

THE CISCO DAILY NEWS

Phone 80.

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B. A. BUTLER, Editor.

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NOTICE TO THE PUBLIC.

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

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

DAILY BIBLE THOUGHT

THE WAITING SOUL.—Truly my soul waiteth upon God: from Him cometh my salvation. He only is my rock and my salvation; he is my defence.—Psalm 62: 1, 2.

DR. TANNER AGREES.

The Daily News' editorial appearing on the front page of the Sunday, January 24, issue met with the hearty agreement of Dr. H. B. Tanner, who is secretary of the chamber of commerce in our neighboring city of Eastland. In a letter to the Daily News today, congratulating the paper upon the editorial, Dr. Tanner declared: "It seems almost impossible to get this clear before the merchants, that in order to sell their goods to the best advantage that a market must be had for what the farmers raise."

Buying and selling are inseparable factors in trading. The farmer must sell before he can buy. The produce that he raises must be converted into buying power before it can be utilized.

Those who minimize the importance of the farmer in any program of local prosperity are those whose thinking has been led astray by the too easy prosperity of the oil boom days. That easy prosperity has gone. No doubt there will continue to be here for years and years to come an appreciable development in the petroleum and gas industries but the time is past when those industries will provide a continuing, stable and sole foundation for community economic welfare. We may count upon them for a large addition to that prosperity but that does not mean we should neglect a basic industry. On the contrary the wiser course would be to capitalize upon the agricultural potentialities and to regard other factors as that much added strength.

"A good market for what is raised in their trade area is a crying need in Eastland and Ranger as well as Cisco," declares Dr. Tanner. "Last year we thought we had something like this started here in Eastland, even got \$3,000 paid in the bank in cash to start a marketing association. But the bank closed."

"In addition to what you say about trading out of town there is this fact that is often lost sight of. Every once in a while some real bright (?) talker speaks before the Lions or Rotarians and tells of the evils of buying out of town. Well, this rolls off the men like water off a duck, for when you get right down to brass tacks it is the women who do the buying, and they are discriminating buyers, you may believe."

"If they go into a store and find indifferent clerks and do not find what they want at a proper price, they shop till they do find it even if they go out of town to do it."

"It takes an up-to-date merchant to buy what he knows his customers want and then buy it so he can sell at a price to compete with his neighbors, and at the same time train his clerks to be courteous and obliging to all customers, no matter how they are dressed."

"A ready market for everything that is raised in this county is a goal we all ought to strive for and I am pleased to see you present it in such a forceful manner to your readers."

JESSE JONES NAMED ON FEDERAL AID BOARD.

President Hoover named Jesse H. Jones of Texas a member of the two billion dollar aid board. He named Harvey C. Couch of Arkansas a member. Senator Joseph T. Robinson is a minority leader in the upper branch. John N. Garner of Texas is the speaker of the house. It is said that in recognition of these two distinguished Southwestern democrats, Jones and Couch were given winning tickets in the contest for place. Couch is the head of many important public utilities in Arkansas and is said to be largely interested in other industries. Jesse Jones' name is almost a household word in Texas and in the nation as well. Jones and Couch are democrats. A third democrat probably will be named in a very short time.

Gen. Charles G. Dawes is the president of the board. Other directors are Eugene Meyer, governor of the federal reserve board, Secretary Andrew W. Mellon and Paul Bestor, farm loan bank commissioner.

Jesse H. Jones is one of the leading bankers of the Southwest. He is owner and publisher of the Houston Chronicle. He is the owner of five hotels in Houston and the tallest office building in the South and has large interests in Dallas, Fort Worth and other Texas cities, as well as in the City of New York. He has been especially active in democratic politics in state and nation, has held high position in the national councils of the party, and is largely responsible for the coming of the national convention in 1928 to his home city. A native of Tennessee, he came to Texas after his college days were over and has mounted every rung of the ladder under Texas skies. Is Texas in the picture? Well, go ask the people who read the newspapers and do a little thinking as well as a lot of reading.

