

The Judge's Corner

By R. W. H. KENNON

SYNTHETIC ADVERTISING DESTROYING THE RADIO

Commercializing the radio is the entering wedge that will ultimately destroy that modern invention as a source of information and entertainment. The fact is since the radio has been prostituted by permitting advertisements to be broadcasted through the air has already cheapened this means of communication, as many of those who keep a radio make it a practice to turn it off as soon as some announcer begins to tell you of the wonders of the Blank Manufacturing products, or hear Dr. Brinkley insult the audience with questionable phrases regarding his restoration of lost vitality by the grafting process of the glands of animals. Perhaps it is a spell about the merits of some perfume for the body that will prove a time-saver by its application to the person, making unnecessary to keep the body healthy by taking the time for an illness by the application of useless soap and water.

Imposition on the Public
These disgusting impositions on the time and patience of those who are compelled to listen to this class of chatter from the glib and blatant voice of the announcer tries the patience of every radio audience, and a sigh of relief goes up when some thoughtful attendant shuts off the machine till the spieler has done his stunt, and some musical number is again aethereally wafted to the ears, or some jazz is put on the air to delight those of the mon herd who merely want entertainment by some lively and popular air that is of no particular musical worth.

It is radio advertising is cheapening that popular entertainer, unless something is done to stop the nuisance sooner or later it will fall into disrepute. The press of America were to their editorial barrage on this thing agency of the radio it did not be long before some action would be applied. But we can hardly expect any concrete action on the part of the press as the larger newspapers are the greatest offenders, as they own the broadcasting stations which elicit this method of advertising with as much zeal as they do the columns of their legitimate advertising medium.

It is told that the French have enacted a law that prohibits advertising over the radio. Why not such a law be enacted in this country? Certainly it would be a relief to the public if such a law is enacted upon the radio. It is and never will be but a legitimate and effective advertising medium for critical buying that is the legitimate business of the land. If a business has merit it will be a popular seller if publicized through the legitimate news and at less cost and more effectively than all the broad advertising that can be given it by the radio announcer. In the first place when one reads of the merits of any article of merchandise it leaves an impression that is lasting than the spoken word which is not retained, as the audience is listening-in for information, and is not in the mood for merchandise.

I suppose there is little relief in this country as there is a modicum of the business of radio advertising, for none can surpass the American when it comes to getting material gain from any invention that is invented. The radio is one of the most

MURDER SUSPECT BATTLES POLICE



Fred Hisey, 52, a printer, shown (center) as he was taken to jail in Washington, D. C., after a battle with police who arrested him for the murder of Virginia Lyttle, 28-year-old department store clerk and roomer in his home. One policeman was wounded in the encounter. (Associated Press Photo)

HIS DADDY'S GOING TO WAR



There was nothing doleful about the parting of this Italian soldier and his son as father prepared to depart on the transport liner, Ganges, for service in East Africa where Italo-Ethiopian troubles are brewing. The soldier was one of 2,000 Italian troops to embark. (Associated Press Photo)

marvelous and appreciated inventions of the country if restrained to its legitimate channels, that of disseminating information and furnishing amusement and entertainment, but when prostituted to the low level of commercialism much of its popularity will be sacrificed.

Bus Schedules

Greyhound Lines	
Westbound	
Lv. Cisco	5:30 a.m.
Lv. Cisco	12:03 p.m.
Lv. Cisco	2:00 p.m.
Lv. Cisco	5:28 p.m.
Lv. Cisco	7:45 p.m.
Lv. Cisco	11:45 p.m.
Eastbound	
Lv. Cisco	12:47 a.m.
Lv. Cisco	4:17 a.m.
Lv. Cisco	8:27 a.m.
Lv. Cisco	12:23 p.m.
Lv. Cisco	2:27 p.m.
Lv. Cisco	4:27 p.m.
Bee Line Coaches	
Lv. Cisco	8:30 a.m. to Waco
Lv. Cisco	2:30 p.m. to Waco

Bluebonnet Line	
Lv. Cisco	2:30 p.m. to Brownwood
Robinson Line	
Lv. Cisco	6:00 a.m. to Coleman
Lv. Cisco	5:00 p.m. to Cross Plains only.
Rainbow Line	
Lv. Cisco	7:00 a.m.
Lv. Cisco	12:35 p.m.
Lv. Cisco	5:25 p.m.

