# $=$ The Cisco American 

Cus mas

## Cisco Must Regain Cotton Market Prestige

 Prizes * for First, $\stackrel{*}{*}$ Second and Third BalesCotton Grafted to Roots of Mulberry Tree Produces at Rate of Five Bales Per Acre
H. C. Ernest, Who Died at His Home in Staff Monday Morning, Was Over Hundred Years of Age

Cisco's Six Barber Shops Are Very Necessary Part of City's Community Life--"You're Next!"
S. To Widen Canal Part Army and Navy

ITS COOL

GREAT LAKES

MOUNTAINS
VIRGINIA
CAROLINA
Sunshine Special



Bargains FEED

Grain \& Elevator Company
otographs
DAK FINISHING
All Work, Guaranteed
For Work of the Best Kind Come To Lefflers Studio






 ₹
 "
$\square$


## THE CISCO AMERICAN

## CISCO'S CHANNCES GOOD

 an even break over other contenders for the great Tech school to be located in what is termed West Texas. Ab ene gaterin the efrort to add this institution to her aing dollars where Cisco is parting with nicklesThe American believes Cisco will win because Cisco is the logical place for the college, if it is to serve the populous centers of the state.
On the other hand we do not hesitate to say that a solutely proportion of the people of Cisco have done abderful location.
$\qquad$
It's the civilized nations that are having nearly all the get along with each other pretty well.

GET INTO THE GAME
Wailing the loss of their wasted years, voicing the woe with groans and tears, wishing for things that might have been, at the of fare with never the ne whimin purpose great, wander the weak and the foolish chaps who always were looking for easy snaps. For this is the age of
dare and do, of earnest effort and manhood true; and the dare and do, of earnest effort and manhood the seeks for the easy trail, who greets his task with find no place on the world's big map. The best there is
doesn't happen along, but is only attained by an effort doesn't happen along, but is only attained by an effort
strong. Don't waste your time and impair your wings by soaring around after easy things; for the things that are great and worth your while come only by effort, pile on pile. Get into the game with manly vim and laugh at bar riers high and grim ; go after the best that life can give; be willing to struggle; and learn to live. Don't wait and sigh for the easy onap; for things won't come if you nod and
nap. You must hustle along and keep awake, and quit'the search for the easy fake
A British economist complains that Englishmen lose
$\$ 500,000,000$ a year betting on hol'se races. It would be very serious if other Englishmen didn't win those same $\$ 500,000,000$
the negro wave subsides
$\qquad$

## making a determined effort to hold its negroes for agrich tural work. Both causes operate together to make a ne








$\qquad$Oklahoma sta

## SIXTY BILLION CIGARETS

made cigarets. Last year the production exceeded 60,000 000,000 , or approximately 600 for every man, woman an

[^0]Today more than 450,000 farmers, in forty-two state are growing tobacco on $2,000,000$ acres, and more that 0,000 plants, employng in the manufacture. The eaf tobacco industry alone aggre jiternal revenue from this source is in excess of $\$ 300,000$, 000 annually

You may abominate tobacco and all its works, 1
our Yonnot blind yourself
"Unless sensible men come to the rescue
have a government of laws, with a statute governin every action," says Bruce A. Campbell, president of Illinois Bar association. "Paternalism has become the der of the day. Good law is cood sense, and good sense i to be determined by the deliberate judgment of the gen erality of the people.

## JAIL SENTENCES FOR DEBT



## A ROMANCE TYPICALLY AMERICAN

andfold theit of the initial year It has grown

## one of the larg

The parent plant, 300 acres in extent, has 123 factory. In addition the company has the world's large foundry, operates its own blast furnaces, machine sho body plant, locomotive repair shops and tractor ants. It owns glass factories, also, coal and iron mines and grea areas of fore

The Ford Motor company has 34 branches throughou country, 28 of which are assembling plants. It producing cars and trucks at the rate of 6,700 a day, while 9,000 dealers and 15,000 authorized service stations ic its product and maintain its cociated compani pub Buenos Aires, Sao Paulo, Havana, Copenhagen, Antwer Manchester, Cork, Barcelona, Bordeaux and Trioste Wherever there are roads there are Fords.