OTHER OPINIONS

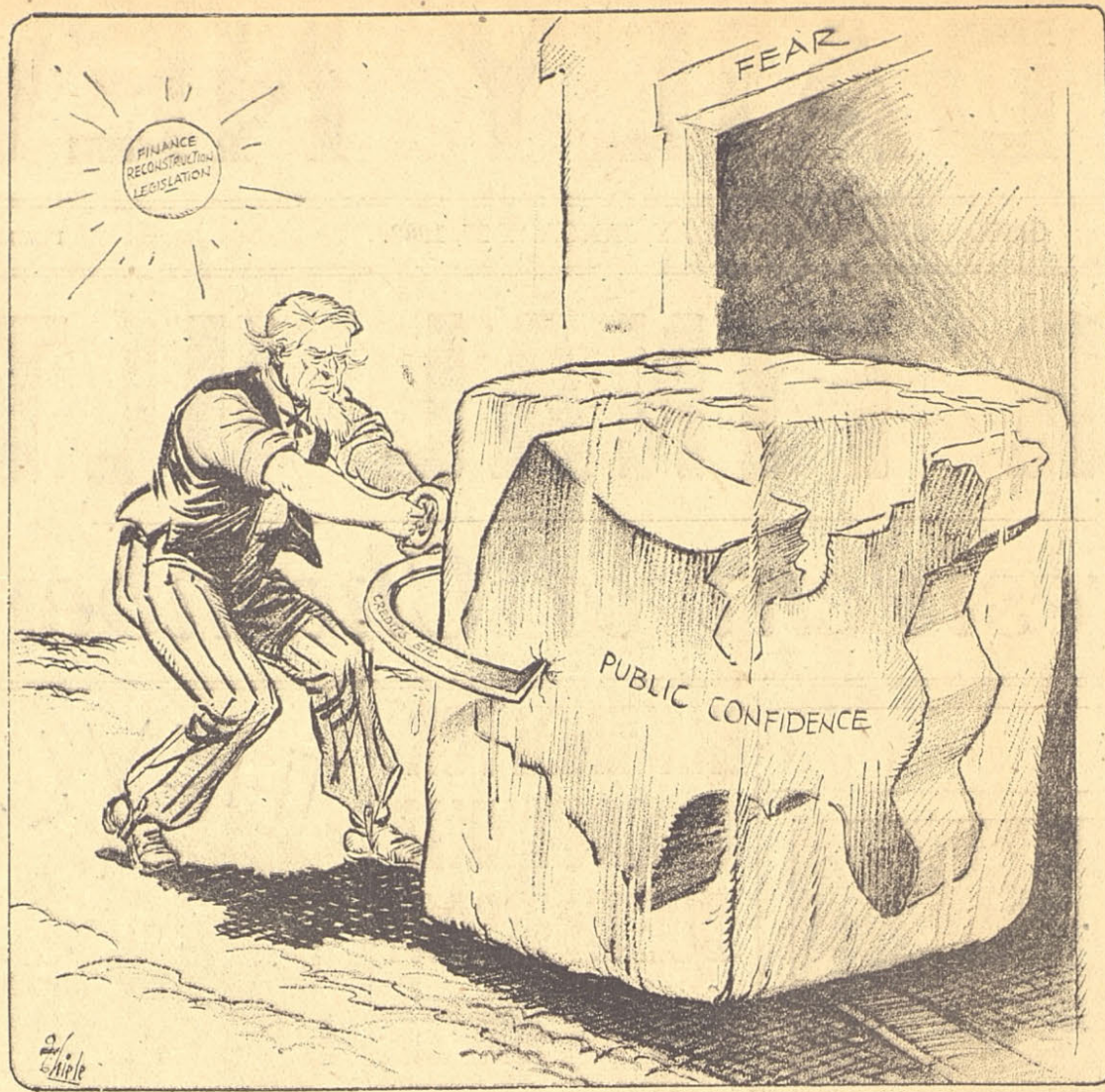
A LITTLE GIRL WHO WAS MAD AND WAS GOING TO LEAVE HOME AND THEN WAS BRAVE

She hadn't been getting along with her family at all. They were mean to her. They wouldn't let her do things. They wouldn't let her go to grown-up movies, nor read grown-up books, nor stay up late. They treated her like a child—and anybody knows that a young woman of nine years isn't a child any

longer. Her mother was cross with her. Her little sister teased her. Her father wasn't so much either. She had had just about enough of it.

