

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 XIV.

CISCO, TEXAS, TUESDAY, JULY 11, 1933.

FOUR PAGES TODAY

NUMBER 144.

SEARCHERS PROD EARTH FOR GRAVES

Cisco Dry Organization Plans Pre-Election Campaign

FIVE MAJOR PROJECTS ARE ON PROGRAM

A five-fold plan for the pre-election dry campaign was adopted by the executive committee of the Cisco prohibition forces in a meeting at the First Baptist church last night. The plan calls for the following projects to be carried out:

1. A prohibition rally to be held in August.
2. The presentation of a temperance play.
3. Distribution of pledge cards for the support of the dry cause.
4. Furnishing of prohibition speakers for communities in this part of the state.
5. A young people's social to be held at some central point.

The plan calls for an outstanding prohibition speaker to address the Cisco citizens at the rally. Dr. Lee Clark, vice president of Randolph college and president of the dry forces here, said this morning. An effort will be made to have citywide rally rather than a meeting of the forces now actually at work, he said.

The play will be of such a nature that it will furnish entertainment for the audience. At the same time, it was pointed out, it will present the viewpoint of the temperance leaders.

Pledge Cards.
Pledge cards were furnished the committee heads last night to be distributed to people of Cisco during the week. Such cards will also be passed out at the various churches and clubs Sunday, at which time those who care to support the movement against the repeal of the eighteenth amendment and the legalization of beer in Texas will be asked to sign them.

In several communities and churches in this and nearby counties have invited members of the dry organization at Cisco to speak at their gatherings. These invitations have been accepted and a number of speeches already delivered. Speakers will be sent to all others upon their invitation, it was decided last night.

Young People's Social.
Recognizing the importance of the young people's influence on others, the drys planned a young people's social gathering. An effort will be made, Dr. Clark explained, to make this a meeting of all the young people rather than of members of churches and clubs. The temperance ideal will be presented, but will be only a part of a general program, it was said. The date and place of the gathering was not decided upon, but the president announced that it will be held at some central point.

Members of the organization formed a few weeks ago to oppose the legalization of beer in Texas and the repeal of national prohibition laws. Most of the churches of the city have prohibition committees, the heads of which are vice presidents of the organization.

The next meeting will be held next Monday evening at 8:15 at the First Baptist church, it was announced. President Clark urged all who are interested to attend, whether they are members of the organization or not.

PAY NO TAXES
WILLIAMS, Ariz., July 11—Residents of this small community in northern Arizona have no taxes to pay to maintain their local government because a municipal light plant and water works, earn enough money to defray such expense.

THREE GUESSES

WHAT TOWN CLAIMS MAY BEER AS A RESIDENT?

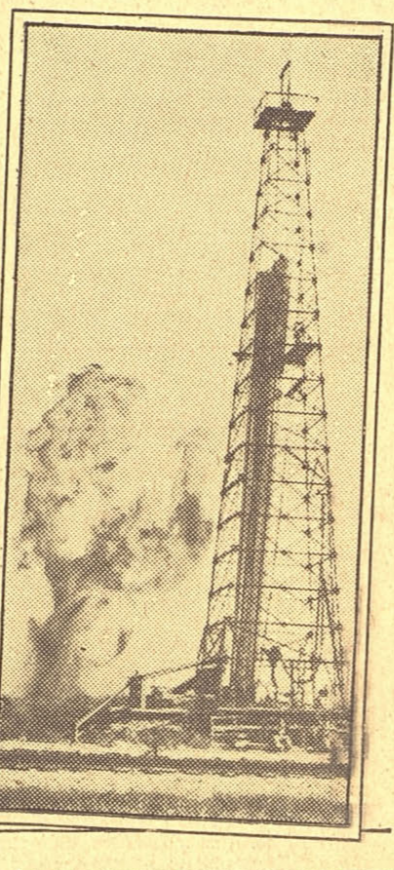


WHAT IS THE WORLD'S MOST IMPORTANT FOOD FISH?

NAME THE NEAREST LARGE CITY TO THE EQUATOR.

ANSWERS ON PAGE THREE

Blazing Gas Well Swallows 122-Foot Derrick



When a gas well in Refugio county, Texas, caught fire recently it immediately "cratered," forming the blazing pit pictured at the left, 160 feet long, 100 feet wide and 60 feet deep, and swallowing a 122-foot derrick and all drilling machinery. The photo of the crater was taken from the top of the derrick at the right, a neighboring duplicate of the one swallowed up in the flaming well.

WILL DISCUSS PROHIBITION HERE FRIDAY

A discussion of the prohibition issue will be presented here Friday evening by B. D. Sartain, former county judge of Wichita county, and County Judge Otis Miller, of Jones county, it was announced this morning.

Notification of the appearance of these two speakers in Cisco at that time was received by Mitt Williams from Judge Sartain, a first cousin of Mr. Williams.

No arrangements as to a speaking place or definite hour for the addresses have been announced. Both are speakers of note in West Texas and a large crowd is expected to hear their addresses which will probably take place at the city hall.

Residence Burns Here This Morning

A six-room residence, occupied by S. A. Fry and located at 15th street and A avenue, was practically destroyed by fire this morning. The fire department, summoned at 7:30, found the roof enveloped in flames which were extinguished but too late to salvage any of the value of the house or its contents. A defective flue was blamed.

The residence was owned by "Red" Cox, Humble employe now stationed at Bangs, Texas. No insurance was carried on the contents, which belonged to Mr. Fry.

Plans Under Way To Recess Parley

LONDON, July 11.—Plans for recess of the deadlocked world economic conference were advanced further today when the monetary drafting commission reached a unanimous compromise agreement to side-track controversial problems.

It was understood the committee agreed to place comparatively non-controversial subjects, unaffected by the fluctuation of currencies, as the first topic for discussion.

The plan was that when these subjects were exhausted in about two weeks the conference would recess during August at least. Full resumption would be attempted when currency stabilization became possible.

PLAN DRAFTED TO DISTRIBUTE HIGHWAY FUND

AUSTIN, July 11.—Each of the 254 counties in Texas may share in the \$25,000,000 federal allotment of highway aid under the plan of road construction voted today by the state highway commission.

The commission will recommend that at least one project in each county be financed in part with the federal aid. Approval of the plan by R. E. McDonald at Washington director of the bureau of roads, was asked.

It was the commission's solution of how to spread the relief fund in an equitable manner throughout the state. Only small amounts, however, will be allotted counties which already have completed major highways.

Delegates from 20 counties conferred with the commission yesterday. Closing of coal mines and brick plants makes highway work an emergency relief need, representatives of Erath, Palo Pinto and Young counties told the commission. They asked for construction of highway 108 from Stephenville to Strawn, 34 miles, and extension of highway 120 from Graham to Metcalf Gap.

Commissioners promised the section a share of the federal relief fund, but no specific road work has yet been ordered.

"FARMER JIM" TELLS CAPITAL TEXAS IS WET

WASHINGTON, July 11.—"Farmer Jim" Ferguson, former governor of Texas and husband of its present governor, is confident the Lone Star state will fall in line for prohibition repeal.

Ferguson paying his first visit to Washington in six years, said he was summoned here to give Postmaster-General Farley first hand reports regarding the prospects for repeal when Texans vote on the issue August 26.

"It will go across, all right," he said. "The only danger lies in the fact that a score or more of politicians are lying in Washington trying to gobble up all the patronage that's coming to Texas when they should be home helping the boys carry on the fight for repeal."

Ferguson's mention of patronage suggested that when he talks to Farley about repeal he will not be likely to pass up the opportunity to put in a few words in behalf of friends who are seeking federal appointments.

ELKS TO MEET IN MILWAUKEE ON JULY 16TH

MILWAUKEE, Wis., July 11.—Complete approval of the program of entertainment and business for the 69th annual reunion of Elksdom here July 16 to 22 was given today by Grand Exalted Ruler Floyd E. Thompson of Chicago.

