

THE CISCO DAILY NEWS

Phone 80.

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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

A CURE FOR WORRY:—Be careful for nothing; but in every thing by prayer and supplication with thanksgiving let your requests be made known unto God.

THE NEW YEAR.

Those millions of us who have been tensely waiting for the opening of the New Year now have their wish realized and can now look around to see what the new segment of time upon which we have entered has brought. As long as 1931 was a present reality the unpleasant significance of the period had a depressing effect upon the public mind. That year started off in a certain way and, since most of us have a streak of superstition, it was expected to maintain the characteristics it established at the outset. The hope it brought that the already serious conditions of 1930 would improve and the world go merrily along on well-oiled axes was speedily dashed into disappointment and human nature took the outset as a fair indicator of what to expect and consequently settled down to endure a period which the quicker past the sooner forgotten.

It became a recognized attitude to wait for the new year, to step over a threshold which certainly could not be less propitious, before assuming the mask of optimism, initiating any new thing or otherwise limbering up the muscles of energy in a campaign against depression.

Now that year is here, the divide has been past and, lo, we look down a perspective that is shrouded in an uncertainty through which some outlines of hopeful promise have already begun to articulate themselves.

To one so clouded with pessimism that even life seems useless and not worth the effort, 1932 holds nothing but gloom. Let such a person have his way and never on earth will he come out of this period of distress. He is such a one as values nothing but his own profit and pleasure, and denied that his spirit shrivels into bitterness.

But for him with abundant optimism and the capacity to see broadly and work earnestly, 1932 has things to offer that tempt life and ambition. We should hate to die today and be denied the opportunity of experiencing what the young year will bring. No matter how difficult, how painful, even, have been some of the things that 1931 left behind, we have not approached that sinister stage of life when for the remorse or the resentment of what has been done we would surrender the things that are yet to come.

For the optimistic person—optimism is specifically defined in this instance as that happy faculty for seeing all sides and evaluating the good commensurately with the bad—this period of depression is not altogether a matter of going down hill. To the contrary, it may also be a matter of climbing up the hill. That requires toil and physical strain and, where used figuratively in describing this economic stage, mental anguish. Out of the experience through which we are going have come invaluable lessons for ourselves and for posterity. Sadly enough, posterity has always had to learn for itself, a fact that is responsible for the recurrence of depressions.

But, aside for that, America, Cisco and each of us stand to profit immensely from this period provided we are wise enough and strong enough to charge off mistakes and leave certain idols to which we still cling so desperately in an attempt to justify them against the evidence of truths and facts now known.

Nineteen and thirty-two brings hope, but it brings no nostrums, no magic elixirs of young life for economic conditions, no talismans of success very different from those which every other young year has brought. Because there are a few rosy beams of hope and happy prospect in the sunrise of the new year does not mean that the newly rising sun will not shine upon more stumps to be dug, more ground to be plowed, more stones to be moved, more hard muscle labor to lay the foundations for the prosperity we seek. These things must be done as long as human life persists, because man must always wrestle with his environment.

The happiest thing that 1932 can bring to us is an opportunity to labor earnestly and well, the chance to profit in proportion to our efforts and the courage and willingness to do with our hands and our minds. No governmental paternalism, no economic philosopher's stone, no magic wand of scientific or social power is going to change the infallible fact that there is no independence in dependence.

NEW YORK CITIZENS DEMAND CITY MANAGER GOVERNMENT.

New York citizens who are not controlled by the leaders of the old political parties are up in arms for a change in form of municipal government. They demand the Cincinnati system of city manager form of government which is non-partisan. This system went into effect in Cincinnati six years ago. Under this control Cincinnati built miles of new streets and cleaned up its government and has become known as one of the best governed cities in the United States.

In New York the campaign is on. The New York committee of 1000, the Citizens union, and the Woman's Municipal league launched the movement to bring about the change. It is an entirely non-partisan movement and its aim is to put the city of New York on a business basis using that of Cincinnati as a model. Dr. William J. Schifflin is the spokesman of these organizations. This is his view point: "We would have no patronage and positions would be filled on merit and ability. Those who are now in the city's employ would need have no fear of their jobs if they are competent, full time workers, and their jobs are necessary. Should the independent candidates be elected we should not penalize the voter because he voted the Tammany ticket. We would insist, however, that he keep out of politics hereafter."

