returned home after a visit with Mr. and Mrs. E. C. Barnes. They were accompanied home by their daughter, Wanda, who has been visiting the past three weeks in the Barnes' home.

Miss Billie Lane of Cross Plains is visiting, Mrs. Pearl Harris.

Mrs. L. E. Helreich 510 E. 10th street is spending this week in Fayetteville, Ark., as the guest of her mother.

Mr. A. M. Green of Nimrod visited yesterday with his brother, Z. W. Green.

Mr. and Mrs. J. A. Baker of Bragg, Okla., spent several days this week with their relatives, Mr. and Mrs. J. Q. Prickett, they were returning home from San Diego, Cal., and other points.

GOLF BALL EXPLODES
LOGAN, Utah.—While removing the cover from a golf ball, Verge Weatherston, son of a deputy sheriff, received serious facial injuries when the ball exploded.

MEANEST THIEF AT WORK
CONCORD, N. H.—Concord's nomination for the meanest thief goes to the man who stole especially-fitted glasses of William Canby, 55, partially blind, and jobless.

Patronize Our Advertisers

About Our Friends

CONTINUED FROM PAGE ONE

delightful swims that Lloyd Hughes so graciously sells his patrons, when she noticed a woman on top of the high diving tower. She said surely no one would dive from that height and offered to wager a dollar on the fact... Izzy knew better than to buck her judgment, but a life guard heard her and being of an avaricious nature decided to annex a little loose cash. So he said "lady, I call your dollar," and proceeded to do the dive several times for good measure. Of course, Mrs. Mollave, being game, backed up her words and then true to her Jewish training said, "Mr., won't you take it out in a dollar shirt so that we can make fifty cents?"

Rev. Frank Turner back home again, been holding meetings and seeing sights... had a good time but glad to be back in Cisco... Blair Clark broke a bottle and spilled a lot of good floor wax that looked good enough to put on a buttered biscuit, but the lady got her floor treatment and that's the main thing said A. V., who takes the world as it comes... just so it comes fast enough.

Nick Miller said what ever you do you must encourage your ball teams if you expect them to do their best for you, as he turned the pitcher job over to R. E. Grantham Friday night. And then he added: "I have given you a good start now Grantham, you should have no trouble in winning the game." But Grantham didn't understand how that could be when the opposing team was ten scores ahead on

Miller's pitching. Being a lawyer, he is still trying to figure the thing out.

85 YEARS IN SAME HOUSE
CALICO ROCK, Ark.—The Rev. and Mrs. Erwin Hall have spent 85 years of their married life in this hill town. The Rev. Hall has lived in the same house 84 of his 85 years.

STEM YIELDS LOST RING
TOLEDO, O.—Mrs. Leola Dishon gathered some beets in the garden of her home at Belmore, found a bright gold ring around the stem of one. It was her wedding ring, lost three years ago.

HUGE SWORDFISH CAUGHT
BOSTON.—An immense swordfish weighing 467 pounds and measuring 14 feet was caught off the Georges Banks by the Boston schooner Marie and Henrietta. It was the biggest swordfish taken this season.

TIFFIN, O.—Friends who testified a Tiffin man "couldn't stand" chicken feathers and it "hurt his hands" to pluck them couldn't get him back on the FERA rolls. County Relief Director H. P. Boulboule dropped the man because he was "too busy working for the FERA" to take a \$12-a-week job as a chicken picker.

OLD AGE SAVES HORSE
CARBONDALE, Ill.—Only old age saved Bob Dillinger's horse from death. Dillinger asked Dr. M. Austin, of Carbondale, veterinarian, to kill the animal. The doctor refused when he found the horse to be 39 years old.

FORGETS TRAINING
DEFIANCE, O.—Fireman Jobe English has a job which followed him home on his day off. He dropped a "dead" match in a waste paper basket and found the room ablaze a moment later.

LOOT 6 CENTS
WALTHAM, Mass.—Two bandits kidnaped and robbed Alphonse White, 13, of Watertown. Their only loot was six cents.

VERONA, Mo.—Mrs. Ella Berry, seamstress, still is using a sewing machine she bought 41 years ago for \$19.50.

POLICE SIREN STOLEN
WAREHAM, Mass.—For the second time within a year, a siren has been stolen from the police patrol.

Use Daily News want ads for results. Phone 80.

Patronize Our Advertisers

A FEW LEFT

If you do not have one of these attractive reclining lawn chairs, get one NOW at this LOW price. Adjustable to 4 reclining positions, very comfortable, folds up flat when not in use, so that it takes up very little space \$1.19

COLLINS HARDWARE

WEST TEXAS UTILITIES COMPANY

Bargain Rate Electricity

does the work in this modern home!

Electrical servants do all the work in this modern home! The cooking, the washing, the refrigeration, dishwashing, cleaning, automatic ironing, fruit-juicing. They perform these tasks more efficiently than is possible by any other method. The joy and comfort that they make possible to the home makers cost only a few cents each day.

For only a few pennies more a day you can let electrical servants come into your home and completely modernize it. Investigate the low prices on equipment, get information about our low incentive rates, and discuss with us our easy payment plan. You'll agree that an all electric home is possible to the family with only a modest budget.

Do you know that your increased use of Electric Service is billed on a surprisingly low rate schedule... and adds only a small amount to your total bill?

West Texas Utilities Company

FEARED and revered is the leopard and by the natives of French Middle Congo and other parts of western Africa. When a native kills one, he is brought before his chief for punishment. But, in ceremonial fashion, the native pleads: (the animal was chief of the forest and a stranger).

Thus the man is set free and even rewarded for his bravery. But the dead leopard is adorned with a bonnet worn by the tribal chief set up in the village square and there made the center of a series of nightly dances.

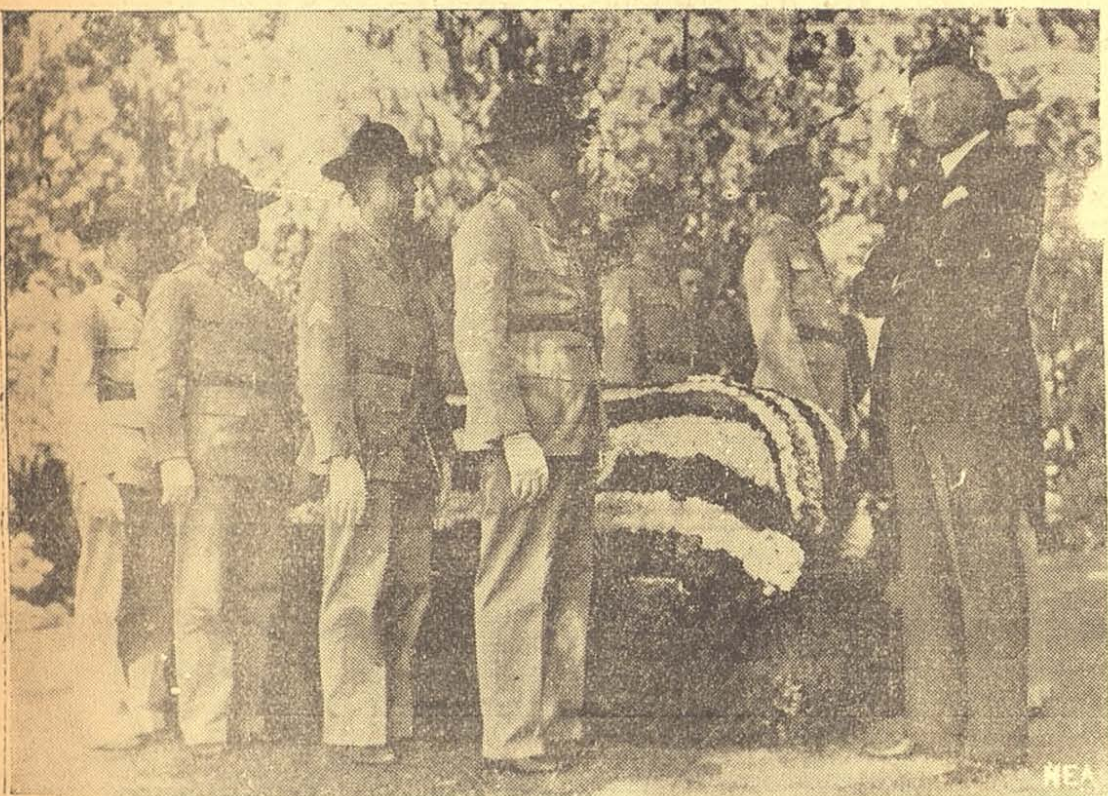
The reverence by which the leopard is held by the African Negroes is carried out on two stamps issued by France for its territories of the Congo and the Middle Congo, which in 1910 became a separate colony. The leopard stamp of the latter is shown below.

Copyright, 1935, NEA Service, Inc.

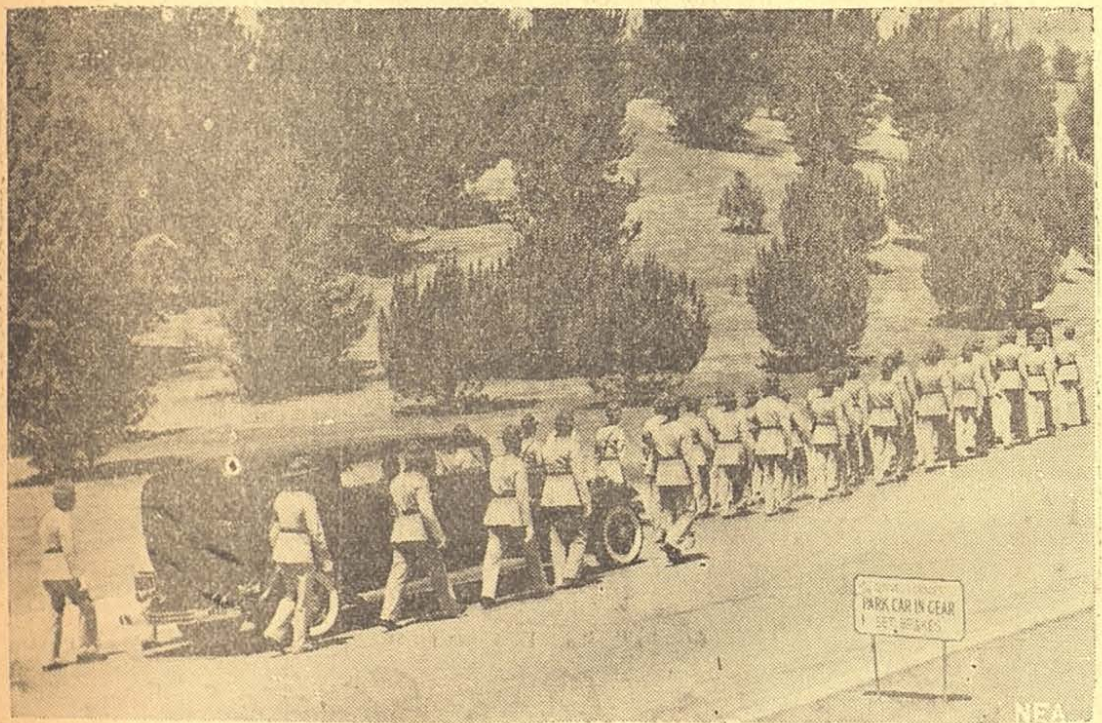
TODAY'S WOULD NEWS IN PICTURES



More than 100,000 persons swarmed into Forest Lawn Memorial Park to pay homage to Will Rogers as his body lay in state for six hours before the funeral services. Photo shows the long line of mourners who filed by the casket in the foreground.



Dr. J. Whitcomb Brouger, friend of the Rogers family for many years, and the military guard of honor photographed by the noted comedian's casket as it lay in state just before the funeral services at which Dr. Brouger officiated.



Escorted by a military guard, Will Rogers body is removed from the place where it lay in state to the Wee Kirk o' the Heather chapel for the last rites.

Metallic Sparkle



The popularity of the knitted modes is further enhanced with this combination of blouse of metallized cellophane and matching skirt of rayon. Black, green, rust, violet and brown are among the favored shades.

Agreement Reached Upon Oil Compact

By United Press
WASHINGTON, Aug. 24—Agreement appeared to have been reached today in the house on a resolution to ratify the Dallas oil regulation compact among leading oil producing states, leaving all other oil legislation until next session. Speaker Byrns and Representative William Cole, dem., Mr., chairman of the house oil legislation subcommittee, said such action would be taken. Cole said he would offer the resolution later in the day.

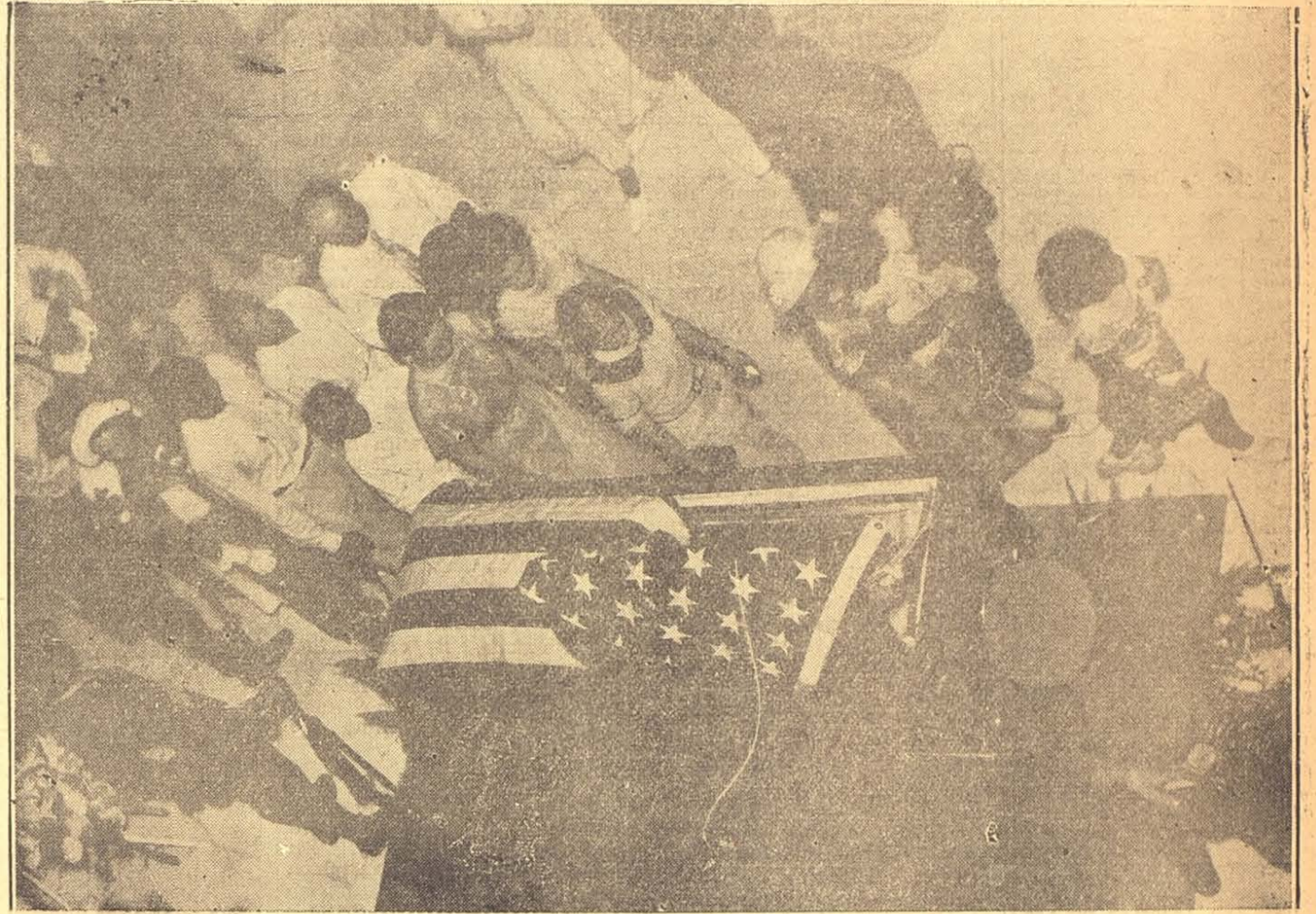
Let us figure your next job of printing. Our job printing department is equipped to serve your needs.—Phone 80.

12-Foot Stalks Of Corn for Kansans



A feast for the eyes, a feast for the appetite, and a feast for the farmer's purse—they're all in this picture. Higher and higher towers Kansas corn, now in the juicy roasting ear stage, and these 12-foot stalks are just a sample of the way the crop looks near Wichita, with Arlene Walton adding to the beauty of the scene.

THOUSANDS THROUGH CAPITOL TO VIEW WILEY POST LAST TIME



Thousands of admirers of the famed globe-circler passed swiftly by Wiley Post's casket as it lay on the second floor

rotunda of the Capitol. This picture was taken from a higher balcony, and shows some of the crowd around the coffin.

Thousands, however, were turned away, unable to get into the building during the two-hour period. Women were seen to

weep when they realized the time was expired and the casket was being taken away to the First Baptist Church for services.



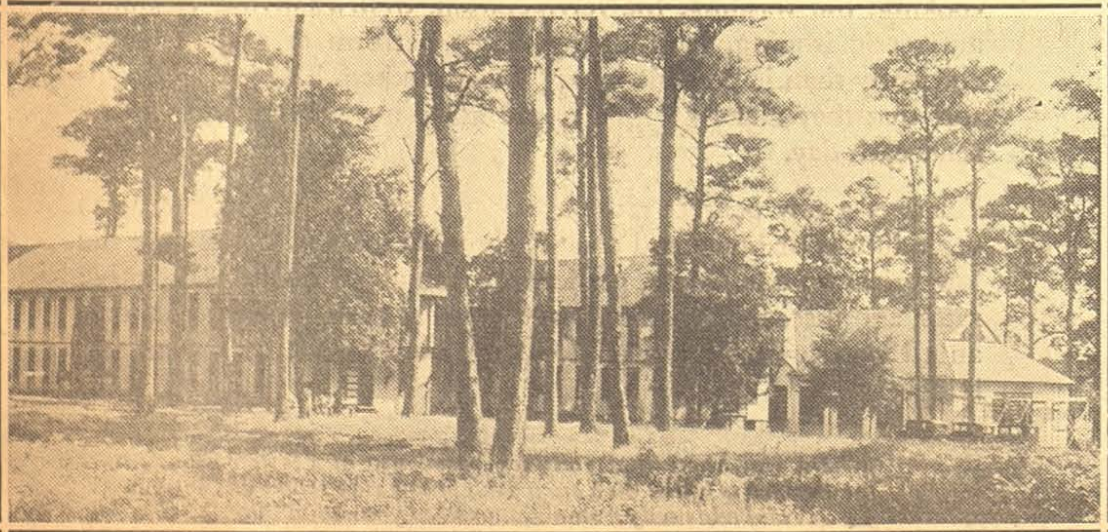
Standing, respectfully and silently under a broiling sun thousands of persons saw National Guardsmen bear the cas-

ket of Wiley Post from the Capitol, where it had lain in state for several hours, to a waiting Watts & McAtee hearse to be carried to the First Baptist Church for final tribute.

A part of the huge crowd, which gathered early and reached such proportions that hundreds of persons were unable to

enter the Capitol or leave the scene because of the tremendous pressure of traffic, is pictured here at the south entrance of the building.

Bonus Marchers 'Heaven' in South Carolina Woods



Quartered more comfortably than the regular army, with a much higher ration allowance, 445 bonus marchers diverted from Washington to prevent a recurrence of the demonstration during the Hoover administration have found a comfortable "heaven" in this camp near Charleston, S. C. With only a little work to do except for keeping the 300-acre camp site in repair and order, they receive \$30 to \$45 a month in addition to board and lodging.

Hollywood Joins Bereaved Family in Mourning Rogers



Her grief-lined face revealing torturing visions of the tragic crash of Will Rogers and Wiley Post, Mrs. Rogers here is pic-

tured as she and other members of the family arrived in New York by automobile enroute to Los Angeles for the funeral.



Upon word of his father's death near Point Barrow, Alaska, Will Rogers, Jr., flew East to join his grief-stricken mother. He is shown leaving the plane at New York.



The film colony was plunged into sorrow by the loss of its beloved philosopher-actor, and here you see the flag atop the Fox Studios in Hollywood being lowered to half mast.

EASTLAND COUNTY OFFICIALS

Judge of 91st District Court Geo. L. Davenport
Judge of 88th District Court B. W. Patterson
County Clerk Clyde L. Garrett
District Attorney Grady Owen
District Clerk P. L. Crossley
Sheriff Virge Foster
Deputy Sheriff Steel Hill
County Clerk Turner Collie
County Treasurer John White
Tax Collector and Assessor Tom Haley
County Auditor John Parker

Ranger - Eastland Precinct Henry Davenport
Gorman - Carbon Precinct Nute Crawley
Members of Commissioners Court Are:
Cisco Precinct Arch Bint
Rising Star Precinct R. O. Jacobs

MAIL SCHEDULES

Closing schedules for all mail dispatched from Cisco, Texas, Post Office.
Rising Star, Pioneer, Cross Plains, and Nimrod 5:30 a. m.
East bound T. & P. Sunshine, Train No. 2 10:35 a. m.
North bound M. K. & T. Ry., Train No. 35 10:35 a. m.
West bound T. & P., Train No. 3 11:55 a. m.
East bound T. & P., Train No. 4 3:45 p. m.
M. K. & T. Southbound, Train No. 36 3:45 p. m.
Westbound T. & P., Train No. 1, (Abilene Only) 4:30 p. m.
Breckenridge, first class mail only 5:00 p. m.
T. & P. East & West bound, Train Nos. 6 and 7 8:45 p. m.
Throckmorton, Woodson, Crystal Falls, Parks, Breckenridge 8:45 p. m.
Moran and Albany 4:15 p. m.
Gunsight and Scranton supplied by rural routes 7:00 a. m.
All mail deposited in letter box in front of post office building during night is collected at 5 a. m. each day except Sunday, when collection is made at 6 a. m. Collections are also made from this box four times daily except Sunday.
LUTHER H. MCREA Postmaster

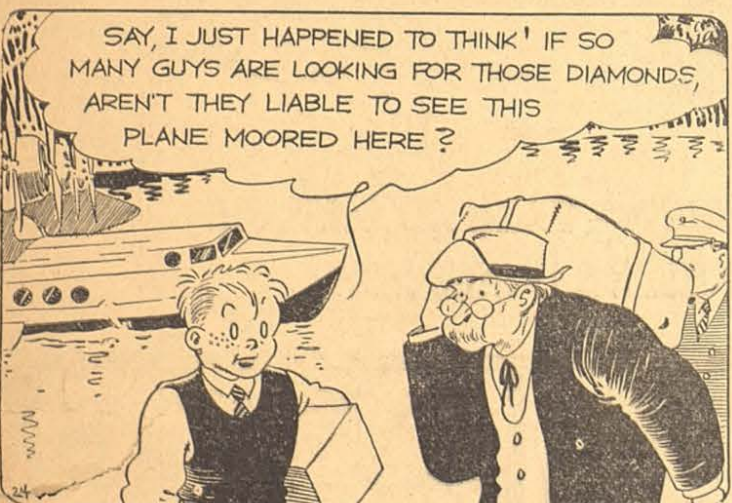
TRAIN SCHEDULES TEXAS AND PACIFIC

Westbound:
No. 7 Leave Cisco 1:55 a. m., El Paso
No. 2 Leave Cisco 12:20 p. m., Big Spring
No. 1 Leave Cisco 4:55 p. m., El Paso
Eastbound:
No. 6 Leave Cisco 4:13 a. m., Dallas
No. 2 Leave Cisco 10:55 a. m., Dallas
No. 4 Leave Cisco 4:25 p. m., Dallas
MISSOURI, KANSAS & TEXAS
Northbound:
No. 35 Leave Cisco 11:15 a. m., Stamford
Southbound:
No. 36 Leave Cisco 4:25 p. m., Waco

CISCO CITY OFFICIALS

Mayor J. T. Berry
City Attorney R. E. Grantham
Chief of Police M. L. Perdue
Fire Chief J. J. Collins
City Commissioners - W. J. Foxworth, H. A. Bible, H. C. Henderson, W. R. Winston, J. R. Burnett.
City Secretary J. B. Cate
Street Superintendent Joe Clements

FRECKLES and HIS FRIENDS.

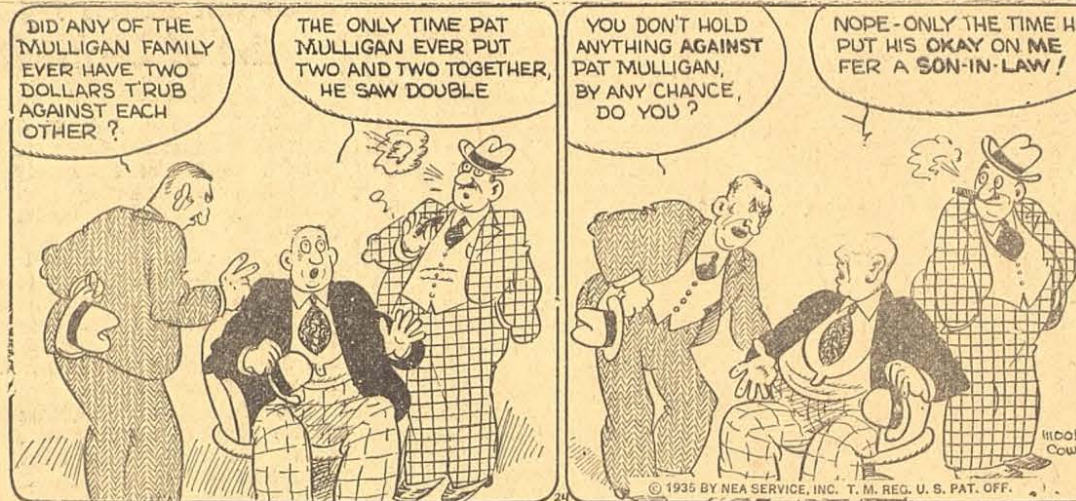


OUT OUR WAY



THE NEW FANGLES (Mom'n Pop)

By COWAN.



NEWS ADS GET RESULTS

Advertisement for Cisco Daily News Job Department, featuring a large graphic of a sun and the text 'YOUR NEXT JOB WORK'.

BUSINESS AND PROFESSIONAL DIRECTORY OF CISCO

Listed Below are Business and Professional Firms of Cisco, who offer you Quick and Satisfactory Service. Phone or Call on Them

Advertisement for SUPER HI-TONE cleaning plant, Powell's Cleaning Plant.

Advertisement for REAL SERVICE, Century and Simmon's Oils, Octane Gas, Al, 'The Swede'.

Advertisement for IT'S NICER at HOTEL LAGUNA, Very Reasonable Monthly Rates.

Advertisement for CLASSIFIED ADVERTISING RATES AND REGULATIONS, including closing hours and contact information.

Advertisement for ATTENTION PRE-SCHOOL SPECIALS, Parson's Beauty Shop.

Advertisement for BARGAINS In Real Estate, CONNIE DAVIS.

Advertisement for Have your Car Greased where you get Certified Lubrication, ED HUESTIS.

Advertisement for CLASSIFIED FOR SALE, WE HAVE stored near Cisco baby grand piano.

Advertisement for LOST, Lady's Gruen wrist watch.

Advertisement for STRAYED or STOLEN, From the pasture on Lake road.

Advertisement for WANTED, LOANS on autos or your present loan.

Advertisement for APARTMENTS FOR RENT, FOR RENT - Nicely furnished house.

Advertisement for ANNOUNCEMENTS, MASONIC NOTICE.

Advertisement for ANNOUNCEMENTS, The Pottery club meets every Thursday.

Advertisement for ANNOUNCEMENTS, Lions club meets every Wednesday.

Advertisement for ANNOUNCEMENTS, TOLEDO, O., Glass so strong it has been used as a diving board.

Advertisement for TIRES & TUBES VULCANIZED, ALL WORK GUARANTEED.

Advertisement for 'SMITTY' HUESTIS STATION, WASHING AND GREASING IN THE SAME OLD PLACE.

Advertisement for GET PERFECT LUBRICATION, And a Thorough Wash Job At Harvey Thurman's Gulf Station.

Ace Flyers in Bendix Trophy Race



Nine and possibly more of the world's greatest speed flyers, one of them a woman, will take off Aug. 24 in the great classic of the National Air Races—the Bendix Trophy.

Advertisement for HAVE YOU Read The WANT-ADS To-day.

Advertisement for NOTICE! We are again calling for an Outstanding Teacher's Salary Warrants.

LEGEND GROWS AROUND INLAND LAKE MONSTER

NEWPORT, Ark., Aug. 24 —The monster of Bergen Lake, about which fantastic stories have been told for 25 years, has reappeared again.

Buddy Pitts, negro, was the last person reported as having seen the huge creature—described by residents of the community for more than a score of years as being about the size of a horse or cow.

Pitts said he saw it while taking up fishing lines from the large lake. He fed before getting a good description of the monster.

Many inhabitants have reported seeing it during the 25-year period, but none has been able to give a description, except as to its size. It is generally agreed among residents of the area that such a monster exists.

Legion Attracts Visitors
Hundreds have visited the lake, three miles north of Newport, in an effort to see the animal, but only residents have reported seeing it. The mysterious creature has appeared only in the summer time.

Will Davenport, planter who owns large acreage along the lake shore, has no doubt about existence of the monster. He said he had heard noises, especially during the night, from the direction of the lake, but had never actually seen the animal.

Mrs. Davenport said she saw the head of a "monster" one day and described it as being as large as that of a cow.

Ten years ago, it was reported seen by Mrs. T. B. Whitt, who lived beside the lake, W. B. Street, now dead, told of seeing the strange creature about the same time.

Reported Seen By Negro
Negroes tell weird stories of having seen the monster. One, George Washington, said he was confronted by the animal while returning home late one night. "I stopped in my tracks, afraid to move, and the animal didn't move either," he said.

After some time the negro said it must have been hours, the creature crashed through the brush and disappeared into the lake with a great splash. He could not give an accurate description, but said it must have been as large as a horse. Some residents believe the monster to be a gigantic alligator gar. Others believe it to be a large log-head turtle.

Stories are told of gigantic waves, large enough to overturn a boat, made by the monster in escaping from the vicinity where men are fishing or hunting.

Closing Selected New York Stocks

American Can	139
Am. P&L	6
Am. Rad. & S S	17 3-8
Am. Smelt	45 7-8
Am T&T	135 3-4
Anaconda	19 5-8
Auburn Auto	32
Barrisdall Oil Co	10 1-8
Bendix Avn	39
Beth Steel	37 7-8
Byers A. M.	17 3-4
Canada Dry	9 3-4
Case J I	70 1-4
Chrysler	59 3-8
Comw & Sou	1 7-8
Cons Oil	9 1-4
Curtiss Wright	2 3-4
Elect Au L	26 3-4
Foster Wheel	16 1-2
Fox Film	15 3-4
Freepor-Tex	26 1-2
Gen. Elec	30 7-8
Gen. Foods	34 5-8
Gillette S R	17
Goodyear	19 7-8
Gt. Nor Ore	12 1-4
Gt. West Sugar	29 1-4
Houston Oil	15 1-8
Hudson Motor	10
Int. Cement	29 1-2
Int. Harvester	53 3-4
Kroger G&B	30 3-4
Liq. Carb	30
Marshall Field	9 3-4
Nat. Dairy	15 3-4
Ohio Oil	11 1-4
Penney J C	60 1-4
Phelps Dodge	21 1-4
Phillips P	27 1-4
Pure Oil	9
Purity Bak	13 7-8
Radio	7
Sears Roebuck	56
Shell Union Oil	10 1-4
Soc-Vac	11 7-8
Southern Pacific	19 1-2
S O Ind	26 5-8
Stan Oil N J	46 1-4
Studebaker	3 7-8
Texas Corp	31
Texas Gulf Sul	35
Texas Pac C&O	7 3-8
Und Elliott	66 1-2
Un Carb	64
Un. Avn Corp	18 1-4
United Corp	4 5-8
U S Gypsum	64 2-4
U S Ind Alc	42 1-2
U S Steel	44 3-8
Westing Elec	65 3-8
Worthington	19

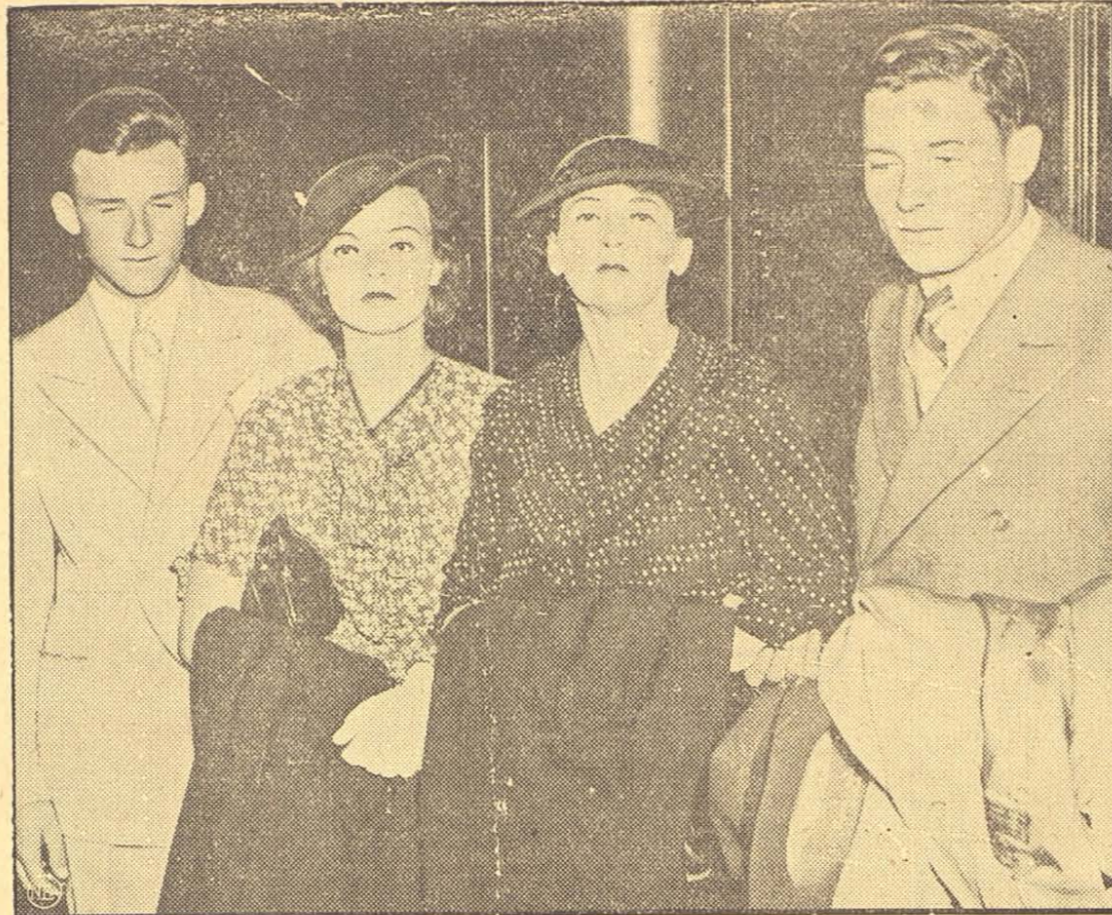
Curb Stocks

Cities Service	1 3-4
Ford M Ltd	8 1-4
Gulf Oil Pa	64
Humble Oil	53
Nga Hud Pwr	6 5-8

BLAST SCORES LAW
SPRINGFIELD, Mo., — 'Tis a strange sound, the pop of a home brew bottle, these days. In fact, so strange that when a couple of confiscated quarts blew up, Sheriff Scott Curtiss reached for his gun, thinking it was a jail break.

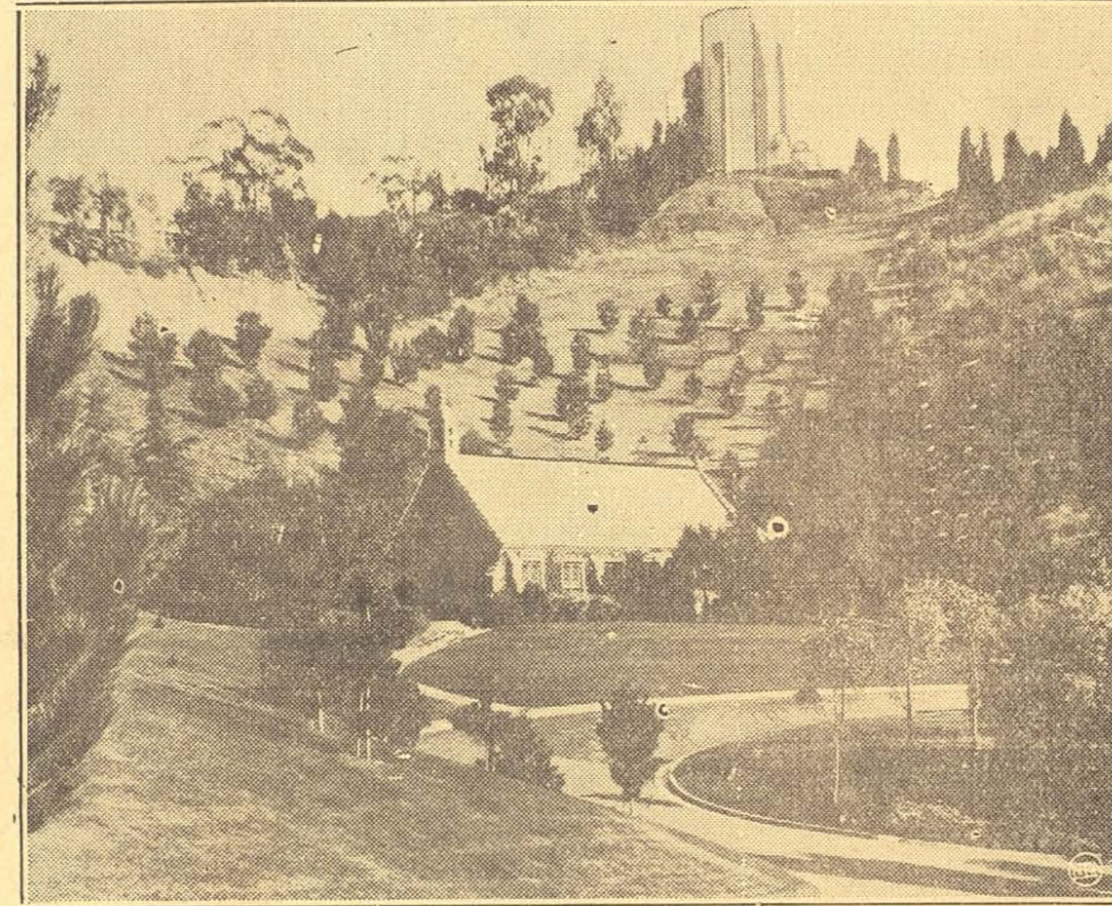
Daily News and American and Roundup want ads are a good investment.—Phone 80.

Rogers Family Brave in Sorrow



With heads up and eyes steady in the face of their sudden grief, the Rogers family faced their journey to Los Angeles to meet the body of husband and father. Mrs. Rogers, asked to pose for this picture at New York, smiled sadly and agreed, saying "You were all friends of Will—he was one of you." Left to right in the above picture are James, Marv, Mrs. Will Rogers, and Will, Jr.

Body of Will Rogers Laid to Rest in California



In this little church, picturesque Wee Kirk o' Heather, nestled in Forest Lawn Memorial Park, Glendale, Calif., nearest of kin and intimate friends bid their last farewells

to Will Rogers. Following the services, the body of the noted cowboy-comedian temporarily will be laid in a receiving vault, later to be interred in his native Oklahoma. It was in Wee

Kirk o' the Heather that final services were held for Rogers' "discoverer," Flo Ziegfeld, and for Marie Dressler, Lon Chaney, Wallace Reid and other stage and screen celebrities.