Thompson told Julius P. Hell, chairman of the Milwaukee convention board, stating that "the program is the most complete and comprehensive ever prepared for a national Elks reunion."

For the first time in history, the grand lodge sessions will be opened with public ceremonies which will permit other than delegated representatives of the 423 Elks lodges to attend. It is hoped that President Roosevelt, who is an Elk, will be present in Milwaukee to open the convention.

On the same opening program Grand Exalted Ruler Thompson will speak, as will Postmaster General James A. Farley, Governor Albert G. Schmedeman of Wisconsin, Mayor Hoan of Milwaukee, and Chauncey Yockey, exalted ruler of Milwaukee lodge.

The convention officially opens July 16. Past grand exalted rulers will occupy various Milwaukee pulpits.

On Monday the Elks national 54 hole golf tournament will begin.

On Tuesday marksmen will inaugurate the Elks ninth annual trapshoot, and on that day also the championship national ritualistic team of Elksdom will be picked.

One of the most colorful events on the program will be the national drill competition to be conducted among Elks lodges of the country.

There also is to be a national band contest to decide which band outfit of all the Elks lodges in America merits the title of champion.

Drunkenness Shows Decline in Dallas

DALLAS, July 11.—It may be the heat, it may be anticipation of legalized beer—whatever the reason, the fact remains that drunkenness is on the decline here.

Police records for June showed only 386 arrests for drunkenness, whereas in May there were 576.

French Flyers Seek Non-Stop Record

By flying over the Atlantic in a straight line from New York, the French flyers, Maurice Rossi, left, and Paul Codos hope to set a new record for a non-stop long distance flight from the United States to Europe. They are shown at Floyd Bennett airport, New York, where they are resting their cabin monoplane "Joseph Le Brix" pictured below.

Kidnapers Reject Intermediaries

ALBANY, N. Y., July 11.—Daniel O'Connell, politician uncle of kidnaped John H. O'Connell, Jr., today received another communication from the kidnapers stating the list of 11 intermediaries appointed by the family was not satisfactory.

The latest contact was a letter, addressed to the uncle at his box at the main postoffice. The abductors are demanding \$250,000 ransom.

O'Connell was kidnaped Thursday night but not until last night was the kidnaping generally known.

Permit Issued for Brick Structure

Permit for the construction of a one-story brick building on parts of lots 5 and 6, block 45, west Eighth street, was issued this morning to W. H. and C. E. Mayhew. Hayne and Duncan will be contractors.

An independent ice station will be located in the building, construction of which was started this morning. The structure, erected on ground recently cleared of a frame residence, will be 14 feet wide by 43 feet long.

It is expected to be completed by August 1.

Roosevelt Orders "Super-Cabinet"

WASHINGTON, July 11.—Creation of a temporary "super-cabinet" to co-ordinate the administration battle against depression was ordered today by President Roosevelt who summoned his enlarged council to meet late today.

The administration termed the new organization a "temporary council." It will include the president, all members of the cabinet and heads of various emergency organizations authorized to deal with depression problems.

NAMED AFTER FORESTER

FLORENCE, Colo., July 11.—The Civilians Conservation corps camp at Hardscrabble Creek in the San Isabel forest has been named "Camp Lowell" in honor of James J. Lowell of Florence. Lowell recently was retired after 24 years of service as a forest ranger in Colorado.

Collins, Back from Trip East, Enjoyed It But Likes Cisco Better as Home



Back from the "second best trip that I have ever made," J. J. Collins, delegate from the Cisco Rotary club to the convention of Rotary International in Boston, said today he would not trade Cisco for any of the country that he had visited. The best trip he ever made, he explained, was when he came from his native Wales, England, to Cisco while a youngster.

People, crowds of people milling through congested streets, and the enormous fleets of taxi-cabs interested him most, he said. On one residential street in Boston he said there must have been 250,000 children playing upon the pavements with their mothers sitting on the steps of the apartment houses that lined it for miles. All of the children appeared neat and well kept, he said, although they crowded about him and other visitors in droves begging for nickels. "Children in this country ought to be thankful they live where they can get fresh air and see the ground," he declared.

The drives through the Allegheny mountains and through the Shenandoah valley of the Blue Ridge chain were marvelous, said Mr. Collins. Forests of fir and pine sheathed the long slopes and here and there derricks of shallow oil wells speared out of the greenery, sometimes almost on the brow of a peak.

Conditions Improve
Conditions in the east were about 10 per cent better than they were on January 1, he was told. But even in Washington, under the very shadow of the federal capitol, he was chary of walking down the street after dark. Every thoroughfare was lined with jobless, "tough-looking" men. In all the hotels and apartment houses where he stayed guests were confronted with warnings to lock their doors and be cautious. The ubiquitous sign "We are not responsible for loss" confronted them at every turn. "No wonder people are not as friendly in large cities as they are here," he said. "They have good reason to be careful of chance associations."

Mr. Collins said he was too footsore to get much enjoyment of the Chicago world's fair. He arrived there at the latter end of his trip and spent three days viewing the scenes.

"An over-grown Dallas fair," was his description. Television, next to the crowds, interested him. "There is much to see. A person who is interested can spend a lot of time there, just as in the Smithsonian institute at Washington. It is a mistake to think that you can see everything in a day or so."

The advantages of a trip by bus, which he admitted was less comfortable, are that one can see more at less cost.

Mr. Collins was away from Cisco two weeks. He went first to St. Louis, then to Washington, to New York to Boston, to Detroit and to Chicago, spending time in each of these cities.

Beer was flowing freely, but he saw no drunkenness. "They told me that when it first became legal many people tried to drink it all up at once but they soon discovered the breweries could make it faster than they could drink it. Now they are moderate and drink it with their meals or during the day just as they take other drinks."

9,000 Rotarians
At Boston he met people from all over the world. There were 9,000 Rotarians and Rotary Ams registered. Among them he talked with an Englishman living within 20 miles of Cardiff, Wales, where Mr. Collins was born.

"It was all strictly business," he said of the convention. There was never a general meeting attended by less than 5,000 people.

Among the amusing incidents he related of the trip was one where the driver of the bus stopped it to show the party a few sections of a rail fence. "I didn't tell him that there are miles of such fences in Texas," he laughed.

At another time, accompanying a sight-seeing party through an inspection of the building in which the first continental congress met, now preserved as a shrine at Washington, the woman guide pointed to a flight of stairs.

"The British ran up these stairs," she remarked.

"Yes and they are still running up them," remarked one of two young Oxford university students in the party, and they ran up the famous stairs.

"We laughed about that for days," said Mr. Collins. "It was like a clap of thunder to that woman."

BUYING WAVE SENDS WHEAT TO NEW HIGHS

CHICAGO, July 11.—A constant demand for rye futures shot the grain market forward today and at the close all cereals were near their peaks, with number one hard wheat at \$1.07 a bushel.

KANSAS CITY, July 11.—All four positions of future wheat prices on the local board of trade smashed through the \$1 mark for the first time in several years.

Frenzied buying, brought on by a government bullish crop estimate flooded the wheat pit with accumulated orders and prices closed three and one-half to four and one-eighth cents a bushel higher.

WEAT CLIMBS ON FT. WORTH BOARD

FORT WORTH, July 11.—Wheat prices shot up three and one-half cents a bushel over yesterday's close on the Fort Worth market today. No. 1 cash hard wheat closing at \$1.14 a bushel.

Soviet Air Chief Warns Wiley Post

MOSCOW, July 11.—Sober warning to Wiley Post-round-the-world aviator now waiting at New York for a round-the-world flight, not to follow James Mattern's course until the ice has melted in the Okhotsk sea, was sounded today by the chief of the Soviet Russian northern aviation service.

Despite that warning he announced that a Russian seaplane would take off from Khabarovsk today to fly over the same dangerous route to Mattern's rescue. The plane has been awaiting good weather for the flight.