The Seabury investigating committee will report its findings to Governor Roosevelt in the near future. It will

Speaking of "Yellow" Perils---



recommend the dismissal of six important Tammany officials. A new legislature will begin grinding this month. It is republican in both houses. A presidential year is here and Governor Roosevelt is having troubles of his own. For three years as governor he has swung the ax and permitted the chips to fall regardless of consequences. Seriously speaking, the practical politicians are up in the air the country over. Taxpayers are ugly and when taxpayers are ugly they run amuck on election day. 'Tis well.

OTHER OPINIONS

WORK AND THE CRIMINAL

Manufacturers are opposed to wide distribution of prison-made goods because they can not compete with them. Labor organizations have fought prison factories on the ground that they tend to lower wages.

On the other side are the thousands of prisoners for whom forced idleness means further mental and physical degeneration, criminologists, penologists and welfare workers who know the corrective power of work for the criminal declare.

Between the two are millions of people who sympathize with the manufacturers and wage earner and at the same time realize that there must be more and larger prison factories instead of fewer

facilities for prison labor. The layman is convinced that existing economic conditions forbid any move toward increase unemployment or lower wages, but he is equally sure that something must be done to make prisons real reformatories instead of colleges of crime.

Modern thought deals more with rehabilitation of prisoners than with punishment. Probably idleness is the worst punishment but is costly to the taxpayers and it turns back to society men and women who have been schooled in crime rather than in some means of making an honest living.

In the light of these facts congress and the state legislatures should be chary of legislation restricting prison industry. Let them keep constantly before them the several sides of the question — Paris News.

French Banking System Is Based Upon Savings From Wool Socks of Peasants

"The Bank of France is the modern prototype of the famous woolen sock in which the French peasant has, for centuries, hoarded his savings," declares Fortune, the 6c luxe business magazine, in analyzing the differences between the French and American banking systems and explaining how little effective use France is making of its tremendous gold supply — little more, in fact, than if all this gold were actually hidden away in a woolen sock under the peasant's mountainous bed.

The Bank of France and the financial structure of the nation "rest solidly upon the national character, that in things monetary there are only three virtues: frugality, parsimony, and prudence," continues Fortune. "These are the virtues of the French peasant, workman, tradesman, and petty bourgeois of the people who created that finance. For decades, to these people a cheese paring in the hand has seemed better than a cheese in the bush. They would rather not have a franc pass through their horny hands, than to have it pass without leaving behind their almost Biblical son of profit—the son that they can take home and drop into their famous woolen sock. This 'bas de laine' was for decades the great repository of French wealth. Out of it came the money that by August, 1873, paid off the then staggering indemnity (five billion francs) that Bismarck imposed in 1871. Still unemployed, it poured out the wealth which swelled French holdings of foreign securities from about twelve billion francs in 1870 to forty-five billions in 1914.

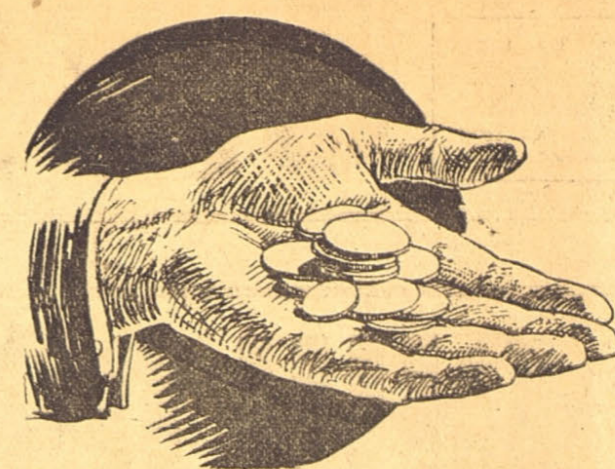
"The French habit of saving has gone on," continues Fortune. "Today there are more than seventeen and one-half million savings accounts in France. What this means is best illustrated by a comparison of national habits; every sixth American has an automobile and every tenth American has a savings account, but almost every second Frenchman has a savings account and something like one in every thirty-five has an automobile.