Every successful business man is a constant advertiser—that's why he is successful.

KIZER'S STUDIO

QUALITY PORTRAITS
Commercial Photograph and
Kodak Finishing
703 Ave. D. — Cisco

Tire Repair Service \$2.00 a Year

Tube repair, mounting and dismounting all flats on one automobile will be free for a period of 12 months from date hereof—when brought to our station.

Road Service within City Limits 15c
901 Avenue D

COTTON BROS. STATION

CONOCO PRODUCTS
See Us for Further Information
All Tubes, Tires, Boots and Accessories at Regular Prices
See Us for Further Information

Ask Your Grocer for Fresh

COFFEE

ROASTED and GROUND
In Cisco Daily—100% Pure

The Family's Favorite

GREASELESS POTATO CHIPS
SALTED PEANUTS—Cooked in Cocoa Nut Oil
NEW CROP

CISCO COFFEE COMPANY

105 W. 8th Street

Leading News And Comic Features

— in —

THE CISCO DAILY PRESS

Two Barrels of Fun!

BRONCHO BILL

the hard-ridin' rip-snortin' kid of the Wild West. Every reader of daily strips knows of his exploits.

and

the circus boy with the very little hat and the mighty big heart.

BUMPS

Both drawn by HARRY F. O'NEILL in a great new

COLOR PAGE



And 11 Other Colored Feature Comics Every Sunday

Subscribe and keep up with Local and World News—Associated Press News from all the world — Washington, D. C., News; State News — Anything happens anywhere in the world the A.P. snaps it up and shoots it to the Cisco Daily Press — You read it first! Court House News — Good Editorials. Subscribe to the Cisco Daily Press.

Per Week by Carrier..... 10c

By Mail (Out of Town) Per Year\$3.50

Cisco Daily Press

PHONE 608

Oppose Gore



B. Adams (above), the University of Oklahoma announced he may be for the U. S. senate for T. P. Gore. He would be "pro-administration" (Associated Press Photo)

Sales Drop Less Than Seasonal Amount in July

AUSTIN, Aug. 26—Sales of Texas department and other retail stores during July declined less than the normal seasonal amount from the previous month and were substantially larger than during the similar month last year, according to the University of Texas bureau of business research.

"Reports from 89 representative Texas retail establishments show total sales 14.2 per cent greater than during July, 1934, the decline of 17.6 per cent from June comparing favorably with the average seasonal decline of 23.8 per cent," the Bureau's report said. "Aggregate sales during the first seven months were 4.5 per cent above those of the corresponding period last year."

"Cities with sales records better than the average for the state in comparison with a year ago are: Tyler, Temple, San Antonio, Dallas, Beaumont, and Austin. As between types of stores, women's specialty shops made the best sale gains. Next in order were men's clothing stores, large department stores, dry goods and apparel stores, and small department stores."

"Collections of outstanding accounts during the month also compared favorably with July last year, with an increase of 2.4 per cent in collections over the corresponding month last year. This fact is the more significant since credit sales in relation to net sales were 1.5 per cent greater than a year ago."