SPRINKLER CAUGHT FIRE

TOPEKA, Kan., July 11.—While busy sprinkling city streets, M. G. Richards, driver of the water wagon noticed smoke and fire in the cab beside him. He leaped from the truck, dashed into a nearby house and turned in an alarm. Then he remembered he had plenty of water, and returning to the truck, drained off two buckets of water and put out the blaze.

RAIL COMM'N CALLS STATE OIL HEARING

AUSTIN, July 11.—A hearing on all oil and gas fields in Texas was called for July 27 by the Texas Railroad commission.

Testimony on the physical condition of all fields will be heard at Austin. Production regulations will be renewed or revised on the basis of testimony then submitted.

On July 31 the commission will hold a separate hearing to determine the amount of oil needed in storage and to prohibit storage from exceeding that figure.

FARM HOME IS COMBED FOR 3 ALLEGED SLAIN

FORT WORTH, July 11.—Federal and local police today began a second minute search of the O. D. Stevens' farm home near Handley as they sought the bodies of three men, believed slain, whose clothing were found in the Trinity river near here.

Discovery of two secret rooms in the Stevens home led police to renew their search. A careful sounding of walls at the palatial residence is being made.

At the same time, other officers, aided by 150 volunteer hunters, swarmed over the Stevens farm. The searchers were armed with iron rods and were instructed to prod every inch of ground on the farm for soft spots in the earth which might be the graves of the men.

Officers held strongly to their theory the men had been slain in a dispute over division of the loot in the \$70,000 postal robbery here the night of February 21.

Charges of possessing narcotics were brought today against Stevens, his wife and sister, Fay Stevens, after officers found eight grains of morphine in a secret chamber in the Stevens home.

Four suspects, including Stevens, were held in jail on charges of murder and mail robbery. Two others were held on charges in connection with the mail robbery.

WEATHER

East and West Texas — Partly cloudy tonight and Wednesday.

THE CISCO DAILY NEWS

Phone 80.

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

MEMBER UNITED PRESS.
MEMBER ADVERTISING BUREAU.
TEXAS DAILY PRESS LEAGUE.

W. H. LA ROQUE Manager.
E. A. BUTLER Editor.

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

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

Subscription Rates: Per Month (delivered in Cisco), 50c, if paid in advance, Twelve months, \$5.00 in Texas; \$6.50 out of state.

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.

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.

EMERGENCY ROAD CONSTRUCTION.

The state highway department is entering into the spirit as well as the purpose of the emergency allotments for highway construction under the public works program of the federal government. With a total of approximately \$25,000,000 apportioned Texas for this construction the Texas department announced that it will within a few days submit for the approval of the federal bureau of public roads projects calling for an expenditure of \$15,000,000. The law requires that all projects be approved by the federal bureau. This prompt action on the part of the highway commission will, if the federal bureau is equally prompt, permit actual construction to begin the latter part of this month. Action is the theme word of the federal government's drive against the depression. The road grant to Texas, as are the grants to other states, is a direct gift. Its purpose is to put men to work upon public improvements of lasting benefit. Roads are such improvements. Highways are vital to progress. Paved highways are the very basis of today's civilization.

Distribution of the present grant will be made upon a basis of county population and the number of persons on the relief rolls, according to the highway commission's statement of policy. A tentative basis formulated by the commission for this distribution purposes to award about \$100,000 in road work to counties with a population of 40,000 persons. Eastland county, with a population of about 35,000 may, upon that basis expect to receive between \$80,000 and \$90,000 in new construction. If the number of persons on relief rolls is given much weight in the allocations this county is even more fortunately situated for sharing in the program. Not that it has a greater number of destitute than many other counties of similar population, but because it has more thoroughly organized its relief work. Known figures are all that can or will be considered in the decisions. The counties which have been energetic in this during the past two or three years of the depression are the counties that should reap the rewards of jobs for their unemployed as made possible under the national recovery movement of which the emergency highway construction is a part. The importance of thoroughness in dealing with the relief problem, as exemplified in this county, is demonstrated herein. The county that can present definite figures is the county that will get a favorable hearing. The county that has neglected its responsibilities for the relief of its unemployed citizens, or has met that responsibility in only a perfunctory way, is apt to find itself at a disadvantage in the competition for allotments of the new money.

ACTIVITIES IN THE STREET CALLED WALL.

A gain of \$18,000,000,000 in values is reported in Wall street by one of the outstanding financial writers of the New York Times. In his review of the stocks and bonds listed on the New York stock exchange and the three leading agricultural commodities he exhibited some staggering figures. He said from March 1 up to June 30 the aggregate increase in open market value was roughly \$18,000,000,000. In the case of wheat he reported the total valuation had gone up \$428,000,000 and that of cotton represented a gain of \$237,000,000. The federal bureau of agricultural economics on July reported the rise in wool prices the most sensational of any farm commodity since March. Moreover it had been accompanied by a sharp increase in wool consumption in the United States. April consumption of wool was 12 per cent greater than in March and 50 per cent larger than in April, 1932. Improvement was noted in mill activities for the months of May and June. Most sensational of all, prices of wool during

If Those Government Control Measures Work Out---



the third week of June were 60 to 80 per cent higher than in March and 90 to 120 per cent higher than in January, 1932. This is an excerpt from the bureau report: "Developments in the domestic industry in the near future will depend in part upon the working of the new industrial recovery act and on measures designed to increase consumer purchasing power."

And right there is where Col. Hugh S. Johnson, the powerful representative of the Roosevelt administration, will be compelled to do some fast swimming or sink. Opposed to him is an army whose leaders do not take kindly to the industrial recovery act or its codes or its wage schedules or its hours of labor.

STABILIZED PROSPERITY.

On the fourth day of July the New York board of trade reported on the basis of a survey of conditions in 100 representative cities. Moreover, it reported that American business had taken a decidedly upward turn. Increases in employment, payrolls, wages, industrial production, wholesale and retail sales, postal receipts, bank clearance, gas consumption and telephones justify the conclusion, the report read, and "the conclusion is inescapable that the depression is over and that we are well on the road to recovery." This was the verdict of the president of the board: "We are now probably well on the way to one of the greatest periods of stabilized prosperity in the whole history of the country." In the month of March last the whole country was in the dismal swamp of defeat and depression and facing an economic disaster such as the world had never known. Now, unless millions of Americans are liars, there is no dismal swamp visible to the naked eye and there are rainbows in the sky.

Through the Editor's Spectacles

By GEORGE

Luther McCrea and Bill St. John have offered to bet me that should I be given a million dollars in cash I should be "broke" five years from the date of the gift. The only essential lacking for such a wager is the million. Any person wishing to invest that amount of cash is cordially invited to make it possible for me to prove to these "doubling Thomases" that once I get my paws on that amount of Uncle Sam's filthy lucre I shall hang on to it until the middle of the next century, if I live that long.

I agree that I might not, at the end of the designated period, have the full million, but I'd have enough of it to win the wager. You know all of us are a lot smarter than the other fellow.

Don Burger, whose passion is to keep the Laguna hotel full of paying guests, is concerned to get all that is coming his way. He even has one of the boys count the sheets of stationery that he orders from the printer.

When a friend orders him a cup of coffee in the coffee shop he drinks a demi-tasse, which costs just as much as a full cup. I do not know whether that is to save coffee for the firm or to conserve his own capacity for subsequent "set-ups".

While these codes of fair competition are the rage I suggest a "Joan-ers" code. Gentlemen of leisure should draft an agreement not to remain more than 10 minutes at a sitting. The agreement would stimulate street circulation and give an air of prosperity where there isn't any.

Dr. C. Q. Smith, presiding elder of the Cisco district of the Methodist church, is drumming up a mammoth picnic at Lake Cisco for some date in the latter part of August. He is confident of bringing 2,000 or more Methodists and their friends to the lake for an all-day outing. He plans as the "piece de resistance" of this program a great out-door religious service with perhaps a vested choir of 100 to 150 voices, a sermon by one of the bishops of the Methodist church, Bishop Sam Hay, probably, and community singing. In the

afternoon the crowd, drawn from five counties about Cisco, will be left to amuse itself as it chooses among a variety of entertainment. The program would be unique, certainly, and no doubt it would attract the attendance that Dr. Smith hopes.