PERMANENCE

This Is The BANK that SERVICE Is Building

Modern Safety Deposit Service

First National Bank

IN CISCO, TEXAS

MEMBER FEDERAL RESERVE SYSTEM.

More than five thousand years ago, the great rulers of Egypt erected as monuments to their vanity, the obelisks and pyramids and Spinx that may still be seen standing nobly and eloquently in the sands of the desert. These baffling phenomena have withstood the ages and the elements because of the engineering genius, the patient workmanship, the boundless wealth that created them. Today, man believes in another kind of permanence. Today, an institution endures because of its ideals, because of its desire and capacity to serve. The First National Bank is such an institution. Its present building may give way to another, and still another, but the institution will endure, a credit to its community and founders.

Museum Filled By Art of Locksmiths

ROUEN, France, Aug. 24 — An unusual museum is situated in this ancient capital of Normandy. It is a museum containing specimens of the art of the iron worker and locksmith through the ages.

The collection was started with the acquisition of a few curious keys by a native of Rouen, Jean Louis Le Seq, and then became a life passion with him and with his son, Henri, who continued the work after his father's death.

The museum now includes primitive surgical instruments, strong boxes with complicated locks, ancient iron work signs and numerous religious relics. One of the latter is an elaborate creche, or manger, surmounted by a crown which hung on a chain from the roof of a church. On it are the words:

"This was given by Charles Le Jeune and Marie Briault, his wife, both of this said parish, and for whom a Te Deum shall be chanted every Sunday as long as the creche shall last, 1743."

Three large cases at the museum contain only English keys of all varieties, including one which bears the royal monogram and the words "Horse Guards." Much of the collection in the museum dates back to the early days when every worker belonged to a trade guild, and before he could become a master of his craft he had to produce a masterpiece. Because of this, many of the exhibits are of particular interest from the standpoint of art and ingenuity.

EVERY HOUSE-WIFE NEEDS

A can of Texaco Dry Cleaner. It cleans the spot and is absolutely noninflammable and only costs, per can 25c
Neverleak Tire Fluid (Bicycle), tube 25c
Tex-Mex (Parafin) for Jellies and Preserves,
1 Pound Package, only 15c
Texaco Kerosene, the best, per gallon 10c

OUR FLOOR-WAX MAKES BEAUTIFUL FLOORS

TEXAS SERVICE STATION

A Good Place to Trade

Avenue E and 8th A. V. CLARK Phone 142

THERE IS NO SUBSTITUTE FOR PAID CIRCULATION

IN THE SERVICE OF OTHERS

NEIL LANE'S FUNERAL HOME

209 West Ninth Street
Phone 167.

THERE IS NO SUBSTITUTE FOR PAID CIRCULATION

TAP DANCING

TAP, BUCK, WING, ACROBATIC, BALLROOM, EXHIBITION AND ADAGIO

CHARLES TUCKER, Instructor
LAGUNA ROOF GARDEN

For further information see Joe Warren at Daily News or Charles Tucker at Laguna Hotel.

SEE-YE! SEE-YE!

The USED CAR BARGAINS of the YEAR!



Here are A Few of Them!

- 1935 STANDARD DEMONSTRATOR SEDAN
- 1930 CHEVROLET SEDAN
- 1931 CHEVROLET COACH
- 1929 FORD "A" COACH
- 1930 FORD "A" COACH

Don't Fail To See These USED CAR Values Before You Buy—

A-G MOTOR CO.

ANDY AND JACK ANDERSON, Props.

Phone 52 6th and Ave. D

Lax Treatment Of Delinquents Found

AUSTIN, Aug. 24 — Lax treatment of Texas' delinquent children is being uncovered by Miss Grace E. Benjamin, investigator for state school and relief agencies.

Although the survey will not be completed and analyzed until about Oct. 1, Miss Benjamin has found inadequate methods for handling juvenile criminals, unenforced laws, and no fund to care for delinquent negro girls.

"It is almost unbelievable that the laws of Texas do not provide for a juvenile court," she said. "Instead, child offenders are brought and tried before a judge just as a mature criminal." On release, the former child delinquent is returned to his former environment without any attempt to train him in citizenship or improve living conditions, she pointed out.

The survey, started by the Texas Relief Commission, and finished by the University of Texas, shows case histories of more than 500,000 children. It is the most extensive program of its kind ever undertaken in the United States. More than 170,000 homes in 170 counties were checked, including all counties with populations greater than 100,000.

Included were homes of war veterans, homes receiving relief aid, and those in which there are known disabled children. The latter class will benefit by a special program to be conducted this fall, allowing vocational training for them through public schools.

Soviet To Widen Its Wire Systems

MOSCOW, Aug. 24. — Telephone and telegraph service in the Soviet Union will be extended widely and improved as a result of a decree by the Council of People's Commissars.

During the next two years it is planned to provide telephone service to thousands of small villages and collective farms which now lack it. Simultaneously long-distance connection between the leading cities of Russia—now notoriously slow and unsatisfactory—will be speeded up by the installation of

new and improved types of equipment.

It is planned to establish 14 main telephone stations and 72 relay stations to serve the entire country for inter-urban communication. All these stations will be connected with Coscov.

Radio-telephone and radio-telephones will replace manual ones in the larger cities.

The Council's decree was issued following a report by the Commissariat of Communications, which showed that although telephone and telegraph service here has been extended vastly in recent years, it is still far behind that of Western Europe and America.

The extension plan will be carried out jointly by the Commissariat of Communications and the State Planning Commission.

PATRONIZE OUR ADVERTISERS

COW MUNCHES \$25 CUD
SOUTH HAVEN, Kan. — Ben Walcher recently lost \$25 in small bills. The day after the loss he saw one of his cows chewing her cud thoughtfully. Walcher investigated and found his bills a part of the cud.

BEEES HOLD UP PARADE
BRIGHAM CITY, Utah. — A parade was ready to start when a swarm of bees alighted on the drivers' seat of a float. Balked, the paraders were held up until a bee-man could be sent for to remove the buzzing swarm.

DONKEY OPENS GATES
OGDEN, Utah. — Farmer Earl Stoker wondered why his animals were getting out of fenced fields. Judy, his little donkey, had learned to open gates and make holes in fences. The secret was out.

A LARGE SELECTION OF Used Cars

Taken in trade for the Fast-Selling Ford V-8 small cars, large cars, all prices. Good prices given for your old used car—Easy terms by U. C. C. See our stock of USED CARS before you Buy.

Nance Motor Co.

Phone 244-246 S. H. NANCE, Mgr. Cisco

August DRUG SALE

ENDS SOON — TAKE ADVANTAGE OF THESE SAVINGS NOW!

500 Klensz Face Tissues, Only ... 33c

6 Bars Rexall Health Soap, 60c Value For ... 29c

Braeburn Perfect Balance Golf Ball, \$1.00 Try Them, 3 for \$1.00

1 Gal. Calorex Thermos Jug, Very Special ... \$1.19

1 Box Lord Baltimore Vellum Stationery, Per Box ... 39c

Cara Nome Skin Tonic and Astringent, \$1.25 Value ... 89c

DEAN DRUG CO.

Phone 33 THE REXALL STORE Cisco

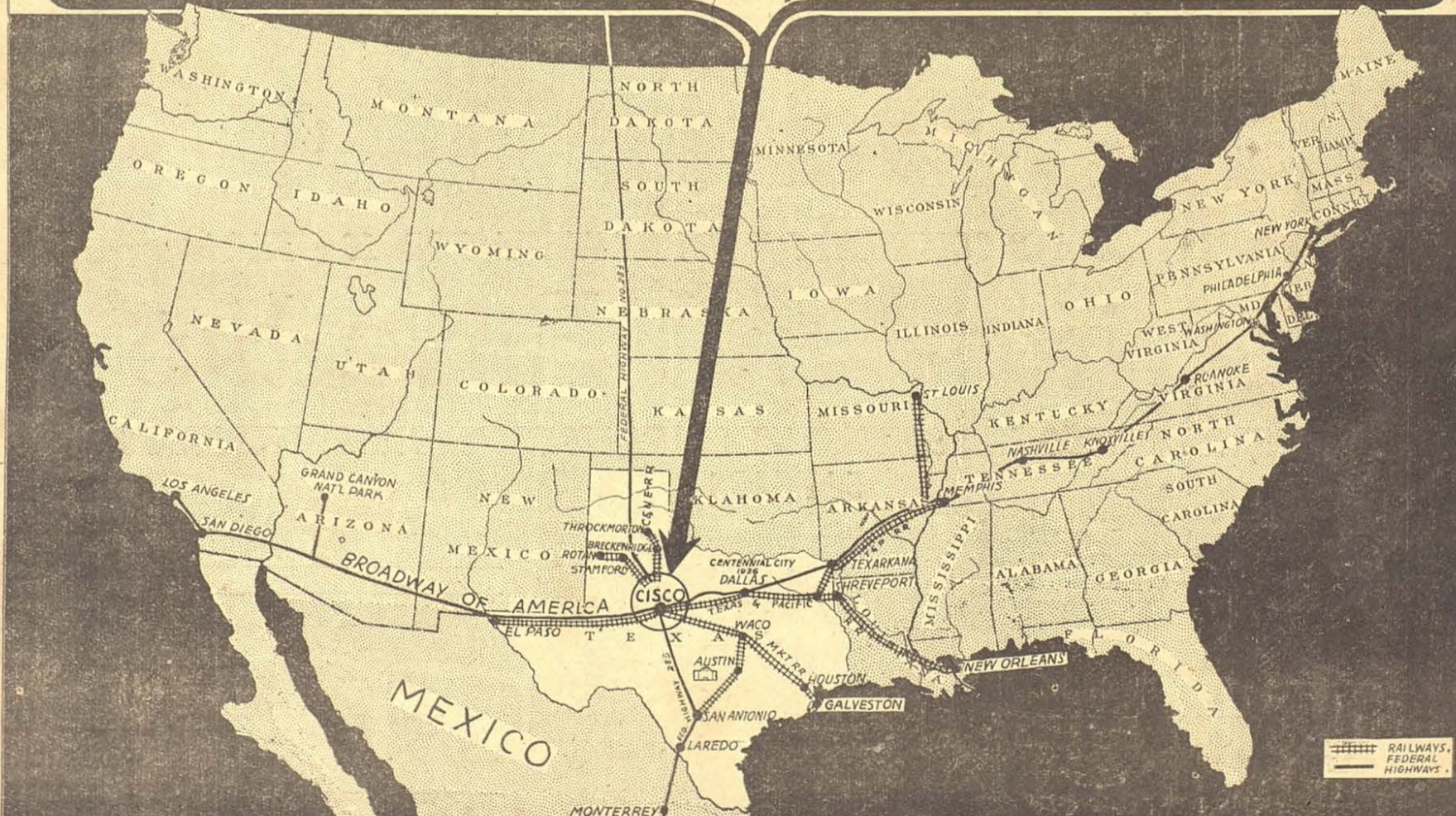
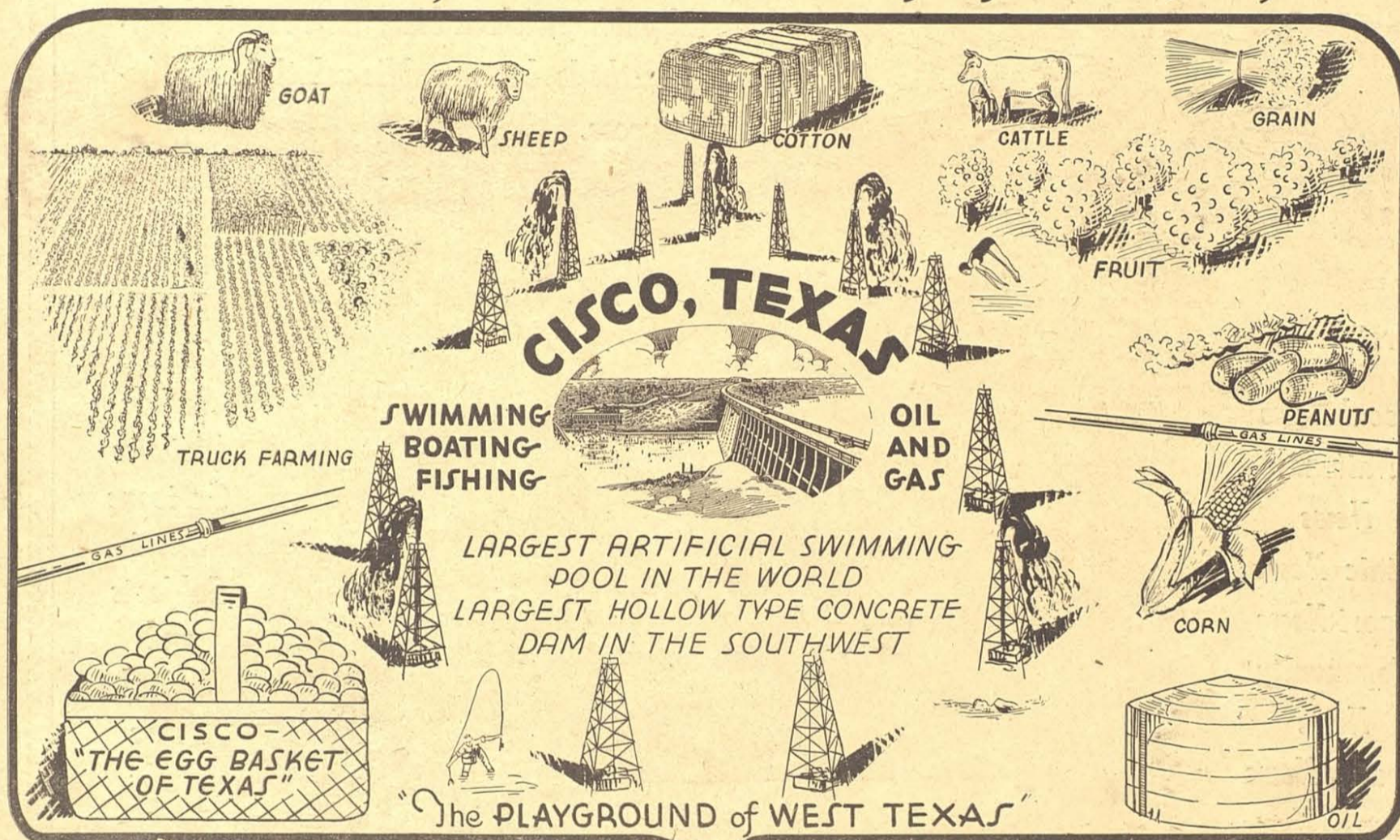
1881 Cisco Daily News 1935

VOLUME XVI

CISCO, TEXAS, SUNDAY, AUGUST, 25, 1935.

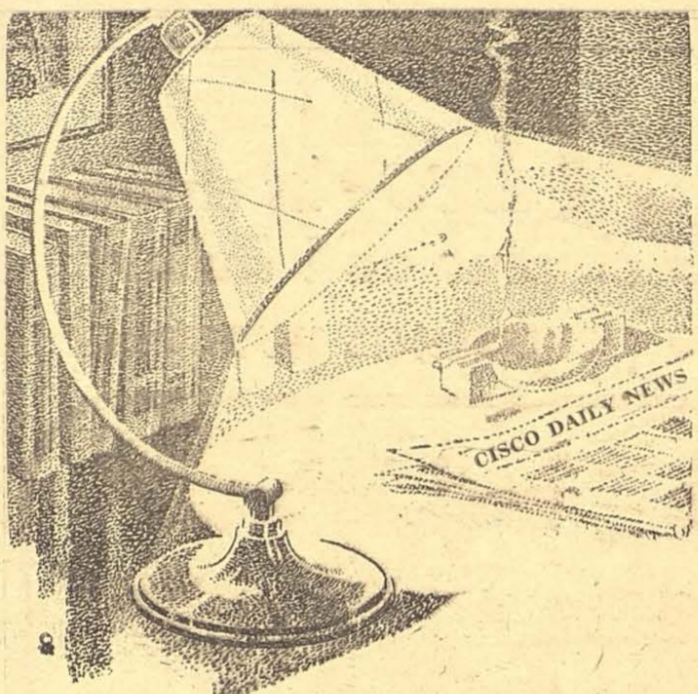
NO. 172.

Commemorating the birth of Cisco- its environments and a tribute to its industrious citizens and industries that will keep it established to perpetual progress



TEXAS CENTENNIAL CO-OPERATIVE EDITION

A New Light On An Old Subject



We welcome any new light that is thrown on the subject of our Daily newspaper serving Cisco. Frankly we welcome sound and constructive suggestions to better improve our service. We feel sincerely that any scrutiny of the Cisco Daily News and its publishing methods by the general public, without bias, must result in improved methods, better public relations and future progress.

First In—

- Local News
- National News
- State News
- Sport News
- Community News
- County News
- Church News



The World's BEST Comics Serials Pictures Cartoons Short Subjects and United Press Daily Service

Cisco Daily News

SERVING CISCO AND COMMUNITY WITH LOYALTY FOR 16 YEARS

American and Roundup

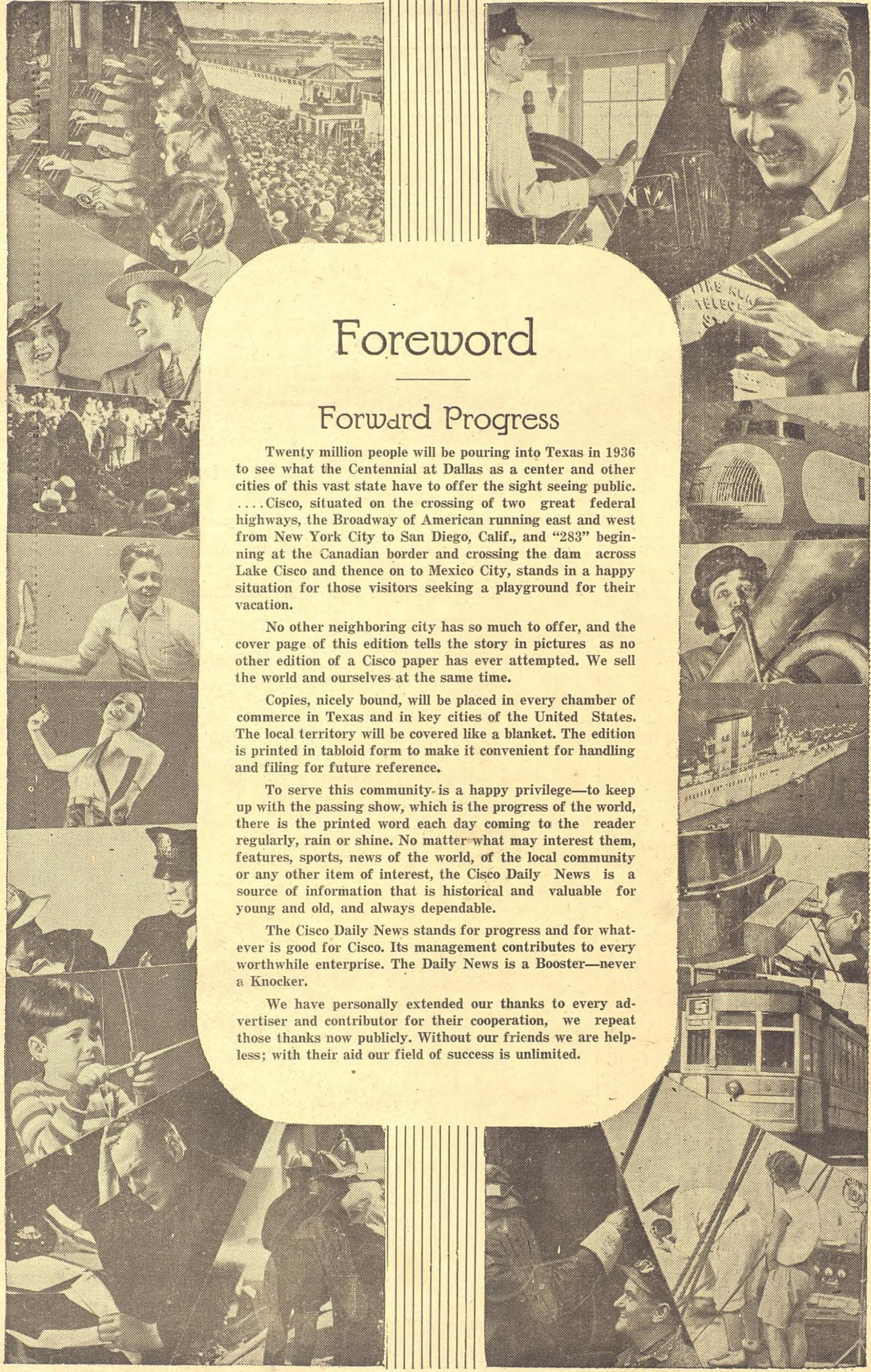
A WEEKLY SERVING CISCO AND COMMUNITY IN IT'S PIONEERING AND BUILDING FOR 54 YEARS

BEST FOR NEWS



BEST FOR ADVERTISING

THERE IS NO SUBSTITUTE FOR PAID CIRCULATION



Foreword

Forward Progress

Twenty million people will be pouring into Texas in 1936 to see what the Centennial at Dallas as a center and other cities of this vast state have to offer the sight seeing public. . . . Cisco, situated on the crossing of two great federal highways, the Broadway of American running east and west from New York City to San Diego, Calif., and "283" beginning at the Canadian border and crossing the dam across Lake Cisco and thence on to Mexico City, stands in a happy situation for those visitors seeking a playground for their vacation.

No other neighboring city has so much to offer, and the cover page of this edition tells the story in pictures as no other edition of a Cisco paper has ever attempted. We sell the world and ourselves at the same time.

Copies, nicely bound, will be placed in every chamber of commerce in Texas and in key cities of the United States. The local territory will be covered like a blanket. The edition is printed in tabloid form to make it convenient for handling and filing for future reference.

To serve this community is a happy privilege—to keep up with the passing show, which is the progress of the world, there is the printed word each day coming to the reader regularly, rain or shine. No matter what may interest them, features, sports, news of the world, of the local community or any other item of interest, the Cisco Daily News is a source of information that is historical and valuable for young and old, and always dependable.

The Cisco Daily News stands for progress and for whatever is good for Cisco. Its management contributes to every worthwhile enterprise. The Daily News is a Booster—never a Knocker.

We have personally extended our thanks to every advertiser and contributor for their cooperation, we repeat those thanks now publicly. Without our friends we are helpless; with their aid our field of success is unlimited.

RANDOLPH COLLEGE GROWTH SEEN

McKissick Named New School Head

Randolph college this year is looking forward to a greater school as it serves better the needs of high school graduates in this part of the state.

President J. T. McKissick, recently named by the board of trustees to head the college, has been working most of the summer to bring more students here and to build up the finest junior college in the state.

A veteran school man, Dr. McKissick has held important posts in both educational and religious fields and will seek this year to combine them in his position as president of a Christian college.

Dr. Lee Clark has been named dean of the college. H. R. Garrett will remain as business manager and E. B. Isaacks will be registrar for the school.

Develops Character

Randolph's chief good will lie not in the teaching of text book material, the president believes, but in developing character in young people who attend it. That, in his opinion, should be the principal aim of every school and college in the nation.

A firm believer in a thorough background, the new president will seek to instill the importance of a thorough foundation for any later life in the college work offered at Randolph.

Randolph college offers the young people of this territory an opportunity to acquire an education at a low cost.

For several years the school has struggled along, seeking to offer a low-priced education to its students and at the same time to give them the best. Now, however, it has made a satisfactory settlement of the college debts and will be able to hold forth an even better opportunity for its students.

The Randolph spirit is well known in this part of the state. Each spring the college holds its "Randolph Day" and annual homecoming, after serving 500 persons at the barbecue on the campus. It will open September 9.

The school is named for Randolph Clark, father of the present dean and an outstanding educational figure in Texas.

SINGING MOUSE

TOLEDO. — Minnie, the singing mouse, has come back stronger than ever as a feature of parties, after a brief confinement that added sextuplets to her informal act. Minnie became famous when she was found by a newspaper and went A. W. O. L. in a branch newspaper office for a week.

College President



J. T. McKISSICK

Randolph Hill As Seen Through College Entrance



Randolph college, seen through the archway at the entrance from Highway 23, is shown above. The winding road up the hill leads to the college, which consists of the administration building, men's and women's dormitories, large campus and athletic fields, and the president's home.

Randolph Campus Scenes Homecoming Day



ROTARY COOPERATES 15 YEARS TO PROMOTE CIVIC BETTERMENT

During its 15 years as an organization here, the Cisco Rotary club has sought in every way possible to aid in promoting civic betterment.

It has cooperated with other organizations rather than pushing enterprises of its own, for the most part. Much of the club's activity has dealt with boys' work, cooperation with the schools, and promoting general good will.

The club was formed in December, 1920, but received its charter, No. 823, in February of the following year. There were 19 charter members, only two of whom, E. P. Crawford and Dr. E. L. Graham, have remained in the club to the present time.

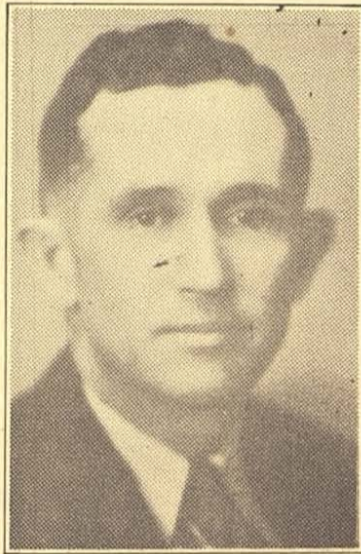
P. W. Campbell, now of Abilene, was the first president and Crawford was secretary. The latter is the ranking member of the club in the matter of attendance, having a perfect record for a period of 13 years.

At present O. J. Russell is president of the club. R. N. Cluck is vice president; J. E. Spencer, secretary and J. B. Cate, treasurer. Directors are B. A. Butler, R. L. Ponsler, and Garland Nance.

Following are the names of the 22 members:

J. M. Bird, B. A. Butler, J. B. Cate, R. N. Cluck, J. J. Collins, E. P. Crawford, Dr. E. L. Graham, Lee Heltzel, S. E. Hittson, Frank Langston, J. C. McAfee, Garland Nance, J. Stuart Pearce, P. Pettit, R. L.

Rotary President



O. J. RUSSELL

Ponsler, O. J. Russell, P. P. Shepard, J. E. Spencer, F. D. Wright, J. T. McKissick, Robert L. Maddox, and P. R. Warwick.

Patronize Our Advertisers.

FEAR BROKEN VOW
BUCYRUS, O. — Police found 12-year-old Wayne Greenfield asleep in an abandoned barn two days after he ran away because, he said, he had broken a promise to his mother and was afraid to return home.

Patronize Our Advertisers.

LUCKY CLOVERS DOUBTED
SHORT BEACH, Conn. — Mrs. Kathryn C. Millman has failed to discover any special charm in possessing a four-leaf clover. She has collected 500 of them without a change in luck.

Patronize Our Advertisers.

MOST CONVENIENT PLACE IN TOWN
TO SERVE YOU



Ice Cold Beer

BOTTLE, CAN, OR MUG

Make Our Place Your Refreshment Headquarters — We Have Your Favorite Brand

BANNER ICE CREAM, Double Dip . . 5c

MAYHEW BROS.

WEST BROADWAY

Prepare Now for Fall and Winter Comfort In Your Home—

PRICES ARE LOWER NOW THAN THEY WILL BE LATER—HERE'S A FEW SPECIALS

2-PIECE LIVING ROOM SUITES



SPECIAL \$44.55

2-Piece Mohair Suite, Guaranteed Frame, Assorted Pattern.

8-PIECE DINING ROOM SUITES



SPECIAL \$79.50

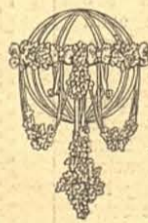
TERMS IF DESIRED

SPECIALS

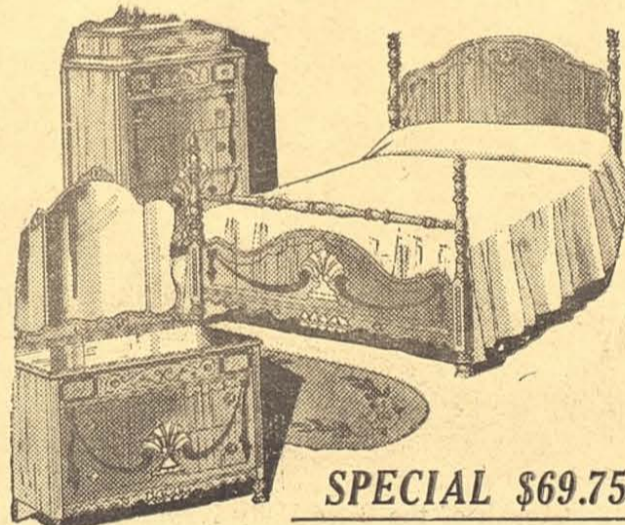
A large assortment of Occasional Chairs, and Rockers, Occasional Tables, End Tables, Magazine racks, Simmons and Rome Steel Beds, New Bed Springs from \$3.50 to—

\$19.50

Beauty Rest and Slumber - On - Spring Mattresses. Also a Complete line of inner Springs and Cotton Mattresses at the Lowest Prices you will find anywhere.



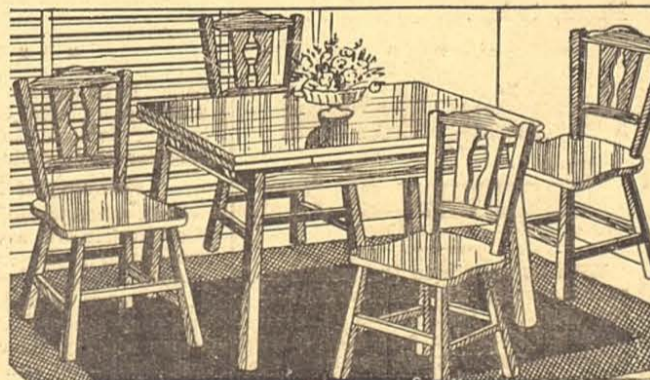
4-PIECE BEDROOM SUITES



SPECIAL \$69.75

Extra Large Vanity and Chest of Drawers. Full 4-Inch Post Bed—Latest Pattern in finish. Cheap at \$82.50
Special at \$69.75

5-PIECE BREAKFAST SUITES



5-Inch Breakfast Suite, Finished in any Color Desired for \$11.50

\$110.00, 8-Piece Extra Heavy Solid Oak, Refractory Type Table, Special \$79.50

HOME FURNITURE COMPANY

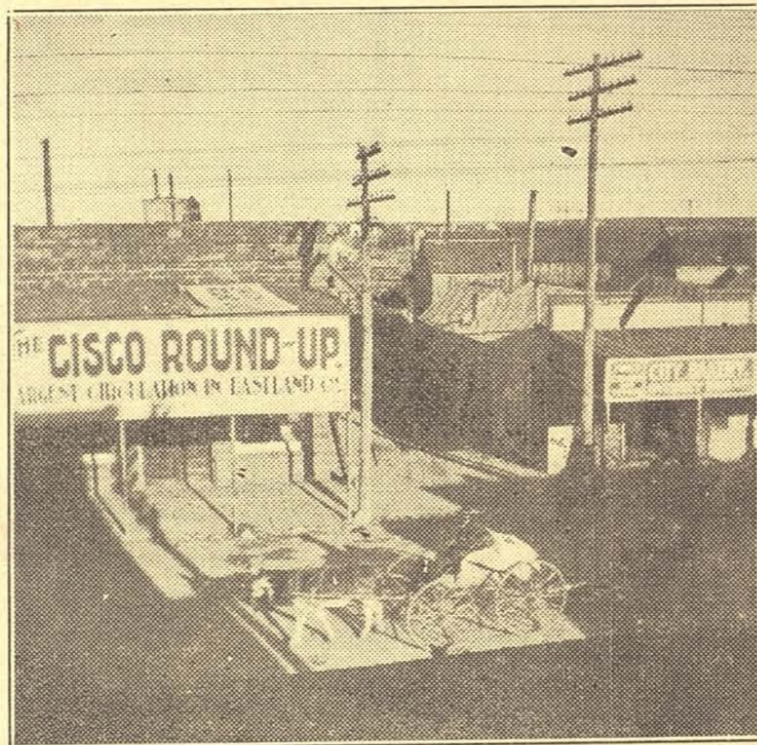
601 Avenue D.

CISCO

Phone 156

CISCO DAILY NEWS GROWS WITH CITY

Progress of Paper Seen in Modern Building



Growth of the Cisco Daily News, from the time it was a weekly paper back in the early days of Cisco, to the present is portrayed by the two pictures of the newspaper's plants. In sharp contrast with the small Round-Up building of other days, across the street from the Red Front Drug Store, with the \$10,000 brick building in which the Daily News and American Round-Up are published. But as the Round-Up was Eastland county's leading newspaper then, so is its successor, the Daily News, today.

Founding Marked Beginning of Era

With its growth in the past linked inseparably with the progress of the city, the Daily News today is looking forward to a greater Cisco in the future as it approaches Texas Centennial year.

Publication of the first issue of the Daily News marked the beginning of modern Cisco, while the establishment of its forerunner, the Cisco Round-Up, 53 years ago followed closely upon the moving of the town from Red Gap to the present site. Both the city and the

paper have come a long way since the days of Red Gap. Both are looking forward to a future even brighter than their past has been.

Founding of Round-Up

Back when there was little more than prairie and a vision of a great Texas and a city here, R. G. Luse, pioneer Ciscoan, began publication of a weekly newspaper. Taking his cue from the big event of the cowmen's country, he called the paper The Round-Up and the same paper exists today as the Cisco American and Round-Up.

Shortly afterwards, however, Luse sold the paper to Bailey and Rose, who published it for some time. Later it was published by Frank Vernon, noted early Texas editor and founder of the Cisco public library. It remained a weekly until

the time of the oil boom but continued to progress as the city grew. When oil was struck in Eastland county, towns mushroomed and a need for greater speed in the publishing of news as well as in other

activities was felt. It was then that the vision of a daily paper for Cisco was first realized.

A group of Ciscoans, headed by B. S. Huey, purchased The Round-Up from Greenleaf Fiske on September 9, 1919 for \$9,646, of which \$2,500 was in cash and the rest in two notes. Huey underwrote these notes and acquired controlling interest in the company, which was incorporated for \$15,000 with W. E. Morris as president of The Round-Up.

The First Daily

Then began plans for making a daily of the paper. Much equipment, including a 16-page stereotype press, was installed at a plant in the 400 block on D avenue. Several months elapsed, however, before the first issue of the paper appeared on Friday, February 13, 1920.

That evening the community staged a big "party" to celebrate the first issue of its daily newspaper.

The paper at first appeared as the Cisco Morning News but soon became an afternoon paper known as the Cisco Daily News. Its publisher was L. M. Nichols.

A. B. O'Flaherty first came to Cisco in 1920 and was employed to direct the paper on an economical basis. He left after a short time, however, and returned to purchase the Cisco American, a weekly. While he operated it W. H. LaRoque, present business manager of the Daily News, joined his staff as advertising salesman. Later, when O'Flaherty consolidated the two papers, he became advertising manager, of the Daily News, and upon the sale of O'Flaherty's interest in 1929, he became manager.

B. S. Huey retained \$10,000 in-

Continued on Opposite Page

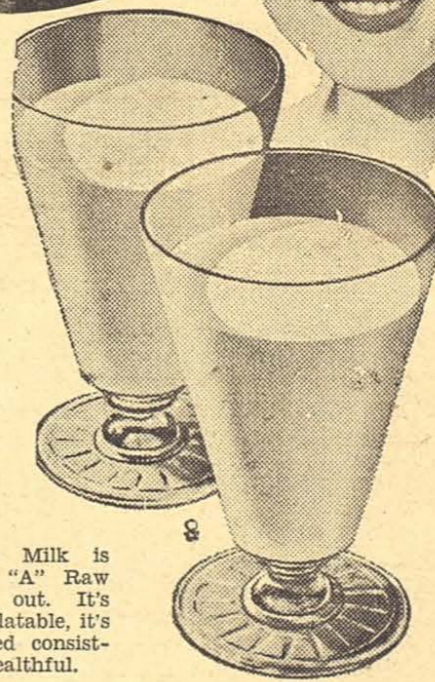
They
**LOOK
ALIKE**

But

One of them Is

**ALSUP'S
GRADE "A"
RAW MILK**

You can't really know there's a difference until you've tasted them both, used them in your cooking or tried them in a few of the many ways that Milk is used. Alsup's Grade "A" Raw Milk always stands out. It's Creamier, it's more palatable, it's Purer. And when used consistently, it's far more Healthful.



Delivered Regularly or Get It at Your Grocer

ALSUP'S DAIRY

Northwest of Cisco

—:—

Phone 14-W

**CAPITAL AND LABOR BUILT THE CISCO
OF YESTERDAY — TODAY ITS
FUTURE IS IN OUR HANDS**



The Nation Looks Upon Us---

Keeping a particular community aroused towards a constant endeavor to continue in the line of progress is the job of every business and professional man and woman in the community. The Cisco Boosters are proud of the interest that has been shown in the organization and its purposes . . . they are proud of the helpful cooperation of the people of Cisco . . . Whatever the undertaking may be there is no such thing as failure when the spirit of the motive is impressed in the hearts of our people . . .

The Cisco Boosters will continue to battle along the front lines to hold the prominent place Cisco has established in the nation. We have every facility at hand that it takes to prosper . . . agriculture . . . recreation and outstanding retail outlets . . . The laurels of success in any venture does not belong to a few when it consists of an interest of the community. It belongs to all equally and alike . . .

The Cisco Boosters are a part and parcel in the making of better things that will enrich our people and make them happy and content.

OFFICERS

JOHNNY COX, Pres.
DR. HUBERT SEALE, Vice-Pres.
O. J. RUSSELL, Vice-Pres.
H. G. BAILEY, Vice-Pres.
J. D. LAUDERDALE, Treas.



DIRECTORS

J. M. BIRD
F. E. ALTMAN
R. L. FONSLER
F. D. WRIGHT
A. SANDHOFER
H. A. PETTIT
MITT WILLIAMS
DR. PAUL M. WOODS
CHAS. SANDLER
H. L. DYER
S. R. WOOD
JACK ANDERSON
J. R. HENDERSON

Cisco Boosters

C. OF C. IMPORTANT INFLUENCE IN CISCO

Due Much Credit For City Growth

The Cisco Chamber of Commerce has been one of the most potent factors in the upbuilding of the city, from the time of its organization before the oil boom until the present day.

Municipally supported, the chamber receives funds from a two-mill municipal tax. It is governed by a board of business men chosen by the city commission from a list of nominations submitted by the board. A charter amendment provides for the election of eight and seven members on alternate years.

The board, on being installed, elects a president, a secretary, and other officers. At present Dr. Charles Hale is president and J. E. Spencer is secretary. The secretary is not a member of the board but is paid a salary for full time management of the chamber's affairs.

Other directors this year are B. A. Butler, F. E. Clark, C. P. Cole, J. J. Collins, Ed Huestis, W. H. LaRoque, J. D. Lauderdale, S. H. Nance, E. J. Poe, R. L. Ponsler, Charles Sandler, J. W. Thomas, and F. D. Wright.

The Chamber of Commerce was not always a municipal organization. It was first formed on a membership basis in 1915 and was granted a charter in July of that year. As a membership body it continued until October, 1923, when it became a municipal institution.

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 been an important factor in the building of highways here. With the completion of the Highway 80 relocation and the underpass at the D avenue railroad crossing, it will have secured \$505,000 for roads here. In addition it will have secured \$200,000 more out of the federal allocation for the county.

Largely through its influence the Highway 80 cutoff between Weatherford and Strawn has been designated and built, ready for paving. This road eliminates 15 miles between Cisco and Fort Worth, at the same time providing a straighter road.

Work on the Leeray cutoff, nine miles long and joining Cisco with Highway 67 on the north, is another recent success. This road also is ready for paving. Other successes include reconstruction of Highway 23 south to Romney, and improvement and building of lateral roads.