Hoard Kept Away
The French financial policies have brought close to a quarter of the gold reserves of the entire world to the vaults of the Bank of France, but this institution is enjoined by law from open market transaction

banks. Most of their deposits are in inactive non-checking accounts. Yet the great bulk of their deposits is payable on demand, and they have to be ready to meet considerable runs if their numerous small depositors become excited," continues Fortune. "With inborn French conservatism, they normally keep from 60 to 80 per cent of their funds in cash, treasury notes and, especially, rediscountable commercial paper.

"Besides their savings business, the deposit banks have one other important activity: they sell bonds marvelously well. The fact that most of their regular depositors are persons who are putting money by, and the fact of the bank having many branches, puts the deposit banks in an ideal position for selling large volumes of securities. Since the buyers are tradesmen, peasants and petty bourgeois—people not conversant with the world of finance—the task of salesmanship is delightfully easy," continues Fortune. "The

CONTINUED ON PAGE FIVE



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Special January Prices on All Kinds of Printing.
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Telephone 80.

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USE DAILY NEWS WANT ADS FOR RESULTS



ADDITIONAL INCOME from things that are only in YOUR WAY

If some of the thousands of readers of the DAILY NEWS had the privilege of rummaging through your attic, storeroom and closets you'd be surprised how many of them would be glad to deal with you on the purchase of things which you never realized had so much actual and worthwhile re-sale value. It's easy to find such buyers.

You can scour the entire city and environs for them by merely listing the items in the WANT AD COLUMNS of the

DAILY NEWS

Phone 80.

CASH IN WITH A WANT AD

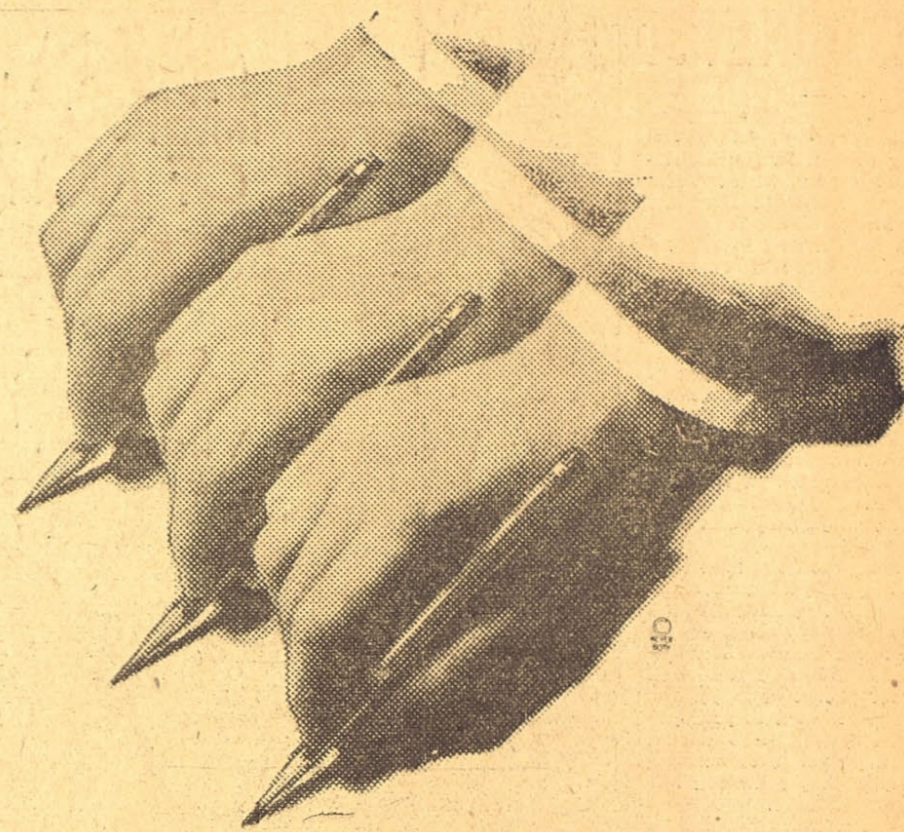
RELIABLE PRINTING
no order too small

CISCO DAILY NEWS
CISCO AMERICAN and
ROUNDUP

Consider

These 3 Points

WHEN YOU BUY ADVERTISING!