It is a fact that no better place in west Texas could be found for such a gathering.

Texas Topics

By RAYMOND BROOKS

AUSTIN, July 11 — This month the state tax rate for next year will be set by the automatic tax board, with the former 69-cent legislative limit taken off.

Attempts to set a limit at 67 cents failed, and in the absence of any new law cutting the maximum below the constitution a 1 limit, the board is empowered to go to that limit of 77 cents on the \$100 assessed valuation of property.

The board will fix the school tax at the maximum of 35 cents. It will set the Confederate pension tax at its 7-cent limit.

A this time, there can be seen no way by which it will avoid raising the ad valorem tax for support of the government also back to its 35-cent constitutional limit.

Power of the tax board is rigidly limited by law to the mechanical or "automatic" computation of prospective revenues, prospective expenditures authorized by law, and to

666

LIQUID - TABLETS - SALVE
Crests Malaria in 3 days, Colds first day, Headaches or Neuralgia in 30 minutes.
Fine Laxative and Tonic
Most Speedy Remedies Known.

tioning so effectively and so quietly that few people know it is relieving the counties of an average of 20 cents on the local tax rates. This board is the agency that takes over unpaid county or district road bonds whose proceeds were applied to designated highways. One cent of the four-cent state gasoline tax provides the money for the assumption and payment of these bonds.

TURNED OFF LIGHTS
BOSTON, July 11 — As an economy measure 2,200 of Boston's street lamps remain unlighted. So Bostonians will know which lights are supposed to be on and which ones off, each of 2,200 is designated by an aluminum band around the pole to which it is attached.

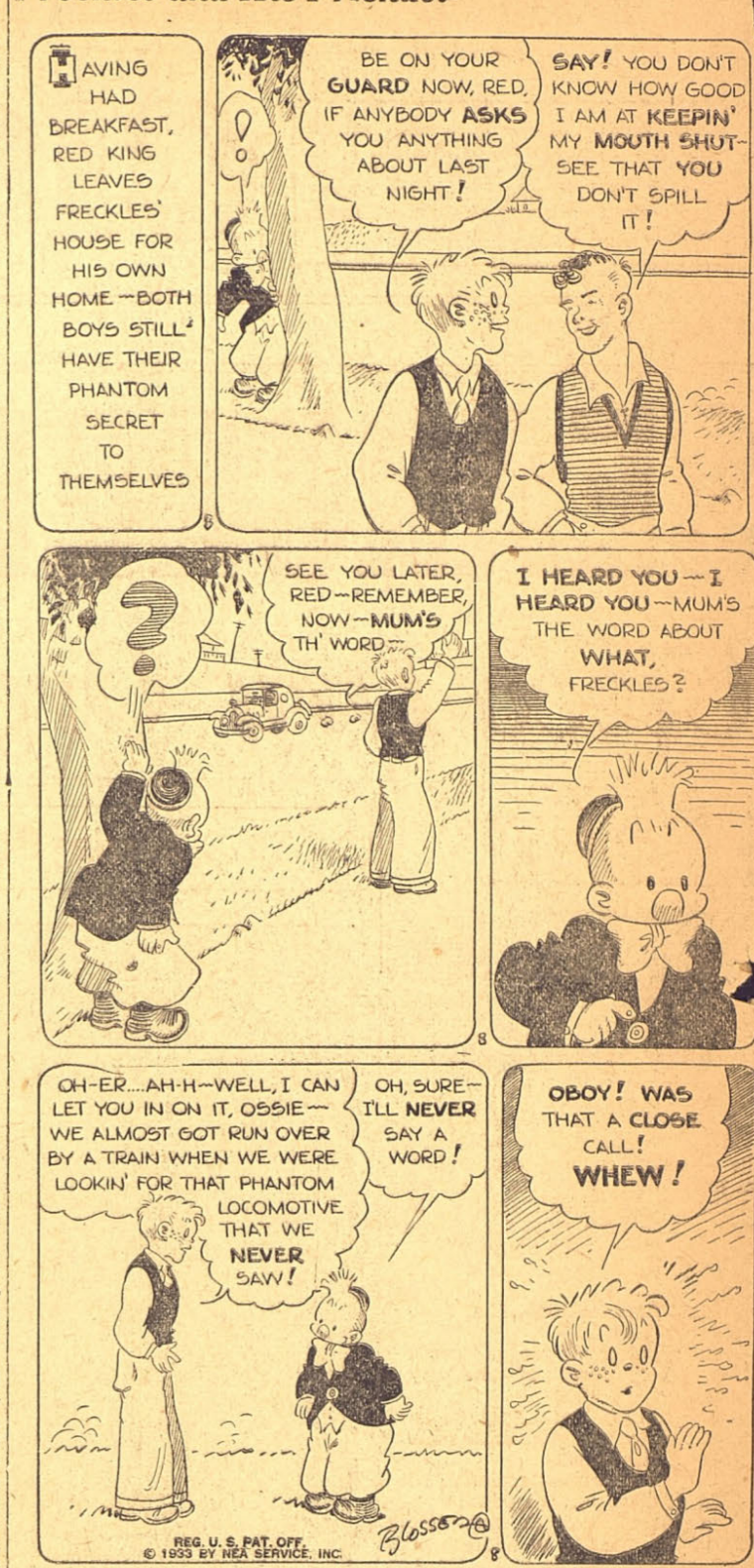
SILENCED ORGAN
OAKDALE, Mass., July 11 — When the organ in the Methodist Episcopal church remained silent under the touch of Mrs. Leon E. Travis, organist, church attaches opened the instrument and discovered that squirrels had got into the church and used the organ as a hiding place for acorns.

Underweight Children

Need More Iron in Their Blood!

Children who are thin and pale and who lack appetite are usually suffering from a deficiency of iron. When the blood lacks iron it becomes thin and poor and fails to nourish. Then a child loses appetite and becomes still thinner and weaker—and easy prey to disease!

Freckles and His Friends.



USE DAILY NEWS WANT ADS.

Rubber Dollars....

HOW OFTEN have you and friend wife wondered how "the Joneses" seemed to do so much on their income? From remarks dropped by Jones, you're almost certain you earn as much as he. You're dead certain you and your wife are not extravagant or wasteful. Yet the Joneses do little things you can't afford --- and have little things for which you can't spare the money. How come?

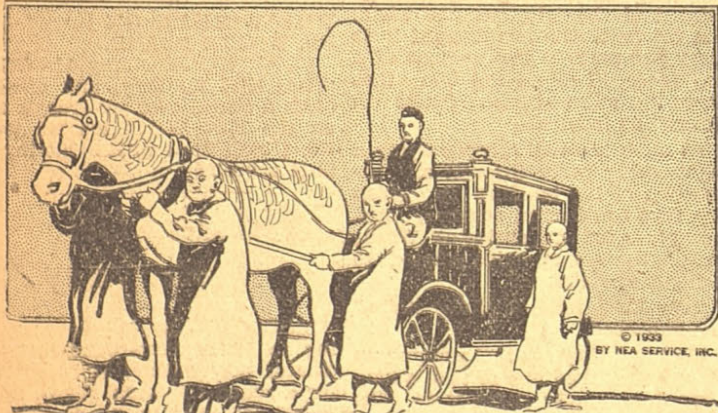
The truth is that the Joneses have a secret. They have discovered a way of putting rubber into dollars. Through the knowledge of this secret they have learned that a dollar can be stretched beyond its ordinary buying limits.

What is this secret? They read the advertisements! In the advertisements in this newspaper, reliable merchants and manufacturers offer you their finest values. Before going to the stores to buy, shop here first. Compare products until you've found just what you want. Compare prices until you've pleased your purse. You'll save endless hours of weary walking. And you'll buy with the comforting assurance that every dollar has done its duty!