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, 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. Secretary 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 of commerce 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 people.

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 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.

Miss Ruby Lee Blanton is office

secretary of the chamber.

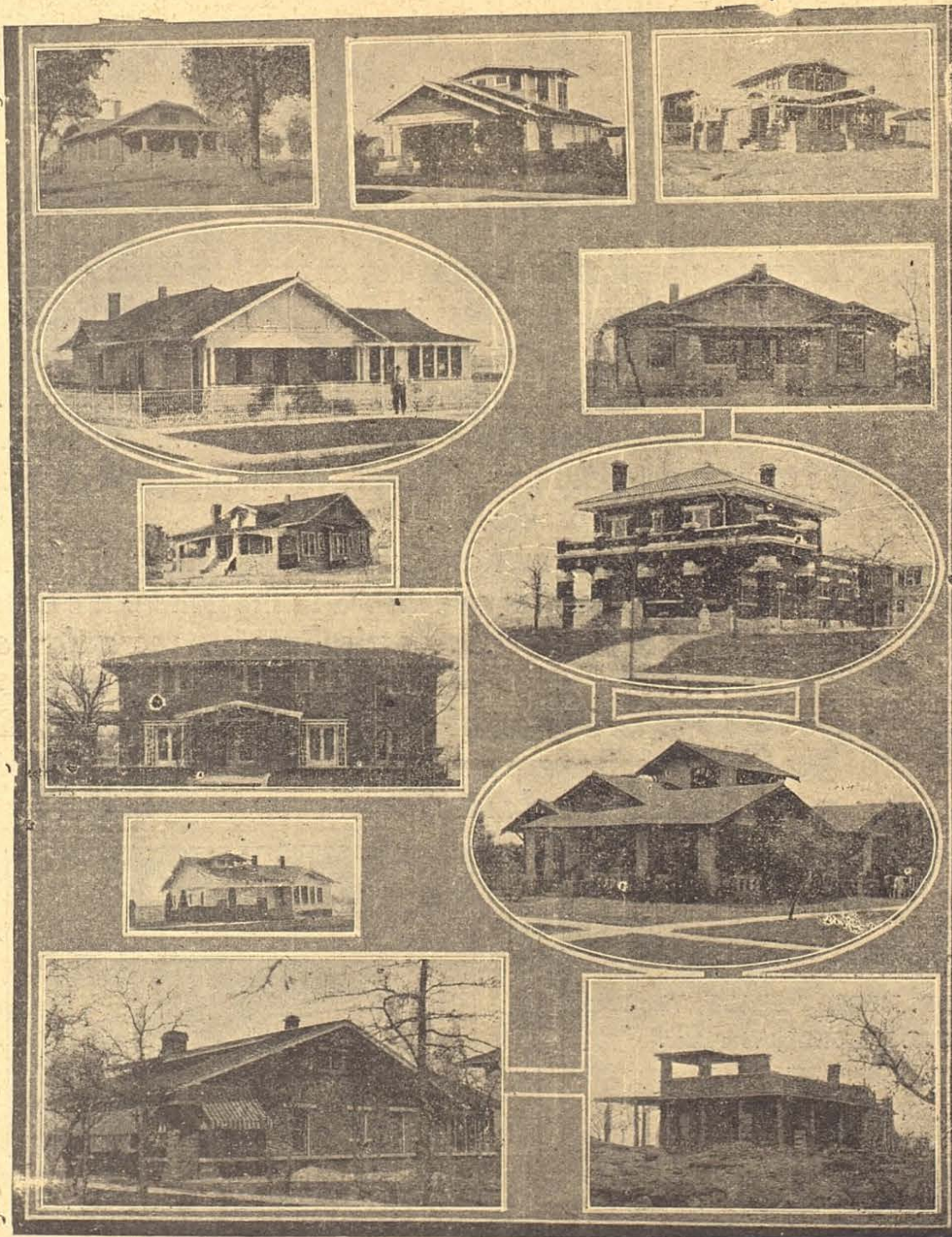
In numerous other ways and upon numerous other projects, the chamber of commerce has fostered the welfare of Cisco. Although the depression period robbed it of much of the means with which to work and even removed incentive from the organizations of many of its sister communities, the Cisco chamber has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

Cisco Coffee Shop Has New Proprietor

The Cisco Coffee Shop until July 27, 1935, was known as the Simmons Coffee company, a business of two and one half years establishment. In July Ocie Leveridge purchased the business and the name was changed to the Cisco Coffee Shop.

The shop specializes in potato chips, salted peanuts, roasted coffee and tea, and is under the direct supervision of M. H. Ray. It is located just West of D avenue on West Eighth street.

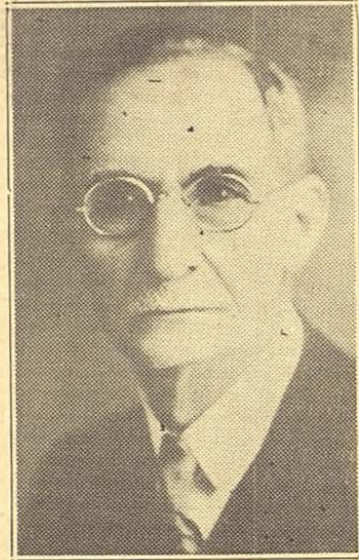
Cisco Is City of Beautiful Modern Homes



Much pride has always been taken by Ciscoans in their homes. This is evidenced by the above panel showing some of the outstanding homes of the city. All conveniences of modern living make this an ideal place to live.

City of Cisco's Chamber of Commerce

The City municipally supported organization or "Clearing House" sponsoring its civic and commercial activities, fostering and promoting the EDUCATIONAL, RELIGIOUS, RECREATIONAL, INDUSTRIAL and COMMERCIAL endeavors and activities of the community, functioning at all times to promote and encourage the upbuilding and general development of community enterprise and for the welfare and happiness of its citizens.



DR. CHARLES HALE
PRESIDENT
Chamber of Commerce

DUTIES ARE MULTIPLE

There is a multiplicity of civic duties, obligations and functions of a collective or community nature which are to be carried on in every city or town. If there were no organization for this purpose, these duties might be neglected entirely or left to public spirited citizens who might or might not have the time and opportunity to perform the work and detail necessary for the success of the enterprise undertaken. In any event, they would lack organized effort, which is vital to any sort of success. Therefore, the necessity, if a town is to develop, progress and grow as it should, for a centralized organization such as the Chamber of Commerce, the duties and obligations of which are, among other things, to present its advantages and promote the development of its resources incident to the city's growth, and otherwise function in a public relations capacity, fostering good will among the City, its neighbors and the public.

ASSUMES RESPONSIBILITIES

The Cisco Chamber of Commerce was organized in 1915, municipally chartered in 1923, and assumed these responsibilities and obligations, and during the time has performed a multiplicity of duties and details incident to the city's growth and development, its better civic and business life, and has fostered and promoted many enterprises necessary to its growth and development. It has been ever active, planning and striving for the betterment, welfare and happiness of its citizens, and to make Cisco a better and more desirable city in which to live. It has been in the forefront on every forward and upbuilding movement, and has accomplished much despite the handicaps occasioned, in the past few years, by the general economic conditions.

EFFORTS CONTINUE

This CHAMBER OF COMMERCE, in future years, plans to be of even greater service to the City. The management and Board of Directors invite and urge the cooperation of all citizens to the end that the organization may serve the community in a greater capacity and with greater efficiency than it has in the past. It joins the citizens in a centralized effort for a greater and better Cisco for all concerned.



J. E. SPENCER
SECRETARY
Chamber of Commerce

WE URGE YOU TO VISIT
A NEW AND
GREATER



"THE RECREATIONAL
CENTER OF WEST
TEXAS"

Chamber of Commerce

CISCO FIGHTS DUST WITH TERRACING

Plan Is Aimed At Erosion Control

With much of Texas, Oklahoma, Kansas, and Colorado harassed by dust storms that swept over the plains, leaving barren land in their wake, Cisco this year began an extensive campaign to fight the dust storms through erosion control.

The first step in the campaign was the terracing of land in this area. Through the efforts of J. M. Bird, vocational agriculturist, the county commissioners, the Cisco Boosters, Chamber of Commerce, and others, the program was carried on extensively, farmers being furnished the facilities for terrace construction at a minimum cost.

Machines Furnished

Terracing machines by the county and by Cisco business men who foresaw the advantages of increased farm production and consequent trade.

Bird and the Future Farmers of the Cisco high school and part time chapters worked at running terrace lines. The terracers were kept busy throughout the terracing season in the spring, and indications are that they will be again this fall.

Terracing is the base for all the other soil erosion control measures, Bird said. Another step in the campaign against dust and washing of land is a sub-soiling program which will likely get under way during the year. By using a plow to turn up a little clay in the sandy land, Bird said, the farmers will be able not only to hold their land during dry, windy weather, preventing sandstorms, but they will keep it from washing away and, at the same time, enrich it.

Increase Fertility

Bird suggested that farmers plant green-manuring crops for the winter and that they plow them up before the spring planting. This, in addition to holding the land, will greatly increase its fertility.

The fourth measure he listed is that of strip-cropping. This will be an excellent means of getting away from the old one-crop system which has taken much from the soil and allowed it to reach the stage in which erosion easily takes place. By holding the moisture, it greatly aids in preventing not only water erosion but wind erosion as well.

Following the initial success of the program in the response to the terracing campaign, indications are that farmers of this area will take advantage of the opportunity to improve their land by fighting water and wind erosion.

Service Stressed By A. G. Motor Co.

Service is the watchword at the A. G. Motor company, Chevrolet distributor here. The company will sell a customer a car, of course, but it stresses the fact that service is what really counts in the long run.

For that reason, the company has for some time been pushing its service department and during the last 18 months has added \$2,000 worth of new equipment, including a Bear alignment machine for straightening fenders, and other damaged parts without removing them from the car. It is said to be the only machine of the kind in this area.

A. D. Anderson is president of the company and Jack Anderson vice president. They purchased the company in 1933, after having been connected with it for about two years. At present they maintain a sales department, a parts and service department, and a paint and

President



A. D. ANDERSON

Vice President



JACK ANDERSON

I. MOLDAVE LEFT ORCHARD BESIDE THE BLACK SEA TO BUILD BUSINESS HERE

It's a long way from an orchard by the shores of the Black Sea to a dry goods store in Cisco, but that is the distance I. Moldave, proprietor of the Boston Store, came to establish his present business.

Back in his youth the genial merchant went to school in Bessarabia, then a part of Russia but now a part of Rumania, with his friend, Morris Kleinman, who formerly was in business here. By the time he was 14 years old Moldave was manager of an orchard with 300 girls working under him. Then in 1913 he emigrated to the United States, coming to San Antonio, and began a new chapter in his life.

"I began at the bottom," he said. "I peddled and worked in a grocery store and then was in the wholesale produce business. The reason I chose the produce business was because our whole country of Bessarabia was a great fruit producing country and I knew that business from top to bottom."

But he did not stay in the produce business long, going into the dry good business in 1919. Through his friendship with Morris Kleinman and his father, the late Lewis Kleinman, he became acquainted with the Oil Belt during the boom and came to Eastland in 1920. He operated the Boston Store there for 10 years and in 1931 came to Cisco and established his present business.

Now he employs in his general dry goods and clothing store, J. N. Davidson, Mrs. Kate Richardson, Mrs. Wallace Brittain, and Mrs. W. F. El-

Merchant



I. MOLDAVE

liott. During sales and rush seasons, however, his force is greatly increased.

Mr. and Mrs. Moldave have two children, a son, Sammie, 12, and a daughter, Evelyn Sue, 9.

body shop. There are now 15 persons in the organization.

A. D. Anderson was here in the trucking business during the oil boom but liked the automobile business from previous experience with a Waco firm, and soon became connected with a company here, holding the managership of it for some time. Later he was connected with the present organization and was instrumental in forming the company now known as the A. G. Motor company.

Salesmen in the organization are John Holder, Carlton Holder, and Henry Purvis, in the used car department, and John Smith and C. O. Pass in the new car department. Dave Gorman has charge of the parts business and the office, assisted by Miss Marie Pratt. C. H. Parrish is shop foreman and Frank Stanley the body and paint man.

"There has been about a 20 per cent increase in business in the last year," the company president said. "This has been especially noticeable in the service department."

AREA DIVIDED

CLEVELAND — Euclid Avenue, Cleveland's principal shopping street, is uniformly divided as to men's and women's shops. The north side of lower Euclid, with one or two exceptions, is devoted exclusively to men's clothing, shoe and haberdashery stores. The same holds true with women's shops on the south side of the street.

Regardless.....



Whether It's An
OUTING

Or In Your

HOME



Insist On

**CISCO COFFEE CO.
PRODUCTS**

FRESH POTATO CHIPS

COOKED IN COCONUT OIL FOR FLAVOR

QUALITY COFFEE — FRESH ROASTED
ROASTED FRESH DAILY — PEANUTS

CISCO COFFEE CO.

OCIE LEVERIDGE, Prop.

CISCO

105 W. BROADWAY

GAS CONSERVATION PROGRAM SUCCESS

Ground Storage Undertaken Here

Success of a conservation program involving the returning of excess casinghead gas to the ground in the West Texas area has resulted in an increase in revenue to producers, royalty owners, and plant operators, according to officials of the Lone Star Gas company which launched the project three months ago.

Excess residue gas for which there is no market during the summer slump is being returned to the partially depleted sands in the Cheaney Field at the rate of approximately 5,000,000 cubic feet daily, current records indicate. Beginning the first of June and through July, 302,745,000 cubic feet of gas has been put into this underground conservation reservoir. A recent check showed that gas was being taken out of the main line at the Cheaney Field at 190 pounds pressure and increased to 425 pounds at the Cheaney Compressor station by four 150 horse power gas engines to force it down through 15 wells and into the partially depleted sands.

Increases Pressure

Prior to the beginning of this project, the discovery well, Scott No. 1, which is one of the return wells, originally came in with 1,300 pounds pressure, and an open flow volume of 12,000,000 cubic feet daily, had dropped to 139 pounds. A recent shut-in gauging showed the pressure back up to 245 pounds.

Increased revenues amounting to thousands of dollars for producers and royalty owners in this section are being assured by the success of this project. Indications are that the estimated \$100,000 additional revenue that would flow into this area this summer, which was predicted when the project was announced, has begun to find its way into local circulation. The increased revenue will benefit producers and royalty revenues particularly.

The excess residue gas is being taken into the Lone Star's main pipe lines from various casinghead plants, and a like amount taken from the main line at the Cheaney

Field in Eastland county and compressed sufficiently above well pressure to force it down the well and into the sand where it will remain in storage until increased demand during cold weather will make its use possible.

For Your Counties

The underground storage facilities have been made available to casinghead plants in Stephens, Eastland, Shackelford, and Young counties. The success of the project has meant economic encouragement to operators, royalty owners, and producers who see a new market for gas which would otherwise be lost in summer months.

The program, begun only after careful experiments, under the supervision of Frank L. Chase, vice-president and operating manager and J. H. Dunn, chief production engineer, is in charge of J. W. Burrage of Ranger, production engineer of the West Texas district. The company plant at Cheaney is being operated by G. H. King, superintendent, and F. E. Walker, assistant, and a staff of six men. In addition, three pipe line men are assigned to this work.

Chase and Dunn received wide notice more than a year ago for their plan of putting gas back into the ground as a means of conserving gas principally in the Panhandle Gas Field. The new state oil and gas conservation law provides that gas produced from dry wells in the Panhandle and certain other fields, must be returned to the ground after the gasoline content has been extracted, if not used for light or fuel. The Cheaney project indicates that the return of gas to the ground is a feasible and practicable conservation project. Satisfactory results obtained thus far, although the project is still somewhat experimental, are encouraging engineers in the belief that returning gas to the ground may prove practical on a broader scale and be the means of conservation where excess production exists. In its present status in this area it has as its sole purpose, the elimination of surplus residue gas that the summer market cannot absorb under the present conditions, according to Chase.

"Capacity Unlimited"

In a newspaper story quoting Chase at the time the project was

announced, he said, "Capacity for storing gas in the Cheaney reservoir is limited, and no gas that can be marketed will be stored. Only excess gas that cannot be absorbed by the market under the present conditions is being or will be stored, making the entire project a conservation program designed to benefit producers, and royalty owners interested in casinghead gas. The company hopes to justify expenses of the project in order that it may

be carried out as a regular operation."

The facilities made available by the company were originally estimated to have a daily capacity of ten million cubic feet, while the total storage capacity of the general reservoir will present facilities, was estimated at two billion cubic feet.

The capacity will depend largely, however, on the porosity of the producing sands.

Patronize Our Advertisers.



"And a swell job of pressing, too! All my clothes come back with that 'finished' appearance and feel when ROAN'S does the work. I've become so used to their Superior Cleaning and pressing now, that I refuse to use any other methods."

HATS CLEANED AND BLOCKED

We have Special Equipment for Cleaning and Blocking Hats, and the price is reasonable too. Let us show you.

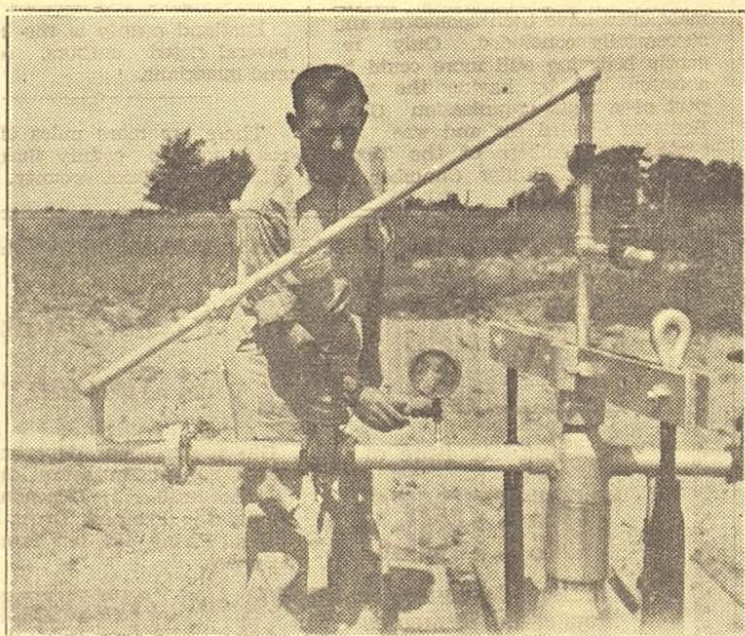
Swell Job of DRY CLEANING

ROAN'S CLEANERS

709 Avenue D.

Phone 88

Well Where Excess Gas Is Stored



This gas well has not produced a cubic foot of gas in the past 90 days but 60,000,000 cubic feet has passed through it. It is Scott No. 1, discovery well of the Cheaney Field where excess casinghead residue gas is being put back into the ground in a conservation project. J. W. Burrage, West Texas production engineer in charge of the conservation program for the Lone Star Gas company is shown testing the pressure which has increased to 245 pounds from 139 pounds since the company began returning gas back into the ground. This well takes the gas more readily than any of the 15 other return wells.

AS A PART IN THE Building of Cisco

And West Texas — Nothing has been Sounder than the Faith of its Founders of which we are Proud to have been a Part.



J. M. RADFORD
GROCERY CO.

SERVING WEST TEXAS

BOOSTERS AIM AT DEVELOPING CITY

Membership From Entire Citizenry

By JOHNNY COX

A group of the younger business and professional men of Cisco realizing that the natural resources that exist here should be developed, prompted the Cisco Booster organization. After a called meeting at the Laguna hotel, and a brief discussion of some of these possibilities the group was fired with enthusiasm and a desire to help in any way possible in this development. These first meetings were held in August, 1934. Soon the organization was perfected, officers and directors elected and a constitution and by-laws adopted.

Cisco Boosters membership is derived from every organization, business and profession in Cisco. Realizing that each organization was formed for a specific purpose. It was the aim of Cisco Boosters to blend all these efforts into one program aimed at Boosting Cisco. In so doing it was hoped to build a city with a reputation for law-abiding citizens, a city of culture and refinement, of schools and churches, with a citizenry alive and alert to the possibilities and ever ready to seize upon and develop new ideas, a city of friendly hospitality and a dynamic personality.

In order that others might know what Cisco has to offer, an advertising campaign was launched. A

Booster Prexy



JOHNNY COX

booklet of twenty-four pages telling in words and pictures found elsewhere. Three thousand of these were mailed to various parts of the United States.

Seek State Park

The long dreamed of idea of developing the big canyon extending from city limits to the state fish hatchery into a beautiful state park

was revived. A great deal of the land owned by the city other land donated and some sold to the city at a very low price. It is hoped that this can be developed by CCC camp workers. A great deal of work and planning has gone into this undertaking and it looks now as if the dreams are to be fulfilled even beyond all expectation.

One terracing machine was bought and another secured from the county commissioners court. These machines are free to the farmers in Cisco trade territory and were kept busy during the entire season. A trade at home sentiment is being fostered by the organization.

Locating a tract of land believed suitable for a subsistence home colony and cooperating the Cisco Chamber of Commerce, the Boosters helped hire a man to map and secure options on some 1,000 acres of land for this purpose. If such a location is made for Eastland county we believe that Cisco has an excellent chance to secure this colony.

Monthly Banquets

Get-together banquets have been held almost every month with some prominent out of town man as guest speaker.

Realizing our recreational facilities as an outstanding asset, the Boosters are attempting to develop these facilities to such an extent that Cisco will soon become the recreational center and playground of the entire southwest.

Many companies and organizations annually hold their picnics and encampments here. These and others have been invited to come and to return. A luncheon for local and visiting Humble officials was given while a group was here for the annual Humble Booster club picnic at Lake Cisco. Acceptance of an invitation to bring the Lone Star safely meeting and picnic in 1935 has been announced.

Aims Being Realized

With the cooperation of the citizenry of Cisco the aims and purposes of the Boosters are gradually being realized. Without a fulltime paid secretary it has been difficult to get all the work done, and were it not for the loyal people of Cisco who believe in the future development of their community what has been done could never have been accomplished. For this friendly attitude, the hearty support and loyal cooperation Cisco Boosters are indeed grateful. Everyone interested in developing Cisco is eligible for membership.

Many other projects not herein mentioned have been sponsored and successfully concluded. Only recently believing still more could be accomplished by having the support of a state organization Cisco Boosters applied for and was accepted as members of the Texas Association of Junior Chamber of

XX Century Club Is 35 Years Old

The XX Century club which is affiliated with the state and general federation is recognized as one of the leading clubs of the state. The organization is 35 years old. It had its beginning when a group of women decided to study to be better mothers, wives and neighbors.

The club has stood for all that is pure, noble, true, for Christianity, for charity, for altruism and the betterment of the home.

In 1899 at the time of the club's affiliation, another club under the organization of Mrs. Edward Rotap, Waco, known as the State Federation of Women's clubs, also became affiliated. The two organizations have kept in close touch with the work of each other and are glad to be members of the largest organization of women in the world.

The club has always been interested in 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 officers for 1935 were: president, Mrs. E. P. Crawford; first vice president, Mrs. J. T. Anderson; second vice president, Mrs. C. C. Jones; recording secretary, Mrs. Homer Slicker; corresponding secretary, Mrs. P. P. Shepard; treasurer, Mrs. S. E. Hiltson and parliamentarian, Mrs. C. H. Fee.

Commerce. Affiliating as Cisco Boosters other projects are now on foot and with even more intense activity the Boosters will seek to exemplify the true spirit of Cisco, portraying the possibilities that abound.

Officers and directors of the Cisco Boosters are: Johnny Cox, president; J. D. Lauderdale, treasurer; J. D. Lauderdale, treasurer; R. L. Ponsler, F. D. Wright, H. A. Bible, Jack Anderson, H. L. Dyer, Mitt Williams, A. Sandhofer, J. M. Bird, F. B. Altman, Dr. Paul Wood, J. H. Henderson, Charles Sandler, and S. R. Wood, directors.

Third in the state is the highest position ever reached by Eastland county in cotton production.

Eastland county is the home of several noted authors, composers and musicians.

There are more miles of paved roads in this county than in any other West Texas county.

Dr. N. A. Brown Has Built Reputation On More Than 22 Years of Service

Nothing can take the place of actual experience and satisfied service, whether business or professional. For more than 22 years Dr. N. A. Brown has been building up a professional service that is outstanding, not only from the standpoint of relief but a happy medium of health which every human treasures above everything. Dr. Brown has made Cisco prominent with his Drugless Sanitarium having patients from far and near. Dr. Brown does not hesitate or falter in his obsession to bring relief to patients no matter what their ills may be. Thousands of testimonials speak in glowing praise of the results of his knowledge and ability. Sufferers are given a free diagnosis of their particular case at any time that they feel the necessity of seeking his advice.

Brown's Sanitarium is located at 800 West Sixth street in Cisco. It is fully equipped with the very latest and modern methods for the proper care and attention of patients who come to Dr. Brown for attention. The homey atmosphere surrounding the Sanitarium is such that patients feel the effects of their own home surroundings as well as being combined with every facility to encourage relief. Dr. Brown unhesitatingly says "Our method of treatments have been so successful in the past that we do not fail to bring relief in general ailments such as: Indigestion, Stomach Trouble, Liver Trouble, Appendicitis, Constipation, Colon Disorders, High Blood Pressure, Bladder Trouble, Catarrh, Infantile Paralysis, St. Vitus Dance, Nettle Rash, Vertigo, Rheumatism, Hemorrhage, Sinus, Tonsillitis, Prostrate, Deafness, Headache, Hayfever, Tumors. After all other methods have been tried and failed. We gladly invite those who have tried any other method to come for relief."

Rates are reasonable at the Sanitarium or, if patients prefer, they can find suitable accommodations at different hotels and boarding houses in the city.

Dr. Brown explains in brief what the method of treatments are under his direction as given in line with the name as to what Magnetic Masseur Treatment is and how it cures as follows:

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

It is limited, but in its technique employs any means mental, not 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 evolutions 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 "Etheric 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.



TOILETRIES

Prescriptions
A Specialty

A Complete Line of

TOILETRIES

Including Cosmetics and Household Remedies

Delicious Fountain Drinks Served to Suit You

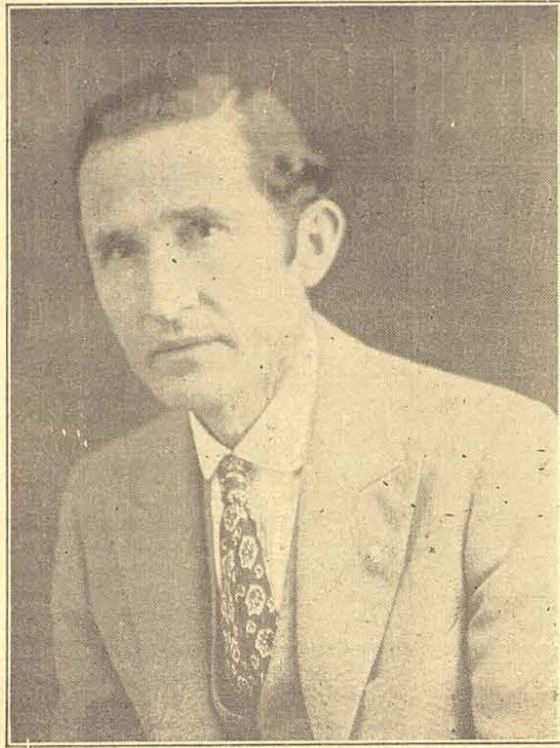


REMEDIES

CITY DRUG CO.

LEON MANER, Mgr.

Phone 452



Consult Dr. N. A. Brown

FREE Diagnosis of your case or write for FREE information about our method of Treatment or any question about your case.

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 Wasson, 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 Hefner, 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.

If You Are Suffering With These:

Indigestion — Stomach Trouble — Liver Trouble — Appendicitis — Constipation — Colon Disorders — High Blood Pressure — Bladder Trouble — Cataarh. — Infantile Paralysis — St. Vitus Dance — Nettle Rash — Vertigo Rheumatism — Sinus — Tonsillitis — Prostrate — Deafness — Headache — Hay-fever.

Is it worth it?



Brown's Drugless Sanatorium

Magnetic Masseur Treatment

"More Than 20 Years' Experience In Drugless Healing"

Every Modern Convenience is embodied in our Well-Located Sanatorium. All the Comforts of your home Combined with Perfect Facilities of Pleasant Environment.

No symptom is too trivial to be overlooked. No troubles is too great to receive the attention that will put the system in perfect health.

Why Suffer When Relief is at Hand?



An Outstanding Resort where Results are Obtained After Other Methods of Treatment Have Failed.

Rates \$21.00 per week, including board room and treatment Office accommodations for people who do not wish to stay at Sanatorium.

Tubercular Patients NOT Received. No Contagious Diseases Treated.

WHAT MAGNETIC MASSEUR TREATMENT IS, AND HOW IT CURES

The Magnetic Masseur Treatment restores order in the deranger 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 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 "Etheric 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.

PHONE 298

800 WEST 6th. St.

CISCO, TEXAS

CISCO DAM LARGEST OF KIND IN WORLD

Realization of Great Dream in Steel And Concrete Forms City's Reservoir

The largest hollow type reinforced concrete dam in the world lies three miles north of Cisco, holding back the waters of Lake Cisco, the realization of a dream that some day Cisco should have a water supply second to none in West Texas. Capable of containing 21,000,000,000 gallons of water, when full the lake will have a shore line of 35 miles. That is particularly noteworthy in view of the fact that water is one of the most precious of all resources in West Texas. The water is now more than 73 feet deep.

Completion of the dam in 1934 followed years of visions and then of actual work upon it. The dam was completed during the administration of J. M. Williamson, mayor here from 1915 to 1930.

Pure Water

The lake is nestled among the hills and canyons that lie north and west of the city. During the nine years since completion of the dam, the lake has filled up greatly and is supplying Cisco, and during drouth other towns as well with water. The hills about it are covered with green forests, which have been envisioned as great attractions for resort purposes. The watershed, at the same time, is free from minerals that would have a tendency to threaten the lake with foreign matter, and the water remains pure and fresh.

Along the top of the dam runs a concrete bridge which reinforces it and forms a link in federal highway 283.

Following is an engineer's description of the dam. It was written from the office of the engineer who designed the dam.

Description of Dam

"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 in February, 1934. 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 high at the spillway, contains 50,000 cubic yards of concrete and 2,000,000 pounds of reinforcing steel. The steel reinforcing is designed for maximum stress of 15,000 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 eight and a half 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.

40 Mile Watershed

"The lake has a watershed of 40 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 taken by the

city we have practically no contamination.

The engineer's estimation, based on the V form, by the line of the bed in the lake and the lines on either side of the high water mark, is approximately 45,000 acre-feet. The 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 35 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 from a high of 54.37 in 1922 to a low of 17.45 in 1921.

Beautiful fields of many-colored flowers are found in the southwestern corner of the county.

There are thousands of acres in the county that will return a big revenue if stocked with goats.

Eastland county has three interscholastic league football teams in class A. No other West Texas county has more than one class A representative.

Rabbit Show To Be Held in September

Plans are in formulation for the Eastland County Rabbit club's seventh annual fall show to be held Sept. 25-28 in conjunction with the county fair, Hugh Owens of Eastland, show manager, has announced.

The event, which is one of the largest west of Fort Worth, according to Owens, is expected to attract between 100 and 125 entries. The entries will probably be less than that of last year, Owens said, explaining that feed prices are higher.

Usually rabbits are exhibited from Fort Worth, Dallas, Houston and from out-of-state, in addition to the county-wide representation.

The fall show is the second of the year for the club. A spring show is presented earlier each year.

Marvin O. F. Davis of Gainesville, judge licensed with American Rabbit and Cavy Breeders Association, will officiate at the Eastland County show.

Prizes will be offered for winners in the show. L. V. Simmonds of Eastland is secretary for the event. Cisco has played a great part in the county rabbit club and Ciscoans likely will exhibit a great many animals at the show.

Softball League Draws Big Crowd

Growing from a school activity to a Lion-Rotary game and then to a league, Cisco's softball circuit in two years has become an important part of the summer recreational life here.

At present the loop is composed of four baseball clubs, Community, Nance, Garner's and Loooes, which play three times a week. In addition to league games, on other nights various teams play out of town clubs, which come here, and on Friday nights business men's clubs play.

One of the finest softball diamonds in the entire state is the Humble Park, maintained at the corner of A avenue and East Sixteenth street. It is lighted for night play and has an especially good infield.

Large crowds have been attending the games at Humble park during the last two summers, the number sometimes being more than 2,000.

There are five railroads crossing Eastland county.

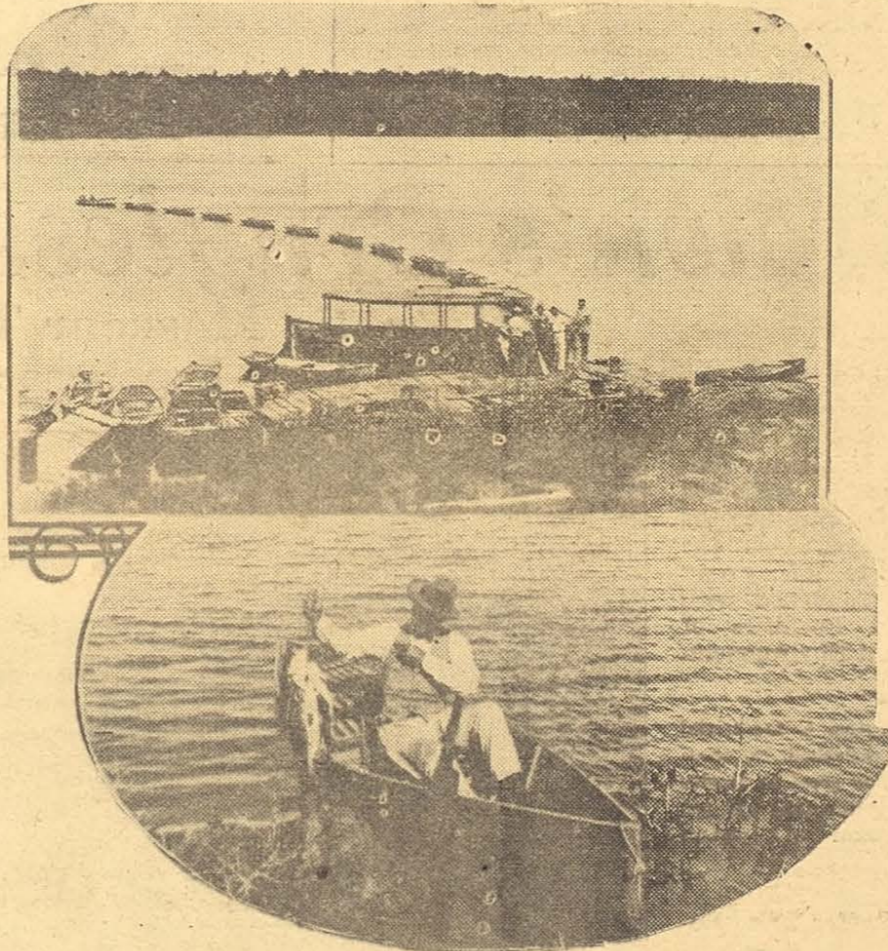
There are three Elks clubs in the county.

Lake Cisco Unsurpassed for Boating and Fishing

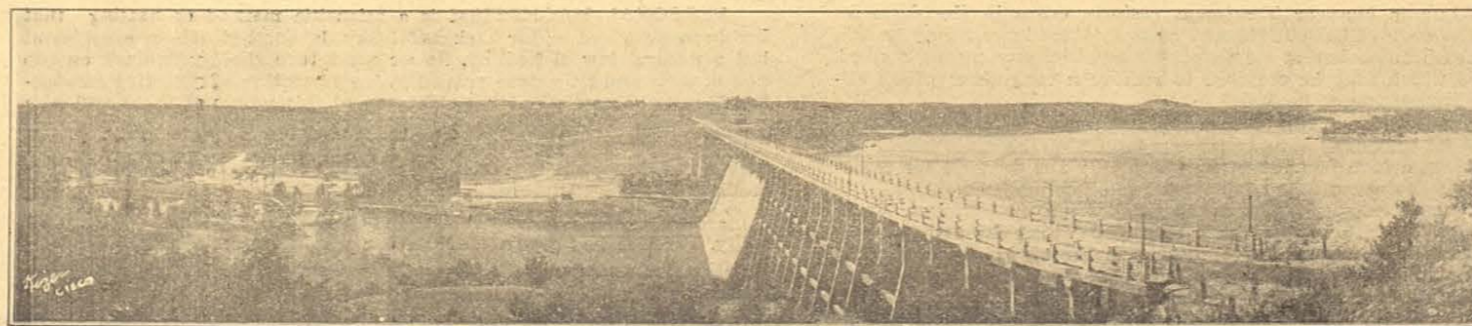
When Cisco was first visioned by the far sighted people of the oil boom days, it was the hope of sportsmen that one day the city would have a lake for recreational purposes.

Today the great dam holds back miles of water in which fish that delight the eyes of anglers abound. The lake has been stocked with various breeds of bass, crappie, rainbow trout, bream, channel cat, and other game fish.

Daily motorboats ply the waters of the lake, taking excursion parties over the miles of water or fishermen to their favorite spots, while many rowboats for fishing and hunting purposes are maintained on the lake. At the right can be seen a long chain of boats, together with the luck one fisherman had, while below is the great dam of which Cisco is proud. Back of the dam and at its spillway is the largest artificial swimming pool in the world.



Boats forming a long chain into Lake Cisco are shown above. Below, an angler, returning from a fishing trip out on the lake, shows that the big ones didn't get away.



Let The Mutual Life Insurance Plan Banish the Thought of What Might Happen in the Future.
SMILE WITH SECURITY

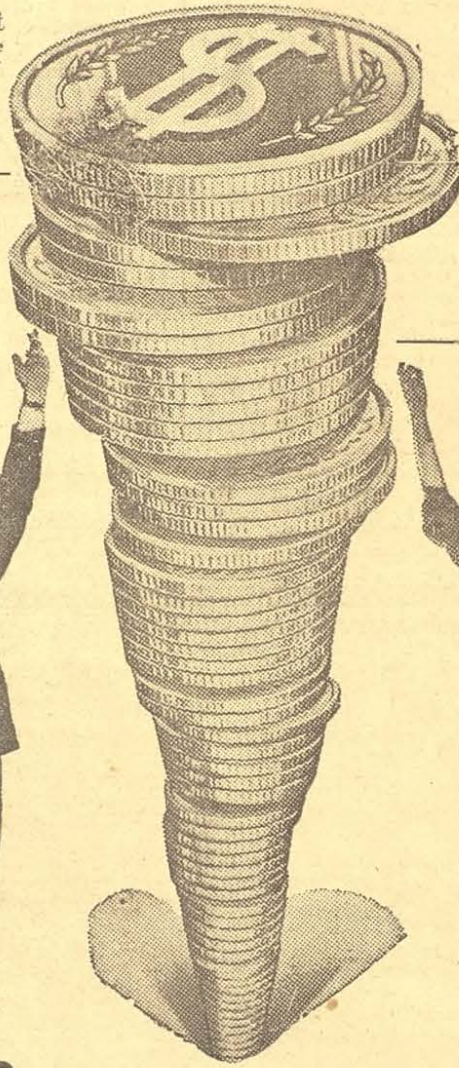
MUTUAL INSURANCE

IS THE OLDEST KNOWN FORM OF INSURANCE PROTECTION AND THE LEAST EXPENSIVE GUARANTEED PROTECTION

As Good As You Can Buy at Far Less Than Any Other Forms of Insurance.

Immediate Payment of Policies at proof of Death..

No Delay No Red Tape



Insurance For All The Family

We can furnish Insurance for Each Member of the family. We have Policies for Children in as small amount as \$50.00, \$100.00, \$250.00, \$500.00 on up to a \$1,000.00 policy at a very Low Cost. We also have policies for Adults from \$1,000.00 up to \$3,000.00 on a Single Life.