County Returns--

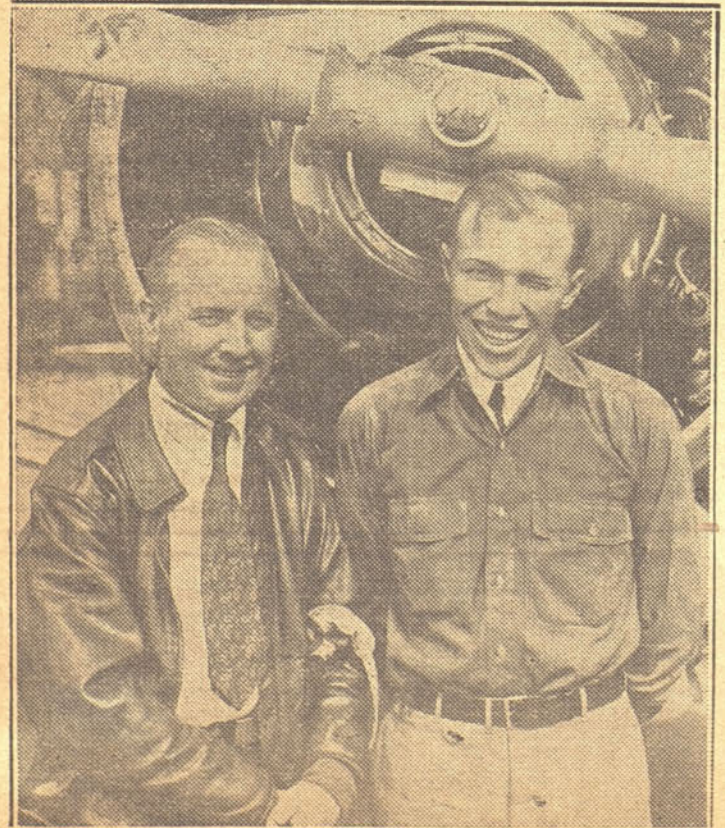
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as called sessions of the legislature.
The complete vote was:
Pensions—For, 2,805; against, 430.
Insanity—For, 1,895; against, 1,027.
Repeal—For, 1,373; against, 1,820.
Amendments — For, 1,252; against, 1,414.
Probation—For, 1,497; against, 1,354.
Fees—For, 1,765; against, 1,058.
Textbooks—For, 1,260; against, 1,789.

Among the Derricks

Application to Drill

Roth & Faurot Oil & Gas Co., No. 1—Woody, Sec. 33 D and DA survey, Comanche county. Depth 2,900 feet. Work beginning August 20, 1935.
Murray & McDavid, No. 3, Mrs. L. E. Murrell, Sec. 29, Bk. 2 H. and T. C. Ry. survey, Eastland county. Depth 1320 feet.
Empress Oil & Gas Co., No. 1 J. A. Robertson, E. Votaw survey, 225, Coleman county. Depth 1050 feet. Work began August 23, 1935.
Hightower Oil & Refining Co., No. 1, Cora Wooten, M. M. Flores survey, Brown county, depth 1000 feet. Work began August 20, 1935.
Sherwood B. Owens, No. 1, Carrie Reeves, et al, McBellnap survey, Brown county, depth 1300 feet. Work began August 21, 1935.
Jamison, Pollard & Forster (C. L. Wann) No. 5 Kingsberry heirs, J. A. H. Cleveland survey, Coleman county, depth 1400 feet. Work began August 23, 1935.
Anzac Oil Corp., No. D-1, J. P. Morris, Sec. 268, Wm. Mason survey, Coleman county, depth 2500 feet. Applications to plug. Work to begin August 26, 1935.
Arkansas Fuel Oil Co., Nos. 5, 6, and 7, Jacob Lyerla, Nancy Ursury survey, Eastland county. 2488 feet.