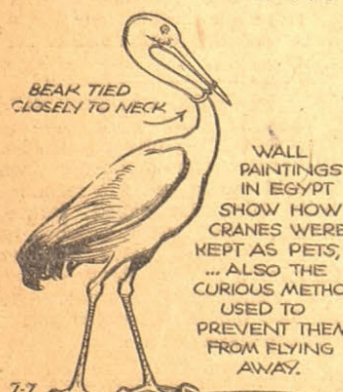
CISCO DAILY NEWS

CISCO AMERICAN AND ROUNDUP

THIS CURIOUS WORLD



IN CHINA, HORSES, CARRIAGES, SERVANTS, FURNITURE, ETC., ALL MADE OF PAPER, ARE BURNED AT THE GRAVES OF WEALTHY CHINESE, AS A HINT TO THE GODS AS TO THE STYLE OF LIVING WHICH THE DECEASED DESIRES TO HAVE CONTINUED!



WALL PAINTINGS IN EGYPT SHOW HOW CRANES WERE KEPT AS PETS. ALSO THE CURIOUS METHOD USED TO PREVENT THEM FROM FLYING AWAY.



THE MISTLETOE, A PARASITE, WAS THE FIRST OFFICIAL STATE FLOWER. (OKLAHOMA)

OKLAHOMA adopted the mistletoe as its official flower while still a territory. It was adopted in 1893, for the Oklahoma exhibit at the Columbian Exposition in Chicago. Minnesota had a bill pending at the same time to make the meadow flower its official blossom, and this bill passed shortly after. Vermont was the third state to select a flower.

CLASSIFIED ADVERTISING RATES AND REGULATIONS

All CLASSIFIED advertising is payable in advance, but copy MAY be telephoned to the Cisco Daily News office and paid for as soon as collector calls.

SPECIAL NOTICES

SPECIAL on fish this week. Home grown rabbits nice fat squabs. Cisco Fish Market.

Announcements

MASONIC NOTICE There will be a stated meeting Cisco Council No. 128, R. S. M., Thursday evening, July 13, at 7:30 p. m.

The Rotary club meets every Thursday at Laguna Hotel Private Dining Room at 12:15.

Lions club meets every Wednesday at Laguna Hotel Coffee Shop at 12:15.

CLOSING TIME FOR MAILS

Waco and Stamford train No. 36 (S. Bound) 3:50 p. m. Fort Worth and El Paso Train No. 16 (E. Bound) 9:50 a. m.

Mexican Program To Be Broadcast

MEXICO CITY, July 11 — A two-hour program of typical Mexican music is to be broadcast from 7 to 9 p. m. E. S. T. July 12 from the local broadcasting station of Ely University.

A booklet containing photographs of all who take part in the program will be sent to everyone reporting to the police department that he heard the concert.

TROUGH CONDEMNED GREELY, Colo., July 11 — Old Mose, an ancient horse, was the only regular customer of the public watering trough so the city fathers decreed that the last remaining relic of the horse-and-buggy days should be removed.

ANSWERS to today's THREE GUESSES. Max Baer is a resident of LIVERMORE, CALIF. The HERRING is the world's most important food fish.

Job Printing REASONABLE PRICES. CISCO DAILY NEWS CISCO AMERICAN and ROUNDUP

FRANCE GLOOMY OVER OUTLOOK FOR DAVIS CUP

By WALLACE CARROLL United Press Staff Correspondent PARIS, July 11. — The economic conference may fall, the French government may fall, the franc may collapse, but 40,000,000 Frenchmen are much more worried about the Davis cup.

Book of Dialect Verse Published

DALLAS, July 11. — Big Slim Gunter has the "Low Down Blues. Big Slim." "Played at de dance hall t' git 'is meals, Out at de elbows, down at de heels, Holla-eyed nigger in a derby hat, Singing, don't matter wha' he at."

Lufkin Conducts School of Jobless

LUFKIN, July 11. — When jobs do come into being for the unemployed of Lufkin, they will find plenty of skill waiting to be applied to them.

WHO IS SHE?

ANSWER TO PREVIOUS PUZZLE. HORIZONTAL: 1. What is the first name of the lady of the picture? 2. What is her last name? 3. Context of picture? 4. In what U. S. department is the lady of the picture an official? 5. Had. 6. Inspires reverential fear. 7. Lets it stand. 8. Wrote the novel. 9. Largest land plant. 10. The believers in a particular creed. 11. The phone or woodcock. 12. To elude. 13. Quit that's a cinch. 14. Exists. 15. Egypt (abbr.). 16. A group of eight. 17. Called. 18. Cubic meter. 19. To cut off as a vowel.

ANSWERS to today's THREE GUESSES. Max Baer is a resident of LIVERMORE, CALIF. The HERRING is the world's most important food fish.

MOM'N POP.

IT'S A NEW KIND OF CAKE AND I MADE IT ESPECIALLY FOR THE NICEST SWEETIE IN THE WORLD. SUGAR, YOU'DE THE BEST LITTLE WIFIE ANY MAN EVER HAD. BOY! IT SURE LOOKS GRAND!! IT'S A RECIPE THAT AGUSTA GAVE ME OVER THE PHONE. HOW DO YOU LIKE IT? NOT BAD! NOT BAD!! --- YOU GOT IT OVER THE PHONE, EH? IS THIS THE REPAIR DEPARTMENT? WELL, I WISH YOU'D FIX THIS PHONE OF OUPS—I THINK THERE MUST BE A WIFE CROSSED WITH A CONCRETE-MIXING CONCERN!!

Clean Mat Tactics Used as Pool Wins

RANGER, July 11 — Doc Poole, Louisiana mat scientist, downed Baron Karl von Link of Germany, last night in one of the cleanest and hardest fought matches ever held here.

In the boxing preliminaries Cliff Wickham, Strawn, and Jack Porter, Ranger, went to a six round draw and Jelly Harry by the Democratic national committee.

Demo Debt Drive Will End July 15

AUSTIN, July 11 — The democratic national deficit campaign will be finally concluded July 15. It was stated here today by Frank Soefield, director of finance for the Democratic national organization in Texas, after a conference with Roy Miller, director of the organization.

WHO IS SHE?

ANSWER TO PREVIOUS PUZZLE. HORIZONTAL: 1. What is the first name of the lady of the picture? 2. What is her last name? 3. Context of picture? 4. In what U. S. department is the lady of the picture an official? 5. Had. 6. Inspires reverential fear. 7. Lets it stand. 8. Wrote the novel. 9. Largest land plant. 10. The believers in a particular creed. 11. The phone or woodcock. 12. To elude. 13. Quit that's a cinch. 14. Exists. 15. Egypt (abbr.). 16. A group of eight. 17. Called. 18. Cubic meter. 19. To cut off as a vowel.

ANSWERS to today's THREE GUESSES. Max Baer is a resident of LIVERMORE, CALIF. The HERRING is the world's most important food fish.

East vs. West in Polo

Here is a new picture of Tommy Hitchcock, Jr., the world's only 10-goal polo player, who will manage and play on a polo team from the east to meet a western team in an all-star polo series at Lake Forest, Ill., Aug. 9, 13 and 16.

Rainy Season Halts Work On Highway

MEXICO CITY, July 11 — The Pan-American highway from Monterrey to Mexico City will be impassable to motor traffic until the rainy season ends next November or December, according to observers who have inspected the road recently.

Highways Are Roads to Health

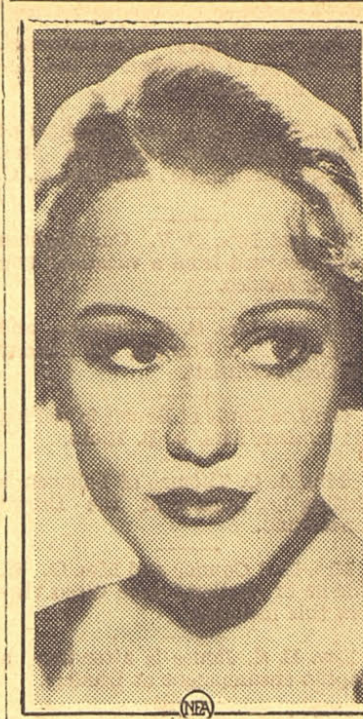
When they lead to the CRAZY WATER HOTEL. This is the home of Crazy Water—a name that has been synonymous with recuperation and health for fifty-four years.