LOW COST

The Cost on a \$1,000.00 policy for a person 35 Years of Age can be had with the Mutual Life Insurance Company at \$15.30 per year. All premiums may be paid by the month or Quarterly, Semi-Annually, or Annually in Advance, as desired.

You should first try the Mutual Life Insurance Company, where your Dollar Goes Further. Then too, you are keeping West Texas money in West Texas.

Bonded and Approved

Write Today for full Information about our Policies, or our Representative will Gladly Call.

Our form of policy is approved by the Commissioner of Insurance of the State of Texas. This Company is chartered by the Insurance Department of the State of Texas, and has made the required bond by law for the protection of its policyholders.

We insure the Family from 1 Year Old Up.
The Cost is Small

OUR GUARANTEE

SERVICE TO WEST TEXAS

The Mutual Life Insurance Company has played an important part in rendering service to West Texas people, and is growing into one of the Strongest Insurance Companies in the State. We are chartered by and under the supervision of the Board of Insurance Commissioners of the State of Texas, and our policy forms have all been approved by the Commissioners of Insurance.

Nowhere in the Nation is there a Stronger nor More Reliable Mutual Life Insurance Company than the—

Mutual Life Insurance Company of BRECKENRIDGE.

MUTUAL LIFE INSURANCE COMPANY

HOME OFFICE—TEXAS STATE BANK BUILDING—BRECKENRIDGE, TEXAS. 100 PER CENT PROTECTION AT APPROXIMATELY 50 PER CENT LESS COST! Phone 1010:

A. M. Smith Faced Great Task When He Started Building Insurance Company

Back in 1926, in the archives of where the whole thing started there was laid the foundation for an institution of service that has no equal for phenomenal growth, nor has it any contestant in the manner of conducting the business of life insurance. A. M. Smith, who had had many contacts with humanity and who had studied their problems from the poor to the rich knew that there was something lacking, something that there was some groping for, a protection that was really and truly mutual. He founded the Mutual Life Insurance association of Breckenridge. It didn't just happen. He made a study of Mutual Insurance. He went back to the ages of history in which mutual life insurance had been and was the oldest known form of insurance protection and without question the least expensive.

There were many hard and rocky surfaces to climb, there were many who would discourage the principle involved in economical protection. But he knew he was right. He knew that he could answer the problem.

The Mutual Life Insurance Association has now developed into a substantial and definite cog in the wheel of life insurance protection in the new angle of The Mutual Life Insurance company. The same A. M. Smith of 1926 is now president of the company as he has always been. He has been the guiding factor of the organization from the time of its beginning until now with thousands of policy holders who have undivided faith in the insurance contracts as written by the company.

A. M. Smith has fought and bled for the principles of Mutual insurance, he has been a most

Insurance Head



A. M. SMITH

vigorous factor in legislative programs that would place Mutual insurance on a par with any kind or method of legitimate life insurance. The people of the state of Texas can thank A. M. Smith for many legislative protections to policy holders in any mutual life insurance company doing business in Texas. He has been a constant member of the legislative committee of mutual life insurance organizations for several years. He has fought the so called "overnight insurance quacks" out of the field and by doing so has saved the peo-

ple of Texas thousands of dollars by helping them to be protected against insurance degeneracy.

Today the Mutual Life Insurance company of Breckenridge ranks with the best in the nation. In almost every instance at the proof of death policies that they had written are paid even before the funeral. There is no red tape. There is no delay. Every policy holder of the Mutual Life Insurance company of Breckenridge is protected, bonded, and approved by the commissioner of insurance of the state of Texas. It is chartered by the state of Texas and has made the bond required by law for the protection of every policy holder.

The Mutual Life Insurance company of Breckenridge writes policies on humanity from one year old and up. The cost is negligible compared with the protection involved. Its reliability is unquestioned, its resources are concrete. During the entire depression years it weathered the occasion with merit, without impairment, without extra so called assessments, and carried on like the veteran of a hundred years or more of substantial insurance protection. It has a record for constant increase in policy holders that is unparalleled. It is a West Texas institution. If life insurance were in the balance, The Mutual Life Insurance company of Breckenridge has furnished the answer by its record. Such a record does not know the meaning of insincerity.

SQUARE MILES

There are 926 square miles in Eastland county.

Climate here is almost ideal. There has never been a case of heat prostration, and nights, even in mid-summer, are cool and pleasant. The winters are mild, and sunshine on Christmas day is not unusual. Snows are few and light.

To cross Eastland county from the northeast corner to the southwest corner, the motorist travels 63 63 miles—and it is all hard-surfaced.

Former Grid Star Car Parts Dealer

A grid star who couldn't stay away from automobiles is the story of Dudley Lee, proprietor of Lee and company, automobile accessories dealer.

When Dud, as he is familiarly known, was a student in Cisco high school, he was a stellar lineman on the Lobo teams that went places and made football history in Texas. "Scrapping Dud" they called him, and he earned the title for he was far below the average lineman in weight and had to make up the difference in fight.

Finishing high school, he got into first one and then another kind of business, all of them pertaining to automobiles. For two years he was in the gasoline business in Midland. Six years he spent with an automobile agency here. Now he has had his present car accessories company for three years.

As in every other enterprise, there is a great deal to be learned in the car parts business, according to Lee. For example, there is the anti-freeze sale that goes fast for about a month in the winter and then isn't worth a whoop all the rest of the year. Of course tires and certain other accessories are year round sellers, but even they have a peak season, which is just beginning.

"We've had a pretty good season," Lee said of his business. "Usually it slows down along about the last of February, but it didn't really slump this year until along in June and July.

Things were pretty dull for a while, but they are picking up now and the business is following the trend of the times toward better conditions."

Eastland county has three Rotary clubs.

"THE TALK OF THE TOWN" STAR TIRES

GUARANTEED 18 MONTHS



PAY NO TAX

For the Privilege of Making—

EASY PAYMENTS

No Carrying Charge
No Interest to Pay
NO RED TAPE

UP TO 5 MONTHS TO PAY

LIBERAL TRADE-IN ALLOWANCE

SAVE up to 25 Per Cent on the purchase of each New Tire. We will give a Liberal Trade-In Allowance for your Old Tires on the NEW GUARANTEED STAR.

Complete Line of—
CUT-RATE AUTO PARTS
and
ACCESSORIES

Lee & Co.

501 MAIN STREET

—:—

CISCO

PROGRESS OF CISCO SHOWN BY POST OFFICE FROM TIME IT WAS IN LITTLE DRUG STORE AT RED GAP

From the time it was first just a little post office in a drug store at Red Gap, forerunner of Cisco, until present, when it is housed in one of the finest federal buildings in the country, the Cisco post office has pointed to progress of the city.

When Cisco was not Cisco, but only Red Gap, the post office was in a drug store, along with many other things, and W. T. Caldwell was the first postmaster.

When the M.-K.-T. railroad was built in 1881—it was the Texas Central then—the postoffice came to town. Rather, it moved into what soon became a town, and as the

town grew so did the demands on the post office.

After it had been housed in various buildings for many years, the post office was moved to the new federal building at the corner of E avenue and West Fifth street on Nov. 3, 1933.

The building, constructed at a cost of \$130,000 by the Underhill Construction company, has been termed one of the best and most modern federal buildings in the entire United States. It is built of red brick, concrete and white stone.

As in the past, the post office today is pointing to progress of the

city. During the last year postal receipts have been 18 per cent above those of last year, month for month, according to Postmaster Luther McCrea.

At the same time, the local office has more than done its share in selling "baby bonds." During the first five and a half months after the bonds were offered for sale here, \$29,212.50 of them were sold. "We are proud of our bond sale," McCrea said. He pointed out that the sale has been to individuals rather than to companies. "That shows that prosperity is returning, because the people who buy those

Clark Improves Service Station

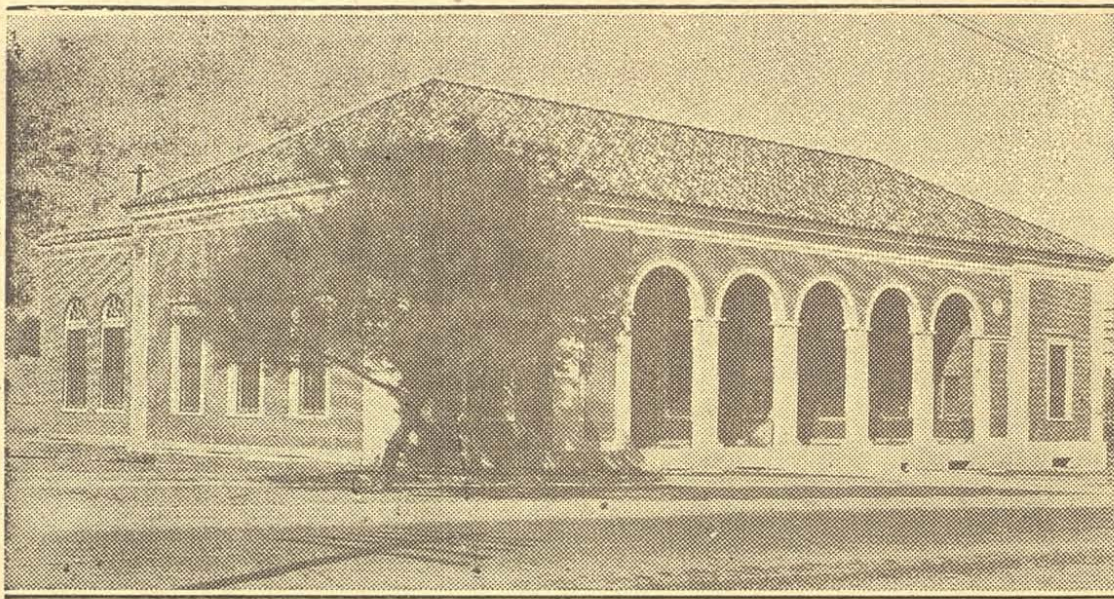
The Texas Service Station is located at D avenue and West Eighth street, and is under the management of A. V. Clark.

Three years ago when Clark undertook the managing of the station it was merely a filling station of the corner of the block serving gas and oil. During the three years the place has become very attractive with a well kept lawn and lovely flowers take the place of weeds.

A splendid service of lubricating, washing and greasing, polishing and waxing is offered. Firestone tires and accessories are handled.

Clark is assisted by his two sons, Blair and Charles.

Cisco Federal Building One Of Most Modern in Nation



bonds figure that they will not need the money they pay for them for the next 10 years."

At the same time, McCrea said that in recent months postal savings account have increased \$15,000. "That also goes to prove that times are better here," he said.

McCrea became acting postmaster on February 16 of this year, following W. H. Craddock, who had resigned. His appointment as postmaster was confirmed by the senate July 15. Only two former postmasters here now are living in Cisco. They are W. H. Craddock and N. W. Noell.

The present office has 23 employees, almost all of whom have served more than 10 years. Four of them, J. M. Witten, Will Hazel, Mrs. Velma Haden, and W. P. Coldwell, have served more than 20 years each. Miss Effie Moore, Fred Steffey, and Mrs. Lillie Baugh have served more than 15 years.

POLICE SIREN STOLEN
WAREHAM, Mass. — For the second time within a year, a siren has been stolen from the police patrol.

School Begins Soon..

Soon the school bells will be ringing—children will be pouring into the school rooms and little brothers and sisters will be raising their hands high, admitting that they knew all the answers—But they will need school supplies. They will be wanting many, many things and they will want what they want and the kind of do dads that they have been using for the past years.

They will have long lists of needs and they will want to get them. at **THE LEACH STORE.**



**PAY CASH—
PAY LESS**

ALSO A COMPLETE LINE OF TOILET ARTICLES AND SMALL WEAR ACCESSORIES

*The Store With Thousands of Different Items for
as Many Purposes*

FOR WEAR

FOR THE HOME

FOR THE CLUB

FOR THE OFFICE

FOR SCHOOL

FOR EVERY OCCASION

ANYTHING FOR EVERYTHING AT PRICES YOU WANT TO PAY!

Leach Stores

Cisco, Texas

AMUSEMENT COMPANY AIMS AT RESORT

All Stockholders Now Are Ciscoans

Possibilities of developing Cisco into one of the finest resorts in the Southwest have long been a vision of far-sighted men here, who realized that Lake Cisco, and the ideal climate of this area provide perhaps the greatest asset which the city has, and one which no other city in this part of the country has.

Recently the Lake Cisco Amusement company has "come home." All stock has been acquired by local men who are interested in building Cisco rather than in making any great personal gains during the next few years.

They believe that the lake, the swimming pool — largest in the world — and other facilities which they have to offer and others which they plan will induce more and more persons to visit this area each year and result in making a better city and resort of Cisco.

Company Formed in 1924

Back in 1924 a group of business men, headed by F. E. Harrell, formed an amusement company and set about satisfying the demand for swimming and recreational facilities in the then booming oil town. A wooden platform 100 feet square was sunk near the shore in the lake a short distance from the dam, forming a false bottom and creating an artificial beach with water from three to six feet deep. Ropes about it prevented accidents, while the entire lake was open to good swimmers. One had to walk down a long flight of steps before reaching the beach. At the same time the Laciaco Inn, specializing in shore dinners and parties, was operated on the bluff overlooking the lake from the southeast.

After two years, however, swimming in the lake was banned and a pool and bath house were constructed on top of the hill across the present highway from the country club. Although it also popular, it lasted only one year.

Big Pool Built

Then came the big vision — the greatest artificial pool in the world, and in 1927 it was constructed. Placed against the spillway of the big dam, it covers an area of 370 by 700 feet and is from two to 16 feet deep. It is divided into a kiddies pool, shallow pool, and deep pool. There is an island in the middle, with plenty of sand and trees.

The lower floor of the pavilion beside the pool serves as a bath house, while the second story is given over to a dance floor.

During recent years the stock of the company had been gradually drifting away from Cisco ownership, but in May of this year it was all acquired by local men, who set about improving the place and bringing the finest entertainment here. This summer approximately \$2,500 has been spent on permanent improvements.

"We are bringing only the very best in music here," Manager Lloyd Hughes said. "We are proud of the fact that the company and the amusements offer are a credit to the city."

Place For Meetings

Many organizations have found it pleasant this summer to hold their meetings at the pool and pavilion, where they are well entertained.

Cleanliness has been stressed, as well as beauty, in providing amusement facilities. The state board of health recently gave the company an enthusiastic approval on the way it is handling the pool and bath house.

F. E. Harrell is president of the company; F. D. Wright, vice president; and P. R. Warwick, secretary-treasurer. Other directors are Dr. E. L. Graham, Dr. Paul Woods, Tom Foley, Ray Godfrey, W. J. Armstrong, Mrs. J. J. Butts, Mrs. Gladys

Foresees Resort



F. E. HARRELL
President Lake Cisco
Amusement Company

H. McMurray, K. H. Pittard, R. E. Grantham, Guy Dabney, Sam Draganes, Nick Nicklas, Wesley Harrell, and Charles Kleiner. Lloyd Hughes is manager and Ernest Hughes assistant manager.

Delphian Club Formed in 1922

The Delphian club of Cisco began its study the first Monday of September, 1922, with Mrs. Guy Dabney as the first president. Others who have served as presidents are: Mesdames J. H. Brice, O. T. Maxwell, S. E. Hittson, A. J. Olson, and W. G. Powell.

The Delphian club has a national scope. It is the only woman's club that is a national organization within itself. It was organized for the purpose of stimulating interest along educational and cultural lines in America, to meet a need recognized from the Atlantic seaboard to the Pacific coast. It has undertaken to enable the busy person whether absorbed in home, social or business concerns, to keep abreast of contemporary, intellectual activity; increase his fund of information, inspire creative thought; deepen his pleasure in fine arts and help in consequences of broadened horizon and sympathies, to grow more useful as a social factor.

The Delphian course presents the gradual unfoldment of each subject from the earliest times to our own.

Present officers are: president, Mrs. W. G. Powell; vice president, Mrs. S. E. Hittson; treasurer, Mrs. Eugene Lankford and secretary, Mrs. A. J. Olson.

Japan To Pick 20 For Soccer Team

TOKYO, Aug. 24. — Twenty soccer players including three officials are slated to represent Japan at the next Olympic Games in Berlin, according to the preliminary report, submitted to the Japan Amateur Athletic Association by the Japan Football Association. The number of these Japanese players is subject to reduction in accordance with the association's budget.

The board of directors of the Japan Football Association at a meeting announced the following five members of the Selection committee:

Shigemaru Takekoshi, Koichi Kudo, Yukichi Hamada, Takeshi Nagan, and Saizo Safto.

The method of selecting the play-

ers will be decided next December or January.

Some favor sending the winning team after the inter-collegiate play-off and adding a few superior players selected from the other teams.

Others favor picking a team from all the schools and believe that it will result in a stronger aggregation.

Present indications, however, are that the winning team in the play-off will go to the Olympic games.

Patronize Our Advertisers.

HOUSEWIFE CARDS WOOL
SCARBORO, Me. — Mrs. Nathaniel Moses still cards and spins the wool from the backs of the sheep on her farm.

STREET LITERALLY ON FIRE
FT. MEYERS, Fla. — Firemen answered one of their most peculiar calls when an alarm was given that a street was on fire. They found the report correct. The street built of sawdust from a neighboring lumber mill, was blazing. They put out the fire after several hours' work.

Good Food. *Dine*  **GOOD SERVICE**
in COOL COMFORT

When you think of Good Food... think of the Savoy. We give personal care to every order served. Come in today and dine in cool comfort. You will find our Food good and our Prices RIGHT.

Ice Cold Beer in Bottles and on Tap

SAVOY CAFE

"NICK" AND "SAM", Props

KNOW THE DIFFERENCE!

You Will Find These Better Services Here
"TRY US FIRST"

Fountain Service	Specializing In Prescriptions
Elizabeth Arden Preparations	Dorothy Perkins Preparations
Nyal Service Drug Store	Pangburn's Ice Cream
Airmaid Hosiery	Pangburn's Candies

VISIT OUR FOUNTAIN TODAY !!

Order Your Favorite Drink Made With Delicious Pangburn Ice Cream. Our Fountain Attendants Know How.

MOORE DRUG COMPANY

SERVICE AND QUALITY

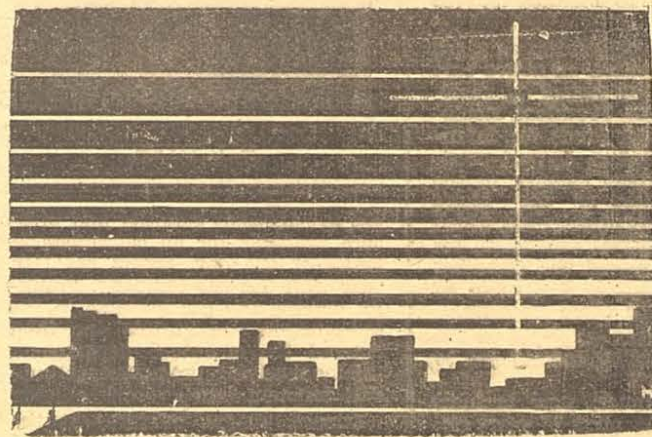
Phone 99

PROMPT CURB SERVICE



Plenty of Dependable Power Capably Serving West Texas

THE WEST TEXAS UTILITIES COMPANY pioneered in the development of electric transmission service. The history of its development closely parallels the colorful agricultural, commercial and industrial development experienced in West Texas.



The Company's interconnected transmission lines provide an abundance of electric energy for every conceivable need. New inventions creating new demands, have and will, find a surplus of electric service precisely regulated to meet the demands of these modern appliances in the 160 towns and communities served by us. Past history portrayed the rapid expansion possible in West Texas. Our record of service proves our ability to meet the requirements of our customers.

Electric service rates to our customers have steadily decreased. The average rate is 62 per cent below that when the West Texas Utilities was organized. West Texas towns now enjoy the same advantages in electric service facilities as the larger metropolitan cities.

**Electric Service Is Cheap--
USE MORE OF IT!**

**West Texas Utilities
Company**

COMMUNITY GAS COMPANY'S STAFF PREPARED FOR ANY KIND OF DUTY

Like a company of soldiers whose ears are constantly alert for the thrilling notes of a call-to-arms which may disturb restful midnight sleep or noonday meal without warning, modern service organizations are composed of well trained, efficient staffs that must be prepared for extraordinary service as well as regular duties, according to H. L. Dyer, Cisco manager of the Community Natural Gas company.

Promoted to manager of the Cisco plant in 1931 in recognition of several years of efficient service. Dyer has organized a gas service staff that has drawn commendation from the gas industry throughout the Southwest. Immediately after assuming his duties as manager, he began an improvement program of the local distribution system which involved the expenditure of more than \$40,000 for materials and labor in addition to building up his personnel.

In addition to his duties as a gas man, Dyer has taken an active part in civic work. He served as chairman of the 1935 President Roosevelt Ball to raise funds for infantile paralysis victims. As part-president and ex-officio member of the board of directors of the Lion's club he took part in activities which won the 1936 district convention for Cisco. He has served the Chamber of Commerce and is a director of the board of the Cisco Boosters.

A staff of seven employees assists Dyer in distributing natural gas to Cisco consumers:

H. E. McCormick, new business supervisor, draws upon 15 years experience in the gas business in assisting consumers in the solution of their domestic and industrial fuel problems. McCormick had served in various phases of the gas business, since 1920.

Outside Foreman, J. D. Franklin, whose responsibility it is to keep

Community Head



H. L. DYER

gas in sufficient quantity and pressure available for all consumers 24 hours of the day, enters his 11th year with the gas company. Franklin entered the gas business in the construction end in 1925 and then entered the operation department, finally receiving promotion as outside foreman here.

Correct air-gas mixtures at the burner and other adjustment factors are important in obtaining best results from appliances. Assisting the consumer in keeping appliances in correct and most efficient adjustment is the principal duty of Charles E. Kimmel, home service engineer. Kimmel recently complet-

ed a course with the American Gas association in home service engineering, and has had several years experience in the gas industry.

Another member of the Community staff is Carl Baird, storekeeper and meter reader. As storekeeper he keeps materials and supplies in systematic order and is responsible for keeping necessary materials available for service men when their orders call for pipes, fittings, meters, and other supplies and equipment. Son of a pioneer Eastland county family, Baird has resided in and near Cisco all his life. He has been in the gas business more than eight years.

Ulric L. Bennie, foreman's assistant, became a gas employe shortly after leaving the Cisco High school four years ago. While attending high school, he proved an able baseball player, and has participated in many games that have helped establish Cisco as a leader in Texas sports.

Presiding over the office is Miss Blanche Van Horn, cashier and district secretary. Miss Van Horn has resided in Cisco with her family for the past nine years. She plays an important part in maintaining the efficiency of the Community staff.

While engaged in customary summer reconditioning of the system, the service staff has been augmented during the past 90 days by Clyde E. Van Sickle, assistant Cisco football coach who will soon forsake his gas company work for his regular duties with the Lobo team. Van Sickle's experience in the gas business was obtained during numerous summer periods when he worked with various concerns as a means of financing his education.

Augmenting the personnel are various mechanical instruments, devices, and signals which aid in maintaining a constant and dependable fuel service. The insistent ringing of a pressure alarm signal bell, for instance, warns when the pressure in the mains varies from a constant normal, an important factor in maintaining an efficient service. A pressure alarm signal is

Lane Graduate Of Embalming School

Neil Lane's Funeral home, which until November, 1934, was known as Wippen's Funeral Home, is located at 209 West Ninth street.

Mr. Lane is a native of Cisco and the surrounding community, having graduated from Cisco high school in 1926. In 1928, he entered Ed. C. Smith's Embalming school in Dallas where he finished his course and received his Embalming diploma or license.

Mr. Lane is assisted by his brother, R. B. Lane, who has recently returned from Dallas where he also was issued a Funeral Director's license.

located in the home of the manager, one in the home of the outside foreman, J. D. Franklin, and in the company office. This arrangement enables the staff to effect a correction of pressure before it effects the service and is one of the many calls-to-service that may be sounded at any time of the day or night.

DRIVER BLOTS RECORD

PORTLAND, Ore. — For 73 years Ed Davenport kept his record clear. Now, 76, Ed's police card shows five arrests in the last three years.

INDIAN RELICS FOUND

UNIONTOWN, Pa. — Discovery of old Indian relics dating back 1500 years before a white man ever set foot on this continent has been made by archaeologists on the Clause Brothers farm, along the Youhiogheny River, near Confluence.

COHASSET, Mass. — Town workers, unemployed, college students and social workers joined forces recently to uproot ragweed in an effort to banish hay fever from this town.

A COMPLETE DRUG STORE

For twenty six years the Dean Drug Company has served the people of Cisco and surrounding community. During this time they have striven to maintain a store, complete in every detail, handling quality merchandise at the Lowest possible prices. You will always find a friendly atmosphere at Dean's and are always Welcome.

VISIT OUR FOUNTAIN

Delicious Fount Drinks Served the Way You Like Best.
TRY OUR ALTA VISTA ICE CREAM

JEWELRY

THE PRACTICAL GIFT FOR ALL OCCASIONS

PAINTS AND WALL PAPER
Brushes and Painter's Supplies

YOUR PRESCRIPTIONS

When brought to us are filled ACCURATELY and PROMPTLY — By our Registered Pharmacists.
THE PRICE IS ALWAYS RIGHT

COSMETICS

We Carry a COMPLETE Line of HIGH QUALITY Cosmetics for Every Type of Skin.

WINDOW GLASS AND A THOUSAND OTHER ITEMS
TOO NUMEROUS TO MENTION

SCHOOL SUPPLIES

The school term is approaching.... and children are preparing to attend. We carry a complete line of school supplies for their every need, including Pencils, Pens, Ink, Paste, Colored Crayons, Notebook Paper, Binders, Tablets, in fact, everything they need they will find at Dean's at the Lowest possible Prices. Let Us Help You.

Dean Drug Company

Phone 33

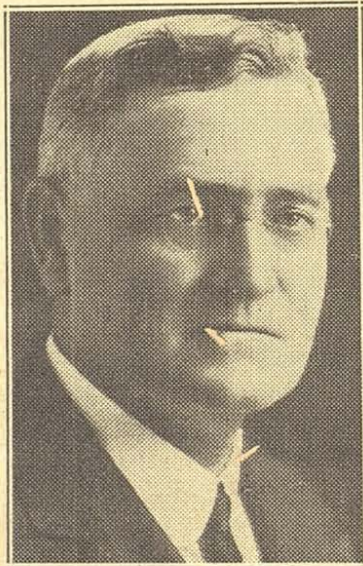
The Rexall Store

Cisco



Randolph Junior College

Opens Sept. 9, 1935



J. T. McKISSICK, President

FEATURING:

**CHARACTER
BUILDING**

**Tuition Rates
Per Semester
Includes All Fees
\$52.50**

Randolph Junior College, established in 1925, is located on the summit of beautiful Randolph hill overlooking the city of Cisco to the Southeast. To the West in a charming forest covered valley are the twin lakes, stocked with game fish, furnishing ideal recreation in the fishing and boating for students; Highway No. 23 to Lake Cisco circles the campus.

A COLLEGE OF HIGHEST RATING

Randolph College is a member of the association of Texas Colleges as a college of first class. This fact entitles its students to transfer their credits at full value, to any college in Texas. Students graduating from Randolph College may enter the Junior class of any Texas College they desire to enter.

The State Department of Education recognizes Randolph as a college of the first class, which entitles its students to qualify for teachers certificates. A student spending a year at Randolph College and taking the proper course is entitled to a first grade certificate.

Randolph is also a member of the American Association of Colleges.

A student entering Randolph College may feel fortunate in the fact that he will be taught by the best of instructors. Nearly every member of the faculty has a Master's degree and several years of practical experience in teaching. Most of them have taught in public schools in the past and know the nature and needs of the pupil entering fresh from high school. This too often is not the case in larger colleges and universities. In addition to this special preparation the student has the benefit of personal contact with his teachers in the class room, on the campus and in extra curricular activities. In Randolph College it is only a short time until every teacher knows each pupil and his special needs. It is not surprising that a student will make better progress under such conditions than he would in the larger colleges where personal contact is frowned upon rather than encouraged.

WHY ONE CAN AFFORD TO ATTEND RANDOLPH

This school is run on a basis that makes education available to the person of modest income. Many students pay all or part of their expenses by working in Cisco. Randolph has been instrumental in bringing to Cisco industries who employ students on part time basis. It is the policy of the school to cooperate in bringing other industries here to help even more students to attend school.

JOHN H. GARNER'S DEPARTMENT STORE GREW UP WITH THE CITY

The story of John H. Garner's department store is the story of a single business that began in Cisco and has grown into an important system of stores over Texas.

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 lusty 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 Davis' organization as a salesman.

Later 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, Garner rejoined 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. Garner did most of the selling, and 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.

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

In 1923, when 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 Drumwright as manager; Miss Ruby Love, Miss Ellen Bacon, Mrs. V. E. McCharan, Wyatt Jacobs, Robert Elliott and Miss Olive Annim. Miss

Garner Manager



H. S. DRUMWRIGHT

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, 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 in many other civic capacities.

Use Daily News want ads for results. Phone 80.

Noted Educator Bishop of Omaha



A leading figure in Roman Catholic educational circles for 25 years the Most Rev. James H. Ryan, Catholic University rector above has been named bishop of Omaha. Scholastic societies and foreign governments have honored the bishop on many occasions and he holds decorations from France, Italy, and Yugo-Slavia. He is 49.

Broadway Gets Peak at Gishes



Relating experiences as melodramatic as the theatrical fictions in which they have starred, Dorothy Gish (left) and her sister, Lillian, returned to Broadway after a trip through the Balkans. They were detained in Jugo-Slavia when they decorated their dog with a ribbon that proved to be the country's national colors.

Every Woman wanting a smart dress at a low price will attend this

AUTUMN SALE OF DRESSES

Hundreds of Brand New Fall Styles, at the LOWEST Prices in Years—

COLORS	PRICES
BLACKS	\$5.95
BROWNS	\$7.95
WINES	\$10.95
GREENS	\$16.95

Buy your New COAT OR DRESS on our Lay-A-Way Plan. Get the Benefit of Early Sale Prices, And First Choice Styles.

ALTMAN'S

SMART WOMEN'S WEAR

Austria Is Due Big Gold Mining Boom in Future

DAD GASTEIN, Austria, Aug 24.—Gold mining on a large scale will be resumed shortly if negotiations now proceeding with an important British group of financiers succeeds.

For at least 2,000 years, the mines of the Tauern Mountains have contributed their share to the world's gold supply.

The Romans built a road across the forbidding Tauern mountain range especially for the transportation to Italy of the precious yellow metal from the Gastein valley, in the province of Noricum.

Past Royalty Enriched

The German emperors and, subsequently, the prince-bishops of Salzburg drew an important part of their income from these Tauern mines.

Numerous famous buildings in the lovely baroque city of Salzburg, familiar to thousands of American and British visitors at the yearly Salzburg festivals, were constructed from the Tauern gold.

The mines, however, were closed some 10 years ago because Austria lacked money for thorough modernization of the production methods.

Deterding Studies Mines

When Sir Henri Deterding, British-Dutch oil magnate, visited Gastein last year for a cure, he became interested in the mines.

Careful investigations, carried out on his behalf by international experts, revealed that with an initial investment of between \$400,000 and \$500,000 the mines can be brought up to date.

Negotiations, carried on since then, are said to near conclusion, and the population is hopeful that in the nearest future the mines will be reopened and that, thereby, approximately, 1,500 jobless in this district will find work.

Eastland county is recognized as the foremost poultry county in the state.

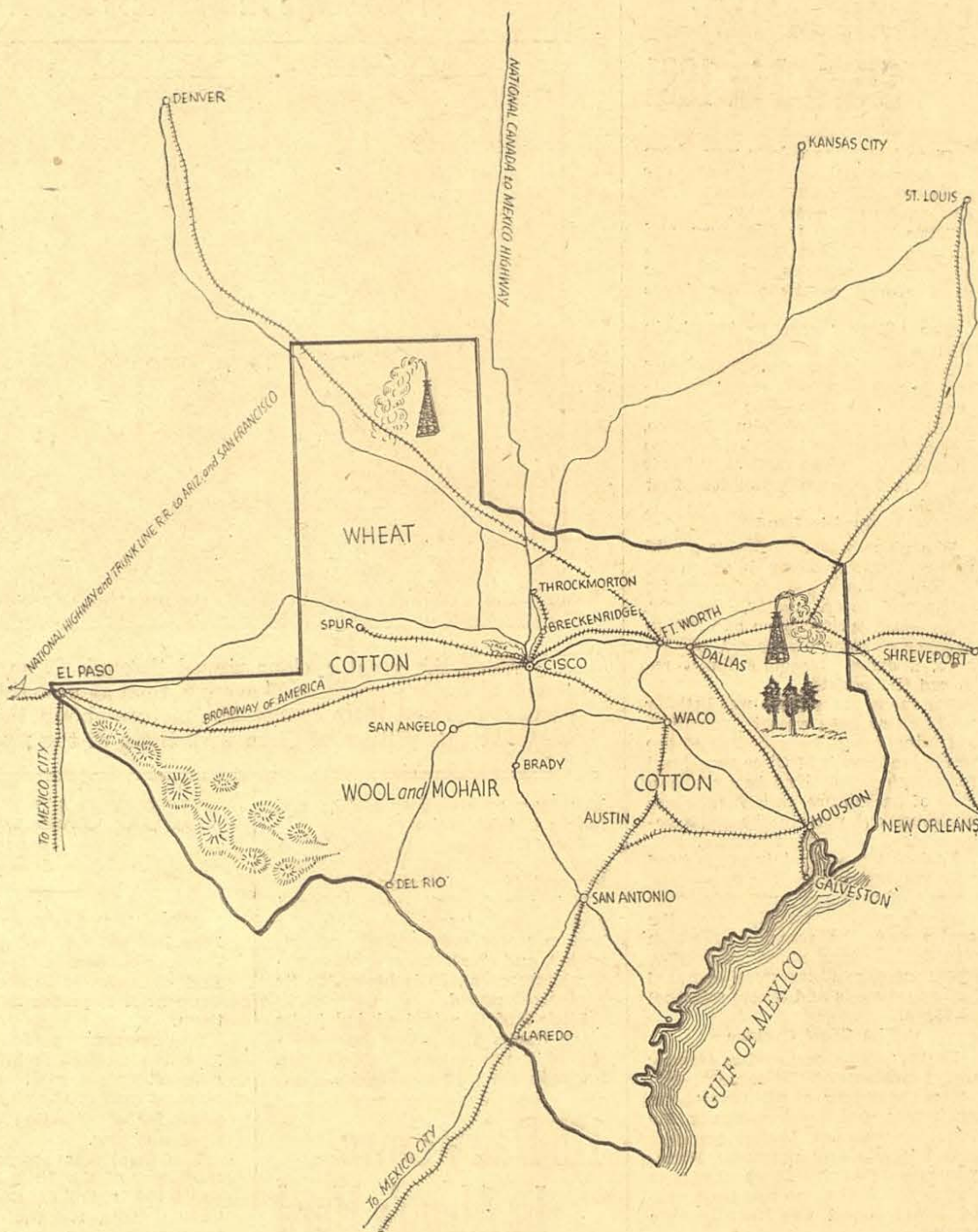
Cisco is 110 miles west of Fort Worth.

Deposits of glass sand are located near Cisco.

Streams of Eastland county drain into tributaries of the Brazos.

Patronize Our Advertisers.

Transportation Facilities and Resources of Cisco



Highways and railroads serving Cisco, and the natural resources of the area are graphically depicted in the above map of Texas, by the Cisco Boosters, published in a recent booklet, "Why Texas?"

FEATURING:

STANDARD QUALITY BRANDS OF WHOLESALE

Merchandise

ONLY HOME - OWNED WHOLESALE GROCERY IN CISCO

WE APPRECIATE YOUR BUSINESS

FOXWORTH

PHONE 50

Wholesale Grocery Co.

CISCO

CISCO LONG WAY FROM RED GAP DAYS

Growth of City Started in 1881

Cisco has come a long way from the days of the stagecoach and the store out at Red Gap to the present city, modern in every way.

Little Red Gap is dead now, and as if in its memory, Oakwood cemetery now occupies almost the same ground as the village once did.

The village "came to town" in 1881 when the crossing of the Texas Central and the Texas and Pacific railroads here formed a natural townsite. The place was named Cisco in honor of John W. Cisco, a prominent New York banker who financed the Texas Central. Then it was that the town began its first growth.

Prairie Land

The place was at first a bald prairie, little growing here except grass that made good pasturage for cattle and sheep. Later, however, trees began springing up and within memory of some of the old timers here, a dense mesquite forest replaced the prairie.

For many years there was little or no industry here except ranching, but later it was discovered that the sandy land south of Cisco was ideal for farming and there began a new type of agriculture, which still plays an important part in the city's occupational life and resources.

Various types of mining were tried with varying success. The only really successful ventures, until the time that oil was discovered, were the coal mines, the remains of which still dot the land about the city. Some of the mines were operated by the railroads and others sold coal to them.

The Great Cyclone

In 1885 there occurred a tragedy which emblazoned the name of Cisco on the minds of all Texans. On April 28 a great cyclone struck the town, leaving few houses standing and killing many persons. Newspapers carried headlines the next day saying that Cisco had been wiped away, and it was literally the truth.

But the fighting spirit of the people here set them grimly at their task of rebuilding the town, and soon it was again a thriving community growing despite hardships.

Cotton claimed the attention of Cisco, as it did of most of the south, but the fact that this was a railroad town made it doubly important, and wagon trains came overland for long distances, bringing their cotton for shipment.

The Oil Boom

Modern Cisco began with the oil boom in 1917. Like other towns of the county, Cisco experienced a phenomenal. Whereas it had had a population of 2,410 in 1910, it grew to 12,500 in the next 10 years. But Cisco escaped the worst part of the boom. It was a headquarters town rather than a boom town itself, and although oil was its chief interest, it remained the aspects of culture which had marked it from the beginning.

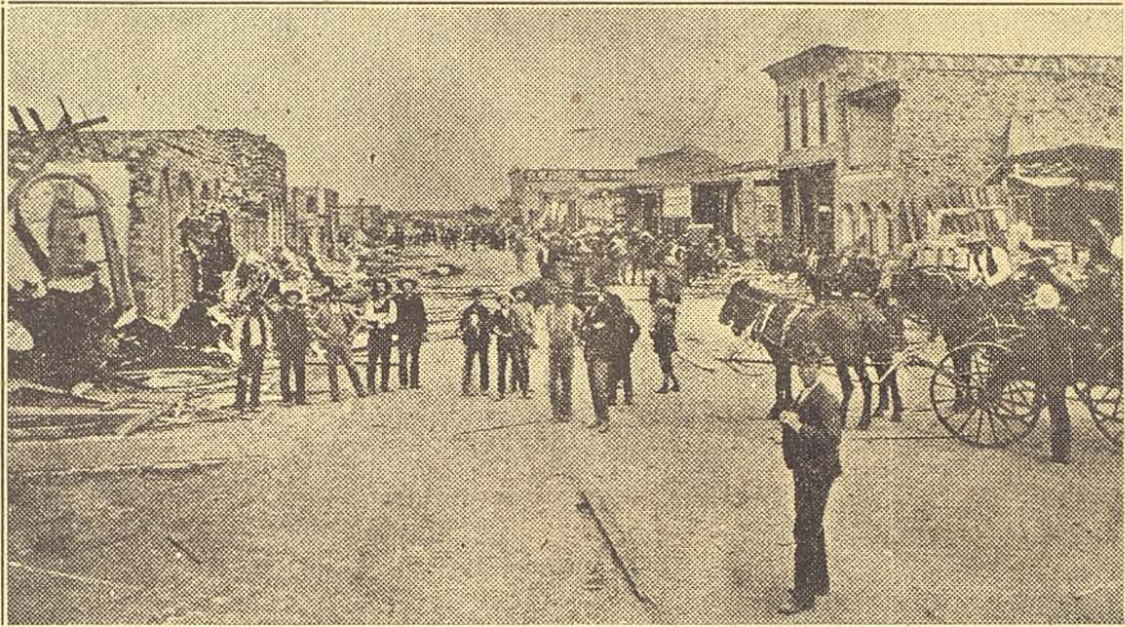
Streets were paved. The great dam at Lake Cisco was built. People had visions of greater wealth to come.