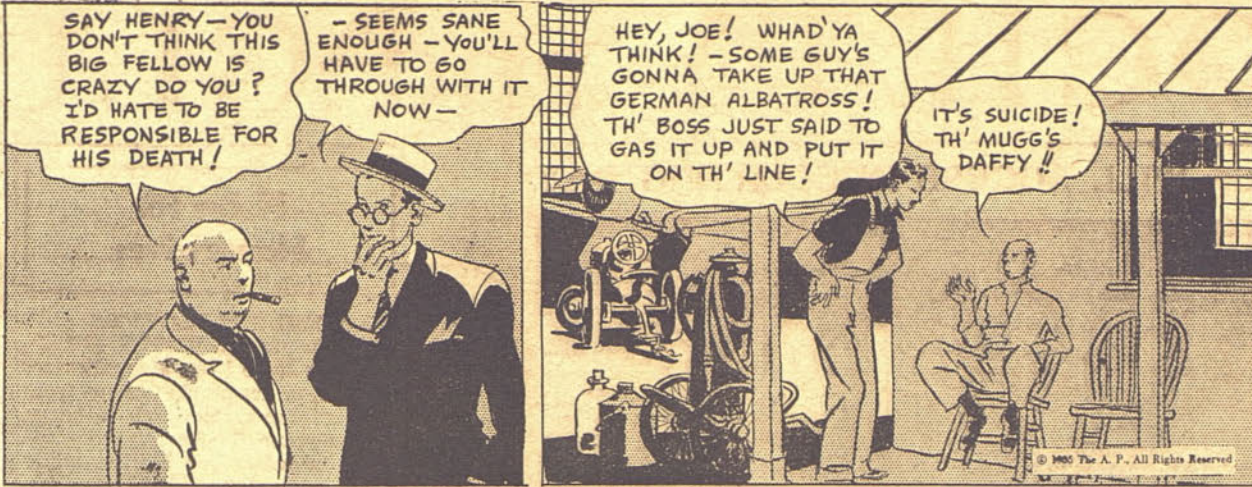
TO SEEK NON-STOP FLIGHT RECORD



These two Cleveland pilots, James C. Prosser (left) and Gilbert Stoll (right), seek a non-stop flight record of 6,200 miles from Bahia Blanca, Argentina, to Cleveland. They plan to fly to the starting point by easy stages and to make the return trip in 60 hours. (Associated Press Photo)

SCORCHY SMITH

IN ORDER TO EARN ONE THOUSAND DOLLARS TO HELP SCORCHY PAY FOR HIS NEW PLANE, HIMMELSTOSS HAS AGREED TO FLY AN OLD WAR-TIME SHIP WHICH HAS BEEN A MUSEUM PIECE FOR YEARS....



Carting Out A Cracked-up Crate



Neighbors Think New Book's Title Is Clue to Ellen Glasgow's Character

RICHMOND, Va., Aug. 26 (AP)—Neighbors of Ellen Glasgow, awaiting an opportunity to read her latest novel, "Vein of Iron," find the title phrase suggestive of the author herself.

They recall that Miss Glasgow has been credited with being the first southern writer to break away from the romantic tradition and unflinchingly face reality as applied to life below the Potomac.

Some of them evinced their disapproval when in "Barren Ground" and the books which followed it, she pointed an ironic finger at things a "southern lady" had not been supposed to observe. But those who knew her realized that a "vein of iron" in her personality would make any protest useless. They recalled that she had defied tradition when as a girl still in her teens she published her first novel. Being a "professional writer" was considered distinctly not the thing for one of her sex and social position at that time.

A further reminder of this independence is seen by those who pass the writer's home on lower Main street. In a part of the city where most of the stately old homes have given way to garages, antique shops and rooming houses, it remains an oasis of Old Virginia.

Green vines relieve the austerity of the gray Georgian house and a high wall at the rear protects the shaded garden from a grim view of the state penitentiary not far away.

Cabell Calls
It is this house which Hugh Walpole has called his "American Home" and which frequently is visited by James Branch Cabell, whose social inaccessibility in Richmond is a local legend.

Within its charming interior, however, Miss Glasgow's gracious smile is not reserved for her more distinguished guests alone. She particularly enjoys conversing with young people, she will tell you, and it is through them that she keeps the youthful viewpoint of a writer who seeks to interpret reality in her novels.