Finally, one morning when she did happen to get out of the wrong side of the bed, things reached a climax. Her small sister was particularly a nuisance and they had an argument. Her mother sent her into the other room to finish her breakfast—and there, all by herself, she made her Great Decision. She got a piece of paper and she

Getting It Out of Cold Storage!



got a pencil and she wrote this note:

"I have left this house forever. I will not stand another day with a cross mother and a pestering sister. Goodbye!"

Then she ran off to the bathroom to wash her teeth, because of course you can't leave a house forever with dirty teeth. And while she was away doing that, her mother found the note and when the young woman came back and her mother asked "Well, are you really going forever?"—she was quiet for a moment and then exploded "NO!" and ran out the front door and was off to school.

And that afternoon this young woman of nine nearly did leave home forever. She went to a fire. She wasn't supposed to go, but other little girls were going and why shouldn't she? So she went, and a terrible thing happened. There was an explosion and dozens of them were injured. Screaming blood from wounds in her face, fearfully burned she was taken to a hospital by a stranger and it was an hour before her anxious family found her.

There she lay on a table, moaning a little, but otherwise quiet—a pathetic, heart-breaking mess. If she had cut her finger at home she would have yelled "bloody murder" but there, badly injured, she wasn't howling, she wasn't clamoring for attention she was waiting her turn patiently, and it was even said that she had told a doctor to fix up another little girl first because SHE could wait. She was being a good sport, and through all the agony of the following days and nights she continued to be a good sport. The same little girl who had threatened to leave home forever during the emergency acted like the young woman she had imagined she was.

All the other little girls and the other little boys were just as brave just as patient, showed those same qualities of sturdy courage. And I can't get those burned children out of my mind. When I hear grown ups complaining, I think of them. I remember those children—just regular youngsters who yell when they're hurt and sulk when they can't have what they want—and I remember them so patient and brave. It lifts me up a little, gives me more power, makes me stronger. Doesn't it do that to you?—Paris News.

Did You Ever Stop to Think?

By EDSON R. WAITE
Shawnee, Oklahoma.

That modern merchants of the home city are persistent advertisers. They carry in stock the best for wear and style. If they did not they would not dare advertise.

These modern concerns have wonderful merchandise in perfect harmony with style and pocketbook. They carry well advertised lines of known value—the kind that gives satisfaction.

Merchandise of uncertain value is seldom advertised because it does not give satisfaction. The little attention is paid to quality. Local merchants can supply your every need with quality merchandise at most reasonable prices.

Local dealers advertise for the purpose of attracting you to their stores so they can have the opportunity of showing you their merchandise and proving to you that they can give you the best value for your money.

You should buy merchandise only from the merchants whose advertisements you find in local papers. It will save you time, worry and money and assure you of getting the best for less.

TEXAS TOPICS

By THE POLITICAL ANALYST

AUSTIN, Jan. 27.—A court has been asked to go behind the word of the legislators and determine its real motive in passing on the cotton acreage law. This was asked by those attacking the validity of the cotton law, on the contention that the law's declaration of purpose is deceptive and, in general, a mask of its real purpose.

District Judge W. C. Davis, who heard the case in Robertson county, is the judge who will start the ball of decisions rolling to a final say by the supreme court. Attorneys for Fred L. Smith raised this question of deception as one of the bases of asserting the law to be void.

These attorneys put on the stand members of the legislature and leaders in the cotton control law to show that doctoring the decadent price of cotton was what inspired the session and dominated its course in passing the law.

They read into the record Governor Sterling's proclamation that convened the session, which said "the price of cotton is below the cost of production."

Representative Lawrence Westbrook of Waco, one of the law's authors, who now is seeking its repeal or setting aside, struck through such subtleties as developed in trying to uphold the law, by saying that he considers the economic welfare of Texas sufficiently important to justify legislation. And that, if the law is upheld finally, promises to be the basis upon which the courts will rule in this case. The case involves a sharp advance in public policy of legislating for the welfare of particular groups or interests of Texas citizenship.