1 COVERAGE

The Cisco Daily News Circulation exceeding 3600 daily, of which more than 85 per cent is distributed in the trade territory of Cisco. Daily service is maintained in every town and city within this trade territory and on all the rural routes out of them. These people all read the Cisco Daily News just as do the people of Cisco.

2 APPEAL

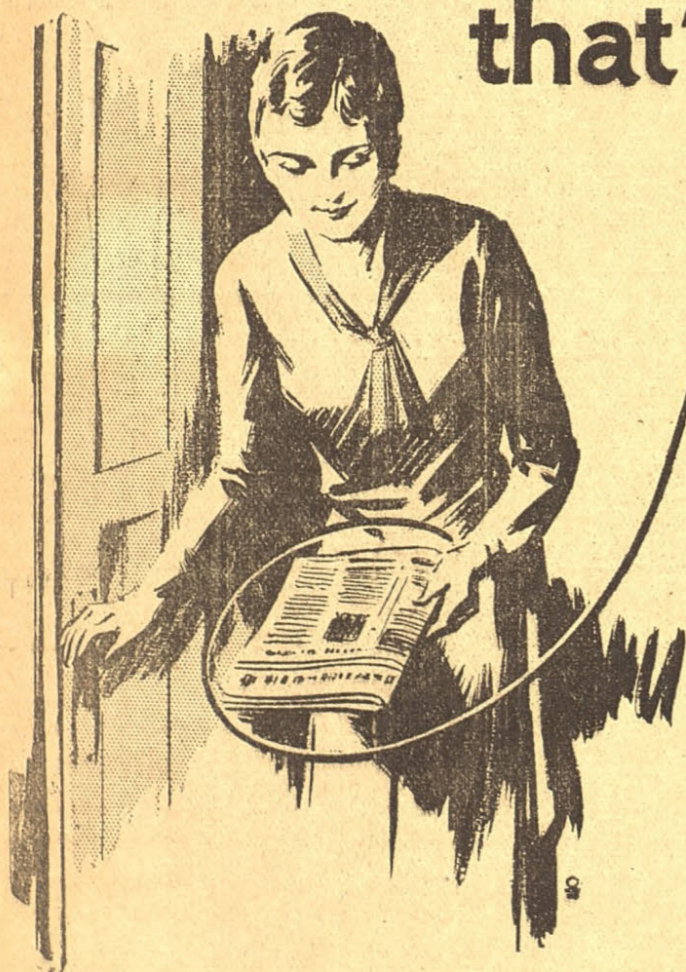
The Cisco Daily News offers a tried and proved advertising medium . . . They buy and pay for it because they like to read it. Your advertising message reaches the vast audience of the American readers when they are in a receptive mood . . . ready and eager to read everything that interests them. No other medium receives such a welcome reception! THE CISCO DAILY NEWS APPEALS TO THE PEOPLE OF THIS COMMUNITY.

3 COST

The cost of advertising in The Daily News is less than the cost of other source of advertising which has a far less effective appeal. The cost of a postal card is one cent. To have that postal card printed, means an additional cost, and there is the labor and trouble of addressing and mailing. But for less than one cent per subscriber you can insert an advertisement in the Daily News covering practically one half page—a smashing, attention compelling message which will be read in more than 3000 families.

The Salesman

that's



ALWAYS
Welcome

The Daily News maintains its own reporters in this trade territory. Carriers are maintained to see that papers are promptly delivered and all connections necessary to see that the rural subscribers get their Daily News on time.