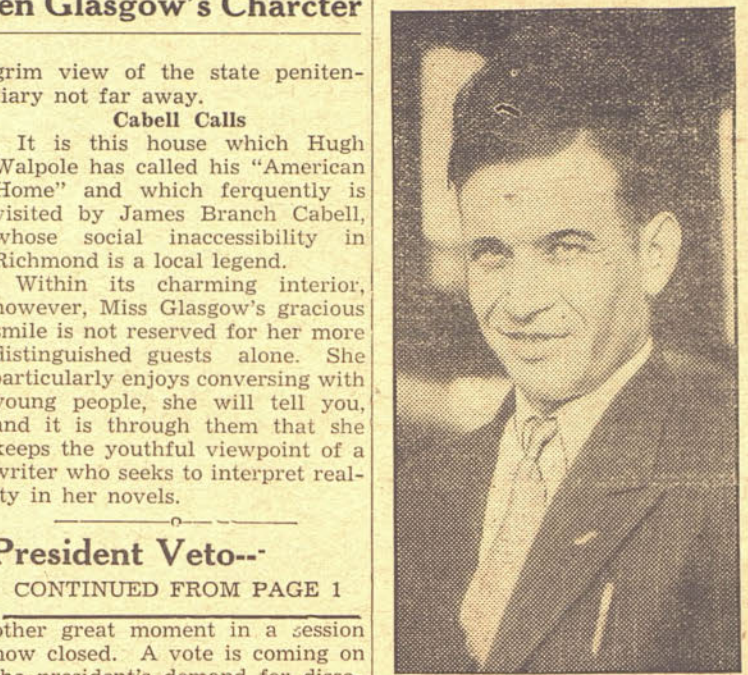
President Veto--
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other great moment in a session now closed. A vote is coming on the president's demand for dissolution. There are strong undercurrents.

The ballot is taken by "tellers." First come those favoring dissolution. They pass in a confused, wavering line down an aisle between two members who tap them, count them one by one. It appears early that a much bigger line is forming to go through the tellers later in opposition to the bill. Then tall Speaker Byrns, who doesn't have to vote, hits the trail in behalf of the administration. Administration men strike up applause, some shout and whistle. The oppositionists walk on, unimpressed. The president loses in the vote.

Toward Permanent Laws
It was a session of sharp issues, of flaring investigations, and the longest since the second session of the 67th congress, which closed September 22, 1922, after 292 days. Bills introduced went well above 12,000, but above and beyond stood the central theme of recovery and reform. The great measures of the session—banking, social security, wealth taxation, power regulation—stood close to the heart of the Roosevelt plan for a changed social order. Save for the four-billion-dollar work relief bill, nearly every major proposal was toward permanent legislation, whereas before emergency action had been the chief goal.

It was a session, too, of "write or wire your congressman," without known parallel. American adherence to the world court, messenger boys staggered under piles of telegrams estimated to have totaled more than 40,000 as a result of radio appeals for and against the court.

In National Air Race



W. C. (Penny) Rogers (above) of Henrietta, Okla., distant cousin of the late Will Rogers, will pilot a plane in the Thompson trophy event of the national air races at Cleveland. He hopes to attain a speed of 300 miles per hour. (Associated Press Photo)

to see old friends. But most of all—tired, sometimes angry and befuddled and not physically up to standard—they wanted only to rest.

Olympics--

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ing part in or withdrawing from the games.
On the one hand, there are those who feel strongly and honestly that German measures affecting Jews and Catholics are sufficiently discriminatory to warrant America's withdrawal. This country, they contend, always has stood for fair play and equal opportunity, regardless of race, color or creed. They insist that the broad issues at stake justify our refusal to compete; specifically, that Germany has violated Olympic pledges by not giving equal opportunity to Jewish or Catholic athletes at home.

Opposed to this viewpoint are those who believe Germany's internal affairs, athletic or otherwise, should not weigh critically

Mr. and Mrs. E. P. Crawford and daughter, Miss Helen, left today for a visit in Fort Worth.