The law itself recited its purpose was to enable the state to control soil erosion, though it was testified the legislature previously had passed a terracing law. That it was to prevent depletion of the soil, though it proved sections whose soil of hundreds of feet depth can never be depleted. That it was to control the spread of root rot and plant and insect infestations. It was proven that root rot grows in over 500 plants, and often is prevalent in a first-year new-ground cotton crop.

Weight of all this testimony will depend on whether Judge Davis decides he has authority to go behind the word of the legislature to determine its "true intent."

If he does go behind the array of "whereases," it would seem probable that opponents of the law will have proven their case.

As usual, there are plenty of court precedents on both sides. Landowners, bankers and farmers testified the effect of the law, if upheld and enforced, will be to destroy part of the remaining low value of land, particularly the alluvial and bottom land that can be used for practically nothing besides cotton.

El Paso — W. E. Crawford, McAllen contractor, received contract for building Southern Pacific Railway packing shed here, to cost about \$4,000.

WOMAN'S TROUBLE... Thought She Would Die

Donna, Texas.—"I was taken down with woman's trouble, and thought I would die," says Mrs. S. F. Moore, Box 732. "I suffered death. The doctor said there was nothing for me but an operation. I had then been in bed for five weeks, and could not walk without help. I began to take Dr. Pierce's Favorite Prescription and the Golden Medical Discovery, also used the Lotion Tablets, and in two weeks people were saying they had never seen anyone mend so fast. Now I'm a well woman, do all my work, and feel good all the time." Druggists sell



Dr. Pierce's Medicines

DAKOTA BIRDS IN CUBA.
WEBSTER, S. D., Jan. 27.—A black crowned night heron and a common, banded last spring by Art Lundquist in Day County, have been shot in Cuba, according to word received by Lundquist from Washington.

Political ANNOUNCEMENTS

The Cisco Daily News and Cisco American and Roundup are authorized to make the following announcements subject to the democratic primary election July 23, 1932:

For District Judge, 88th Judicial District of Eastland County:
J. D. BARKER

For District Clerk
P. L. CROSSLEY.

Commissioner Precinct No. 4.
L. H. QUALLS.

MODERN HOME-MANAGERS ENJOY THEIR HOUSECLEANING WORK

The old, unhealthful method of housecleaning—with its hours of back-breaking exhaustion, its stooping and bending with broom and dust pan, its clouds of dust and dirt that left one red-eyed and choking are gone forever.

Nowadays, the modern Home-manager has an Electric Vacuum Sweeper which easily and efficiently picks up every speck of dirt and grit. Its handy attachments clean drapes and furniture, and sweep and dust the bare floor. In just a few moments the entire job's done—better than by any other way—and there's no reaction of fatigue, no headache, no strain.

A committee assortment of vacuum sweepers offers you a model of size and price to fit your individual need. Come in today.



Convenient Terms.

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

USE DAILY NEWS WANT ADS FOR RESULTS

FORCED TO VACATE SALE!

Sat., Jan. 30th
Last Day
We Must Be Out
February 1st

\$20,000.00 Worth Men's and Boys' Clothing -- Hats, Shoes -- Sacrificed For Quick Sale.

Out to the Bare Walls by Saturday

Marked Down 10c to 50c On the Dollar. Come Feast on These and Hundreds of Other Bargains in High Grade Wearing Apparel.

Values to \$5.00 Boys' and Juvenile Shoes Choice of the House... \$1.95	MEN'S SMART SUITS This Year's Styles in All Sizes Regular \$26.50 All Wool hard finish Worsteds, greys, blues, browns... \$9.98	Smart Juvenile Overcoats Size 1 to 8, \$6 Camel Hairs... \$2.95
Men's Broadcloth Shirts \$1.50 Values All Sizes... 49c	\$7.50 STETSON HATS \$7.50 Stetson and Mallory Smart Hats forced out at... \$2.98	Men's Fancy Hose 25c Values... 9c
Men's Silk Ties \$1.00 Quality... 35c	Men's Dress Pants \$6.00 Values. Serges and Worsteds. Forced out at... \$2.98	Men's Athletic Unions 75c Values All Sizes... 29c
Men's Flannel Gowns \$1.25 Values... 39c	Florsheim Oxfords \$10.00 and \$11.00 values. 60 pairs this season's smart styles... \$4.98	Boys' Knicker Suits \$10.00 All Wool Suits Sizes 6 to 13... \$4.95
Boys' Dress Trousers \$3.00 Wool Long Pants... \$1.39	MEN'S O'COATS \$22.00 value. Navy blue fine Melton Silk trimmed, smart double breasted model... \$9.98	Tom Sawyer Wash Suits Sizes 2 to 8 \$1.50 Values... 39c
Men's Winter Unions \$1.00 Quality Underwear... 49c	S. & Q. CLOTHIERS SCHIENBERG-QUICKSILVER CO. BRECKENRIDGE	Boys' Tennis Shoes \$1.25 Keds Sizes 12 to 6... 69c