To reach every subscriber with the utmost promptness and to insure most certainly that each shall have the news when it is fresh the Daily News gives a scope of news that covers every field of endeavor . . . sports . . . National and International and naturally covers the local news fully which no other outside paper can do.

Figuring the national average of five readers to every newspaper, the Daily News is read by more than 18,000 people every day. Advertisers can reach (and will) most of these people through a single medium at one low cost. THE DAILY NEWS.

**MORE THAN 15,000 PEOPLE
READ THE DAILY NEWS**



FREE ADVERTISING CUTS, LAYOUTS, THE SERVICES OF TRAINED WRITERS AND ADVERTISING MEDIUMS ARE INCLUDED IN THIS REMARKABLE PUBLICITY SERVICE.

The Cisco Daily News

The Paper that is always working to build Cisco, and whose payroll helps to make business better.

About Cisco Today

Society Editor, Miss Marjorie Noell—Phone 80.

Mr. and Mrs. John Shertzer returned yesterday from a short visit in Dallas.

Mr. and Mrs. Will St. John, of Humbletown, during the holidays.

McCarter, R. C. Hayes, T. M. Quinn I. J. Henson, J. R. Slaughter, and F. W. Murphy.

BRIDGE-LUNCHEON FOR MRS. CHAPMAN

Mrs. J. A. Bearman entertained yesterday with a bridge-luncheon honoring Mrs. W. B. Chapman of Lubbock.

SURPRISE PARTY HONORS TEACHER

Members of the T. E. L. class of the First Baptist Sunday school gave a surprise party last evening for their teacher, Miss Cora Harris.

CLUB MEMBERS HAVE CELEBRATION

Merriment reigned supreme at the party given last evening by members of the Cisco Country club to fetter the passing of the old year and the coming of the new.

CLUB PARTY HONORS VISITOR

Complimenting Mrs. J. C. Hanrahan of Longview the Monday Night Contract bridge club entertained yesterday afternoon with a party at the home of Mrs. F. W. Murphy in Humbletown.

MRS. MCCARTER ENTERTAINS FOR MRS. HANRAHAN

Holiday foliage and flowers were featured in home decorations, emphasizing the holiday motif which was artistically used in bridge appointments.

Proration--

CONTINUED FROM PAGE ONE

transferred to Houston by agreement. Governor Sterlig and General Walters are represented in the case by special counsel employed by the governor.

The plaintiffs are represented by the law firm of Bailey, Nickels & Bailey of Dallas.

PRODUCE IS ADMISSION.

HAMILTON, Ont., Jan. 1.—Local theaters shortly before Christmas gave benefit shows, for which the admission charged was a can of soup, a bunch of vegetables, or a small basket of fruit.

Eagle Pass—Eagle Pass Water Co., acquired by Texas Public Utilities corporation.

TEXAS' SKIRTS CLEAR OF MOB LAW DURING '31

DALLAS, Jan. 1.—The mob, whose murderous acts have brought such unfavorable publicity to Texas in past years, failed to exact a single life in 1931 in the Lone Star state.

The lynchless year was completed yesterday, the second such year since 1882, when records of mob action were started.

The 1931 record is a complete reversal of 1930 when the fury of the mobs which took three lives in Texas gained the state much publicity.

Twenty-one times Rangers were hurried by train, auto or airplane to what were thought to be "lynching parties." Vigilance on the part of local sheriffs with co-operation of Texas Rangers is given as the factors that gave the state its record.

Adjutant General Sterling wants it known that he has given instructions to his officers to shoot.

THINGS JUST STARTED FOR TURKEY MAN

CUERO, Jan. 1.—For the average American, the holiday turkey has ended in soup and hash, but for the Texas producer of the festive bird, things have just started.

Now the producer already is laying planning to raise next year's crop of birds to grace well laden tables at Thanksgiving and the Christmas holidays in 1932.

Overton — Diamond Refining Co. purchased Rusk Refining Co. plant from Butler & Calhoun.

San Antonio — New Central Catholic high school to be dedicated January 17.

Austin — Texas Highway Commission awarded \$35,532,219 in highway construction for year.

keys a year. Texas as a leading turkey growing state, now is giving attention to these birds that have escaped the holiday axe.