Then instead came the depression. Businesses that had flourished were no longer needed. The great East Texas field had taken away much of the demand for Eastland county oil. Gradually people began to drift away and some predicted that Cisco would be like the forgotten "ghost towns" after the boom was over.

Fought Depression

But the spirit which had rebuilt the city after the cyclone was still here. The fighting heart of the pioneers beat on. While some folded their tents and left as silently as the famed Arabs, those who believed in their city stayed on, kept their

Wreckage In Business District After the Cyclone



When the great cyclone ripped through Cisco, it leveled most of the buildings of the town. Above is a scene on D avenue, then as now the principle business street. Taken at the corner of D and Fifth Street, the picture shows the Red Front Drug Store still standing. Contrast this picture of Cisco with those of the modern city elsewhere in this edition.

businesses as best they could, and fought the depression.

Their fight has been rewarded. A new day is dawning. Times are better, and Cisco is coming back.

It is a modern city now, with rail and highway travel equal to the best, a water system that unsurpassed, and great fuel and other natural resources. It is beginning its next great period.

Little Red Gap is dead, but in its place stands a city that has conquered the past and now faces a future bright with possibilities.

125 Dairy Cows In Alsup's Herd

The Alsup Dairy, which is operated and owned by J. F. Alsup and family is situated northwest of Cisco near the Twin Lakes.

Mr. Alsup is sole owner of 125 cows, 55 of which are milked regularly for the dairy purposes. The milk which is secured through mechanical milkers is run through a cooling system before it reaches the customer making it as cool as if it had come from off ice. The milk is also bottled by an electrical device which fills eight quarts at once. It does not touch the hands of the operator.

Mr. Alsup is assisted by Emory Moad and members of the Alsup family. Both morning and night deliveries are made.

Cisco Flour Mill Started in 1934

L. K. LeFeuvre and his son-in-law, Hubert Hendricks, came to Cisco in 1934 where they established the Cisco Flour Mill located on the Breckenridge Highway.

The mill is a market for Cisco farm products and manufacturer of O. K. Flour. The flour is bleached, after which it is separated into family patent and hard wheat flour.

Several breakfast cereals are also manufactured, such as cornmeal and gifts.

Mr. and Mrs. LeFeuvre live on West Sixth street. Mr. and Mrs. Hendricks and two children are at home over the mill.

CISCO GAS CORPORATION OFFERS FIRST CLASS SERVICE TO CITY

Superintendent

Although it has been operating here less than a year, the Cisco Gas corporation has been offering first class service to the people of Cisco as it dispenses natural gas to them.

The company was formed during 1934 in an effort to bring about a satisfactory gas rate. Outstanding business men of the city led in the move for organization of a municipal company.

The Cisco Gas corporation is a subsidiary of the Hickok system, of which the Hickok Oil Corporation of Toledo, Ohio, is the controlling company.

Cisco has been made the headquarters of the Texas division of the Hickok interests, with R. L. Ponsler general superintendent. Ponsler has lived here for a number of years. He has been with the company since 1923.

The Hickok companies have been operating in the county for 13 years, the first company being the Consolidated Gasoline company of Eastland, which was started in 1922.

Producing and developing activities were begun in 1925. The producing division's territory work has been general, over much of West and South Texas. At present a wildcat well is being drilled near Trent.

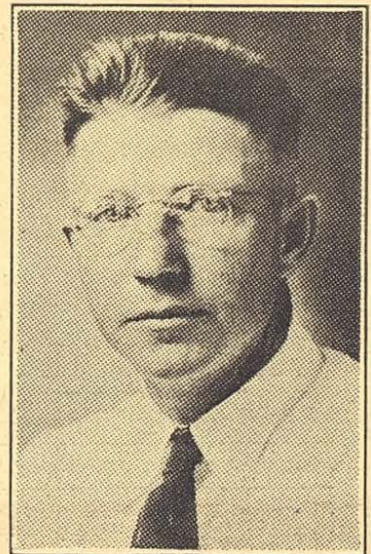
Organized last year, the Cisco Gas corporation began immediately to build up a complete system for distribution of gas to all parts of the city, using all new material and furnishing work for hundreds of Ciscoans.

On October 29, the company held its formal opening, a large crowd jamming the offices where attractive displays of Hickok features and gas fixtures were shown. Since that time the company has been serving Cisco with gas from 35 wells in the Cisco and Eastland field.

The company is proud of the record it has already made and is looking forward to better service of the people of Cisco in the future.

After the headquarters for the Texas division of the Hickok system were moved from Eastland to Cisco, Horace Condey, auditor for the company came here as a Cisco citizen in January. He has been with the company for 12 years.

Frank Bond is field superintendent for the company.
H. G. Bailey, a resident of Cisco



R. L. PONSLER

for many years, is cashier of the Cisco Gas Corporation. He is ably assisted by Miss Virginia Carter.

Mrs. H. T. Huffman is in the office here in the accounting department.

Wesley Harrell, who was reared in Cisco and received his public school training here before attending engineering school, is engineer for the company.

The men who are to be depended upon when in case of any emergency as well as for routine work are C. B. Hill and J. W. Sledge of the service department. J. S. Mitchell is store keeper.

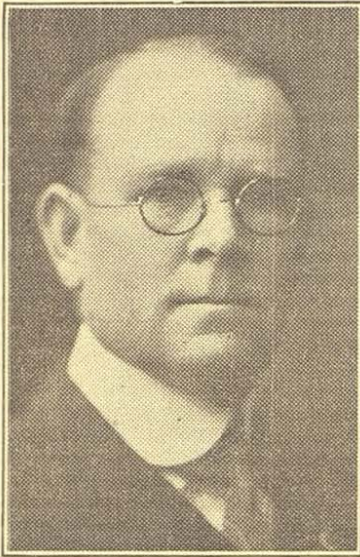
Eastland county has mineral waters which have gained fame for curative powers.

Eastland county has more inhabitants in proportion to area than the state's average.

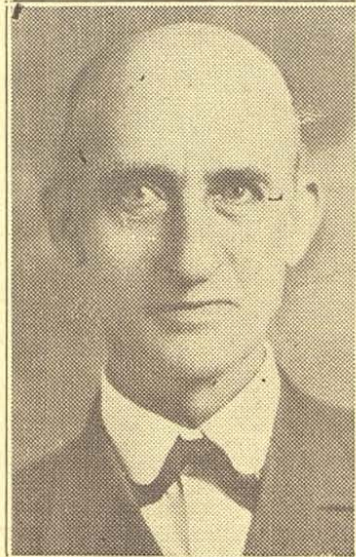
The area of Eastland county is 926 square miles.

Average rainfall here is 27 inches annually.

GROUP OF MEN PROMINENT IN BUSINESS AND CIVIC LIFE OF CISCO



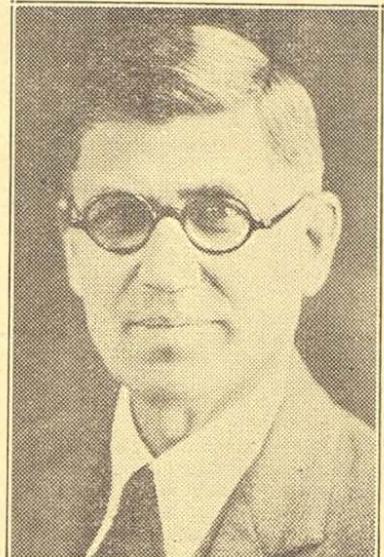
J. R. BURNETT
Attorney, Commissioner,
Mayor Pro-Tem



DR. W. P. LEE
City Health Officer



DR. PAUL WOODS
Dentist



O. S. CARROLL
Plymouth Dealer



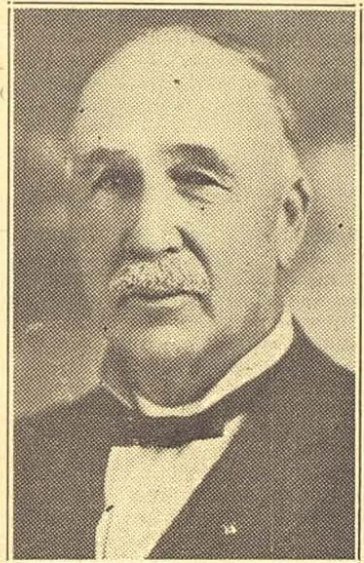
H. A. BIBLE
City Commissioner



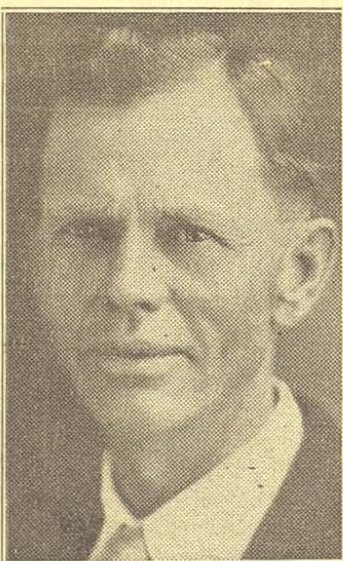
DR. HUBERT SEALE
Physician, Civic Leader



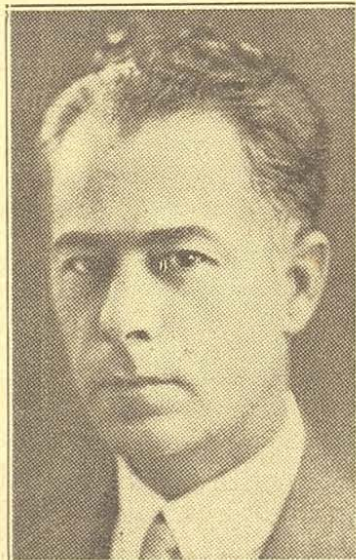
DR. W. I. GHORMLEY
Optometrist



JUDGE D. K. SCOTT
Attorney



JOE CLEMENTS
Street Superintendent



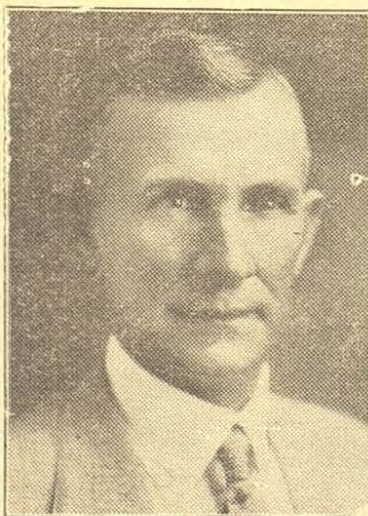
DR. D. BALL
Physician



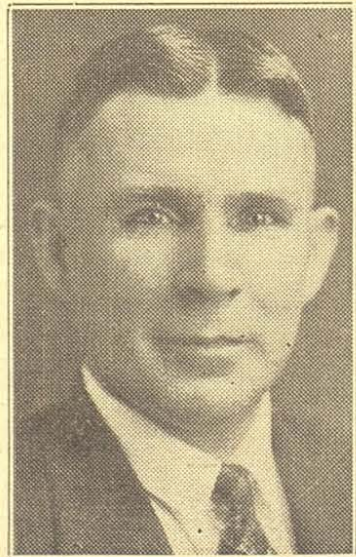
GUY DABNEY



DR. G. M. STEPHENSON
Osteopath



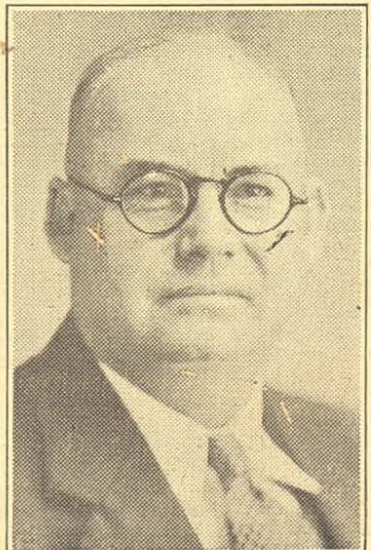
K. H. PITTARD



DR. F. E. CLARK
Physician



J. A. BEARMAN
Oil and Gas Operator



J. C. KING
Agent M.-K.-T. Railroad

WEST TEXAS UTILITIES COMPANY HELPS DEVELOP THIS TERRITORY

Only 12 years old as a public service organization, the West Texas Utilities company was granted its state charter on January 1, 1923. Previously the organization here has been known as the Cisco Gas and Electric company and the Cisco Ice company. It had operated under the supervision of the American Public Service company.

With the organization of the West Texas Utilities company, a group of local organizations, such as the ones at Cisco, were formed into a compact unit operated out of central headquarters.

Primarily Light and Power

The company is primarily a light and power service organization, while it has operated gas and ice and water utilities, in each instance where this is true the plants were acquired with power and light franchises. Recently, it sold the gas distribution systems at Cisco and at Abilene to the Community Natural Gas company, and retired into its primary function of furnishing electric light and power and ice here. It had acquired these gas plants in acquiring the light and power systems at the two places.

Purchased in 1914

The Cisco Gas and Electric company and the Cisco Ice company passed into the hands of the organizers of the West Texas Utilities company in 1914. The property was purchased from a group headed by J. M. Williamson and Henry Benham. George Beer was the first manager under the new regime. He was succeeded by a manager who bore the name of "Happy" Meyers. Meyers is now chief engineer for an ice company at Longview, Texas. The next manager was named Snodgrass, and after Mr. Snodgrass, P. W. Campbell took over the management of the local properties on August 1, 1919.

With P. W. Campbell begins the modern history of the West Texas Utilities company in Cisco. When he came here the city was in the throes of extreme boom development. Day after day "P. W." sat in his office, the door opening to let in one or two customers at a time to discuss laying lines for gas service and stringing wires for power service.

During this boom period Floyd Petty was chief engineer at the ice plant and C. C. Sellers, now assistant treasurer of the West Texas Utilities company, was chief accountant for the local concern. The office was in the present ice and power plant on East Fifth street.

"P. W." who is widely known and well liked throughout West Texas, remained in Cisco over the transformation period, and became superintendent of the Cisco district when the West Texas Utilities company was organized. This district furnishes service to towns in Eastland, Callahan, Shackelford and Throckmorton counties.

Reminiscences

"P. W." enjoys nothing better than reminiscences of the days when the work of extending the services of the rapidly growing company was done not with trucks and automobile equipment but with horse drawn vehicles. He recalls vividly the time that the company purchased its first oil field truck, a Dodge.

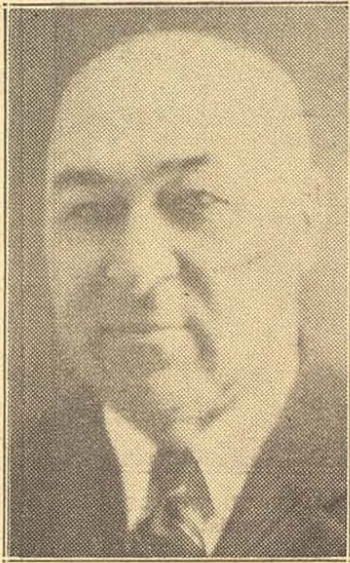
In 1923 "P. W." "went up." He was made traffic manager for the West Texas Utilities system and placed in charge of public relations and safety direction, a position he still holds. He moved to Abilene.

He was succeeded in the Cisco superintendency by P. P. Shepard, of Stamford, a veteran of the public service industry, who "cut his teeth" on the steel rails of the street transportation system of Cary, Illinois. "Papa" Shepard, as he is known, recounts numerous anecdotes of the dramatic battles that occupied his early years in association with the development of public utilities.

Statistics

The history of the West Texas Utilities company can be vividly told in statistics. Speaking of the system as a whole, it has grown from a \$3,000,000 corporation in 1920, to a \$50,000,000 in 1934. In

District Head



P. P. SHEPARD

1920 it served seven communities; today it serves 135. In 1920 it operated 83 miles of transmission lines; it now operates 2,600 miles.

In the beginning days of what is now the West Texas Utilities company power was supplied the patrons from small and isolated generating plants. Today, so far has advanced the science and mechanics of power and light service, that the farflung system of the company is mainly supplied by three major generating stations. In the early days the customer, turning a button for light or power, was more than apt to find the current weak at times of peak loads, such as occurred on ironing days. Today, so well integrated is the system, so well adjusted to the needs and emergencies of service, that the company is able at all times to keep the load adjusted to the maximum requirements of consumer demand.

Influence in West Texas

The West Texas Utilities company has been one of the most influential factors in the building of West Texas. Its services span an area about one-third the size of Texas, serving hundreds of thousands of customers.

It has pursued a policy of constant rate reduction in accord with the economies effected in operation, passing on these savings to the customers, and putting its hope for profitable plant operation in mass consumption. Since the company was organized it has reduced rates approximately 60 per cent, these reductions being voluntary. Today Cisco and the entire territory served by the West Texas Utilities has the advantage of cheaper light and power rates than the national average for these rates.

District officials located here are: P. P. Shepard, district manager; R. C. Giles, district chief clerk; O. J. Russell, ice superintendent; O. C. Lomax, line foreman; Oran Shackelford, district sales manager; R. D. Midgley, district storekeeper, and J. E. Proctor, district plant chief.

SOVIET ERECTS GLOBE

MOSCOW, — A giant revolving globe is being erected in the Central Park of Culture and Rest, Moscow. The globe will show in relief all frontiers of countries as well as railways and water and air ways.

CAT AND ROBIN PALS

KINGSTON, Mass., — A cat, owned by Mr. and Mrs. Clinton Baker, and a baby robin are the best of friends. The cat brought home the robin in its mouth after the bird had fallen from a tree.

NUGGETS MAILED

SEATTLE — The most valuable candy tin ever to reach Seattle arrived by registered mail from Dawson, Y. T. It contained \$17,000 worth of gold dust and nuggets.

Use Daily News want ads for results. Phone 80.

Developed Company



P. W. CAMPBELL

TRUCK SPREADS FIRE

STEVENS POINT, Wis., — A. L. Laskowski was an unprofitable customer of a gasoline station here when he drove in with about a ton and a half of hay on his truck, tipped over a pump which ignited from short circuiting its electric wires. Hastening away Laskowski tipped over another pump which helped feed the fire.

LOOT 6 CENTS

WALTHAM, Mass., — Two bandits kidnaped and robbed Alphonse White, 13, of Watertown. Their only loot was six cents.

CHOOSE HIVE SHOP

MONTESANO, Wash. — A swarm of bees made their headquarters at the Bee Hive Coffee Shop.

Wilson's Shop Is 17 Years Old

Coming to Cisco 45 years ago and opening a barber shop at his present location 17 years ago makes L. D. Wilson one of the old citizens of Cisco without being really old, and makes his shop one of the oldest places still doing business here.

The L. D. Wilson barber shop is one of the four oldest businesses in Cisco. Only John H. Garner's, Dean Drug and Collins Hardware outrank it in seniority.

Wilson came to Cisco from Colorado in 1890. This city was then a "village" of 1,000 people. That was before any of the present business houses were opened, and Mr. Wilson witnessed all stages of the growth of the small community into a thriving young city. He saw the first water system installed, the first street paving and the coming of all modern improvements.

Another thing he vividly remembers is the cyclone of 1883 that destroyed the city.

He opened his barber shop in its present location in 1918.

Wilson is secretary of the Cisco Masonic bodies. He and Mrs. Wilson have one son, John A. Wilson, who is connected with the Cleburne Times Review, and two daughters, Ethel and Mary.

FORGETS TRAINING

DEFIANCE, O., — Fireman Jobe English has a job which followed him home on his day off. He dropped a "dead" match in a waste paper basket and found the room ablaze a moment later.

VERONA, Mo., — Mrs. Ella Berry, seamstress, still is using a sewing machine she bought 41 years ago for \$19.50.

A Dependable Barber Shop For SEVENTEEN YEARS

For Seventeen Years we have maintained a Clean, Sanitary Barber Shop for the men who like a Good Job with lots of Added Service. We have lots of Services to Offer...avail yourself of them.



BARBERS EXPERT

IT PAYS TO LOOK WELL!

VISIT OUR SHOP — TRY OUR WORK
WE KNOW YOU WILL LIKE IT
L. D. WILSON

BARBER SHOP

611 Avenue D

Cisco

Rockwell Bros. Successful Firm

A lumber yard in Cisco marked the beginning of the Rockwell Brothers and Company, when J. M. Rockwell purchased it from his employer, M. T. Jones in 1898. The present head of the company, James W. Rockwell, is one of three sons of the founder.

The lumber company grew under Rockwell guidance and today there are 23 of the yards scattered over the state.

F. E. Harrell, manager of the Cisco yard, became connected with the company in 1903, when he was employed as a general helper. Later he was shifted about through West Texas, organizing the various yards.

While being shifted about he was married to Miss Ethelia Rush at Amarillo. The couple have a son, Wesley Cisco engineer.

Coming to Cisco, the Harrells made their home here permanently, although Mr. Harrell has continued at other yards.

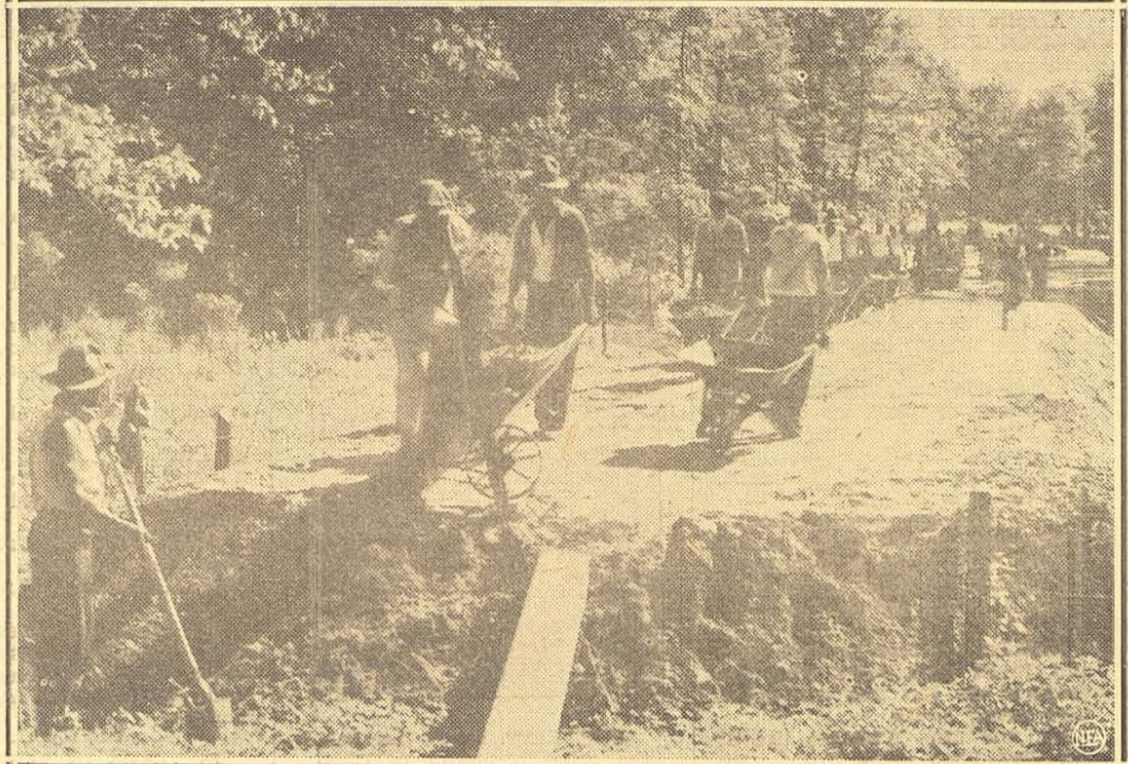
The Harrells live three miles west of Cisco on an irrigated farm that is the pride of the lumberman. Water for irrigation comes from his own private lake. He has been very successful in the production of alfalfa, corn and other feedstuffs and in sheep and goat raising.

GOLF BALL EXPLODES

LOGAN, Utah, — While removing the cover from a golf ball, Verr Weatherston, son of a deputy sheriff, received serious facial injuries when the ball exploded.

Patronize Our Advertisers

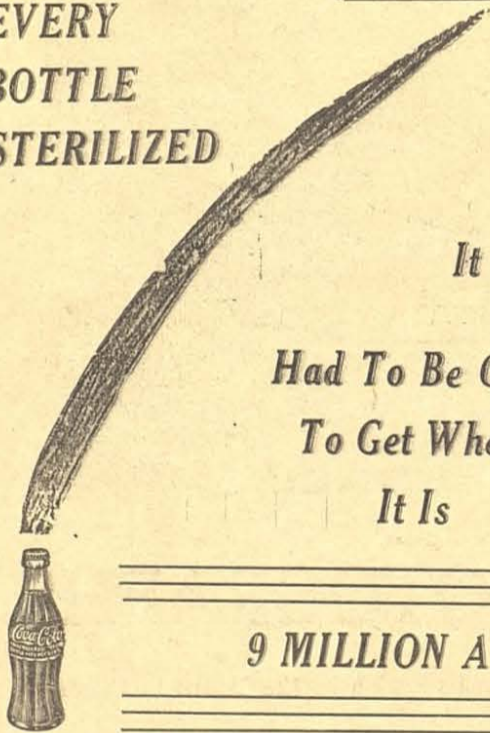
There's Some Work, Even in Federal Veterans' "Heaven"



They lead the "life of Riley," World War veterans assigned to the Federal relief camps in the south admit, even though they have to do some work in return for their \$30 to \$45 a month and keep. Above a group encamped near Charleston, S. C., lend a hand in building a new road linking another camp. Others work a few hours a day to keep the camp in repair. The veterans' "heaven" has been established to prevent a recurrence of the Hoover bonus march.

NEWS ADS GET RESULTS

EVERY
BOTTLE
STERILIZED



DRINK
Coca-Cola
Delicious and Refreshing

It

Had To Be Good
To Get Where
It Is

9 MILLION A DAY

COCA COLA BOTTLING CO.

IT PAYS
To Buy
THE BEST

USE "THAT—
GOOD GULF
GASOLINE"

J. B. PRATT

DISTRIBUTOR

VISION OF STORES FROM COAST TO COAST STARTED A. AND P. CO

A spice and tea dealer who had a vision of a chain of stores that would reach from coast to coast resulted in the establishment of the Great Atlantic and Pacific Tea company, of which there are now approximately 17,500 stores in the United States.

The firm was founded by George Huntington Hartford in 1859. Hartford at first sold only tea and spices, but later branched out and started a grocery complete store. The store was such a success that the company wanted to establish more like it until they would cover the entire nation.

Stores now operating out of the Dallas unit, of which the Cisco establishment is one, number approximately 260. The Dallas unit includes stores of Texas, Louisiana, Arkansas, and Oklahoma.

C. G. Whitaker is store manager in the Cisco branch of the A. and P., and F. N. Taylor is manager of the market. Employed in the store are S. J. Arthur and Charles Tucker.

Whitaker has been here six years and Taylor eight years. They are proud of the fact that they spend their money locally.

Mr. and Mrs. Whitaker live at 503 West First street. They have two sons.

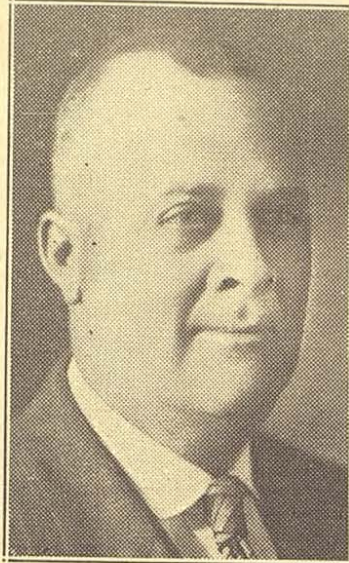
Mr. and Mrs. Taylor are living at 809 West Third street. They have one baby, a boy.

It is the policy of A. and P. to buy on a very large scale and to sell its products at the lowest price possible. Honest weight and courteous service have made many friends for the company here.

Eastland county has mineral waters which have gained fame for curative powers.

The area of Eastland county is 926 square miles.

Cisco Mayor



J. T. Berry, above, has held the office of mayor of Cisco for a little more than four years. He recently began his third term in the office.

DESIGNS HUGE LENS

LENINGRAD, — The Leningrad Optical Plant is designing the first Soviet sun telescope of colossal dimensions. Its total weight will be 11 tons.

MEANEST THIEF AT WORK

CONCORD, N. H., — Concord's nomination for the meanest thief goes to the man who stole especially-fitted glasses of William Canty, 55, partially blind and jobless.

Man's Store Was Started in 1925

The Man's Store here represents the work of a partnership that has worked hard and faithfully since it began in 1925 to make it the best men's furnishings store in this part of the state.

The partnership began in 1925 when Nick Miller and J. D. Lauderdale purchased the store, then owned by Patton and Hogan. They modernized it and have kept abreast with the times, until now the store has acquired a reputation for both style and quality that are outstanding.

Miller first worked for T. J. Dean but later went to Stamford to enter the clothing business. Returning here, he and Lauderdale, a banker, purchased The Man's Store.

Miller, with the assistance of Ikey Parma, operates the business, while Lauderdale is not active in it.

The store specializes in Stetson and Borsalino hats, Florsheim shoes, Wilson Brothers underwear and pajamas, and Michael Stern clothes.

85 YEARS IN SAME HOUSE

CALICO ROCK, Ark., — The Rev. and Mrs. Erwin Hall have spent 65 years of their married life in this hill town. The Rev. Hall has lived in the same house 84 of his 85 years.

STEM YIELDS LOST RING

TOLEDO, O., — Mrs. Leola Dishon gathered some beets in the garden of her home at Belmore, found a bright gold ring around the stem of one. It was her wedding ring, lost three years ago.

Cisco Foresees Great Lobo Band

Cisco is looking forward to the development of another great Lobo band in the near future.

Robert L. Maddox, director, began his first year here last June and will start his first school year in September. He has been working hard to develop the musical material of the city during the summer.

Already Director Maddox has made remarkable steps in the organization of a junior band. There are at present 41 youngsters playing in it, and more likely will begin as soon as school starts.

In the senior organization there are about 35 musicians, all of whom have had previous band experience. They will start drilling for the coming football before long.

Maddox this year came to Cisco from Ranger, where he had been very successful for seven years. He is a graduate of Baylor University.

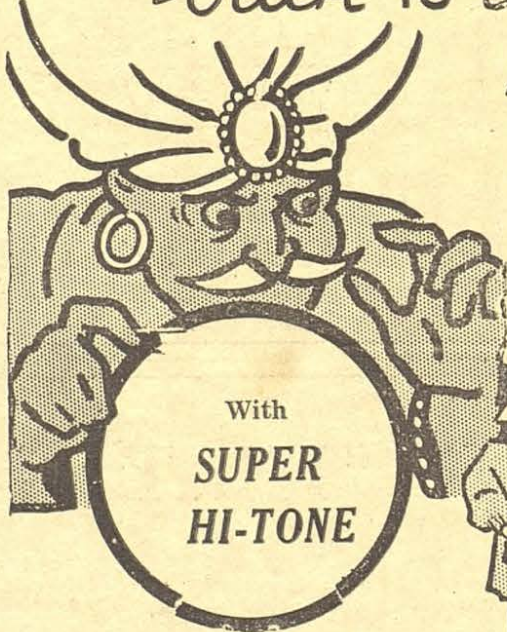
Under the baton of G. W. Colum, who resigned in the spring to go to Eastland, the Lobo band won several West Texas band championships and once competed in the national meet. Much is expected when Maddox gets his musicians thoroughly organized and Ciscoans are looking forward to more championships.

Eastland county has more inhabitants in proportion to area than the state's average.

Average rainfall here is 27 inches annually.

Daily News and American and Roundup want ads are a good investment.—Phone 80.

We BRING YOUR CLOTHES
back to life



FOR PROMPT
DELIVERY
Phone 282

With
**SUPER
HI-TONE**



Everyday wear soils your Garments. Add to this the absorbing of body moisture. Result... clothes get lifeless... lose color. But by our amazing safe Dry Cleaning Process, we bring your clothes back to life... restore sheen... preserve texture... give colors new sparkle. And we hand-finish all garments at no extra cost.

Oldest Cleaning
and Pressing Estab-
lishment in Cisco!

POWELL'S CLEANING PLANT

PHONE 282

CISCO



PHOTOGRAPHS

You Will Cherish in the Years to Come!

A KIZER STUDIO PHOTOGRAPH is the Finest record you can make of the present time. It will be something that you will enjoy and cherish in the future, recalling memories that cannot return..

KIZER'S STUDIO

— MAKERS OF FINER PHOTOGRAPHS —

CISCO

613 Avenue D.

Hotel Experience Of Donicas Great

Mr. and Mrs. J. C. Donica, proprietors of the 45-room Mobley hotel, have spent many years in the hotel business in different places in Texas.

Mrs. Donica has gained an enviable reputation as a supervisor of good cooking and people who have known her at other places, go out of their way to eat at her table again.

In addition to their family style meals at the popular price of 35 cents, they are offering cozy, comfortable rooms by the day, week or month at very reasonable prices. Their rooms are cool in summer and warm in winter, with a view looking out on beautiful, well kept parks that give a restful atmosphere.

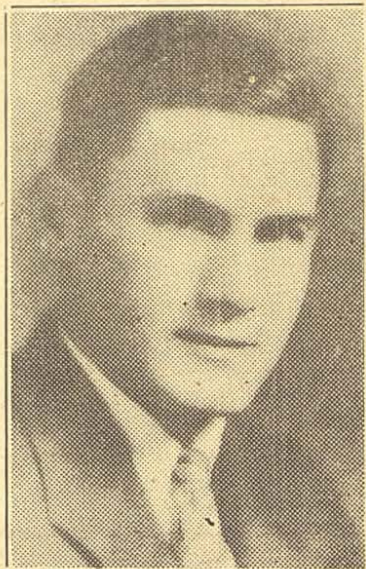
Traveling people are solicited to stop here, and special inducements are offered to tourists or those who might wish to avail themselves of the delightful climate of Cisco during either summer or winter, by making a prolonged stay.

BLAST SCARES LAW

SPRINGFIELD, Mo., — 'Tis a strange sound, the pop of a home brew bottle, these days. In fact, so strange that when a couple of confiscated quarts blew up, Sheriff Scott Curtiss reached for his gun, thinking it was a jail break.

TOLEDO, O., — Glass so strong it has been used as a diving board and to support an elephant is being manufactured in Toledo. This latest product of the flat glass industry is identical in its chemical composition to ordinary glass. It is known as tempered, or heat-treated glass.

Pencil Farmer

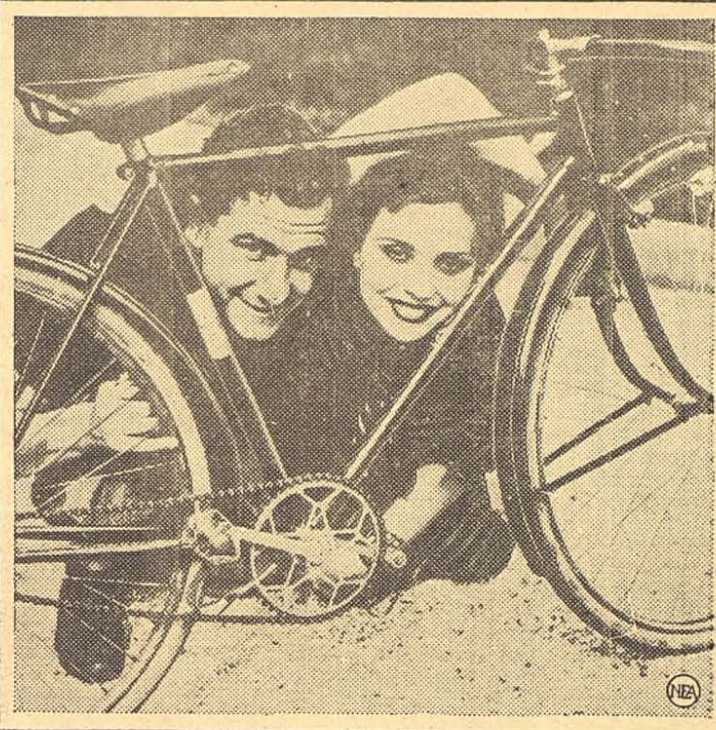


Much credit is due J. M. Bird, above, vocational agriculture teacher and agriculture secretary of the Chamber of Commerce, for his work in the fight against erosion. He last winter instituted a terracing campaign that already has proved beneficial to farmers of this section. As sponsor of the two Future Farmer chapters here, he has done much toward spreading the F. F. A. work and in making the annual encampments a success.

BEES HOLD UP PARADE

BRIGHAM CITY, Utah, — A parade was ready to start when a swarm of bees alighted on the drivers' seat of a float. Balked, the paraders were held up until a beeman could be sent for to remove the buzzing swarm.

On a Bicycle Built for One



Alfred Letourner's bicycle was built for one, but he's traveling tandem now. Letourner and his bride, the former Mlle. Lyda Carnot, Folies Bergere beauty, smile through the frame of the wheel which the six-day race star is riding in motor-paced events at Nutley, N. J.

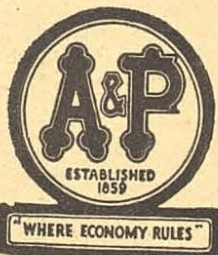
PRACTICES 75 YEARS

SPRINGFIELD, Mo., — Dr. John Wesley, 96, a practicing Ozarks physician for 75 years, attributes his advanced years to the fact that he "was born so long ago," has never taken a thimble full of liquor and never smokes or chews tobacco.

FARMER, 90, SHOCKS GRAIN

LAGRANGE, Ind., — It was not unusual to neighbors of Charles Junod, 90-year-old farmer, to see him walk there or four miles a day, but the aged man amazed his friends when he went to the fields with his workmen and helped them shock grain. He kept pace with the younger men.

1859



1935

We congratulate the Cisco Daily News on its Texas Centennial co-operative Edition, designed to Advertise Cisco and her natural resources and Recreation Facilities to the World.

We have stood for Progress and a Better Service since 1859. These men are ready to Serve you at your local store in Cisco:

C. G. Whitaker, manager; F. N. Taylor, Manager of Market; S. J. Arthur and Charles R. Tucker.

We Call Your Attention to the A. & P. Coffee Trio, the three most popular brands of Coffee Today:

COFFEE, 8 O'CLOCK MILD AND MELLOW, LB. 17^c

RED CIRCLE
COFFEE

RICH AND FULL BODIED
LB. 19^c

BOKAR
COFFEE

VIGOROUS AND WINEY
LB. 23^c

Altman Business Grows in 2 Years

Altman's Style Shop, operated by F. B. Altman, has been in Cisco only a little more than two years, but already the volume of business has grown to far more than it was the first year.

Altman, pointing out that the shop sells internationally known brands of merchandise, but said that this is based upon quality rather than any preference for certain names.

In 1932 Altman and his father, S. W. Altman moved here from Abilene and purchased a grocery store on D avenue. Later they opened the exclusive women's style shop and the younger Altman became manager of it. After a year the company sold the grocery store and the senior partner moved to Moran, where he purchased a dry goods store. Later a dry goods store at Albany was bought, bringing the number of stores to four. The company had maintained a store at Lorraine before they came here and continued to run it with a nephew of S. W. Altman as manager.

F. B. Altman is well known among the younger business men, not only as a leading Cisco merchant, but as a follower of sports and a civic worker.

He is assisted at the style show by Mrs. George Weaver and Mrs. Myrtle Anderson.

American Legion Formed in 1920

The John William Butts Post of the American Legion was organized in the fall of 1920 by a group of men whose purpose was to give local expression to the principles embodied in the Legion constitution and preamble. These principles are a devotion to mutual helpfulness, the fostering of patriotism, and the safeguarding for posterity of those ideals for which they are their comrades fought.