Hundreds of other outstanding bargains. Smart Juvenile

Your Last Chance to Save Big Money

PRODUCTION CURTAILMENT OIL FEATURE

AUSTIN, Jan. 27.—Continued curtailment of crude oil production as well as the higher seasonal consumption of gasoline due to the open winter constitute the two major current features of the oil industry, according to the University of Texas Bureau of Business Research, whose monthly report on petroleum and natural gas has just been released.

"In the three major states in oil production, Oklahoma has steadily declined since the beginning of 1932; Texas and California have steadily risen," the Bureau's statement said. "In the three producing areas in East Texas, Kilgore, Lathrop and Joiner, all have had increased production since the beginning of the year. Of the other Texas fields, most have been able to hold their production to about what it was at the beginning of the year. The Gulf Coast production has declined very slightly.

"For the week ending January 16, the estimated daily production of crude oil from the three areas in East Texas amounted to 332,121 barrels; that for the rest of the state, 848,446 barrels. Of the other fields in Texas, West Texas for this period averaged 175,235; that of the Gulf Coast fields, 105,662 barrels.

"Since the first of the year daily crude runs to stills have decreased for the country as a whole from 2,207,700 barrels to 2,124,900 barrels for the week ending January 16; for the same period, gasoline stocks have gradually increased from 37,999,000 barrels to 39,853,000 barrels.

Remarkable Data.

"These data concerning the oil producing industry are remarkable when it is considered that the daily shut-in production of crude oil in the country is estimated at 3,000,000 barrels; this curtailment in production in the face of such shut-in potentials is all the more remarkable when it is remembered that this has occurred so soon after the discovery of the three greatest producing fields in the history of the oil industry in this country—East Texas, Oklahoma City, and Kettleman Hills in California.

"In Texas, since the beginning of the year, activities in the various fields have continued. A wildcat in southwest Kerr county may open new territory; considerable interest is being attracted to wells in the McFaddin and Keenan areas in Victoria county; continued exploration goes on in West Texas, in the Wichita Falls, Ranger, Palo Pinto and Panhandle districts. East Texas operations continue in spite of rains; the district has 3,854 completed wells; and the first gas well in the district, brought in on January 8, is estimated at from 8,000,000 feet to 10,000,000 feet a day.

"Very closely allied to the petroleum industry is natural gas; the latter has much more recently attained national prominence. Although commercial production of natural gas is restricted to a relatively few districts in the United States, natural gas is now being marketed in 33 states and the District of Columbia; this industry, which has very largely grown up with the development of long-distance pipeline transportation since 1927, already represents an estimated capital investment of between \$2,000,000,000 and \$4,000,000,000.

Leads in Gas.

"Texas is and has been for several years the leading state in natural gas production, its large producing district being that of the Panhandle, and that district is the starting point of the majority of the large natural gas pipeline systems which originate in the state.

"The rather widespread use of natural gas as a fuel is bringing it into direct competition with oil, coal, coke, and electricity; due to its advantages of cleanliness, convenience and heating value, natural gas is extending its markets relatively rapidly, a movement which is being shared in by fuel oils. This movement without question is well underway—and is making itself felt particularly in the ability of natural gas and fuel oils to compete with such uses of bituminous coal as for residence heating and for the making of manufactured gas. In the same way, the consumption of natural gas for industrial purposes is being steadily extended. Some of these industrial uses include its use for fuel in oil refineries, electric power plants, steel plants, cement plants, glass works, chemical manufacturing plants, sugar refineries, bakeries, sulphur mines, and salt works."