Mrs. John W. Woods of Dallas was the guest of Mrs. J. W. Mancill Sunday.

Advertising is not an expense—its life blood of any business.
Every successful business man is a consistent advertiser—that's why he is successful.

OKLAHOMA SCOUTS IN NEW YORK



Mayor LaGuardia (left) of New York is shown as he was greeted by Scoutmaster Ben Porter (right) of Bacone, Okla. Porter was accompanied by two of his scouts in Indian garb to the Boy Scout gathering in Central Park, where a scout party was held to take the place of the "Jamboree," scheduled for Washington, D. C., and cancelled because of an epidemic. (Associated Press Photo)

in American plans; that there should be a clear differentiation between political agitation and sporting facts. Conceding discrimination against Jewish and Catholic athletes, at least indirectly, they regard this primarily as the concern of Germany or the International Olympic Committee, not the United States. Finally and practically, the view is held that the best service the United States can give to world sports is to send its best talent to Germany, without prejudice, and demonstrate athletic superiority once more.

(The next in this series will discuss the sources and extent of agitation in the United States against Olympic participation.)

Sportsman--

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suckers will not live longer than a day in fresh water.

Development of north Georgia as one of the greatest trout fishing districts in the United States, attracting sportsmen from all parts of the country, is being worked out by the United States Forest Service.

The bureau is building a huge hatchery near Clayton, Ga., in the Nantahala forest which will supply between 2,500,000 and 5,500,000 small trout yearly for stocking the streams in the Nantahala and Cherokee national forests.

The Virginia State Commission of Game and Inland Fisheries is taking steps to stop the population of Opequon creek, running between Virginia and West Virginia, which caused the death of thousands of fish and other aquatic life. Harry Bailey, sanitary engineer, said the pollution came from the discharge of waste materials from a Winchester vinegar plant. The waste could not be treated satisfactorily by the city sewerage system and going into the creek so depleted the oxygen

content of the water and caused the fish to die.

A new spillway and powerhouse has been built at the North Carolina State Fish Hatchery and

Game Farm near Fayetteville. The improvements cost approximately \$25,000. The fish hatchery is rated by the United States Bureau of Fisheries as one of the best bass hatcheries in the south.

"PLAY GOLF"

Golf is a good healthful recreation. Let us supply you with the necessary needs for playing the game. We have a full stock of MacGregor Steel or Hickory Shaft Clubs.
Hickory Shaft Club -----\$1.75
A full line of U. S. Golf Balls.
COLLINS HARDWARE CO.

Remodel--MODERNIZE--BUILD--REPAIR

REMODEL NOW!
Wise Home Owners will take advantage of the unusually favorable condition now for building, repairing and remodeling. Material and labor prices are still low—the greatest dollar-for-dollar building values are to be found now.
Sherwin-Williams Paints and Varnishes.
Builders Supplies of All Kinds and GOOD LUMBER!
Rockwell Bros. & Co.
111 East Fifth Street. Phone 4.

WHAT HAS THIS DINOSAUR TO DO WITH MOTOR OIL ?

The Sinclair dinosaurs symbolize the vast age of the crude oils refined into Sinclair Opaline and Sinclair Pennsylvania Motor Oils. Generally speaking, the longer a crude oil has mellowed and filtered in the earth, the tougher the lubricating film it will produce.
Sinclair Opaline and Sinclair Pennsylvania each give a lubricating film capable of withstanding a pressure of more than 3 tons per square inch—extra protection for every moving part of your car engine.
Look for the dinosaur on the Tamper-Proof cans in which Sinclair Opaline and Sinclair Pennsylvania Motor Oils are sold.

SINCLAIR

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LAGUNA SERVICE STATION, D and 4th St.
I. C. BARNHILL, J and 3rd Street
DOYLE GILMORE, D and 21st Street.