The post took its name in memory of John William Butts, son of Judge and Mrs. J. J. Butts, who lost his life in line of duty, and who was a native son of this community.

The first meeting called by the men of service of this community was attended by more than 150 service men, who named Dean Sherry as post commander and Frank Bell as adjutant. These officers served for the remainder of 1919. From that date to this it has been the policy of the post to change post commanders annually such being the policy of the national organization. This post has therefore had 16 commanders to date.

In the past, under the leadership of these men loyalty supported by their comrades, the post has rendered significant service for Cisco.

Membership in the legion is regarded as an honor and a responsibility reserved to those in whom actual service has created an understanding of the practical meaning of the principles for which it stands.

The organization is dedicated to combat the teaching of pacifism, internationalism, communism or any other "ism" that tends to destroy the true spirit of American patriotism. It also has dedicated its efforts, time and ability to community service and, its units are organized to assist in case of national or local disaster or trouble.

Present officers are Leon McPherson, post commander, W. C. McDaniel, adjutant, W. C. Clough, vice president; Haywood Cabaness, service officer.

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

Patronize Our Advertisers.

Hardware Dealer



J. J. COLLINS

Collins Came To Seek Adventure

J. J. Collins, a native of Cardiff, Wales, had the adventurous blood of the English that made them the greatest explorers of new lands of any people on earth. And they had something more when they came they stayed—settled down and made themselves homes.

That's what Jim did. He came to America and to Texas to follow his uncle, John Colline, who had been in Cisco since the date of its birth, 1881. Jim received employment and after a number of years went into business with his uncle. At that time saddle making was a great business in Texas. He learned the leather business, but when in the progress of time he found that the horse was being supplanted and saddle making would no longer be profitable, he gradually went into hardware and implements, a business he had learned while working for others.

On the death of the elder Collins Jim succeeded to the business and it has continually grown, later adding a complete line of sporting goods.

Collins has been a worker for his community all these years. President of the Chamber of Commerce, and a good one, fire chief, and on almost every committee that works for good roads or city improvement, he has always enjoyed the confidence of his friends as a man conservative, yet progressive.

In 1905, he married Miss Willie Ballew and they have one son, Con, and three daughters, Ida Mae, member of the high school faculty; Agnes and Catherine, and one grandson, Mickey Collins.

Hyatt and Wood Have Good Trade

The Hyatt and Wood grocery firm in Cisco was established in 1928, when J. R. Hyatt and his son-in-law, S. R. Wood, located at 119 D avenue.

In 1934 Maytag washing machines were added to the business under the management of Wood. Thirteen salesmen and one service man are employed to cover Eastland and Callahan counties.

In 1935 Hyatt and Wood engaged in selling Frigidaires, covering Eastland, Ranger, Carbon, Gorman and De Leon. Headquarters are in Eastland.

Hyatt manages the grocery business while the bookkeeping and other departments are under the supervision of Wood.

Patronize Our Advertisers

Laguna Hotel Manager Foresees Big Centennial Year for Cisco In 1936

The Laguna hotel, under the management of George W. Foster, is looking forward to a great Centennial year in 1936.

"We expect many tourists next year," Foster said, in reply to a question as to the part of Cisco and his hotel in the exposition.

The Laguna is becoming well known as a meeting place of local organizations and as a convention center. It will be the official headquarters of the Lions clubs of District 2-E at their annual convention next spring.

"During June we had the best month since this company began operating the hotel." Foster's company, The National Hotels, Inc., has operated the Laguna since February, 1931. It has 26 other hotels in the south.

Opened in 1928

The hotel was opened in 1928 after a group of business men, seeing that a real future awaits Cisco, realized that a modern hotel was needed.

The hotel, one of the finest small-city hotels in the southwest, contains 110 rooms, a roof garden, banquet room, and coffee shop. It caters to both permanent and transient guests and has 16 apartments.

George W. Foster, Laguna manager, came here in April of this year from St. Louis, where he was manager of the Marquette hotel for three years at the same time manager of the Meadowbrook country club.

A native Texan, Foster was born

Hotel Manager



GEORGE W. FOSTER

at Honey Grove, but spent most of his life in Missouri and Tennessee hotels. He is married but has no children.

In addition to the Laguna, Foster manages the Gholson hotel of Ranger but makes his home here.

Patronize Our Advertisers

For Cool Comfort in the Summer for
Cozy Warmth in the Winter
Stop at The—

MOBLEY HOTEL

47 Rooms—All Conveniently Arranged—Good Comfortable Beds.

Located in the Heart of the City, yet Surrounded by Natural and Artificial Pleasantries that Appeal to those who love Home Life.

Regular Family Style Meals 35c

RATES REASONABLE

Special Rates by Week

EVERYTHING MODERN

MR. AND MRS. J. C. DONICA, Mgrs.
Cisco, Texas

Savoy Partners Loyal Citizens

Two loyal citizens of Cisco and of the United States are the owners of the Savoy cafe.

Nick Nicklas and Sam Draganas cousins, came to Cisco from the same city in Greece to form a partnership that still exists in the Savoy. Both have taken the hard way of becoming real citizens of this country, naturalization, and both have proved themselves worthy of the title of American citizens.

Sam and Nick, as they are known to their friends, met in Cisco after each had come to the United States and formed a partnership. Sam had come to this country in 1911 and Nick in 1913.

The two opened the Mecca cafe here during the boom days of 1919 and took over the Savoy in 1921. They have operated the latter business ever since, catering to a high class clientele by living up to their motto of "Service and quality."

Sam was married in 1921 to Miss Lois Greer, a Texan, and the couple have two daughters, Catherine, a high school student, and Helen, in the grammar school.

TIFFIN, O., — Friends who testified a Tiffin man "couldn't stand" chicken feathers and it "hurt his hands" to pluck them couldn't get him back on the FERA rolls. County Relief Director H. P. Boulboulle dropped the man because he was "too busy working for the FERA" to take a \$12-a-week job as a chicken picker.

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

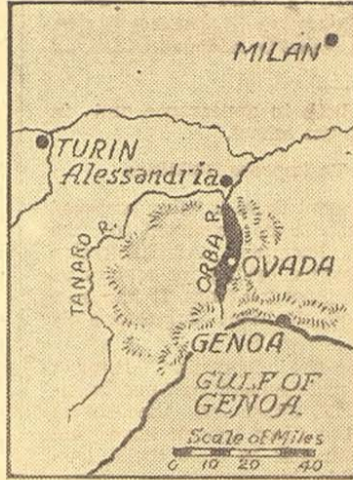
Stri-i-ke! \$100,000 Suit Hits Vosmik



Waiting 'em out is smart in baseball, but it doesn't work so well in the matrimonial league. So Joe Vosmik, star Cleveland Indian outfielder, discovered when Miss Minnie Bahr, attractive Cleveland girl, above, curved 'one over in the form of a \$100,000 breach of promise suit, charging that Joe agreed to marry her in October, 1928, continued to delay till August, 1934, then refused to wed.

Patronize Our Advertisers.

Where 1000 Died In Dam Disaster



Causing a death toll estimated at 1000, a fifteen foot wall of water swept through the Orba River valley in the Piedmont region of Italy near Genoa when a 100-foot dam at the end of Lake Orticeia collapsed. The disaster area is shown in black on the map. Torrential storms that flooded the lake region were blamed for the dam's collapse.

HUGE SWORDFISH CAUGHT
BOSTON, — An immense swordfish weighing 467 pounds and measuring 14 feet was caught off the Georges Banks by the Boston schooner Marie and Henrietta. It was the biggest swordfish taken this season.

OLD AGE SAVES HORSE
CARBONDALE, Ill., — Only old age saved Bob Dillinger's horse from death. Dillinger asked Dr. M. Austin, of Carbondale, veterinary, to kill the animal. The doctor refused when he found the horse to be 39 years old.

Henderson's Life Varied and Busy

H. C. Henderson, a native of Georgia, but who has spent his active business life in Cisco and at Commerce, Texas, where he gained valuable experience in business and in making friends, represents C. D. Hardnett, wholesale grocers of Ranger.

While Henderson's business is grocery representative, he has such a large share in civic and social work that one sometimes forgets. Henderson's business connections. President of the Men's Bible class in the First Presbyterian church, chairman of the board of deacons and leader in every social event of that friendly congregation, H. C., as his friends call him, is intensely busy every moment of his time that his business is not calling him from the city.

In addition to these activities. Henderson is serving his second term as police commissioner and as such has been able to cut the key rate of fire insurance from a penalty of 15 per cent to a credit of 12 per cent with the hope of raising that to the possible maximum of three per cent more.

Cisco now enjoys an unusually harmonious police protection and a personnel in that body that rates unusually high. This body as headed by Mr. Henderson enjoys the confidence of the entire citizenship of the city.

Henderson's marriage in 1910 to Miss Hattie Sisk of Paint Rock resulted in a family of three children, Eugene of Dallas, Leon of Pecos, and Mrs. Blair Clark of Cisco.

Patronize Our Advertisers.

THE C. D. HARTNETT CO.

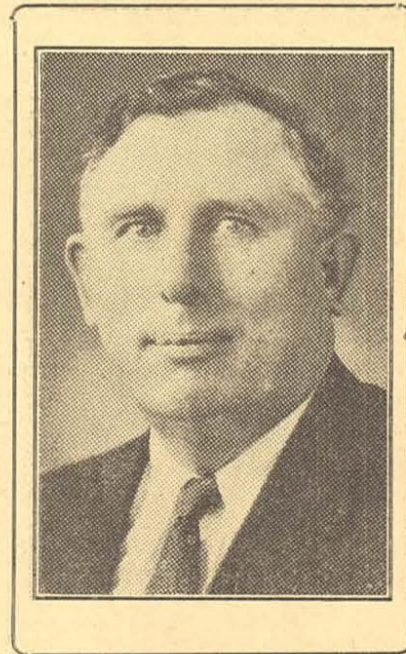
Wholesale Grocers

DISTRIBUTORS OF

3 MEAL COFFEE CRUSTENE SHORTENING

PANCRUST SHORTENING

KUNERS CAN VEGETABLES WAMBA COFFEE



WE APPRECIATE YOUR BUSINESS

H. C. HENDERSON

REPRESENTATIVE
CISCO, TEXAS

Importance Of Schools Stressed As They Rank High In State Education

Always stressing the importance of education, Cisco has in recent years achieved recognition for its splendid schools.

The school here was the only one in the county last year which retained its full affiliation in the Southern Association of Secondary Schools and Colleges. Formerly there were five affiliated schools in the county. In addition, the Cisco high school ranked much higher than many of the larger schools of the state, it was shown by the association's report.

A number of subjects have been added to the high school curriculum recently, and credit has been received for them. These include physical education, commercial law, and diversified occupations. The trend has been to practical subjects.

Improvements have been made in the grade schools, with the addition of physical education courses reading rooms and better equipment.

Recently the Garden club sponsored a move to beautify the school grounds of the city. This project has been carried out through labor furnished by the county relief forces. Each campus has been greatly im-

proved both in appearance and in value to the school.

To Improve Buildings

At present there is being prepared a project, to be presented to the Works Progress Administration headquarters, calling for repairs on all the school buildings. It has been estimated to cost approximately \$15,000.

During the depression, through skillful management by Superintendent R. N. Cluck and the school board, the Cisco schools have not only been able to meet their current debts, but to retire a heavy debt, pay back salaries, and to stay out of the red on current bills.

The school board recently purchased two all-steel buses to bring to the school here, approximately 100 high school pupils of outlying districts. It was believed that this move would aid Cisco business greatly by bringing to the city more people from outside territory.

Perhaps the greatest educational work here recently has been in the adult school. The Cisco adult school has been ranked by the state supervisor at the top of the Texas list. Superintendent Cluck is president of

Superintendent



R. N. CLUCK

C. H. S. Principal



H. BRANDON

the Texas State Adult Teachers association.

H. Brandon is principal of the high school, O. L. Stamey of the Grammar school, Howard H. Goss of the West Ward, and T. C. Williams of the East Ward.

POLICE SIREN STOLEN
WAREHAM, Mass. — For the second time within a year, a siren has been stolen from the police patrol.

Use Daily News want ads for results. Phone 80.

In Cisco It's The

Laguna

The Hotel that answers every Demand of Comfort For Satisfaction.

SUPERIOR SERVICE AND EXCELLENT FOOD ALWAYS AT THE LAGUNA COFFEE SHOP

8 STORIES — 110 ROOMS

In The Heart of Cisco

Affiliated With National Hotels



HOTEL LAGUNA

Efficient Service — Reasonable Rates

Hotel Laguna

Phone 885

:—:

CISCO

Success of First National Bank Here Due Largely to Progress and Service

Service and progress have distinguished the First National Bank of Cisco as one of the outstanding banking institutions of this part of the country. While other banks about it were forced to curtail their expenses and some to close their doors, the First National organized in 1917, has gone on to new achievements. During the depression period it has passed the \$1,000,000 resource mark.

Service and progress have done it. The two cannot really be separated in such an institution as this. The bank has at all times tried to serve its customers in any way possible, yet at the same time has made every effort to give modern service.

Air Conditioned

Although it is far from the largest bank in Texas, First National here was the first in the state to install a complete air conditioning system. The officials realized that the customers would be more comfortable in a modern, building kept at an even and healthful temperature and humidity. At the same time, they realized that the employees could serve the public better in such a building. The answer was a modern and thoroughly complete system of air conditioning by Frigidaire.

The building is kept at the proper temperature in any kind of weather as the outside air is brought in, passed over the cooling system, and sent into the bank at various places. At the same time, too damp or too dry air is prevented from reaching the inside by a device which controls the humidity. The result has been the most delightful climate — artificial or otherwise — in the city.

Remodeled

Some time ago the bank was re-

modeled and now gives a most pleasing appearance both on the outside and on the inside.

An added service to patrons as well as to all citizens is a great four-sided bronze clock in front of the building which, controlled by a master clock inside, chimes the quarter hours.

The modern trend has been stressed in safety service, also. A complete and concealed burglar alarm system protects the bank and its depositors, while the steel and concrete vault with latest and safest mechanisms inside guard against theft.

Officers of the bank are Alex Spears, president; F. E. Clark, vice president; E. R. McDaniel, vice president; W. W. Wallace, vice president; E. J. Poe, cashier; Vance Littleton, assistant cashier; Lucile Huffmyer, assistant cashier. Directors are Alex Spears, F. E. Clark, E. R. McDaniel, W. W. Wallace, and E. J. Poe.

SCHOOL 125 YEARS OLD

KHARHOV, U. S. S. R., — The Kharkov Medical Institute — one of the oldest in the Soviet Union — will celebrate its 125th anniversary this autumn. During its existence, the institute has trained 12,904 doctors, 5,868 graduating during 107 years prior to the revolution, and 7,036 during the last 17 years.

JAIL COMMUNITY HOUSE

WALNUT RIDGE, Ark., — An odd modernization job has been completed in Lawrence county. To demonstrate the durability of native stone buildings, an old stone jail built in 1859 and used for 33 years has been converted into a community house.

Gulf Distributor



J. B. PRATT

* * *

J. B. Pratt Gulf Distributor Here

J. B. Pratt moved to Cisco in 1919 from Stanton, Texas, "Away out west, where men are men." He is district distributor for Gulf Gasoline and the warehouse is located at Eighth street and M. K. and T. railway.

Pratt's territories include Cisco, Moran, Putnam and adjacent areas.

In 1927 J. B. Pratt was married to Miss Ruby Johnson. Both take active parts in Cisco's social activities. Mr. Pratt is a member of the Lions club and a member of the board of directors of the Chamber of Commerce.

Greer Will Open Another Theater

The Palace Theater, at present the only picture house in Cisco is owned by K. N. Greer. Mr. Greer moved to Texas from Tennessee and entered the show business at Ennis. From Ennis he moved to Kentucky and after three years moved to Cisco, where he has remained. In 1925 he purchased the R. and R. Palace and build up a beautiful picture house which is now fully equipped with Western Electric sound system.

Only first class shows are shown at the Palace which is floored with deep velvet carpets and the seats of which are upholstered with soft comfortable leather. Blue and gold colors predominate in ceiling and wall decorations.

Greer announces that he will soon open the Ideal Theater, which is also owned by him and in which he will also have Western Electric sound equipment. First class shows will be played and the building is being remodeled and refurnished.

TOOTS SALUTE PARENTS

ARENA, Wis., — For 15 years John Hodgson, engineer on a Milwaukee road train, has signaled three short blasts on the locomotive whistle when he hears the station as a greeting to his parents, Mr. and Mrs. Benjamin Hodgson, Arena's oldest couple, who celebrated their 68th wedding anniversary recently.

BAT BECOMES GIRL'S PET

ATLANTIC, Ia., — Miss Gladys Frazur disdains the ordinary type of pet but goes for her bat in a big way. The farm lass acquired her strange pet when a limb blew off a tree near her home. A grown bat and two little ones clung to it.

Owning Your Home.....

Brings a Thrill, and feeling of security and contentment that comes from no other source. Many families had the misfortune, during the past few years of depression, to lose their homes, but at this time they can, fortunately, acquire homes under the most favorable conditions ever known.

This organization derives a great deal of pleasure and satisfaction in assisting citizens to become home-owners. We feel

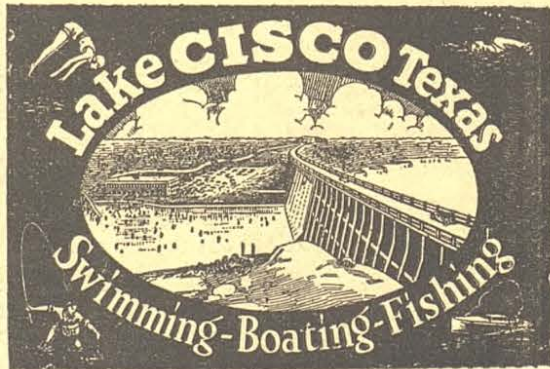
that there is no better way in which we can serve society and advance the interest of our community than by helping people to acquire homes in and around CISCO.

We also assist people to remain happy and contented by insuring them and their property in safe and dependable stock insurance companies.

It is a privilege and a pleasure to show property and figure insurance rates. Call upon us for this service.

Come to CRAWFORD'S With Your Problems

REAL ESTATE
RENTALS



GENERAL INSURANCE

Insure In—
SURE INSURANCE

Cisco, Texas **E. P. Crawford Agency** Phone 453

Pure Water Aids Coca Cola Plant

Pure water from Cisco's water supply has proved an important factor in maintaining the local plant of the Coca Cola Bottling company here. The plant was moved to Eastland for a while but was returned here in 1930.

Capable of a speed of one case a minute, the company here is equipped with machinery that feeds the bottles, sterilizes, fills, caps, and delivers them.

The Cisco branch of the company dates from 1918, when the plant was purchased from William Reagan and operation was begun by the Coca Cola firm. It now manufactures all popular flavors of soda water.

The Cisco company is under the management of A. Cowan. Mrs. Cowan is cashier.

There are four other plants in this area, at Abilene, Big Spring, and Seymour, the five serving about 25 counties. The Cisco plant serves Rising Star, Pioneer, Cross Plains, Putnam, Moran, Albany, Eastland, Ranger, Thurber, Carbon, Gorman, Comanche, and De Leon.

Employees here are Charlie Girder, Travis Manning, Gordon Wadley, Prass Johnson, Sterling Holder, J. McDaniel, Ben Elliott, Gene Holbert, Harold McClain, and Pat Watson.

Family Operates Home Furniture

The Home Furniture company has been in the family for four years. W. E. Brown and his son-in-law, A. D. Starling, formed the company here in 1931 and have been operating it since that time.

The senior member of the firm, a native of San Marcos, came to Cisco 32 years ago and after being connected with two companies here, entered the oil game. After he found that his talents ran to merchandising rather than the oil business, he returned to the furniture business. He was manager of the Barrow company at Eastland and later with the same company at its Abilene house.

Then in 1931 he and Starling opened the Home Furniture company here. And have been operating a successful business ever since. The junior member of the firm, who was born at Grapevine and educated at Texas Christian university and North Texas State Teachers college, had been a teacher until he went into the furniture business here. He was married to Miss Thelma Brown in 1924. The Starlings have a daughter, Doris Jean.

'Smiling Smitty' Operates Station

"Smitty" Huestis, upon who has been bestowed the name "Smiling Smitty" because of his pleasing personality, operates the service station on Fourteenth street and D avenue. Several months back the station was operated by two brothers, Smitty and Ed, but since Ed's departure to another station, Smitty is sole owner of the station.

Sinclair products are sold and a good line of Federal Tires and Tubes are handled. Smitty has established for himself a name in business much admired. However, when one thinks of him he can also see an A-Number-One baseball fan and player. One musn't forget him as an "ump" either.

Keeping his station open at all hours of the day Smitty waits to serve his customers, and a splendid service is assured.

The turkey industry is gaining in Eastland county.

Above are shown scenes from the highway system that radiates in every direction from Cisco. Much credit for these good roads is due the Cisco Chamber of Commerce, which has consistently worked to provide better means of travel and transportation for Cisco and this area.

Moore Drug Co. Here Since 1923

L. C. and Dewey Moore, owners of the Moore Drug company have been in business in Cisco since 1923 when they moved with their families from Dublin.

The drug store was first located 709 D avenue where Alton Roan's Cleaning Plant now stands. It was then moved to the present location at 700 D avenue with new fixtures. It is a very attractive store as well as efficient.

Other than drug sundries the store handles many lines of cosmetics under the supervision of Mrs. Harriet Evans, sister to the Messrs Moore. The prescription department is under the management of Dewey Moore and W. O. Statham.

Other employees are Abe Moore, Red Tanner and C. S. Karkalits, at the fountain.

\$5,000 FARM FOR \$35
WORCESTER, Mass., — Twenty years ago the Grand Trunk railway bought a farm for \$5,000 for a right-of-way. Recently the road sold the farm, over which no train ever passed, for \$35.

REWARD FOR MACHINE
BOWLING GREEN, O., — Prosecutor Floyd Collier and Sheriff Arnold F. Isch are so confident Wood county is closed up tight that they have offered a \$50 reward to anyone finding a slot machine in operation.

NUDE SWIMMING LEGAL
CORPUS CHRISTI, Tex., — Moonlight notwithstanding, bathing in the nude has legal sanction of city fathers here. The practice is permitted between the hours of 11 p. m. and 4 a. m. under an ordinance adopted in 1874.

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

Radford Grocery One of 28 Stores

J. M. Radford Wholesale company has been in the same location, East Ninth street, since the year 1908, and is one of a chain of 28 wholesale houses. The president, O. E. Radford is a citizen of Abilene and the secretary, H. M. Harrison is of the same city.

Oscar Cliett is the manager of the Cisco house and has eight employees. They are J. E. Harvey, C. E. Hickman, and E. A. Garvic, clerks; C. W. Green and Lanham Brown, ware house workers, John Lickner, shipping clerk and Charlie Stamford, truck-driver.

Although Cliett is manager, he also works on the road. The territories covered by the Cisco house are northwest to Albany, southwest to Cross Plains, east to Stephenville, and north to Breckenridge.

THIS CURIOUS WORLD By William Ferguson

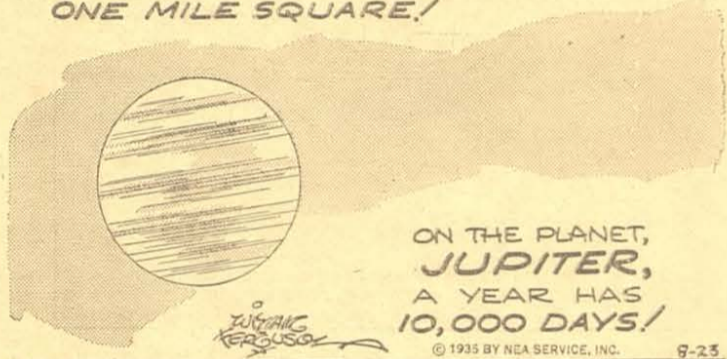


TEMPERATURES CAN BE TOLD BY TIMING A CRICKET'S CHIRP!

THE WARMER THE WEATHER, THE FASTER HE SINGS.



THREE DROPS OF SKUNK MUSK WILL SCENT AN AREA OF ABOUT ONE MILE SQUARE!



ON THE PLANET, JUPITER, A YEAR HAS 10,000 DAYS!

© 1935 BY NEA SERVICE, INC. 9-25

THE huge planet, Jupiter, revolves about the sun in 12 of our earth years. But a day on the planet is only nine hours and 55 minutes long, since the planet spins completely around on its axis in that time.

W. T. Produce To Make Own Power

The West Texas Produce company will manufacture its own electricity in the near future, according to Simon W. Coplin, manager of the Cisco branch.

Natural gas engines are to be installed, Coplin said, to furnish power that will be used in refrigeration.

"We have nine rooms to be taken care of," Coplin said. "We will

probably use two 50-horse power transmitters."

The work will probably mean a good deal of local labor to install the machinery, Simon said. "We are planning to spend somewhere between \$4,000 and \$5,000 on the repairs and remodeling. Contracts likely will be let in the next 30 or 40 days."

Sam Lipshitz of Fort Worth, vice president of the company and staunch supporter of Cisco, was here for several days last week in regard to the work. "He says that all this territory is looking good, and we are planning on a good fall," Coplin said.

Home NEEDS



We carry a complete line of Hardware for your every need. We feature Quality Merchandise at LOW PRICES. When you think of Hardware think of Collins We have it.

COLLINS HARDWARE

PHONE 133

:—:

CISCO

We Are Proud of our
Gas System
With Its
"PERSONALIZED SERVICE"

Within the city of Cisco we have the most modern and up to date Gas distribution system in the state, backed with a GAS RESERVE LARGER, per consumer served, than any gas system operating in Texas.

This company has pioneered the policy of PERSONALIZED SERVICE. The satisfaction of a consumer is not governed by the commodity of sale but by the Service he receives.

We Solicit Your Business on an Ethical Basis



There Is No Substitute For Personal Service

CISCO GAS CORPORATION
"HOME OF HI-HEAT GAS"

Phone 122

:—:

713 Ave. D.

Ed Huestis Uses Speed, Service

Speed is the important thing these days, regardless of what one's business is. Coupled with that is service. The two are combined in the mottoes of Ed Huestis, service station operator here.

When one has car trouble, Huestis invites him to "Phone 500 and count the seconds." When the seconds are counted, service as well as speed will have taken place, and there will be some "pleased patrons plus."

Huestis operates the Magnolia service station at the corner of D avenue and East Ninth street. He recently sold his interest in the station which he and his brother, "Smitty", operated and went into business for himself.

Besides Magnolia products, Huestis sells Kelly Springfield tires and tubes, of which he keeps a complete stock at all times.

He is a member of a widely known family. His father, George L. Huestis, native of Prince Edward Island, was one of the best known men in this entire area.

COW MUNCHES \$25 CUD

SOUTH HAVEN, Kan. — Ben Walcher recently lost \$25 in small bills. The day after the loss he saw one of his cows chewing her cud thoughtfully. Walcher investigated and found his bills a part of the cud.

DONKEY OPENS GATES

OGDEN, Utah. — Farmer Earl Stoker wondered why his animals were getting out of fenced fields. Judy, his little donkey, had learned to open gates and make holes in fences. The secret was out.

'Party Girls' Shriek, Faint, Facing Life Terms



A lifetime behind prison bars was staring four people in the face as this dramatic picture was made. Three "party girls," Florence and Loretta Jackson and Jean Miller are shown, left to right, as they screamed with realization of what the jury's "guilty" verdict meant. William Lee Ferris, foreground in light suit, was their companion in the cold-blooded murder of Howard Carter Dickinson, New York lawyer visiting Detroit, for \$134 he had with him on a "wild party" with Ferris and the girls. The three girls were carried, screaming and fainting, from the courtroom.

PALACE THEATRE

CISCO FEATURE PLAYHOUSE WITH HIGH CLASS ENTERTAINMENT

Sun.-Mon.

Alice Faye

George Raft

Francis

Langford

Patsy Kelly

IN

"Every Night
At Eight"

TUESDAY ONLY

THE BEST BET IN TOWN FOR
THE BEST LAFF OF YOUR LIFE!

6 FAMOUS DON'T FUN STARS BET ON BLONDES

Warner Bros. Rollicking Riot
with WARREN WILLIAM • GUY KIBBEE
CLAIRE DODD • WILLIAM GARGAN
VINCE BARNETT • HOBART CAVANAUGH

Wed. - Thursday

"The Farmer

Takes A
Wife"

WITH

Janet
Gaynor

AND

Henry
Fonda

'PURSUIT'

Friday

WITH

Chester

Morris

AND

Sally
Eilers

Saturday

KEN
MAYNARD
and His Wonder Horse "TARZAN"
IN
"The Old
Santa Fe"

10 P. M.

James Dunn

AND

Mae Clarke

IN

"Daring Young
Man"

Come in At Nine P. M. and
See 2 Shows For Price of One

COMING SUNDAY & MONDAY Sept. 1-2

"CHINA SEAS"

WITH

CLARK GABLE — JEAN HARLOW

AND

WALLACE BEERY

IDEAL THEATRE

OPENS SUNDAY

SEPTEMBER 1ST

WITH THE BEST SHOWS MONEY
CAN BUY

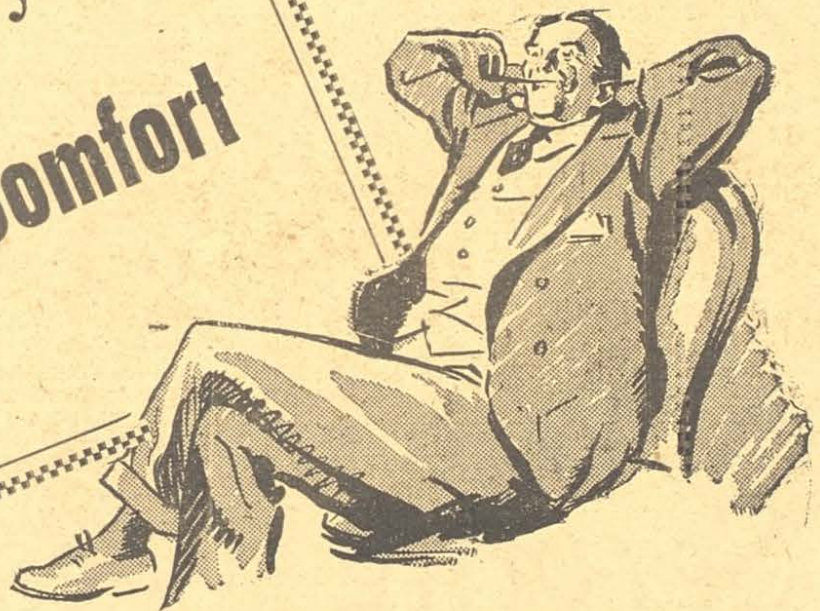
Western Electric

SOUND EQUIPMENT

WATCH FOR OPENING PICTURE

Now's the time
to let
Community
help plan your
Winter Comfort

HOMES
supplied by
COMMUNITY
*are never in doubt
about their*
gas
NEEDS

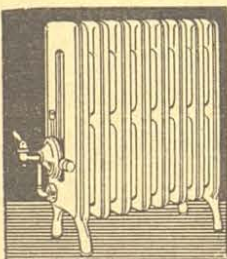


Operating through modern appliances dependable gas service means much to your comfort--your health



Modern Range
With Elevated Broiler

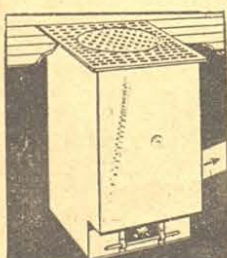
One of the new ideas in range design. Eliminates much stooping. Also features automatic heat control.



Gasteam Radiator

Ideal for Offices

Provides a healthful heat like central plant. Smart in appearance. A unit suited for offices.



Floor Furnace
For Healthful Heating

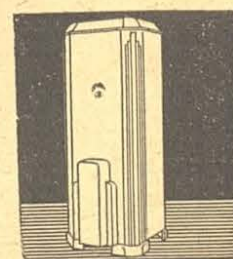
One of the most advanced type of gas heat for homes. Takes up no floor space. Circulates warmth. Stops wall sweating.

CONCENTRATING on one important job—supplying your home with an unexcelled Gas Service—Community Natural Gas Company thinks right now is a fine time for you to check, with winter in mind, your appliances. To have them operating at maximum efficiency is to enjoy this service at its best. If some are worn out, then you'll be interested in seeing the many improvements on heating equipment, water heaters, ranges and refrigerators. For instance, new ideas in burner design have made modern gas circulating heaters even more efficient in providing healthful heat. So visit our showroom and look over these modern gas appliances. We'll be glad to help in any way we can in getting your home ready to enjoy winter living.

You Are Invited
To Consult With

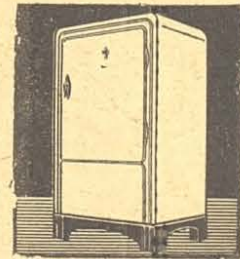
MISS BERRY

For the next few weeks, Miss Berry, Home Economics Director Lone Star Gas System will be in our showroom each Wednesday, Thursday and Friday. We trust her knowledge of home operations will be of some help to you with cooking or housekeeping problems. **Feel Free to Consult With Her**



Modern Water Heater

Even water heaters have gone stream-line in design. Improved burner increases efficiency.



25c Refrigeration

Year around food protection for least cost. Electrolux has no moving parts to make noise.

Community  Natural Gas Co.

LONE STAR
GAS SYSTEM

Date Is Set For Community Fair

Date for the Pleasant Hill-Shady Grove community fair has been set tentatively for Sept. 19, it was announced this week by J. M. Bird, agriculture expert of the Chamber of Commerce here. The fair will be held at Pleasant Hill.

K. Word will be fair superintendent, with W. R. Swan as his assistant. Dora Wende will be superintendent of the women's department, with Mrs. J. T. Graves as her assistant. Lubena Wende will be clerk for the fair.

Committees for the fair have been announced as follows:

Arrangements: R. Ward, J. W. McKinney, J. W. Poe.

Field crops: Edgar Altom, H. G. Hines, Charles Wende, Alvin Schour.

Entertainment: J. M. Bird, C. Metz Heald, Roy Tucker, Winfred Simms.

Concessions: Irvin Clark, A. H. Lockhart.

Garden and orchard: W. A. Hale, Ike Ramsey, Frank Ziehr.

Poultry and rabbits: J. T. Graves, Wayne Thurman, A. A. Abbott.

Livestock: Lon Townsend, Robert Tucker, Henry Hardin, Albert Schour.

Canning: Mrs. E. E. Strickland, Mrs. Frank Ziehr, Mrs. Ada Altom, tie Burson, Lola Mae Hooker.

Fancy sewing: Willie Word, Mattie Burson, Lola Mae Hooker.

Plain sewing: Mrs. Johnnie McWeiser.

kinney, Mrs. I. E. Ramsey, Ruth

Livestock products: Mrs. Henry Stroebel, Mrs. M. L. Burson, Mrs. Charles Wende.

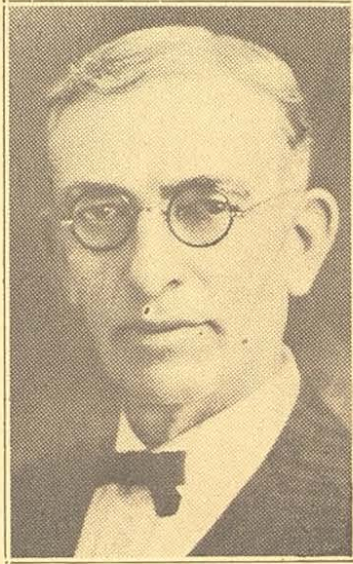
Cooking: Mrs. Ira Hooker, Mrs. J. W. Poe, Mrs. Herman Reich, Mrs. N. G. Kinard.

Old relics: Henry Stroebel, W. J. Paul Wende.

Clinic: Alma Stroebel, Esther Wende, Mattie Burson.

DEAN DRUG COMPANY OLDEST DRUG STORE IN ALL EASTLAND COUNTY

Drug Store Owner



T. J. DEAN

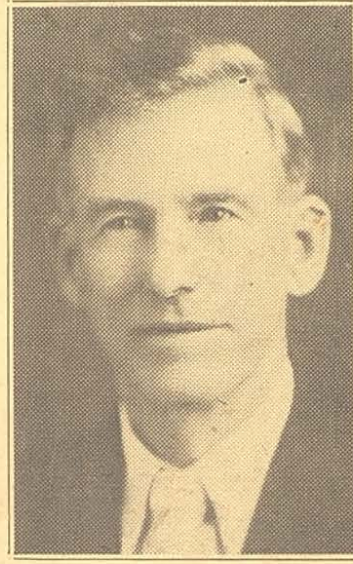
The oldest drug store operated under the same management in Eastland county is the record of the Dean Drug company.

This is the store, too, that the proprietor traded half a section of land for.

"I was on the road, selling soda fountains and extracts — mostly extracts," said T. J. Dean, present owner of the store, who had come to Texas from Tennessee in 1890, "and got tired of it. I had a chance to get into the drug business and have been at it ever since."

He became connected with the store here, then known as the Dean-Jones Drug company, in 1909.

Pharmacist



HOWARD D'SPAIN

In 1914 he became the owner of the store.

The company has grown since that time, just as the city itself has grown. It now includes a drug store at Waxahachie, managed by E. E. Lennon, son-in-law of the proprietor.

Howard D'Spain, veteran prescription man, has been with the firm many years and is one of the most capable men in his business in this part of the state. There are five employees at the Cisco store.

The Dean company is the Rexall store in Cisco and at all times seeks to give its customers both good service and quality products at low cost.

5 Presbyterians Organize Church

The First Presbyterian church in Cisco was organized August 29, 1881, with five members. The meeting place was a small wooden structure on G avenue and West Eighth street.

On May 10, 1891 the church voted to change its ecclesiastical relations to the Presbyterian Church U. S. Rev. W. E. Shire was its first supply under the new relations. Soon a lot was donated at the corner of Sixth Street and H. avenue and a simple cottage was built for the manse. During these days Sunday school was held in the afternoon and the church had an enrollment of fourteen.

In 1897 Rev. J. N. Ivy was ordained and installed Nov. 14, 1897, in the small cottage church. A new interest seemed to have been created and the people began to attend church and Sunday school regularly and with keen interest.

Rev. J. D. Leslie was pastor from 1911 to 1921 when he was moved to Dallas on being made stated clerk of the general assembly.

Rev. Gaines B. Hall served the church then from 1922 to 1925. At this time on the lot adjoining the manse which had been purchased was built the new brick church which still stands. Then in 1925 Rev. B. C. Boney came to Cisco as a new pastor for the First Presbyterian church. He served the church until 1931 when Rev. J. Stuart Pearce came to Cisco from El Paso. Rev. Pearce is the present pastor and an outstanding minister of the Presbyterian denomination. He is a faithful and forward preacher of the gospel.

ZAMORA'S SON TEACHES

VALENCIA, Spain — Nicete Alcalá Zamora, Jr., son of the President of Spain, has been named a member of the law faculty of the University of Valencia.

Serving West Texas.....

WHOLESALE

Fresh Vegetables

Fruits

Produce

BEER

Always For Everything

Worthwhile For

West Texas



Deliveries Prompt with

Special Truck Service

DAY AND NIGHT

West Texas Produce Co.

SIMON COPELAND, Local Manager

THE FINEST TIRE EVER BUILT



Listen to the Voice of Firestone—featuring Margaret Speaks, Soprano—every Monday night, N.B.C.—WEAF Network

EVERY MAN WOMAN AND CHILD KNOWS ABOUT THEM



AND HERE ARE THE PRICES

You Always Get Better Quality at No Higher Price When You Buy a FIRESTONE TIRE with the Firestone Name and Guarantee

1 University tests show Firestone tires stop cars 15 to 25% quicker.

2 Gum-Dipped cords give greater blowout protection. Gum-Dipping is not used in other tires.

3 Wider, flatter tread gives more than 50% longer non-skid wear.

The MASTERPIECE OF TIRE CONSTRUCTION



CENTURY PROGRESS TYPE
Gum-Dipped

Built with high grade materials — equal or superior to any so-called First Grade, Super or DeLuxe lines regardless of name, brand or manufacturer.