RATS ROB BANK

FORT WAYNE, Ind., Jan. 27.—Rats literally ate up \$250 belonging to a farmer near here. The farmer brought the remains of the bills, hundreds of bits of soiled paper, to bankers in the hope that they could be re-stored, but the bankers said they had been chewed into such small pieces—identification would be impossible. The rats ate the money while it was in dresser drawer.

Ravonmdville — Mr. and Mrs. T. E. Myers of Houston, purchased Chandler Filling Station on Harlingen highway, one mile south of town.

Collins Re-Elected---

CONTINUED FROM PAGE ONE

in a position to influence travel over the highway. Visible results in the increase of tourist traffic over the route have already taken place with the prospect that within the next two or three months even greater results will be shown.

Committee Named

The board, by adoption of a resolution, went on record as approving the plans and purposes of the Broadway of America organization and of giving support to those plans, and directed appointment of a committee to assist locally in the program of the association. This committee will be chosen by President Collins and will, in effect, act in the capacity of a local branch of the Broadway association, carrying out its plans here and assisting in promotional work of nationwide extent.

The board, on motion of W. W. Wallace, seconded by W. K. Johnston, adopted a resolution urging a tariff on foreign oils. The vote was unanimously in favor of the resolution. It called for a tariff of sufficient amount to equalize the cost of production of foreign crude and domestic as laid down at the seaboard.

E. P. Crawford was appointed representative of the chamber of commerce in connection with promotion of the West Texas chamber of commerce program. He will work with other organizations, and particularly the women's federated clubs of the city in the furtherance of this program.

Highway Program

F. D. Wright made an extensive report of the progress of the project for shortening Highway No. 1 to Ft. Worth and other eastern points by construction of a 45-mile cut-off between Ranger mountain and Weatherford by the state highway commission. This project has been the object of a great deal of effort on the part of the local chamber and Mr. Wright's conclusions were that the road would be built in the very near future. He reviewed the hearing on the matter before the commission at Austin last week.

A resolution endorsing the proposed construction of a railroad to be known as the Del Rio Northern from Sonora to Del Rio, was passed. The proposed road would complete a major rail outlet from west Texas directly south to the Rio Grande valley and the port of Corpus Christi, cutting much of the distance from the haul and bringing the western sections of the state in closer contact with port facilities it was pointed out. The action was taken for the purpose of providing an expression of sentiment to guide the Interstate Commerce commission in its final decision with respect to the route.

Present at the meeting were: L. B. Campbell, President Collins, E. P. Crawford, Dr. Charles Hale, F. D. McMahon, P. Shepard, F. D. Wright, W. W. Wallace, W. K. Johnston and R. L. Poe, directors and J. E. Spencer, secretary.

Mr. W. J. Armstrong will be hostess to the Darning and mending club at her home on M avenue.

The Mothers club will meet Thursday at the home of Mrs. Chas. Sandler on West Ninth street at 1 o'clock.

Miss Catherine Cunningham will entertain the 8 bridge club Thursday evening at her home, 704 West Seventh street.

Mrs. Wm. Reagan left Tuesday for a visit with Mr. and Mrs. Otto Bray in Chickasha, Okla. Mrs. Bray is Mrs. Reagan's daughter.

Mr. and Mrs. Roy Stoker of Breckenridge visited in the city Sunday.

Mrs. R. E. Gustafson and son, and Mrs. Jack Puppen spent yesterday in Abilene.

Miss Wanda Kennedy of Baird visited relatives and friends in Cisco Sunday.

Mr. and Mrs. Burl Daniels of Arp are here to attend the funeral of Mrs. Daniel's mother, Mrs. E. P. Lindsey.

Ocle Leveridge is spending today in Cross Plains.

Miss Evelyn Adair of Moran was in the city today.

W. B. Lewis of St. Louis, Mo., is spending a few days in Cisco.

Chas. Lee of Desdemona was a business visitor here yesterday.

Mr. and Mrs. A. B. Cross of Cross Plains visited relatives here during the past weekend.