CRAZY WATER HOTEL MINERAL WELLS, TEXAS. Please send me free of charge full particulars concerning a health vacation at the CRAZY WATER HOTEL.

SOVIET PALACE TO HAVE HUGE LENIN STATUE

MOSCOW, July 11 — The world's largest statue, a gigantic figure of V. I. Lenin, will be placed on top of the newly projected palace of soviets to be built on the site of the former Cathedral of the Redeemer.

Film Actress To Wed Writer



Constance Cummings, above, motion picture actress who went to London after a disagreement with her producers and appeared in British films, will return to America as the bride of Benn Levy, author and scenario writer, according to word received by friends in Hollywood.

RANCH CHANGE HANDS

FEOS, July 11 — One of the most attractive ranches in all Texas has changed hands. Title to the 20-section ranch at the mouth of Little Aguja canyon in the Davis mountains, formerly held by Beau McCutcheon, Jr., has passed to Guy Coombs of San Antonio.

BARGAIN BRIDIE by KATHARINE HAVLAND-TAYLOR

BEGIN HERE TODAY ELINOR STAFFORD, 26, falls in love with BARRETT COLVIN, 35, who has returned to New York after years abroad.

New 50¢ Size LYDIA E. PINKHAM'S TABLETS FOR WOMEN

They relieve and prevent periodic pain and associated disorders. No narcotics. Not just a pain killer but a modern medicine which acts upon the CAUSE of your trouble.

HE sat down in a straight chair that was near her sofa. He hoped she was not going to act as she had in the old days.

NOW GO ON WITH THE STORY CHAPTER XXVI

BARRETT found Marcia as nervous as an undisciplined woman may be when she is forced to wait for the hour she dreads.

THE WOMAN LAUGHED ACIDLY.

"No?" she murmured with a lingering, upward inflection. She lay back. "I hope I shall die!" she said. "I think I can easily be not wanting to live. I do not want to live under this threat which you continue to hold over me!"

Medical School Is 100 Years Old

MEXICO CITY, July 11 — The medical school of the national university will celebrate its centenary in October.

In a Hurry? Go The Travelax Route! THIS Free ROAD MAP Shows the Concrete Highways of Texas on which You can Enjoy Travelax-ation

Portland Cement Association 1301 Norwood Bldg. - Austin. Gentlemen: Please send me a Free Copy of the Official Map of the Texas Highway System, showing the Travelax Route in Texas.

BARGAIN BRIDIE by KATHARINE HAVLAND-TAYLOR

HE dropped her hands, stood away. "Darling!" she murmured, smiling up at him with lips that trembled.

THE WOMAN LAUGHED ACIDLY.

"No?" she murmured with a lingering, upward inflection. She lay back. "I hope I shall die!" she said. "I think I can easily be not wanting to live. I do not want to live under this threat which you continue to hold over me!"

About Cisco Today

Society Editor, Miss Marjorie Noell—Phone 80.

CALENDAR

Wednesday
The Humble bridge club will meet on Wednesday afternoon with Mrs. F. D. McMahon at her home in Humbletown.
The Energetic club will meet Wednesday afternoon at 3 o'clock with Mrs. Burnel Osburn, 1507 D avenue.

Mr. and Mrs. J. E. Spencer and daughter, Alice Estel, and Miss Pauline Dungan left yesterday on a trip to Austin.

Mrs. Lindle Raymond of Longview is visiting her mother, Mrs. S. B. Wright, who has been ill for the past several days.

Mrs. R. H. Sloan and daughters, Laverne and Betty, of Fort Worth are visiting Mrs. L. D. Wilson.

Mr. and Mrs. Ben Waters of Moran visited Dr. and Mrs. N. A. Brown here Monday.

Mrs. Rex Moore and daughter, Jane, returned yesterday from Dallas, where they visited Mrs. Moore's mother, who has been ill for the past several weeks.

Bert Karkalits spent the weekend in Fort Worth.

J. W. White of Rotan, who has been visiting Judge and Mrs. J. D. Barker, left this morning for Austin, where he will attend summer school at the university.

Mrs. Norman Chastain of Fort Worth is visiting her parents, Mr. and Mrs. W. P. Coldwell.

Doyle Lee Brown of Putnam is spending this week with his uncle and aunt, Dr. and Mrs. N. A. Brown.

Mrs. Oscar Comer and son, Beryl Comer, and daughter, Frances, were visitors in Abilene yesterday.

Mrs. Elizabeth Bunch and granddaughter, Elizabeth Ann Wells, of Fort Worth were guests of Mrs. N. A.

Brown on Friday and Saturday. Mrs. Bunch is president of the Rebekah association of Texas.

Mrs. H. G. Sarp and daughter of DeLeon spent last week with Mrs. Sharp's parents, Mr. and Mrs. C. C. Newton.

Mr. and Mrs. O. V. Cunningham have returned from a vacation trip to New Mexico.

Mr. and Mrs. S. R. Thomas and daughter, Miss Frances, left Sunday for Corpus Christi.

Von Lee Lewis of Benoit is visiting his mother, Mrs. J. B. Hicks.

Mrs. A. O. Thomas of Lubbock is visiting her mother at the Brown sanatorium.

Mrs. Earl Connor and Mrs. G. W. Eremie of Eastland were Cisco visitors this morning.

Rev. E. S. James is attending a Baptist encampment at Leuders.

J. T. Anderson visited his mother, Mrs. I. N. Anderson, who is seriously ill, at her home in Rising Star today.

Wallace Britain and R. W. Smith left yesterday for Borger.

Mrs. W. S. Poe of Eastland was a visitor here yesterday.

Mr. and Mrs. Carl Adams of Brownwood and Mr. and Mrs. C. C. Newton spent the weekend in San Antonio.

Mr. and Mrs. H. L. Kunkel were visitors in Eastland last evening.

Mrs. T. A. Graves attended a funeral in Bradshaw today.

Mrs. W. J. Foxworth has returned from a visit in Dallas. She was accompanied home by her sister, Mrs. G. E. Drewery.

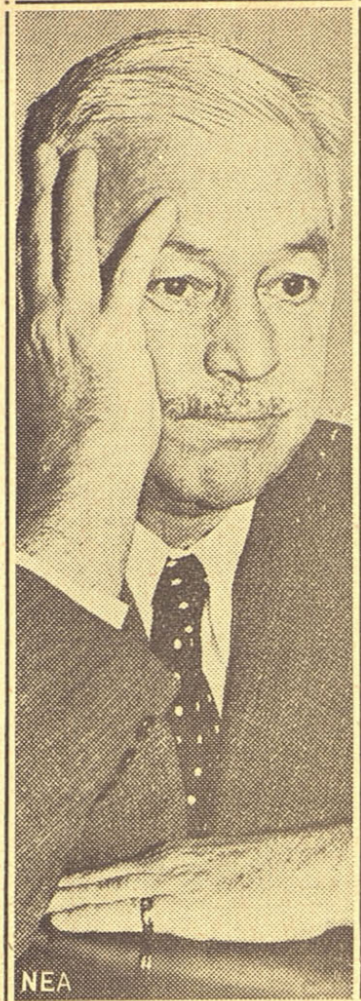
Miss Catherine Coleman of Denton is the guest of Miss Lela Mae White.

George Christie of Rising Star was a visitor in the city yesterday.

Mrs. A. O. Thomas, Miss Lela Mae White, Miss Catherine Coleman, Miss Katherine Farquhar, and Miss Ova Brown were visitors in Ranger yesterday.