SIZE	PRICE
4.50-21	\$7.30
4.75-19	7.75
5.25-18	9.20
5.50-18	10.40

Other Sizes Proportionately Low

OLDFIELD TYPE
Gum-Dipped

Built of high grade materials equal or superior to any special brand tire made for mass distributors' advertised first line without the maker's name or guarantee.

SIZE	PRICE
4.50-21	\$6.65
5.00-19	7.55
5.25-18	8.40
5.50-17	9.20

Other Sizes Proportionately Low

SENTINEL TYPE

Good quality and workmanship. Carries the Firestone name and guarantee — equal or superior to any tire made in this price class.

SIZE	PRICE
4.50-21	\$6.05
4.75-19	6.40
5.25-18	7.60
5.50-19	8.75

Other Sizes Proportionately Low

COURIER TYPE

For those car owners who need new tire safety at a very low price this tire has no equal.

SIZE	PRICE
30x3 1/2 Cl.	\$4.05
4.40-21	4.75
4.50-21	5.25
4.75-19	5.55

\$7.45
4.50-20

HIGH SPEED TYPE
Gum-Dipped

We select from our enormous stocks of raw materials the best and highest grade rubber and cotton for the High Speed Tire. In our factory we select the most experienced and skilled tire makers to build this tire. It is accurately balanced and rigidly inspected and we know it is as perfect as human ingenuity can make it.

SIZE	PRICE
4.50-21	\$ 7.75
4.75-19	8.20
5.00-19	8.80
5.25-18	9.75
5.50-17	10.70
6.00-16	11.95
4.75-19 HD	10.05
5.00-19 HD	11.05
5.25-18 HD	12.20

Other Sizes Proportionately Low

- MOTOROLA Super Power AUTO RADIOS **\$37.95** And Up Complete
- Rameo PISTON RINGS And Piston Skirt Expanders
- Lockheed Hydraulic Break Parts
- Firestone All Rubber GARDEN HOSE **\$1.38** 25 ft.—
- Edison Mazda Auto and House LAMPS
- POLISHES DUCO NO. 7 SIMONIZE TUMBLERS FIRESTONE JOHNSTON'S McALEER'S
- We Will Sell You **Firestone TIRES** ON SMALL MONTHLY PAYMENTS

- NU-ENAMEL ONE COAT COVERS Paint it Yourself **\$2.95** For Average Car
- Clifton Seat Covers Quickly Installed
- Purolator OIL FILTERS
- NIEHOFF IGNITION PARTS
- The New ROAD FLARES For TRUCKS
- MOTOR OILS CONOCO HUMBLE 997 TEXACO Quaker State HAVOLINE PENN SEAL
- Prepare for Winter NOW Have your Car Checked and—OVERHAULED COMPLETE GARAGE SERVICE

BATTERIES

AS LOW AS—

\$2.87 AND YOUR OLD BATTERY

Lee's Super Service

ACROSS FROM POST OFFICE

EDWARD "RED" LEE, Prop.

PHONE 22

Lee Station Aims At Best Service

There is always an inspiration in trading when superior service is rendered. Even before one gets in the driveway Lee's Service Station there is a beehive of activity to give service. One can readily see that this is not just an ordinary business. There are so many things involved and every employee does just the right thing at the right time. Chief among the personal associations around the place is the genial and smiling "Red" Lee who sees that all things come along smooth and without a hitch. Firestone tires, the greatest tire ever built which "Red" says he can prove by the thousands of customers who are using them is a major part of their sales service. A tire for every make of car is always available. Tubes to fit the job are always handy. Firestone heralds its products as the "Masterpiece of tire construction." In addition to this a full line of Firestone batteries, all of them guaranteed, is carried in stock. Besides the regular guaranteed Firestone batteries "Red" says that he has just placed in stock for those who want something lower priced in batteries, a battery that sells for \$2.87 and your old battery.

A full line of accessories for motorists are carried in stock, such as Motorola super-power hydraulic brake parts, Firestone all-rubber garden hose, Edison Mazda auto and house electric globes, a selection of polishes such as Duco No. 7, Simonize, Tumblers, Firestone, Johnston's, and McAleens are carried—also Nu-enamel one coat paint to do it yourself—Clifton seat covers, Pucolator oil filters, Niehoff ignition parts, road flares for trucks, and full line of motor oils, including Conoco, Humble 997, Texaco, Quaker State, Havoline and Pen-O-Seal. Firestone tires and many other accessories are sold on small monthly payments if desired. Texaco gasoline is featured by this popular firm.

The main building covers 5,750 square feet of floor space. The front end is devoted to tire and accessory sales floor and the exterior front is conveniently blocked off for the quick handling of any automobile caring for immediate gasoline and oil service. The rear of the building is devoted to the garage service. "Red" prizes his garage service on the basis of the mechanical personnel who know the intricacies of every make of car and all work regardless of what it may be from a complete overhauling job to taking care of generator, starter and other ignition needs is guaranteed to satisfy. Washing and greasing automobiles is another outstanding feature of the service and every part that needs greasing is properly done thereby assuring the owner of complete safety.

"Red" Lee has been in business nearly four years. He has built a business that is outstanding and he has the confidence of every person in the community. By faithful trusts that have been placed on him when a customer depends upon his work and knowledge he has made many friends. He is heart and soul for Cisco and its interests. One cannot help but remember "Red's" service after once having been served by him and his assistants. "Red" says that he always had a good supply of second hand tires on hand for those who just haven't the money for a new one. His business is located across the street from the post office. Lee's service station is all the name implies and it includes free checking on automobiles, as to ignition, battery, and motor troubles.

RABBIT'S TEETH CLIPPED
KNOXVILLE, Tenn. — "Jim Farley Junior" has had his teeth clipped and his life has been saved. Jim Farley Junior, pet rabbit, named for the postmaster-general, grew a set of teeth that were too long for his own good. A veterinarian fixed him up.

Variety Merchant



W. J. LEACH
* * *

W. J. Leach Made Store Here Pay

The story of the Leach Stores is one of a Cisco business which expanded.

Coming here in May, 1927, W. J. Leach, proprietor of the stores, purchased the Crest Over stores at Cisco, Baird, and Olney. The stores were bankrupt, and he immediately set about putting them on a paying basis. When this was accomplished, he purchased a store at Lampasas and added it to his chain.

There was never much question about what business Leach would enter, according to his story. His parents had been in the variety store business, and he naturally followed them when he was old enough.

"I was in the business from the time I was six years old," he said. "My parents were in the variety store business—we called it the racket store then—while I was in school."

Leach was born in Lafayette, Ind. After being graduated from Miami university in Oxford, Ohio, he was connected with the S. H. Kress company, serving as manager of various stores until the time of the World War. After the war, he went into business for himself at Snyder, Tex., later moving to Central Texas.

There he operated stores at Mart, Hearne, and Hubbard City until he moved to Cisco to open the present chain of variety stores.

Powell Plant In Cisco 20 Years

Powell's Cleaning plant which is located at 612 D avenue has been in the same location for 23 years, under the management of C. B. Powell.

Mr. and Mrs. Powell moved to Cisco from Gorman in 1909 where they had lived since the night of the first and largest cyclone which struck and wiped Cisco off the map.

Two years later they moved to Cisco and established a cleaning plant in a small place back of the present Moore Drug company with approximately \$12.00 worth of equipment. From that time on Powell has had his own cleaning plant and equipment. He is assisted by his son, Troy Powell.

DUCK NESTLES IN TREE
PENDLETON, Ore. — A Mallard duck nested and laid eight eggs in an abandoned magpie nest high up in a cottonwood tree.

Patronize Our Advertisers.

Wife of Part-Time Printer Is Heiress

EL PASO, Aug. 24. — While Theola Lumiere, El Paso printer, was working part time in newspaper composing rooms throughout the United States, he and his wife were unaware that a \$40,000 bequest awaited Mrs. Lumiere in Birmingham, Ala.

An attorney from Birmingham found the family in El Paso several days ago after a four years' search and notified them of the bequest made by Mrs. Lumiere's uncle, the late Zack T. Mosely, wealthy brick manufacturer.

Mrs. Lumiere was preparing to

leave for Birmingham Sunday where she will settle up legal matters in connection with the inheritance.

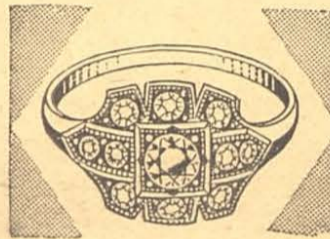
"When I find out what is coming to me, I'm going to buy a zerape and a toy Boston bulldog," she declared today. "I have wanted both of them all my life."

Mrs. Lumiere said her uncle built his fortune from an original investment of twenty-five cents.

The estate left by the brick man was believed to be about \$100,000, in which 30 or 40 heirs will share.

10 CENTS FOR BUGGY

EL DORADO, Kan. — At a recent auction here the best bid which was received on a fully equipped buggy even to the socket for the long handled whip, was 10 cents.



Jewelry

With Distinction!

"The Most Appropriate Gift of All"

WATCHES, DIAMONDS, RINGS, GLASSWARE, SILVERWARE AND NOVELTIES

SHEET MUSIC — MUSICAL SUPPLIES
MUSIC INSTRUMENTS

JENSEN JEWELRY STORE

— WATCH REPAIRING —

608 Ave. D

Cisco

You'll Enjoy Winter if You Live In A—

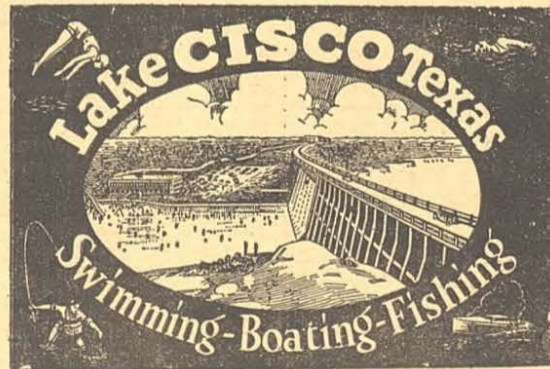
CHEERFUL HOME

Paint Up

With Bright, Durable SHERWIN-WILLIAMS Paints and Varnishes, both inside and outside your home. These materials will add the cheerful, cozy "warmth" of color, cleanliness and permanence.

Free Estimates

And plans on all the decorating you want done. Just call us in and learn how you can spend the most enjoyable, comfortable kind of winter—all at low, convenient cost.



ROCKWELL BROS. & CO.

107 E. 5th St.

CISCO

Phone 4

We Do All of These and More...

We Guarantee
The Job

Complete Turn-Key Job
On Terms if Desired



Battery Service



Repair Brakes



AUTO PAINTING



TOWING
Day and Night Service

**PICTURES TELL THE STORY
ACTION COMPLETES THE SERVICE**

There isn't anything made that will complete the job of making Automobiles like new that isn't combined in our mechanical department. Men who have had years of experience and know all the necessities of any make of Automobile are in charge who give their personal attention to every detail of repair service. Whether wrecked hopelessly apparent . . . or just a general overhauling . . . your car is safe in our hands to be returned to you in perfect condition. If you want your car overhauled from top to bottom New Tires . . . Battery . . . New Top . . . Painted, in fact anything . . . we'll figure you a **LOW PRICE** . . . make you easy terms and let you ride while you are paying. **SEE US ANYTIME.**



AUTO REPAIRING

THE GREATEST MACHINE OF MODERN AGE

Bear Axle And Frame Aligner Eliminates Steering Tire Troubles.

The Only Equipment that will do a Complete Wheel and Chassis Alignment Job from Start to Finish — **FREE** Inspection.



TIRE SERVICE



Greasing



Repair Motor

**O
N
E

S
T
O
P**



**A
L
L

I
N

O
N
E**

CHEVROLET :-: PARTS AND SERVICE

A-G MOTOR COMPANY

CISCO, TEXAS

PIONEER AT LINCOLN'S ASSASSINATION

Billy The Kid In Gang of Workmen

By HAROLD V. RATLIFF

In the shade of a friendly tree John Freeland reminisces.

Back through the years his thoughts wander. As of yesterday come the mental pictures of torn battlefields of the Civil War, a fateful night in Washington when the president of the United States fell before an assassin's bullet, companionship with a man whose name was to become a legend in banditry of the great Southwest.

His eyes are dim and the walks with tottering step but John Freeland has never ceased to live in the strictest sense. Life remains an adventure, the glamor and glory as strong today as when he shouldered a gun for the Union or acted on the legitimate stage with Junius Brutus Booth, father of an assassin.

He lives near the little community of Romney, 11 miles south of Cisco, his story told to but few. Yet the life of John Freeland is one of the most colorful and interesting of any you will find in the world today.

Actor To Farmer

He has been everything from soldier to butcher to actor to farmer; he has rubbed elbows with Billy the Kid, the outlaw; he saw President Abraham Lincoln shot to death, and from all the turmoil and strife of 30 years he says the old days were the best though he is not complaining particularly of the present.

John Freeland was born in Baltimore county, Maryland, December 9, 1845. There wasn't much of a town. Just a community that had sprung up about a cotton factory. They called it Mount Vernon.

He has been a big part of these United States and taken advantage of all the opportunities life affords.

Most interesting are his experiences at Washington at the close of the Civil War, a conflict in which he served valiantly. It was the night of April 14, 1865, that he saw President Lincoln's assassination. He is probably the last person living today who was in Ford's Theater when that crime of the ages was committed.

"I was sitting in the second gallery," he relates. "I was an extra actor then, playing soldier parts. I was a butcher and employee of a painting shop also.

"President Lincoln and family were guests of the theater that night.

Thought It Was Act

"During the play John Wilkes Booth, an actor, jumped from the president's box. As he hit the stage he fell. He had broken a leg. But he got up and pulled out a long knife. Waving it he yelled 'Sic semper tyrannis!' and then dragged himself across the stage and out into an alley. A man was waiting there for him with a saddled horse. Booth got on the horse and rode away.

"When Booth first leaped onto stage the people thought it was part of the play until a woman in the president's box screamed and a fellow in the large crowd that was at the show that night recognized him. Then they knew it was not part of the act. It happened so quickly, however, that Booth had shot the president, leaped to the stage, brandished the knife and fled before anybody started to do anything about it.

"I didn't see Both shoot Lincoln. I doubt if anybody else in the audience did. I saw him jump about ten feet to the stage.

"John Wilkes Booth was a handsome man. He had a smooth, white face and black hair and was of medium build."

"The story has been told that Booth escaped and came to Texas where he lived for some time after

the assassination," the interviewer asked. "Do you believe that?"

Discredits Escape

Freeland answered quickly and emphatically. He related that he had talked to the undertaker who prepared Booth's body for burial and who buried it under the floor of what was called the "Arsenal" at Washington. The secrecy was to prevent anyone getting the body. This undertaker also disinterred the remains and moved them to Mount Olive cemetery.

"He told me there was no doubt about it: it was John Wilkes Booth," Freeland said.

Booth, history relates, was shot as he came from a barn that had been set afire. Freeland says Booth told officers before he died: "Tell my mother I died for my country."

John Freeland was but a boy when he enlisted in the Union Army in the Civil War. He entered the service at the age of sixteen and served three years. He was wounded in the nose at the battle of Gettysburg or he would have served longer. The bullet, Freeland said, entered the nose and came out at the back of the neck.

It was not the only wound Freeland ever sustained in his life either. He was accidentally shot in the stomach while in New Mexico.

In the Civil War Freeland was in the battle of Gettysburg, Shenandoah Valley and other engagements.

Knew Assassin's Father

Immediately after the war he appeared on the stage in Washington. He does not remember the first name of the Booth he worked with but undoubtedly it was Junius Erutus Booth father of John Wilkes Of the elder Booth he says: "He was hard to get along with if you made mistakes. If you didn't do what you were supposed to you'd get a whipping from him." Freeland added, however, that he never had any trouble with Booth.

Freeland came to Texas after leaving Washington then went to Tennessee where he married. His wife has been dead 34 years. He "batches" today with three sons and a grandson at the farm near Rising Star. He has been at that place for 37 years.

During his journeys over the country he worked on the railroad near Las Vegas, N. M. "It was here that I knew a nice, pleasant, kindly young fellow named Billy the Kid" he said.

Billy the Kid was working on the railroad with Freeland at Water's Station, 20 miles from Las Vegas. He says the Kid was not a type to make you think he would make a bandit but at the time he knew him the Kid had killed two men.

"Oh, I've seen part of this world" Freeland grinned at his interviewer.

"I was never arrested in my life—but once," he said. "They took me down to the city hall to question me."

He revealed that he had only been taken as a witness and was not used in court even then.

Took Airplane Ride

Freeland chews tobacco. He quit smoking a pipe 20 years ago. He likes beer, he says, but he never "took over a dram" of whiskey at a time. He has four of his original teeth remaining, his eyesight is fair and he can hear pretty well. He got his second sight some time ago and reads without spectacles though not for any great length of time.

He says he took one airplane ride but "they went too fast" though he'd "ride in it again if I had the chance."

He draws a pension of \$75 per month and declares "I enjoy it."

He poses willingly for pictures and asks that he be given a copy of what is put in the paper about him.

John Freeland is as interesting as his life. He says he quit school when in the sixth grade but his experiences and travel have sharpened his wit and broadened his mind.

Lumbermen Build Up Own Business

There is only one way to make friends in business, it has often been said. Honest dealing, concentrated effort to please, and personal conduct among the people of the community—that builds character. With a small beginning in 1925 buying scrap metal, hides, second-hand lumber, Charles Sander and Pete Cooles have built one of Cisco's and the surrounding community's most valuable business assets. Today the Cisco Lumber and Supply company is recognized as top authority in building materials and lumber both new and second hand.

By constant application to the interests of their business they have continued a successful career even during the depression years. It is a business with a hundred departments. Including complete lines outstanding quality and brands of paints and varnishes for every purpose—roofing materials of merit, plumbing supplies, pipe, fittings from the tiny up to the largest oil field needs, glass from the common window pane to the biggest show window type. Brick, cement and builder's hardware, scrap metal of every description bought at the highest market price.

The property of the Cisco Lumber and Supply company covers two city blocks to house the different departments. Cooles and Sander, as busy as they constantly are serving their thousands of customers, find time at the call of their fellow business men to devote their part in civic work and always will be found on the firing line when it comes to help in building Cisco and the surrounding community. They never shirk their responsibility in seeing that their fellow man receive attention. Quality, low price, courteous service and a complete knowledge of their business is their motto. "Everything to Build Anything" is their slogan. They are always glad to give estimates and suggestions without charge.

There's nothing dull about talking to him.

His interviewer drove away. Freeland watched him from his chair under the tree.

"Goodybye and good luck," he said. "Come back and see me."

Then when the car had been driven out of sight he returned to his glamorous memories.

Life goes on but mostly in the past for John Freeland.

The longest brick highway in Texas links together four Eastland county cities—Ranger, Olden, Eastland and Cisco.

Industrial Arts Founded In 1908

The First Industrial Arts club was organized in 1908 by Mrs. George Langston with 35 women present. Charter members were Mesdames Claude Alvis, Taylor Berry, Tom Bacon, J. B. Cate, A. M. Douglas, W. A. Dashiell, Abner L. Mayhew, Neal Owen, Lee Owen, K. V. Mitchell, W. E. Ricks, R. C. Smith, J. H. Stoneham, James Hayes, George Langston, O. T. Maxwell, W. A. McSpadden, Mark Stamps, H. C. Poe, Misses Lizzie Roberts, Bessie Bettis and Stella Garner.

The club selected for its motto: "So open the windows of your mind to new ideas; keep at least abreast of the times and if possible, ahead of them." Colors selected by the club were violet and white and the violet flower was selected for the club flower. The colors and flower of the club have not been changed but a new motto has been selected: "Better homes, better schools and better community".

The first civic interprise sponsored by the club was in 1908 when a flower show was held. For several years after that the baby and flower show became annual affairs. Before the P. T. A. association was established the Industrial Arts club sponsored a "Home and School club" in which several worthwhile acts were done.

In 1914 the club assisted financially, in establishing a home economics department in the high school. To encourage the students, gold medal rewards were given each year for the highest average. The club continues to present this award.

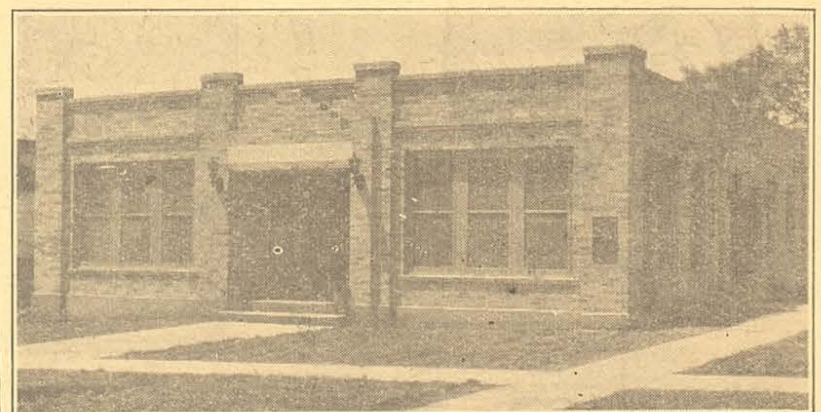
In 1920 the West Ward playground was furnished with slides, swings and other play equipment. In 1922 the undernourished school children were provided with milk and crackers by the First Industrial Arts club. Donations to the city library and placing first aid kits in all the schools are among the civic acts.

At present a student loan fund to be used by Randolph students is established. Local students who need help in attending Randolph college are eligible.

The present officers are: president, Mrs. W. W. Wallace; first vice president, Mrs. Johnny Cox; second vice president, Mrs. S. H. Nance; recording secretary, Mrs. N. A. Brown; corresponding secretary, Mrs. O. S. Leveridge; treasurer, Mrs. B. E. Morehart; critic and parliamentarian, Mrs. Hubert Scale.

The subject of study for the coming year is "Contemporary American Novel".

Cisco Public Library Building



The Cisco public library building, located at the corner of G avenue and West Sixth street, is a marvelous example of what faith in an idea and the determination which has

characterized Cisco people can do. The building, constructed and owned by the Twentieth Century club, is a modern brick structure that would do credit to the library of a city much larger than Cisco.

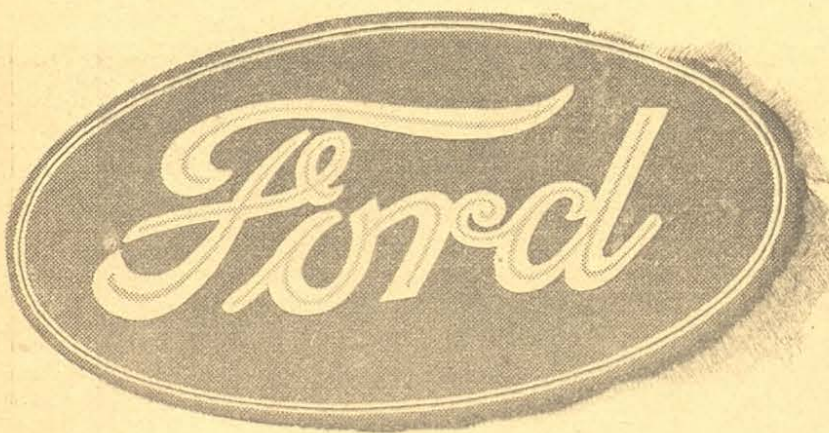
See these 'Miracles' in BEAUTY ECONOMY and UTILITY



IMPORTANT FORD FEATURES COMMON TO ALL BODY-TYPES

- ◆ 85 horsepower, V-type, 8 cylinder engine with aluminum cylinder heads and dual, downdraft carburetor.
- ◆ 123-inch springbase for riding ease on a 112-inch chassis for handling ease.
- ◆ Torque-tube Drive.
- ◆ Front seat 50 1-2 inches wide... Ample luggage space in all models at no extra cost.
- ◆ Welded steel-spoke wheels, 4 inch rim.
- ◆ All-steel body welded into one piece.
- ◆ Big, positive brakes with 12 inch drums and more braking surface per pound of car weight than any other car under \$1095.
- ◆ 4 double-acting hydraulic shock absorbers.
- ◆ 17 plate battery.
- ◆ 6.00x16 inch air-ballon tires.
- ◆ Safety Glass all 'round.

Wherever FORDS Go..... GOOD SERVICE Awaits Them



Watch
the
FORDS
Go
By



Nance Motor Co.,

S. H. NANCE, Mgr.

CISCO, TEXAS

Phone 244-246

INTEREST IN FINE LIVESTOCK GROWING

Annual Exhibition Important Factor

Although the Cisco territory has long been a cattle country, interest has swung recently to producing prize stock rather than many head of ordinary animals.

A great factor in this movement has been the Eastland County Livestock show staged annually at Cisco. Stockmen of the county and elsewhere have been exhibiting their livestock here and competing among themselves for the honors of show champions.

The sixth annual stock show was held last spring, drawing the best animals ever to be exhibited at Cisco. Beef cattle, sheep, and goats were of especially high quality, and rivalry was keen in all classes.

Interest in the stock show was not confined to stockmen, however. Townspeople from Cisco and elsewhere turned out in large numbers to view the prize animals.

Sponsored By C of C

The show is sponsored annually by the Cisco Chamber of Commerce. J. M. Bird, agriculture secretary of the Chamber of Commerce and vocational agriculture teacher in the high school, was named general chairman of the show for 1935.

Following the show this year, the Chamber of Commerce, the city, and stock raisers of this section are looking forward to an even more successful show in 1936, during the Centennial. Competition will be keener, it has been predicted likely with many outside entries in the contests.

Sheep and goats have been coming rapidly to the front in recent years, and probably will continue to do so. At the same time the breeding of high class Herefords will continue on ranches near Cisco, with dairy cattle also drawing much interest from local men.

Hogs, horses, and mules, with a greater market demand, likewise play a great part in stock raising about Cisco, it has been predicted.

Red Cross Given Praise By Leader

Eastland County's Red Cross chapter recently was praised by the new West Texas field representative of the organization as an outstanding unit.

Robert T. Bridge, who has recently been transferred to West Texas from Kansas and who will make his headquarters at Abilene, was here for an official visit. He expressed himself as highly pleased with the county organization's work in the past and looked forward to an even brighter future for Red Cross work here.

"The Eastland county chapter may become one of the foremost chapters in the entire country," he said. He complimented the activities of the chapter and talked over the annual roll call planned for next fall.

He will return at a later date to make final plans for the roll call, J. E. Spencer, Red Cross head here, said.

SCENES FOR ARTISTS

Artists in quest of bright colors and scenes of distinctive beauty find innumerable spots in Eastland county.

The derricks with a setting of gnarled mesquite, spiny cactus with blooms and beds of wild flowers have an especial fascination for painters.

One of the great gas fields of the southwest surrounds Cisco — offering an abundance of the cheapest, cleanest and best fuel to industries.

3 GALLONS OF PEACHES POOR PAY FOR 5 YEARS OF WORK, BUT PATIENCE OF ORCHARD MAN REWARDED

Three gallons of peaches looked to A. Z. Myrick like pretty poor pay for five years of hard work and expense on his orchard. In fact at the time, the ax seemed to be indicated more for use there than the bushel basket.

But that was two years ago and it is all changed now. Patience and determination to succeed with the orchard have been rewarded, and the fruit grower had just finished gathering 42 bushels of peaches in two days.

He was looking forward to nearly 300 bushels of peaches, besides his other fruit, by the time the late October fruit ripens. He has already gathered nearly 200 bushels, he said. Going through the orchard and pointing out the various types of trees to his visitor, Myrick told

the story of his work with the fruit.

"Last year was the first year the orchard paid a profit. The year before that we gathered three gallon buckets of peaches, and that was the first the orchard had produced.

"You can see what it is like now," he said, pointing with pride to trees bent almost to the ground with great Elberta peaches.

The site for the orchard was chosen after much work and great care, he said. Being inexperienced in fruit growing in 1929, when the trees were set out, he had two experts come and go over his entire property, sinking holes to find where the best fruit soil was located.

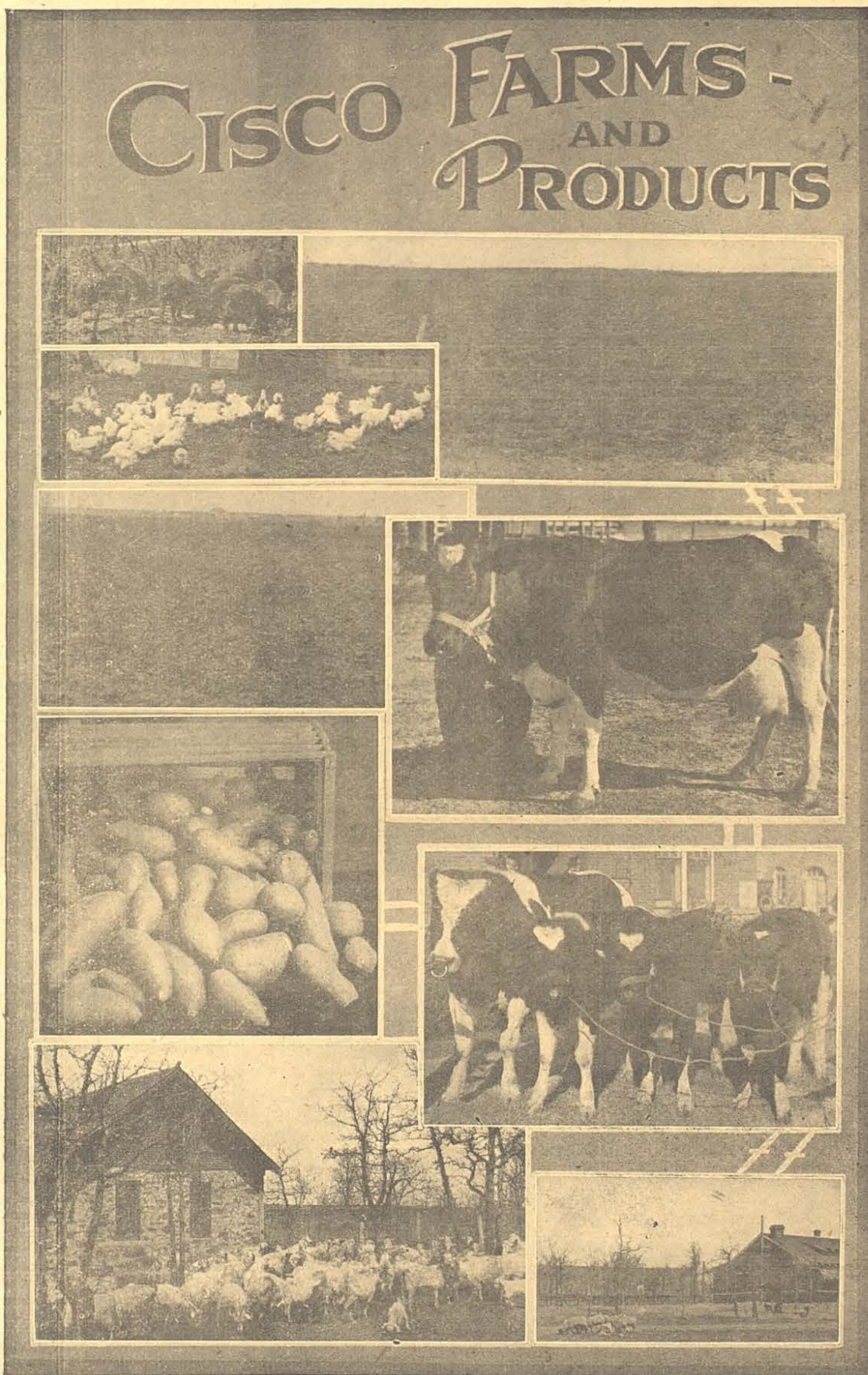
A sandy soil with a heavy clay sub-soil is best, the experts had said and that was what they were

hunting. When they found it, the trees were set out and the real work began.

The peaches, of which there are 51 trees in the orchard of 160, have paid perhaps the best. There has been little luck with apricots, Myrick said, perhaps due to the spot where the trees are planted. Other trees include 20 plums, three apricots, eight pears, four Japanese persimmons, six apples, eight English walnuts, and three paper-shell pecans.

TOPOGRAPHY

The topography of Eastland county varies from hilly broken country to a gently undulating plain. One-half the county is tillable. The soil is largely sandy, and sandy clay and loam, and dark soils.



Variety of products coming from farms and ranches about Cisco is aptly shown in this group of pictures taken on Cisco farms



LAKE CISCO

SWIMMING



"THE PLAYGROUND
OF
WEST TEXAS"

BOATING



BEAUTIFUL PARKS

The parks include Free Water, Lights, Tables, Benches, Wood and individual Cooking Furnaces.

FISHING



: LOCATION :

Lake Cisco is located on the Federal Highway No. 283, extending from the Dominion of Canada, across the Cisco Dam into Mexico City; on the Broadway of America from New York City to San Diego, California.

GOLFING



DANCING



**Come To
LAKE CISCO**

HUNTING



Unusual Entertainment Features This Year

LIBRARY GROWS FROM EDITOR'S BOOK

Now Is Housed In Brick Structure

A book on an editor's desk that grew into a 6,000 volume library with a house of its own is the story of the Cisco public library.

Back in 1894 Frank Vernon, pioneer journalist who was then editor of the Cisco Round-Up, being a lover of books and one book in particular, wanted to share it with others. He accordingly placed a copy on his desk and invited his friends to come in and read it. The book was Lew Wallace's immortal, "Ben Hur."

The idea grew, along with the list of readers and books, so that by the time the Twentieth Century club took over the library 35 years ago there were 450 volumes in it. It has steadily increased ever since.

The original volume of "Ben Hur" was worn out long ago and replaced, just as many other volumes of the same book were worn out.

Own Building

The women of the club have worked hard at their library project and two years ago moved it into the modern brick library building which they had built. White brick, the building consists of the library proper, a reading room, club room, and kitchenette. It is well furnished.

Although of a general nature, the library has a shelf of Texas books, recently acquired, of which the club women are especially proud. The city recently appropriated a sum for this shelf. Mostly, however, the women have worked by themselves, having received only one donation of \$250 from the Carnegie institution.

Mrs. William Reagan is chairman of the library committee. Other members are Mrs. Charles Brown and Mrs. Hubert Seale.

The library is kept open three days a week at present. Mrs. L. D. Wilson is librarian.

Wednesday Study Club Outstanding

The Wednesday Study club, which was known as the Junior Twentieth Century club and which was sponsored by the Twentieth Century club, was organized 11 years ago. After two years the club was granted membership in the State Federation of Women's clubs. The motive is to create an interest in literature, topics of general information, social concern, and all matters of civic concern.

The club has always been active in the work of the city federation and for three years was the banner club in payments on the woman's club building. Each year the club helps with the Red Cross drive and at all times cooperates with the local charity organization.

The course of study for each year is chosen from the list sent out from the extension department of the University of Texas, and it is studied according to outline. The club selected for its course of study for 1935 the subject of "Texas Culture".

Such topics as "Education in Texas", "Literature in Texas Before 1890", "Texas Literature", "Texas Biography", "Natural Resources of Texas", "Art in Texas", "Rural Texas", "Local Development in Texas", "Our Town in Texas", and many more were studied and discussed.

Officers for the past year were: president, Mrs. H. Brandon; vice president, Mrs. James Moore; treasurer, Mrs. W. J. Leach; recording secretary, Miss Marion Chambliss; Corresponding secretary, Miss Ora Bess Moore.

FIRST CHRISTIAN CHURCH AIMS AT TEACHING WAY OF LIFE TO PEOPLE

By W. F. BRUCE

A church of the twentieth century will have some relation to the church in the first century, since that is the period when the movement was launched. The church, like Paul, will become all things to all men; hence its approach and its methods may differ from century to century. But the pattern for its organization and the example for its activities are described in the New Testament. A church of God will try to conform to His will; a church of Christ will look to Him as its head. A Christian is expected to be a living representative of his Master.

These truths, and whatever else may belong to the church, are common to all Christians and to every group of Christians, and are not the exclusive possession of any. It is true that different religious movements have stressed one peculiar feature or another of doctrine or practice. But even so if any one makes such a discovery it is to share it with the whole Christian world. By finding enough of these common elements of the Christian religion we will have a common ground upon which to unite for Christian work, and will have some hope of accomplishing an otherwise hopeless task. The world is crying at this hour for a healing of its ills. None of the remedies proposed can compare with the plan of unselfish brotherhood that is presented in the word and works of Jesus. To teach and live His message to the world is a challenge to us all in our present situation.

The First Christian church has its part in this program. A sketch of its past has been published at different times. It has occupied three different buildings on three different sites, the first one destroyed by the tornado of 1893, the last the one used now. Various pastors and evangelists have rendered it service. A very few remain who have lived through most of the history of the congregation, but mostly it is a changing membership, a procession of saints, to which the church has ministered. The rise and decline of the oil business, changes in other commercial or professional or industrial lines, the coming and going of students of Randolph college, and changes by birth and death have all contributed to the transiency of the membership.

This church considers its mission that of teaching in pulpits and classroom the way of life to those who do not know it and a fuller meaning of this way to those who do. This work is worthy of the very best effort and method. The Bible school has various departments and classes to adapt the work of teaching the Bible to the differing ages of the pupils. The young people's organization has been aggressive not only in developing the spiritual life of the youth but of extending its good influences to others. The women have correlated all their work in the Women's Council which looks after missionary and benevolent activities, aid to local work, and some form of Bible study. The men counsel together and with the pastor in their regular monthly board meetings. There is no one who needs to be idle in the vineyard.

There are more chambers of commerce, with salaried secretaries, in Eastland county than in any other county in Texas.

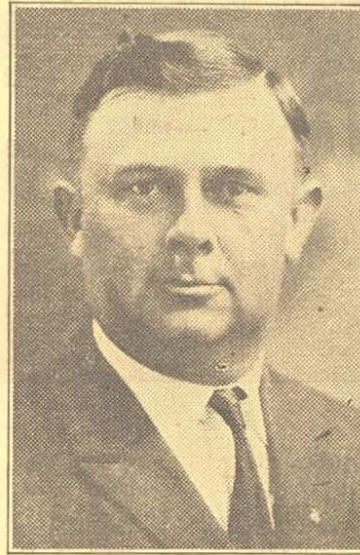
There are coal mines in Eastland county.

Cisco has a city softball league.

United States Highway 80 goes through Cisco.

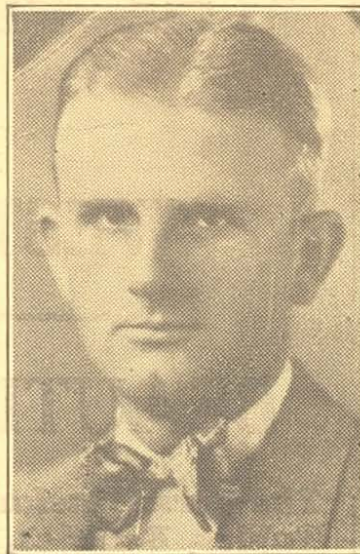
The cattle industry is important around Cisco.

President



S. H. NANCE

Vice President



GARLAND (Pete) NANCE

Business Better For Nance Motor

Business has been getting better for the Nance Motor company ever since the company purchased the business in 1933. That is the story of Garland (Pete) Nance, vice president.

"We have had an average of a small increase in gross business every month since we took over the company," he said. "We had an increase of 28 per cent in 1934 and so far have had an increase over last year."

"Of course we don't believe that is all due to the fact that we are the proprietors of the company, but due largely to the fact that times are getting better."

S. H. Nance, president of the company, came here as manager of the Elease Motor company, Ford distributor in Cisco, in 1931 and his son, now vice president, became head of the parts department. Then they purchased the business two and a half years later and started out to make it grow.