George McCannies of Moran was in the city this morning.

Mrs. Selwin Broyles of Breckenridge visited relatives here yesterday.

Mr. and Mrs. John Pritchard visited in Cisco yesterday en route

About Cisco Today

Society Editor, Miss Marjorie Noell—Phone 80.

CALENDAR

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were delightfully entertained at the home of Mrs. F. O. Hilborn, 1107 West Sixth street. The principal feature of the afternoon's entertainment was a "tacky party" which caused much merriment. A Valentine motif was attractively carried out in decorations.

Refreshments were served to the following members and guests: Mesdames J. R. Green, C. Schaefer, H. Thurman, D. I. Bell, Lassiter, W. Lowery, J. D. Hall, L. Condron, H. H. Hageman, James Smart, M. Parson, J. A. Smith, Ira Robinson, J. Coats, W. W. Sledge, C. Erickett, J. E. Shirley, R. E. McCord, and C. J. Elliott.

Circle F of the Baptist W. M. S. met yesterday afternoon at the home of Mrs. Ott. Hunter on West Ninth street. The meeting opened with a song, "My Faith Looks Up to Thee." An interesting study from the third chapter of Luke on the life of Christ was taken up, the lesson being taught by Mrs. J. R. Burnett. Miss Blanch Mathews vice-chairman, presided during the business session.

At the conclusion of the hour, delicious refreshments of sandwiches, tea, and angel food cake were served to the following members and visitors: Mesdames J. W. Pryor, Ott. Hunter, Cecil Stevens, B. F. Jones, W. S. Parrish, E. Mayer, J. R. Burnett, and Miss Blanch Mathews.

Mrs. L. P. Jones was hostess to Circle C of the Baptist W. M. S. yesterday afternoon at her home on West Fourth street. The opening prayer was led by Mrs. J. H. Grant-ham. Mrs. F. E. Higginbotham chairman, presided during the business session and conducted the devotional from the 3rd chapter of James and the 29th Psalm. Mrs. Jones taught an interesting lesson from the book of Acts, and the meeting was dismissed by a prayer led by Mrs. G. B. Langston. Delicious refreshments were served during the social hour.

Mrs. J. T. Berry was welcomed as a visitor at this meeting. Other present were Mesdames Ed Bates, G. W. Carmichael, F. E. Higginbotham, G. B. Langston, W. H. La-Roque, J. H. Grantham, Eugene Lankford, Miss Catherine Reed, and the hostess.

P. L. CROSSLEY ANNOUNCES FOR DISTRICT CLERK

To the Voters of Eastland County: I hereby desire to make my announcement for the office of District clerk of Eastland county, subject to the action of the July primaries.

I am 36 years old, married, and have resided in Eastland county about 34 years. I was reared and schooled at Carbon, Texas, and have been connected with or associated with several business enterprises in the county, among which are school teaching, banking, general mercantile, automobile, and for the past 5 years have been associated with L. Y. Morris Co., Eastland, Texas, in the general insurance business.

I was in the U. S. service from September 5th, 1917, to November 14th, 1918.

In due time it is my intention to see as many voters as possible, and it is my desire to make the race solely upon my own qualifications and merits.

P. L. CROSSLEY.

PINS FOR PIN MONEY

NEW HAVEN, Conn., Jan. 27.—Governor Gifford Pinchot, who is much concerned with unemployment in Pennsylvania, earned "pin money" by a unique method when he was a Yale student, the class book of 1889 reveals. Under the heading of remunerative occupations, Pinchot listed: "picking up needles and tacks, 1c each; catching mice, 5c each."

CHANGES FEATHERS

FAIRVIEW, Okla., Jan. 27.—A black Minorca rooster, that won awards at the Major and Garfield County poultry shows in 1930, must have tired of his solid black feathers. During the moulting season several white feathers appeared and now the chicken has a mottled appearance. It is owned by B. X. Byfield, of Orienta.

Alvin — Schroeder Confectionery and Tom's Coffee and Sandwich Shop purchased Alvin Cafe from T. Tange.

Soviet Plans Arctic Flight

MOSCOW, Jan. 27.—A scouting flight from Krasnoparsk, in Siberia, to Port Igarika, an Arctic station on the Kar-yk Sea, is planned by the Soviets this winter.