The man who created this enormous business and who, by reason of its success, enjovs the largest income any living man, had only a district school education, and not ong ago admitted that he did not know the difference between Benedict Arnold and Arnold Bennett. He is only ars of ag
Here is simon-pure romance for you, and it is alte gether American.

GIVE THE "KEEDS" THEIR CHANCE

English writing if I can do it in Italian,

The first woman added, "But my keeds--the
This is one of America's big tasks th.
that the "keeds" are not neglected as so many
give them as much education beyond that as possible, give them better health and better opportunities for

## A Good Place to Buy YOUR GROCERIES

Peppers, and most all of our produce is fresh from Eastland county farms.

FRYERS AND HENS

TRY US OUT THIS MONTH

## Johnston Grocery

(THE APPRECIATIVE STORE)
805 Ave. G

## 

or anything in the automobile line, whether it as, oil, car washing, mechanical repairs, storage,

AUTHORIZED BUICK SALES AND SERVICE BUICK PARTS
SOUTHWESTERN MOTOR COMPANY

TEX

AT THESE PRICES!
"READ 'EM AND WEEP, IF YOU DON'T NEED 'EM

Uncle Sam has opened up a new store at the corne of Ninth and Main streets, formerly known as the
Blue Front, which will be known as Uncle Sam's
$\qquad$ carriage. Here are a few for cash only 0 pounds Sugar for 20 bars of Crystal White Soap for 20 bars White Naptha Soap, with one box o

House Cleaner washing powder
ars Swiss Quick Nantha Soap
Swift or Armours large bucket lard
These prices hold good for cash at all our stores
"IF IT'S IN CISCO, WE HAVE IT"
"Uncle Sam" Wilkins
'The Leading Grocer in Cisco with the Goods

OF A PERSONAL NATURE

Crop Prospects in Cisco Country Excellent; Cotton Healthy; Boll Weevil Scarce


We Dye for You


## Do You Contemplate Building?

offers today all the advantages made possible you have on hand. This ing and building construces made possible by the latest advances wer cost. A phone call will bring a representative
Johnston Construction Company


## You Cannot Afford

To remain out of the fold. Our patrons are many. All testify to the value of our service,
We invite accouits, either large or small ealizing that mudest savings are often the seginning of immense fortunes. We invite you to Cisco Banking Co. A GOOD BANK SINCE 1905

## NEW ORLEANS COTTON

## DAYTON THOROBRED

ALL AT $\$ 1.00$ PROFIT TUBES VULCANIZED FREE

CUT-RATE TIRE COMPANY

507 Main Street
Cisco, Texas

## Superb Satisfaction

Is the certain heritage of those who take advantage of the many exceptional facilities afforded by this financial institution. The Com mercial State Bank is always ready and willing to serve. It has strength and experience and vision and unfaltering faith in the future of this country.

Commercial State Bank GOOD PEOPLE TO DO BUSINESS WITH
$\square$
Calvert Motor Co. Opens
In Fine Style Sell Durats

Gilbert, Gaddis and Drug \& Jewelry Store
$\qquad$
$\qquad$
: Receipts For 1923 Expected to Show a Big Decrease, Says Willac

It is better to have it and not need it
Than to need it and not have it.
1400 AUTOMOBILE ACCIDENTS EACH DAY
33 per cent of these oceur in towns having less than 10,000 poulation.

DO YOU THINK YOU ARE SAFE?
In case your car should cause some serious accident, WHO WOULD PAY?

Today's accident is nct covered by tomorrow's policy.

SEE US BEFORE IT IS TOO LATE!

## J. M. WILLIAMSON \& CO.

Phone 111
Pleasant Dealings-A Feature We Like to Advertise

## Picnic at Dothan

## THURSDAY, JULY 19

Bring your baskets and spend the day with us. Speaking morning and afternoon.

BASEBALL GAME CALLED AT 4 O'CLOCK

Pure Pennsylvania Motor Seal Oil
of all grades and Vacuum Oil. Straight run, new navy gasoline

## At 20c

Goodrich Tires for all makes of cars. The S. W. Trail highway complete to our door:

We Drain Your Crankease FREE OF CHARGE

## W. A. Cunningham Filling Station

Avenue A and 6th Street WE SAVE YOU MONEY


[^0]:    a considerable portion of them were exported, cnienty