Two marked trends have been recorded in the turkey industry during the past few years. One is the switch from individual to commercial hatching.

A Good Year Turkey raisers in the territory around her and Brady, another large turkey dressing center, have had a good year comparatively.

Another factor in the development of large-scale turkey production has been the discovery that blackhead, the disease which former made heavy inroads on turkey flocks, can be controlled by sanitation.

MEMPHIS, Tenn., Jan. 1.—Thousands of lowland residents of northern Mississippi today faced the most serious flood threat they have ever known.

Mississippi Flood Threat Increases

Already breaks had occurred flooding thousands of acres of land. Residents of Glendon, a small farming community were apprehensive as it became apparent that they were losing a fight to keep a railroad embankment that protects the town from flood waters intact.

Early today the water was lapping over the embankment. Railroad men said it was crumbling and warned residents to move to higher ground.

Girl, 16, Perishes in Snow Near Home

CORTEZ, Colo., Jan. 1.—Rising from his sick bed, C. Haas, a rancher, staggered out into a snowdrift today and found the frozen body of his daughter, Lena, to whom he had sent to a neighbor's last night for medicine.

ARRESTED AT CHURCH

KELSO, Wash., Jan. 1.—When Edward Hett drove up to church in an automobile, Longview police were waiting for him and accused him of stealing the car.

M SYSTEM MOVES

We are moving this week to the old City Grocery stand, next to First National Bank and are getting arranged as fast as possible.

M SYSTEM

L. A. (Buck) HARRISON, Prop.

West Texans, FORWARD! It has been the history of West Texas that after every national depression, this "Land of Opportunity" returns to normal—and marches ahead to greater prosperity—more rapidly than any other section of the country.

PALACE NOW PLAYING Two Great Romantic Stars Together Always Witty Often Naughty NORMA SHEARER and ROBERT MONTGOMERY in "PRIVATE LIVES" Coming Sun-Mon. JOHN BOLES in "GOOD SPORT"

HAPPY NEW YEAR We wish all our customers and friends a very Happy and Prosperous New Year for 1932, and thank them very heartily for their patronage during 1931.

CISCO STEAM LAUNDRY Phone 138 BROWN BROS., Props.

OFFICIAL LIGHT TESTING STATION Time for 1932 Automobile License. We are thoroughly equipped to test your lights and repair them if necessary. We are your official headlight testing station No. 27. SOUTHWESTERN MOTOR CO. Corner Fourth at Main. Telephone 487.

PIGGLY WIGGLY SPECIAL SALE Start the New Year Right BANANAS lb. 5 1-2c ORANGES, popular size doz. 17c Grapefruit --- Texas Seedless, good size... 3 for 10c SPUDS, No. 1 Potatoes... 10 lbs. 18c SUGAR --- 10 lb. cloth bag, pure cane... 52c CRACKERS, 2 lb. box Saltine Flakes... 27c POST TOASTIES --- Large pkg. 10c Oat Meal, Crystal Wedding brand, ... 55-oz. pkg. 22c SALT --- 1 1-2 lb. table salt... 2 pkgs. 5c LARD... 8 lb. bucket 65c SALMON --- Tall can... 10c Palm Olive Soap Beads... pkg. 5c Peanut Butter, Quart Jar, Fresh... 25c Del Monte JAM --- 4 lb. can, pure fruit... 55c PEAS, Early June, No. 2 can... 2 for 25c STRING BEANS --- No. 2 can... 2 for 25c PINEAPPLE, Sliced or Grated... Can 9c Coffee, 1 lb. Lady Alice, a high grade Coffee, ... 19c PORK ROAST --- Pork Shoulder Roast, ... lb. 12c Sausage, Pure Pork, home killed Meat... lb. 15c Beef Roast, Flat Rib, lb. 12c; Flesh Roast, lb. 17c Hamburger Meat, Fresh Ground... lb. 12c SLICED BACON --- That Good Kind... lb. 25c Salt Mackerel, Medium size fish... 10c