The Arctic air ace, Boris Chuk-novsky, hero of the Noble rescue will pilot a tri-motored, all-metal monoplane in the 2,000-mile trip.

The purpose of the expedition is to study the region, map out winter Arctic routes, and spot convenient landing places. All this in view of using airplanes as a means of transporting men and supplies to the Arctic stations, and to carry products back, such as furs and precious ores.

The Soviet is making tremendous efforts to open the Arctic for exploitation. It contains enormous riches of furs, minerals and lumber.

So far the difficulties have been almost insurmountable, because the region is almost cut off during the long winter months by snow and ice. Heretofore, communication has been possible in the summer only by river scows and steamers in the Northern seas, and in the winter only by dog team and reindeer sleigh.

LUXURY TAX HITS BRITISH FRUIT SUPPLY

LONDON, Jan. 27.—The Englishman's breakfast table, from fruit cup to the cut flowers, is costing more these days if he insists on retaining such "luxuries" as the government calls them.

The Horticultural Products Act latest in the series of anti-dumping measures, which Britain has adopted lately to bolster home industries is the first to hit the average citizen for it taxes table delicacies which he can't buy in his own country except in season.

Strawberries and green vegetables, for example, are among the foods now officially classed as "luxuries" for Britons. Southern France and other sunny continental districts

previously sent thousands of dollars worth here every week. By the time the English farmers could come to market with theirs, there was no market left, or at least the edge had been taken off, they claimed.

Food Price Bogy

The bogy of increased food prices always has been the chief argument of free trade advocates, but since it has arrived in a somewhat modified form critics of the measure derisively refer to it as the "Gooseberry Act." Besides taxing gooseberries the act levies a duty on early potatoes, cherries, currants, hothouse grapes, plums, asparagus, green beans, lettuce, cauliflower, green peas, cucumbers, turnips, many kinds of cut flowers and rose bushes.

In order to keep the added cost as low as possible, the measure provides that after the English crops arrive on the market there shall be no taxes on the competing foreign products. Before that time such fruits as strawberries are taxed about 60 cents a pound and new potatoes about \$4.50 a hundredweight.

Tomato Tax

Although a tax was at first left off tomatoes because it was feared any undue added cost might arouse too much protest by the millions of both rich and poor consumers who need them, the ministry of agriculture is working out a small tax scale, it is understood.

Covent Garden, London's great fruit and vegetable market, generally welcomed the new measure regarding it as a great incentive to homegrowers. As for the tax on cut flowers, dealers say that while foreign flowers are much cheaper, the English will always buy their native ones.

LASSO SAVES DEER

NORFOLK, Conn., Jan. 27.—Roping experience of Everett Gaylord, former western cowboy, helped him rescue a deer which had wandered onto the ice of Lake Wangum. The deer was exhausted from skidding around when Gaylord lassoed it and dragged it to shore. The deer bounded into the forest.

EAGLES IN NEW ENGLAND.

BOSTON, Jan. 27.—Eagles are still seen in parts of New England, says Dr. John B. May, state ornithologist. Wild swans also inhabit this region, and a Barnstable resident recently reported sighting a flock of 12.

"I'm Cook enough to Know"

"WHAT I know about making cigarettes...doesn't amount to anything at all! But I'm a good enough cook to be sure of this...You can't get a thing to taste good...unless you use fine ingredients.

"And what's more...you have to know just how to combine them.

"It must have taken an amazing knowledge of tobacco flavors...to work out that recipe for Chesterfield's good taste.

"Just as in a pudding...the proof of any cigarette...lies in the taste.

"Recently I tried Chesterfields for the first time. Right away, I knew that such taste and fragrance had to come from grade A ingredients...to say nothing of a carefully worked out recipe for combining them.

"Then, too, I found Chesterfields milder. I didn't know a cigarette could be so mild and at the same time so good-tasting.

"And have you noticed the paper? Pure white, I'm told it's the purest paper that can be bought.

"Even the package is whiter and cleaner-looking. Little things, I suppose, but I'm cook enough to know that purity and cleanliness must count in cigarettes too."



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