MISS BROWN HOSTESS AT BRIDGE PARTY.
Miss Ova Milling Brown was hostess at a delightful bridge party last evening, entertaining at her home, 804 West Sixth street. Tables for games were arranged on the lovely flower bordered lawn. Silhouettes, featuring colors of green and black,

Banker Harriman In Pensive Pose



Charged with falsifying accounts and misappropriating funds of the Harriman National Bank and Trust company of which he was president, Joseph W. Harriman is pictured in this pensive pose as he appeared at the opening of his trial in New York. Defending him was Colonel William J. Donovan, former republican candidate for governor of New York.

made a striking theme for bridge appointments. Miss Dorothy Clark won high score, and Miss Harriet Angus received the low. Cut prizes went to Misses Bessie Pearce, Laura Rupe, Lucille Clemens, Pauline McClinton, and Mary Elizabeth Clett. A dainty course, with clover-leaf rolls, frozen salad, and punch, was served at the close of the games. Miss Brown was assisted by Mrs. A. O. Thomas of Lubbock in entertaining.

FLOWERS WEEDED OUT
WHITE CITY, Kan., July 11.—V. A. Girch is wishing the 10-cent lunch he gave a bum is as bum as the job that was done for him by the itinerant. Girch wanted his garden weeded and the panhandler came at the right time. After the job was finished and the "worker" departed Girch noted his best flowers were missing and the weeds untouched.

Scientists Seek Relics in Valley

KANAB, Utah, July 11.—Far back into the mystic shrines of Monument valley, in northern Arizona and southern Utah, there are untold treasures of civilization existing as early as 500 A. D., yet untouched by savants. T. R. Kelley, field director of a group of Arizona and California scientists who recently explored the 2,000-mile square area, is certain.

Robert Branstead, a member of Kelley's party, challenged great danger and death to slide down a 40-foot rope from the crest to a cave. It was located deep in the solitude of Monument valley, into which no white man has dared to wander because of evil reputation among natives.

There he found what Kelley believes were two pieces of pottery of the basketmaker type, known to have been made about 500 A. D. The room he discovered was bored into almost solid rock, much in the manner known to have been used at that prehistoric date. No tools or implements were found, however. The entrance to the cave was blocked almost completely by great boulders that had dropped into position and wedged tightly.

The cave evidently had been the resting place for animals during past centuries. Many bones littered the floor, and here and there were scattered evidence of a death-battle between great beasts of early days.

Annual Exhibit of Art Ass'n Opens

GLOUCESTER, Mass., July 11.—The 11th annual exhibition of the North Shore Arts association opened recently with an exceptionally large attendance. Although business in art continues depressed the number of pictures on view was, if anything, greater than ever before.

A canvas by Barse Miller of Los Angeles, with the title, "Apparition Over Los Angeles," is attracting widespread interest. It is supposed to symbolize the activities of Almece Simple McPherson and, although it was awarded the first prize by the Carlsbad Art Association, the picture aroused a storm of protest and threats of lawsuits which later caused it to be removed from the walls.

The exhibit will remain open until Sept. 9.

Closing Selected New York Stocks

(By United Press)

- Am. Can 93 1-4.
- Am. P. & L. 17 1-8.
- Am. Smelt 36 1-2.
- Am. T. & T. 130.
- Anaconda 19 7-8.
- Auburn Auto 68.
- Avn. Corp. Del. 13 1-2.
- Barnsdall 10 1-4.
- Beth Steel 45 7-8.
- Byers A. M. 32.
- Canada Dry 25 1-2.
- Cas. J. L. 95.
- Chrysler 35 1-2.
- Cons. & Sou. 5 1-8.
- Cons. Oil 14 3-8.
- Curtiss Wright 4 1-4.
- Elect. Auto Lite 24 3-8.
- Elect. St. Bat. 52 1-2.
- Foster Wheel 21 1-8.
- Fox Film 4 1-2.
- Freeport-Texas 37 1-2.
- Gen. Elec. 28 1-4.
- Gen. Foods 37 1-2.
- Gen. Mot. 32 1-2.
- Gillette S. R. 16 3-4.
- Goodyear 40 1-2.
- Gt. Nor. Ore. 16.
- Houston Oil 6 1-2.
- Int. Cement 37.
- Int. Harvester 42 1-2.
- Johns Manville 54 1-2.
- Kroger G. & B. 34 1-2.
- Lib. Carb. 40.
- Mont. Ward 27.
- Nat. Dairy 23 1-2.
- Ohio Oil 15 3-4.
- Pennny J. C. 45 3-4.
- Phelps Dodge 15 1-2.
- Phillips Pet. 16 3-8.
- Pure Oil 9 3-4.
- Furity Bak. 24 1-8.
- Radio 11.
- Sears Roebuck 43.
- Shell U. Oil 10.
- Socony-Vacuum 14 1-2.
- Sou. Pac. 34 1-8.
- S. O. N. J. 39 1-8.
- Studebaker 7 3-8.
- Texas Corp. 26 1-4.
- Texas G. Sul. 33 3-8.
- Texas & P. C. & O. 6.
- Und. Elliott 36 5-8.
- Un. Carb. 43 7-8.
- United Corp. 13 1-4.
- U. S. Gypsum 52.
- U. S. Ind. Alc. 82 3-4.
- U. S. Steel 63 5-8.
- Vanadium 29 7-8.
- Westing Elec. 52 1-2.
- Worthington 37.

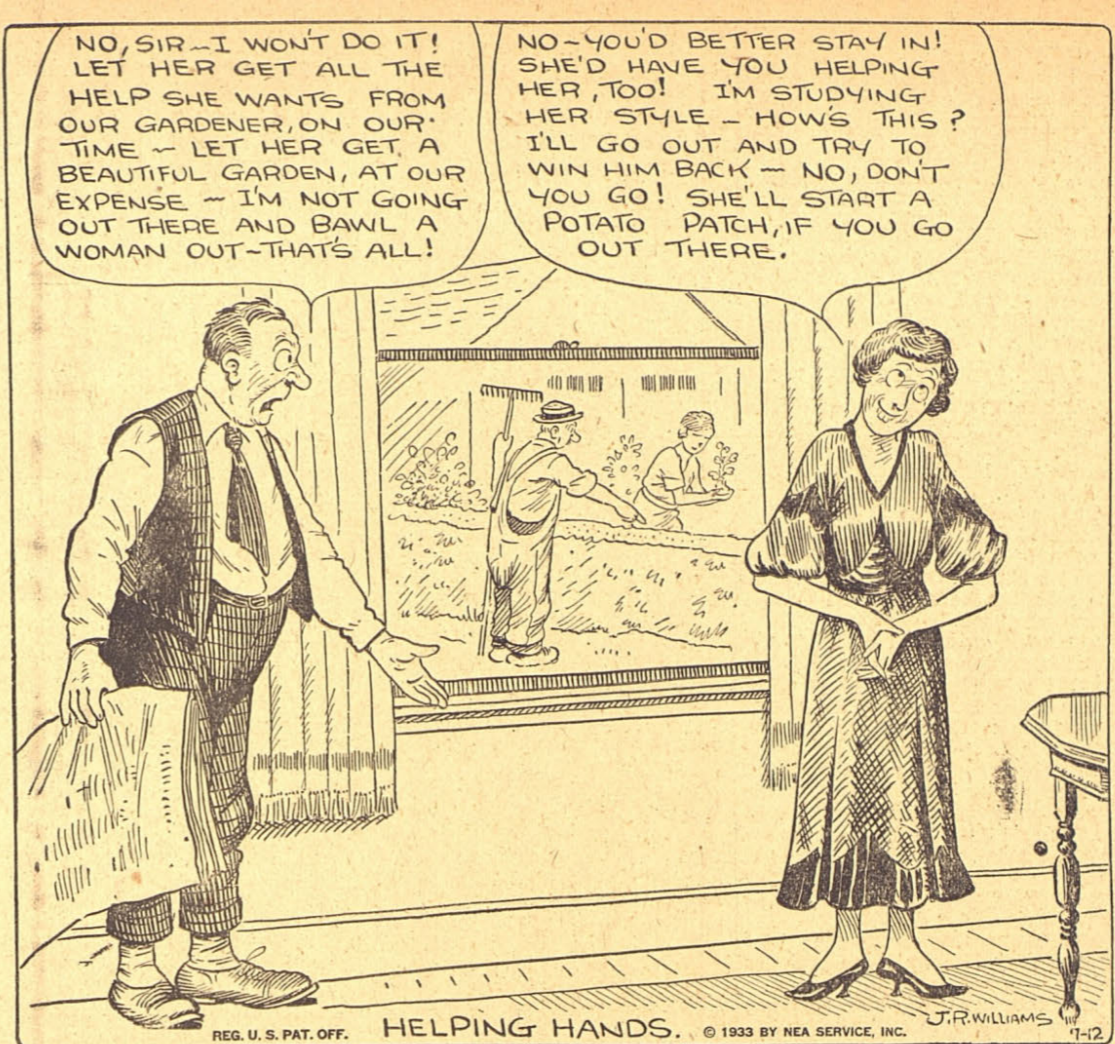
Curbs
Cities Service 4 5-8.
Ford M. Ltd. 5 3-4.
Gulf Oil Pa. 60.
Humble Oil 79.
Lone Star Gas 10 7-8.
Niag. Hud. Pwr. 13 1-8.
S. O. Ind. 32 5-8.