At the present time they have 17 employes in the various departments of the company, having increased both the personnel and the wages as became necessary. "When the NRA became ineffective, we still maintained the NRA wage level," the vice president said proudly.

At present the company maintains a sales department with both new and used cars, a parts and service department, and a service station using Humble products.

S. H. Nance, as president, is general manager and sales manager. W. B. Statham is head salesman, J. O. Barnhill head of the used car department, and C. E. Yates and Jay Richardson salesmen. Rex Page is head of the parts department, B. H. Stephens shop foreman, and Roy Huffmyer the service station manager.

The company believes in Ford cars and believes in the future of Cisco. It is endeavoring to combine the two in a growing, live business.

The greatest concentration of population west of Fort Worth centers around Eastland county.

The Eleventh Court of Civil Appeals is located in Eastland county.

Mrs. R. Q. Lee First President Of Cisco Garden Club Back In 1926

The Cisco Garden club had its beginning in 1926 under the leadership of Mrs. R. Q. Lee. After a call meeting of the charter members the club immediately began preparations on projects. An aim to make Cisco the most beautiful city in Texas was in the mind of each member.

The club chose the pecan tree as the club tree and the crepe myrtle was chosen as the club shrub. The flower decided upon was the red rambler rose.

The first project sponsored by the club was the beautification of the Grammar school campus. Trees were furnished and planted, and with the help of the children the campus was cleaned. The next project that the club undertook was the park at Lake Cisco. Shrubs were bought and some of the members donated seed and flowers which were planted and cared for. Native rock was used in building walks and protection for the shrubbery.

The high school project was the next successful attempt at beautification. The campus was terraced and trees were planted. Arrangements were made for the up-keep of the beautiful lawn. Then the park

joining the new post office was built. The Garden club at once gave their support and in turn a beautiful park was concluded.

In 1934 the club sponsored what was known as a "beautiful yard contest". Prizes were awarded to the owner of the most beautiful yard and to the owner of the most improved yard. Prizes went to Mrs. H. S. Drumwright and Mrs. W. W. Wallace.

Many other projects have been sponsored and successfully fulfilled. Also plans are being made for the coming year. The highway improvement project will be among the first. In this project it is the aim of the club to plant and care for trees along the highway.

Officers for the last year are: President, Mrs. C. H. Fee; vice president, Mrs. W. H. LaRoque; secretary and treasurer, Mrs. F. J. Borman. Officers elected for the coming year are: President, Mrs. C. H. Fee; vice president, Mrs. Sam Kimmell; secretary and treasurer, Mrs. D. E. Waters.

Cisco has an active Retail Merchants association. The secretary is Miss Lucille Self.

Build OR Remodel NOW

EVERYTHING You Need in Service, Materials and Labor to—

REPAIR

Your Home

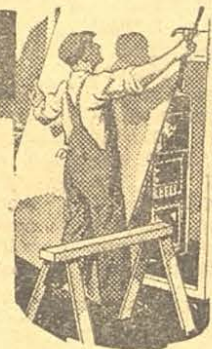
Wipe out its aged appearance, repair it inside and out and from basement to roof. Check up today, then bring us your requirements.



REMODEL

Unused Space

With careful planning and choice of materials you can practically make your home over. Add livability, comfort and convenience in every present wasted space. All at LOWEST Costs. Do it NOW!



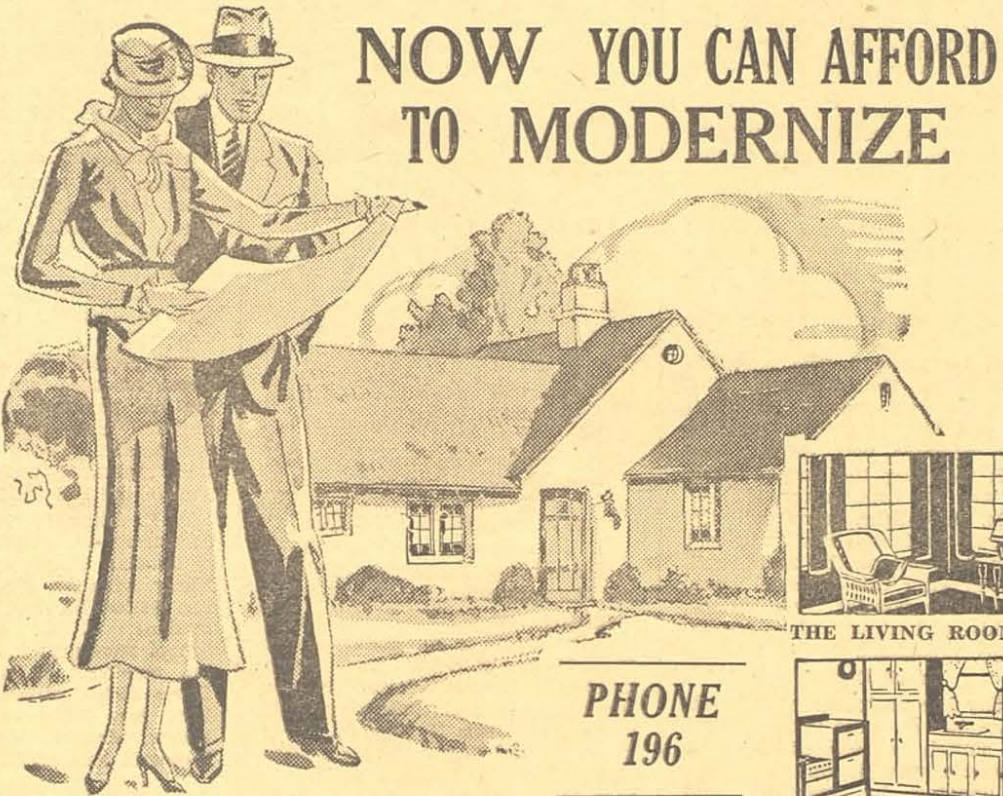
DECORATE

Every Room

Harmony of colors, durability of materials and economy in costs—all are features of our interior decorating service. Expert work—no fuss or muss.



We Can Arrange a Loan for You On EASY Monthly Payments



NOW YOU CAN AFFORD TO MODERNIZE

PHONE 196

That home of yours—is it as Comfortable and Convenient as you would like to have it? If not, Modernization and other improvements offer complete remedy. We know that the cost of such work is uppermost in your mind, but, at your invitation, we will show you how, with Accurate Plans, Expert Workmen and Quality Materials, you can have a completely modernized home at one, LOW Saving Price. Phone today for our helpful Service. It's FREE.

ESTIMATING

Can be had without Cost or Obligation regarding any of the above home improvements.



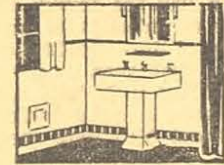
THE LIVING ROOM



THE KITCHEN



THE ATTIC



THE BATHROOM

WE'VE ALWAYS SOLD THESE BETTER QUALITY PRODUCTS

- Atlas Cement
- Texaco Roofing
- Steves Sash and Doors
- New and Used Plumbing Supplies
- New and Used LUMBER

- Builder's Hardware
- New Method Red-D-Mix PAINTS
- New and Used Pipe Fittings

PAINTS

LOW Cost, Beauty and Protection Inside and Outside . . .



Don't let it be said this summer, Fall and Winter that your home isn't as good looking and as well preserved as the others on your street. Decide and plan now to Paint. Inside and outside, Good Paint affords the Lasting Protection and exceptional Beauty that make your average cost far less than that of any other decoration.

Cisco Lumber & Supply Co.

"WE'RE HOME FOLKS"

METHODIST CHURCH ORGANIZED IN CABIN BY PIONEER CIRCUIT RIDER

The First Methodist church here was organized in 1880 through the zeal of a pioneer circuit rider, Rev. Lamb Trimble. This pioneer, searching for anyone who was a believer in the Methodist faith, found Mr. and Mrs. M. V. Mitchell 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 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 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 1891 Cisco was founded at the junction of the railroads, 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 pastorage 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 im-

Methodist Pastor



REV. FRANK L. TURNER

provements 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 1929 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 membership 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.

FIRST BAPTIST CHURCH ORGANIZED WHILE TOWN WAS RED GAP IN 1878

Baptist Pastor

57 years ago the First Baptist Church of Cisco had its inception in Red Gap. It was organized by Rev. C. G. Stephens and Rev. W. B. Cobb in 1878.

With the beginning of the town of Cisco, the church was moved here where for fifty-four years it has stood as a light upon a hill. During the fifty-four years the church has experienced the loss of two buildings, one by a cyclone and one by fire. The present building was erected at a cost of more than a hundred thousand dollars in 1927.

Under the ministry of twenty-four pastors the church has grown from the original membership of thirteen to a present membership of 865, seven hundred of whom are resident members, which is the largest membership the church has ever had.

The present pastor, E. S. James, began his sixth year July 24. During his pastorate more than five hundred have been added to the membership. The church is now well organized under the leadership of the following officers:

F. E. Shepard, clerk; E. J. Poe, treasurer; W. F. Walker, director of music; Wilma Mason, pianist; Harry Schaefer, orchestra director; Asa Skiles, Sunday school superintendent; J. O. Skiles, Sunday school secretary; Mrs. J. D. Franklin, president of W. M. U.; Mrs. Davis Fields, director of B. T. U.; Mrs. Asa Skiles, Young People's leader; Mrs. H. B. Hensley, Young Women's Auxiliary sponsor; Helene



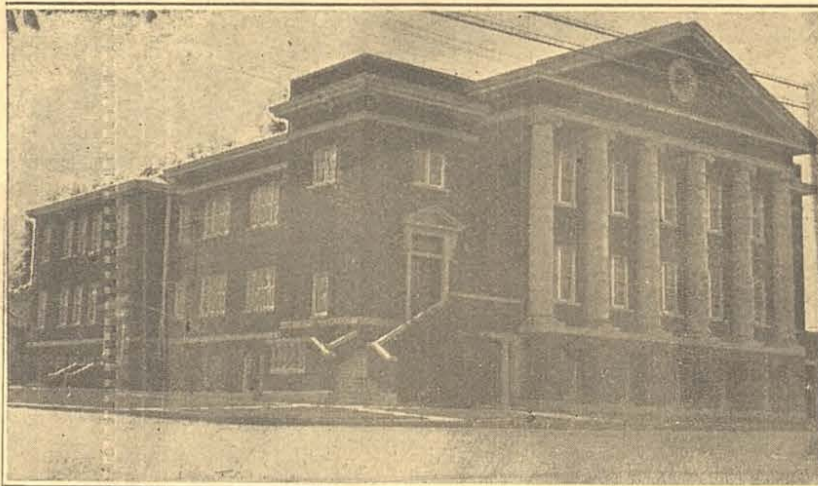
REV. E. S. JAMES

Stokes, Girls' Auxiliary sponsor; Mrs. J. R. Burnett, Royal Ambassadors' sponsor; Mrs. J. A. Smith, Sunbeam Band sponsor; H. L. Kunkel, chief usher; H. Brandon, chairman of board of deacons; J. E. Spencer, chairman of finance committee; J. R. Burnett, associational board member.

Cisco's First Methodist Church



First Baptist Church Modern Building



SOVIET COAL GAINS

MOSCOW — The output of coal in the Soviet will reach 112,200,000 tons this year, compared to 92,200,000 tons mined last year. Construction work will make it possible to put into operation 41 new coal mines of a total capacity of 23,260,000 tons of coal a year.

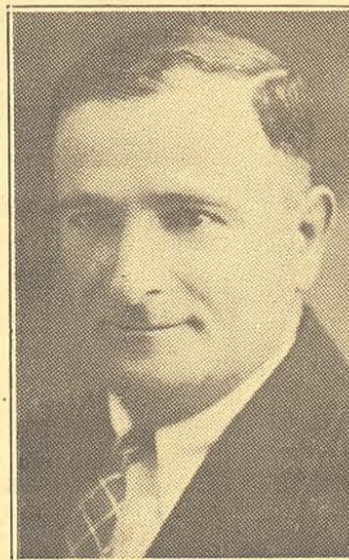
The biggest brick plant in Texas is located in this section.

HAY FEVER CLUB

DULUTH, Minn. — Headquarters of the Hay Fever club of America has been opened here. Mrs. C. H. Lundblad, of Paynesville, Minn., is president. She has come here for the last 14 years to escape the irritating pollen which causes bronchial distress.

There are three Lions clubs in Eastland county.

Men Who Have Built Lumber Business



Pete Cooles, left, and Charles Sandler, have built up an outstanding business at the Cisco Lumber and Supply company since they became proprietors of the organization.

Swimmer Uses Hands To Land Barracuda

MONTEREY, Cal., Aug. 24. — Marc Chlemens strolled along the Leach, watching a fish swimming about in the shallow water apparently pursuing small marine creatures.

Chlemens thought it would be a good idea to catch the fish with his bare hands, unaided by tackle.

He waded into the water and the battle was on.

After the wish was reposing on a cake of ice at a local fish market, Chlemens learned his catch was a barracuda, known as "the wolf of the sea," and capable of biting a man's arm or leg off.

Double In Pose For Official Painting

MADISON, Wis., Aug. 24. — The state of Wisconsin owns a portrait of a former lieutenant governor that isn't a painting of him at all.

When the state decided late in the last century to obtain an official painting of Lieut. Gov. Milton H. Petit, who held office in 1872 and 1873, it could find no picture of him, and Petit had long been dead.

In Racine, Wis., Petit had a "double," Thomas Gibbons, who was prevailed upon to pose for "Petit's portrait." The painting now hangs along with those of other famous Wisconsinites in the state historical museum.

Lions Club Looking Forward to Next Year's District 2-E Conventoin Here

By W. H. LaROQUE

The Cisco Lions club is looking forward to one of its biggest achievements when it brings the District 2-E convention here in 1936. Already many plans have been laid for entertainment features and the club hopes to show the city to advantage to between 400 and 500 delegates.

Various organizations of the city have indicated their willingness to cooperate with the club to bring about the harmony necessary for a successful convention.

The Lions club of Cisco has always been one of the outstanding service clubs of the city.

This club has catered to civic work and has functioned as an active auxiliary of the Chamber of Commerce, never taking the lead, but holding up the arms of the Chamber in all activities that are for the betterment of the business or business interests of Cisco. Young active men have been solicited for membership in this organization almost exclusively, with the idea that only young, wide-awake men, who have, by their intense interest in public affairs, impressed themselves upon club members have been thought of as fit material for club membership.

Through the years this club, in conjunction with the Rotary club, the Garden club and other civic organizations, have been of material assistance in carrying out projects of a constructive nature. Each year the club assists in paying at least a part of the expense of one or two delegates to the International conventions, which fact gives the club a wide knowledge of what is being done in other parts of the world

and gives club members contact with men who are actively working for the same things that are being sought by Lions every where—the raising of the standards of manhood and building outstanding citizenship.

Officers of the club are: E. L. Smith, president; Joe C. Burnam, secretary; R. C. Giles, treasurer; Charles Sandler, first vice president; Charles Kleiner, second vice president; J. C. King, third vice president; Mitt Williams, Lion tamer; H. Brandon, tail twister; Horace Condley, song leader. Directors are R. E. Grantham, Jack Anderson, W. J. Leach, W. H. LaRoque, and H. L. Dyer.

The club's 32 members are Jack Anderson, A. D. Anderson, Joe C. Burnam, J. A. Bearman, H. Brandon, W. E. Brown, Horace Condley, H. L. Dyer, J. E. Eggen, George W. Foster, R. E. Grantham, R. C. Giles, Lloyd Hughes, Leonard Hudson, Dr. C. C. Jones, J. C. King, Charles Kleiner, W. H. LaRoque, W. J. Leach, Joe Lea Moore, S. H. Nance, J. B. Pratt, I. Moldave, Dr. Hubert Seale, A. Sandhofer, Dexter Shelley, E. L. Smith, Charles Sandler, J. W. Thomas, Mitt Williams, T. C. Williams, Clyde Van Sickle.

Nu-Way Beauty Shoppe Improved

The Nu-Way Beauty Shoppe, which is located at 705 D avenue, has been in Cisco for eight years. Lewis Linder, proprietor, come to

Cisco from San Antonio where he dressed hair at Joske's one of the largest department stores in San Antonio.

The shop until recently consisted of a barber chair under the management of O. K. Linder and the beauty shop was in the rear of the barber shop. However it is now strictly a ladies shop. New booths have been built and an air cooling system has been arranged, changing air every four minutes.

The Nu-Way Beauty shoppe is equipped with a complete line of Helen Curtis Facial Products. Mrs. Gladys Bayers has charge of this department. Mrs. Lewis Linder assists in giving permanents. Tommie Linder, hair dressing. Mrs. J. O. Johnson, has been added to the staff.

Jensen Company One Of Cisco's Oldest

Jensen's Jewelry Store is one of the oldest places of business in Cisco. When J. A. Jensen and family moved to Cisco in 1915 from Mart, Texas, Mr. Jensen purchased Anderson and Biggelo Jewelry company which was then located at 700 D avenue.

In 1918 the store was moved to the present location. In 1922 a music department was added which is now under the management of Mrs. Ben Krauskopf, daughter of Mr. Jensen.

Mrs. Krauskopf is a teacher of piano and violin and has her studio in the back of the Jewelry store.

—COMPLETE, PERSONAL BEAUTY TREATMENT—



EXPERT BARBERS

STYLE ASSURANCE

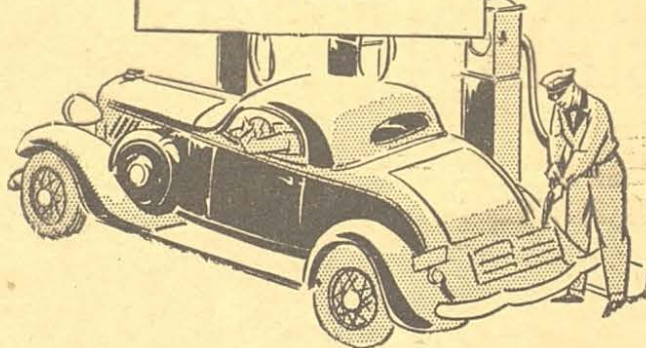
Up to the minute on the Latest and Best of fashions in Face and Hair and Dress, Nu-Way assures you that the Permanent you get here will be Perfect in Beauty, Symmetry and Style. Phone 294.

NU-WAY BEAUTY SHOP

LEWIS LINDER, Mgr.

Phone 294

Complete Automobile Service



UNUSUAL SERVICE AT NO EXTRA COST

Our customers are our advertisers. They tell others of the Reliable, Honest Service that they receive in all lines of what we sell and ask their friends to become our customers. The further fact that they continually return themselves, shows that they are sincere in what they say about us.

CERTIFIED LUBRICATION — TEXACO GAS & OIL WASHING — POLISHING — WAXING FIRESTONE TIRES AND TUBES

Visit our Station and avail yourself of our Conveniences. OUR STATION IS ALWAYS CLEAN

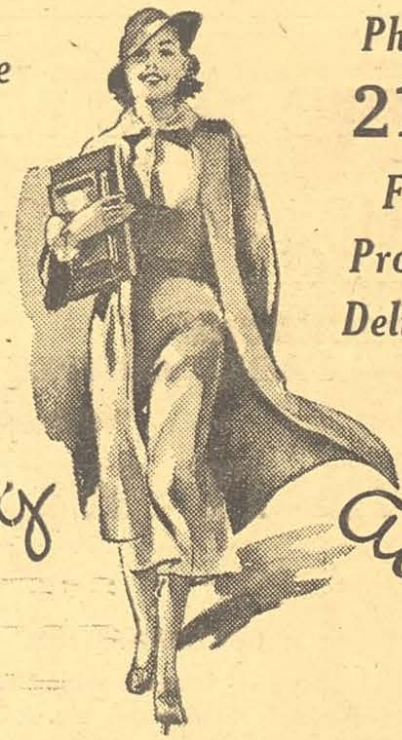
ACCESSORIES

Cool Seat Covers, Fan Belts, Spark Plugs, Headlight Bulbs For All Cars

TEXAS SERVICE STATION

Corner E. at 8th. St. A. V. CLARK, Prop. Cisco, Texas

Notice The Difference In Our Quality Cleaning



Phone 216 For Prompt Delivery

GOING AWAY TO SCHOOL?

Whether you are going away to school or attending here . . . let us get your Clothes ready. Our Cleaning and Pressing methods enable us to assure you Perfect Satisfaction in every instance.

TULLOS BROS.

MASTER CLEANERS & DYERS

Church Was Begun With 60 Families

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 Amarillo, 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."

PICKLE WELL PICKLED

TIFFEN, O. — Mrs. Elliott Williams owns the grand-daddy of all pickles. When she was a baby, her father placed a glass jar over a cucumber and when it grew to fill the bottle, poured in alcohol. That was 73 years ago.

RATTLER MISTAKEN

CHATTANOOGA, Tenn. — A pedestrian stepped over a rope on the sidewalk. It coiled up and whirled at him. Two boys stilled its actions. The rope was a 44-inch rattlesnake.

Manager



W. H. LAROCQUE

Daily News—

Interest in the firm until the fall of 1928, when he sold it to Marsh and Fentress, who in 1929 purchased the interest of O'Flaherty and assumed control of the publishing company.

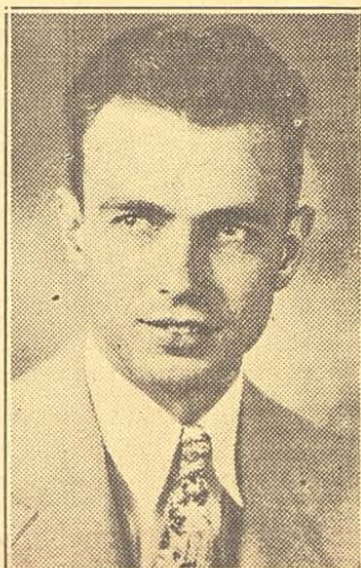
The Staff

Frank Langston, present editor of the Daily News, has held that position since a year ago. He formerly was connected with the Waco News-Tribune and Times-Herald.

Miss Zelma Curtis, bookkeeper, has been with the Daily News since 1927, before the paper was moved to the present \$10,000 brick building in the 300 block on D avenue.

The personnel of the paper consists of W. H. LaRoque; Frank Langston; Miss Curtiss; Miss Laura

Editor



FRANK LANGSTON

Rupe, society editor; Truett LaRoque, advertising; J. B. Hunter, mechanical foreman; Monta Laughlin, machinist-operator; Hilmer Swenson, operator; Joe Warren, stereotyper and pressman; Francis Bruce, mailing clerk; and 10 news carriers.

During its early days the Daily News often had to struggle hard, throughout the years it has had the satisfaction of knowing that it and the city were growing together and that the future of both was bright.

CAT MOTHERS MOUSE

BARABOO, Wis. — A mother cat has added a mouse to her family of four kittens at Harry Simons' farm. The mother, mouse, and kittens are the best of pals, Simons said.

Church of Christ Was Begun 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.

FAMILY DENIED DOG

BUFFALO, N. Y. — A family on relief has no right to own a dog, City Judge Peter Maul ruled in a case tried here. The judge directed that a dog, owned by Mrs. Josephine Starks, which allegedly had bitten a neighbor, be turned over to the S. P. C. A.

SLED BUILT

ARKANSAS CITY, Kan. — This city's prize optimist is Walter Rickel. During high temperatures ranging from 100 to 110 he built a sled for his sons to enjoy this winter.

GUINEA PIG PRICE STABLE

CINCINNATI — While the hog and cattle markets fluctuate considerably, the price of guinea pigs remains relatively stable. The average price is 75 cents.

Read it in the Daily News First.



DRESSES

Our New Fall Dresses in Chic Styles and Colors are here. The Latest Vogues are shown in everything new for Fall. Make your selection EARLY.

PRICED \$2.98 to \$12.85

We Have The Biggest Selection Of— SHOES

In Cisco — The Newest in Heels and Patterns — Widths AAAA to EEE, Sizes, 2 1-2 to 10.

— WE DO EXPERT SHOE FITTING — SEE OUR COMPLETE LINE OF SHOES BEFORE YOU BUY



Priced \$1.98 to \$5.98

New Fall Showing

- OF -

Coats..Suits..Dresses

COATS

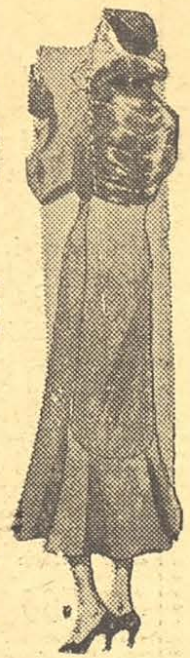
New effects and materials are shown in our selection of Fall Coats. Rich Furs and Fine Fabrics are combined to make these Coats the BEST VALUES ever. Come See Them.

Coats and Suits \$5.98 to \$29.85

BACK TO SCHOOL NEEDS

YOU CAN SUPPLY YOUR EVERY NEED FOR SCHOOL HERE

Come in and Let Us Sell You Your Complete Outfit for School



The Boston Store

I. MOLDAVE, Prop.

CISCO, TEXAS

J. C. Penney Store Started in 1924

J. C. Penney Co., had its beginning in Cisco in 1924 and was under the management of J. J. Baker, and was located at 714 D avenue, present location. Mr. Baker served as manager for three years after which time he was transferred.

P. B. Glenn was then manager of Penney's also for three successful years when he was also transferred to a larger store. The following year the store was under the leadership of H. L. Vann and then Mitt Williams, present manager.

Although a unit of a chain of 1500 stores the store to Cisco seems like a community organization. At present seven people are employed. Misses Eula Howell, Lillian Jobe, Mrs. C. F. Stephens, Johnny C. Penn, Roy Moad, clerks, and Miss Louise Karkalits, bookkeeper.

Cleaning Work Pays For School

A business that paid for an education that helped the business is the story of Alton Roan's success since he entered the cleaning trade.

Roan, an employe of a cleaning firm here, made his work pay for a year at Randolph college. Later he attended the National Association Institute of Dyeing and Cleaning and now has his diploma hanging on the wall of his own shop on D avenue.

Roan has been in Cisco for 16

years and in business seven years. He started on South D avenue, but has been in the present location for two years.

Besides his unusually attractive place of business, he points with pride to his equipment, new, which enables him to speed up the cleaning and pressing jobs. With this equipment, he is able to turn out a suit, cleaned and pressed in around an hour and a quarter if necessary.

Mayhew Brothers Business Partners

From a trading company and the postal service here came W. H. Mayhew and Charlie Mayhew, brothers to form and operate a confectionary, beer, and ice cream parlor.

The two sons of A. L. Mayhew began with a business in 116 West Eighth street. Now their business has expanded so that they occupy the adjoining building. One of the buildings is used for a confectionary, magazine exchange, and ice cream parlor, while in the other they handle the principal brands of beer, tobaccos, and cigars.

Ever since 1900, when their father went into business there has been a firm in Cisco bearing the name of Mayhew.

ENDS FREE RANGE

HAMMOND, Ore. — Hammond has passed an ordinance prohibiting free range of cattle, after tourists complained street-crossing bovines delayed them and housewives protested the animals ate flowers.

11 FOOT HOLLYHOCK

ALEXONDRIA, Ind. — Miss Eullia Everhard has a hollyhock growing in her rock garden that measures 11 feet 7 inches from the ground to the top of the tallest flower.

Kizer Began His Career in Panic

Depressions hold no particular terrors for R. E. Kizer. One of the toughest of them started him in the photography business, and he's still at it.

When the panic of 1907 hit he was a railroad man and immediately was forced out of a job by the curtailment of employes. He had to make a living, so he bought a tent and a penny picture outfit and hit the road.

He made money at it, too, selling

pictures at two dozen for a quarter, and in 1910 entered the field of professional photography in earnest.

Coming here from Dallas two and a half years ago, Kizer set about building up a reputation for reliable service and is now specializing in portraits and commercial work. He has been in his present location on D avenue for six months.

BANDITS EGG PURSUERS

JOPLIN, Mo. — Tips to police: remember the experience of Jasper county officers when pursuing bandits. While chasing a trio that hijacked a produce truck, officials were bothered by a constant stream of egg crates and cream cans that the fleeing group tossed out.

BEING BUSY—

Reflects Confidence that our Customers have in our Service and Price.

We Are Busy Selling—

Groceries, Fruits, Vegetables

ALSO DISTRIBUTORS FOR—

MAYTAG WASHERS

The World's Greatest Home Necessity

HYATT & WOOD

1110 Avenue D.

CISCO

Phone 118

Retire With—

KELLY SPRINGFIELD

Eliminate Tire troubles this winter by Equipping your Car with New—

Kelly Springfield's

We will allow you a Liberal Trade-In Allowance for your Old Tires.

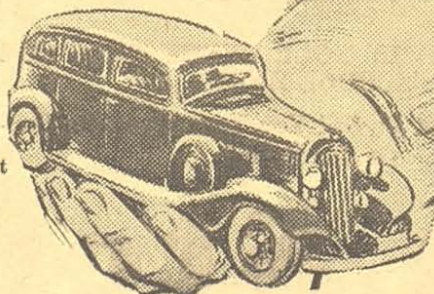
"Service With a Smile"
Mobile Gas and Oils —
Washing and Greasing

ED HUESTIS

"Phone

500

And Count the Seconds"



Corner Ninth and Avenue D



What Does—

SERVICE

Mean in Funeral Direction?

Of course, service is that which is expected of every mortician having complete facilities and equipment for funeral direction. But Neil Lane's Funeral Home make sure that satisfactory service is given in each, combines Expert Knowledge, a Complete Staff and Modern Equipment into a single, Efficient Unit. The impressiveness of each service we conduct is assured.



NEIL LANE'S FUNERAL HOME

209 W. Ninth St.

—:—

Phone 167

Dr. David F. Tyndall, Randolph



Dr. David Tyndall, Pastor First Christian Church and teacher of Bible in Randolph college, brings unusual talent to his church and school.

A forceful speaker, a Bible scholar of note, and a Bible teacher of ability, Dr. Tyndall means much to Cisco and its church life.

BRING US YOUR WHEAT FOR GRINDING AND STORAGE PLENTY OF ROOM FOR YOUR YEARS SUPPLY



We will Always have your Flour as you need it — If you are short of a Grain Room — We can Store your Wheat. We will allow you the Storage Charges.

We make the Best Corn Meal that can be made.

Bring Us Your Corn.



CISCO FLOUR MILL

Are You Ready?

IT'S FALL AT PENNEYS



Lavishly Furred Dress COATS in new rough weaves! \$16.50

Stunning styles . . . furs of outstanding quality . . . and lustrous satin linings! They are beauties at \$16.50!

Penney's LAY-A-WAY PLAN Select Now pay a small deposit & weekly payments.

Your Dresses and Coats from our New Fall Stock. Just 4 Days out of New York. Selected for Us by our Own Buyers of 30 Years Experience.



See the new Fall colors in this ringless SILK HOSE 79¢

Lovely, clear service chiffons that will give you excellent wear . . . or semi-service weights—long wearing and not too heavy! New fall colors!

PENNEY'S J. C. PENNEY COMPANY, Inc.

Smartness as it should be, New Skirt Effects. Sleeves in the New Mode. A Wide Variety of Novelty Weaves in Crepes and Satins, that can be classified as different—

\$4.98 and \$5.90



Crawford Agency Outstanding Here

The story of the E. P. Crawford Agency is that of a native of Mississippi who adopted Cisco and has become one of its leading citizens, at the same time building up an outstanding business here.

E. P. Crawford in 1921 purchased the interests of his associates in business here and formed his present organization, which deals in insurance, real estate, rentals, and income tax returns.

When he came to Cisco as a young man he became connected with the Davis-Garner company here and later was sent to the Cross Plains, branch store. He later was a member of an advertising firm in Oklahoma, before returning here to go into business with other Ciscoans. While employed by the Davis-Garner company here, he was married to Miss Lucy Doyce, a native of Kentucky. Mr. and Mrs. Crawford have a daughter, Miss Helen, who was graduated from the University of Texas last spring.

Miss Catherine Cunningham is office manager of the Crawford Agency, while Crawford is on the outside much of the time, either on company business or connected with some civic work.

Produce Company Has Branch Here

Because they liked Cisco and the people here, the heads of the West Texas Produce company chose this as the site for consolidation here in 1929.

The company had been operating houses at Ranger, Breckenridge, and Cisco until that time and when it was found expedient to

Brothers and Business Partners



LEON TULLOS

Two brothers have been operating a successful cleaning plant at the same location in Cisco for the last 13 years. They are Leon and Lonnie Tullos, and their business establishment is known as the Tullos Brothers Cleaners.



LONNIE TULLOS

The company specializes in women's work, but does all kinds of cleaning—good cleaning.

Recently some new equipment has been added to the shop. A new press has been installed and a pressure filter added to the already well equipped business.

consolidate, selected Cisco as the new branch headquarters.

Simon W. Coplin is manager of the Cisco branch and, like other members of his firm, is a strong believer in the city.

General headquarters for the firm are in Fort Worth. Harry Bockstein is president; Sam Lipschitz, vice president and treasurer; and W. C. Deagh, secretary.

Since 1924 the West Texas Produce company has been serving this part of the state with wholesale fresh fruits and produce and has been striving for fast, efficient service.

CAKE LUREES DEER

HARTFORD, Conn. — A wedding cake lured a young brown doe to its death. Roaming the deserted streets at night, the animal espied the cake in a pastry shop window and leaped through the plate glass. The doe bled to death from a cut.

TOWN FARM AUCTIONED

DOUGLAS, Mass. — The old town farm was auctioned because there were only two destitute persons living there. The old Colonial-type farmhouse housed 16 persons.

News Want Ads Bring Results.

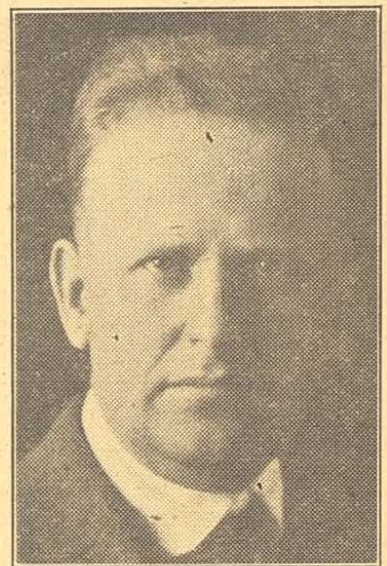
Foxworth Store Owned by Ciscoan

Foxworth Grocery, a two-and-one-half-year-old establishment, is located on East Seventh street.

W. J. Foxworth, owner of the wholesale house, moved to Cisco with his wife in 1919. He was employed by the J. P. Webster Wholesale company until he opened his own establishment.

Foxworth's is the only home owned grocery wholesale house in Cisco and employs three people. They are Cecil McBeth, Claude McBeth and Charles Bucy, salesman. Cisco trade territories are visited daily by the salesmen.

Wholesale Grocer



W. F. FOXWORTH



Setting the Pace

....FOR....

..Fall Fashions

This year, as in past years, Miller-Lauderdale sets the pace for Fall Fashions in MEN'S WEAR. Carrying a Complete line of SUITS, OVERCOATS, SHOES, HATS, SHIRTS, TIES and Accessories, with Styling that only the Finest Tailors can manufacture.

TEN YEARS OF SERVICE

For ten years we have maintained a store where Service, Style, and Quality dominate. We carry such brands as . . . Stetson Hats, Florsheim Shoes, Friendly Five Shoes, Hart, Schaffner & Marx Clothes, Interwoven Sox, Wilson Bros. Underwear & Pajamas.

AND OTHER NATIONALLY ADVERTISED BRANDS

"Nick" and "Ikey" Always Welcomes You To—

THE MAN'S STORE

MILLER — LAUDERDALE

**One of the Strongest Banks of Its
Size and Class in the United States**

**Resources Over
\$1,000,000**



OFFICERS

ALEX SPEARS, President
F. E. CLARK, Vice President
E. R. McDANIEL, Vice President
W. W. WALLACE, Vice President
E. J. POE, Cashier
VANCE LITTLETON, Asst. Cashier
LUCILE HUFFMYER, Asst. Cashier

**THIS IS THE BANK THAT
SERVICE IS BUILDING**

DIRECTORS

ALEX SPEARS
F. E. CLARK
E. R. McDANIEL
W. W. WALLACE
E. J. POE

First National Bank

CISCO, TEXAS

New Fall SUITS

FOR MEN AND YOUNG MEN
They come in all the Newest Fall Colors. All the New Fancy Backs that are Wanted. Oxford Gray — Brown — Blues — Sport Weaves and Colors.

\$22.50 SUIT

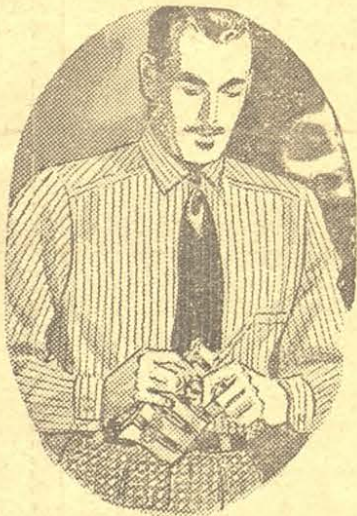


Bostonian Oxfords

FOR FALL
BLACK & BROWN
\$6.50, \$8.50, \$10.00

Men's Field Oxfords
\$5.00 Pair

THE AMBASSADOR FALL OXFORDS,
BLACKS AND BROWNS
\$3.00 Pair



Arrow Shirts

FORM FITTING — NEW
FALL PATTERNS
\$1.95, \$2.00

SWAGGER AND BOULE-
VARD FALL SHIRTS
\$1.00, \$1.45, \$1.75

MEN'S FURNISHINGS
We are receiving daily shipments of Men's Furnishings. TIES, SHIRTS, PAJAMAS, SHIRTS AND SHORTS, SWEATERS, Etc.
Be sure to visit this department for Real Values.

JNO. H. GARNER'S
STORE for MEN

GARNER'S

AUTUMN OPENING

Dresses for day and night, in fall styles.

\$6.85, \$9.85
\$12.85, \$16.85
\$22.50



An exceptional group of dress and sport —

COATS
\$12.85

\$16.85

\$69.50

FALL SUITS
\$16.85 to \$69.50



Fall Handbags
98c

\$1.95

\$2.45

\$3.45

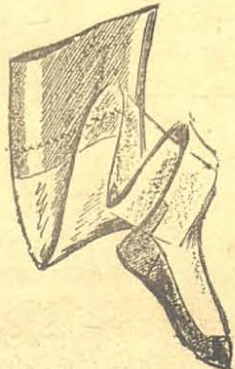
Phoenix Ringless

Hose

79c

\$1.00

\$1.25



GARNER'S LEADS

We are assembling the Largest Stock of Fall Merchandise that we have had in Six Years, SO BE SURE TO SEE US BEFORE BUYING ANYTHING FOR FALL. You will be Delighted with the New LOW PRICES that you will find in every department. GARNER'S FOR QUALITY AND STYLE. REMEMBER IF IT COMES FROM GARNER'S IT'S BETTER, BUT IT WILL NOT COST ANY MORE. You'll love the rich colors for Fall, the Grace and Femininity of the New Lines, and you are going to Welcome the Short Cuts we have planned on Fall Prices. USE OUR LAY-AWAY FOR COATS AND DRESSES SEE OUR SPECIAL SHOWING OF BACK TO SCHOOL FROCKS, COATS and SUITS, FOR GIRLS GOING AWAY TO COLLEGE.

Rich Velvets and Felts in Autumn Shades.

\$1.95

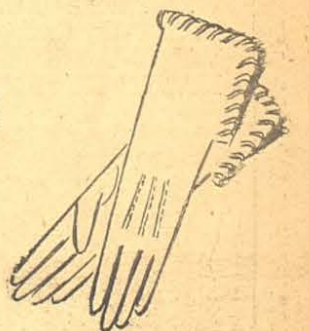
\$2.95, \$3.95, \$6.00

Group of new imported Gloves.

\$1.95

to \$3.95

FABRIC GLOVES



Jno. H. Garner's
Cisco's Big Department Store