Mother Coyote and Twelve Pups Found

FLUVANNA, July 11.—While W. B. Hood and his son, Odes, were hunting a stray yearling on the R. M. Miller ranch near here, they located a coyote den in which a mother and 12 pups were found. "It was the record haul of my many years of experience hunting coyotes," Hood said. "We killed the entire lot."

TWIN CARRIAGES SCARCE
COLORADO SPRINGS, Colo., July 11.—Response to the appeal of the El Paso county relief committee for donations of baby carriages is good so far, according to Investigator W. L. Ball. The relief committee, however, still is in need of more baby conveyors. It especially needs two twin baby carriages. Possessors of twin carriages have been reluctant to respond to the needs of poor relief, he reported.

OUT OUR WAY



REG. U. S. PAT. OFF. HELPING HANDS. © 1933 BY NEA SERVICE, INC. J. R. WILLIAMS 14-2

2,000 CONDITION ROAD.
SAN ANTONIO, July 11.—Nearly 2,000 workmen are concentrated along Mexican sections of the Pan-American highway in an effort to condition the road for all-weather American tourist traffic by next year, according to Leopoldo Farias, director general of Mexican highways. The rainy season, which sets in this month, has made the highway impassable south of Llera.

LAMB BORN IN MINE
OPAL, Wyo., July 11.—When a cold snap broke over the wide open spaces of Wyoming, Matt Bertagnoli, Opal sheep owner, had his herder run a band of sheep into a coal mine to escape the storm. Nearly 100 lambs were born in the mine during the storm and all of the sheep and lambs were saved.

GIRL FINISHED COURSE
KANSAS CITY, Kan., July 11.—Miss Griseld Meyer, 17, has finished a complete course in religious education, a course equivalent to 12 years of credits, totaling 120 class periods of 50 minutes each. She is believed to be the youngest person in America to receive such a diploma.

GOT CONSCIENCE MONEY.
CARTHAGE, Mo., July 11.—The Carter-Miller Clothing company recently received \$1 from a young woman, who said that seven years ago a clerk gave her that amount over in change made for a purchase in the store. She said it had worried her since then. A firm member, in accepting the "conscience" money, said, "We need it worse now than we did then."

HAIR IS 8 FEET LONG.
SMITHVILLE, July 11.—Miss Rosansky, a student of music and dramatic arts here, believes she holds some sort of a record for length of hair. Her wavy, brown hair measures eight feet in length, and she declares it's still growing. She declined a proffered contract for an exhibition at the Chicago Century of Progress exposition.

POSSESSED PEYOTE
SHERIDAN, Wyo., July 11.—Five Indians from Lame Deer, on the Cheyenne reservation, went in for drugs in a big way and landed in jail. When apprehended near here they had in their possession 1,000 pounds of peyote, a drug similar to marijuana. They were assessed six months in jail and \$100 fine each for possession of the drug.

Texans to Attend W.O.W. Encampment

OMAHA, July 11.—A large delegation of Texans, representing all sections of the state and headed by R. E. Miller of Dallas, state manager will attend the sovereign camp of the Woodmen of the World which opens in Chicago July 11, it was announced here today by De E. Bradshaw, president. The meeting is attended by representatives and the governing body of the Woodmen.

United States Sen. Morris Sheppard, treasurer and director, will respond to the address of welcome to be delivered by Mayor E. J. Kelly.

Miller, also is a director of the Woodmen. He will speak on "How the Fraternal Sell Life Insurance." A discussion of this matter will be made by Arthur A. Seale of Nacogdoches, Texas, chief officer of his camp for 23 years.

Dr. C. J. Koerth of San Antonio, medical director of the Woodmen of the World memorial hospital at San Antonio, will also speak.

Others in the delegation will include: E. Z. Crowds, Dallas; W. A. Tidwell, Ector; John J. Wahl, San Antonio; T. E. Newton, Dallas; R. G. Quisenberry, Dallas; S. L. Tally, Sherman; E. M. Chote, Austin; S. C. Findley, Parks; H. B. Porter, Hillsboro; Barney Reagan, Big Spring; and H. W. Wiseman, Cleburne.

Egg Drying Plant Located at Abilene

ABILENE, July 11.—Hens in this territory have had their work cut out for them in a big way. They will be called upon to produce 3,600,000 dozen more eggs during the coming year than were demanded of them last year.

It's all because the American Dried Egg corporation, offices in Dallas, has established here what its president, L. Coquet, says is the largest egg drying plant in the United States.

With machinery worth \$25,000, the plant is equipped to reduce to powder annually the number of eggs mentioned in the foregoing. The capacity of the plant is 1,000,000 pounds of egg powder a year.

The product, packed in barrels, will be sent to consumption centers all over the country for use in making prepared cake, doughnut and waffle flour.

News Want Ads Bring Results.

PALACE
NOW SHOWING
BARBARA STANWYCK
in
"THE BITTER TEA OF GENERAL YEN"
10c Admission 10c to Everyone 10c

TAKE ADVANTAGE
Of rising markets. Buy your car needs now.
CISCO MOTOR SUPPLY
Wholesale and Retail

THE HIDDEN QUART

--STAYS UP IN YOUR MOTOR AND NEVER DRAINS AWAY

The protection of your motor depends on an oil with extreme oiliness that remains up in your motor and never drains away. Only Conoco Germ Processed Motor Oil has this penetrativeness to cover permanently the surfaces of the working parts during the thousands of revolutions required before oil circulation is complete. During these few minutes 50% of all motor wear occurs. The total cost of Conoco Germ Processed Motor Oil is one-fifth of a cent per mile. Next time fill at the Sign of the Red Triangle.

CONOCO GERM PROCESSED MOTOR OIL

CONOCO PARAFFIN BASE

Reach for a Lucky

—for always Luckies Please!

With me... my cigarette is a personal, intimate thing

I suppose, men would call my reason for liking Luckies just a feminine whim. Maybe it is, but it's a whim that I love to indulge... for I am always conscious of the intimate relationship between my cigarette and my lips. And if there's anything I'm sensitive about, it's that feeling of feminine daintiness. Certainly, Luckies Please! I can well understand why men praise Luckies' fine tobacco character and mellow-mildness—but as for me—I value particularly the assurance of purity which "Toasting" brings—for, with me... my cigarette is a personal, intimate thing.

because "It's toasted"

LUCKY STRIKE CIGARETTES
"IT'S TOASTED"

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