## CISCO DAILY NEWS

# WICHITA FALLS COUPLE ATTACKED 

 Merchants Enthusiastic Over Plans for Trade Revival
## SPECIALIST TO BE HRRED IN CAMPAIGN



DR. H. SEALE 2,000 ATTEND WIL SUCCEED LABOR DAY
DR. CARLISLE CELEBRATION

| Dr. M. C. Carlisle, Cisco physician who is leaving shortly to undertak advanced courses in treatment of |  |  |
| :---: | :---: | :---: |
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|  |  |  |
| the medical |  |  |
|  |  |  |
| Hibert Seale, of Froydada, Tex- |  |  |
|  |  |  |
| mate of Dr |  |  |
| school, Dr. Seale spent three yeers |  |  |
|  |  |  |
|  |  |  |
| ashington, D. C. He was an in- |  |  |
| ne at the Fitzsimons general hosal, Denver, Colo., and followed |  |  |
|  |  |  |
| dent work in Denver. He and his wife and boy, two, will |  |  |
|  |  |  |
| occupy Dr: Carlisle's home and he |  |  |
| will office in Dr. Carlisle's offices in都 building. <br> Dr. Carlisle will leave Saturday |  |  |
|  |  |  |
| morning with his family. Cominghere in 1927 from Scott and White sanitarium at Temple, Dr. Carlisle established himself high in the esteem of Cisco people, all of whom reremove him from their association. |  |  |
|  |  |  |
|  | Wichita Falls fasns, including the present state champion and runner- |  |
|  | ${ }^{\text {up }}$ Probably the greatest interest of |  |
| Bookeeper Charged With Embezzlement |  |  |
|  |  | ON MA |
| DALLAS, Sept. 10. - Louis Marx,bookkeeper for the Republic Nabookkeeper for the Republic Na -tional Bank and Trust company, was held in $\$ 1,500$ bond today to swait |  | I feel like every business man |
|  | , ment seoresj |  |
|  |  |  |
| $\begin{aligned} & \text { the action of the grand jury on } \\ & \text { charges of embezziement by United } \end{aligned}$ |  |  |
|  |  |  |
| States Commissioner Lee R. Smith. Marx plead not guilty. Hearing on | мотовсуci |  |
| the charges were set for next Wedhaving made false entries in the |  |  |
|  |  |  |
| books of a member bank of theFederal Reserve system and having |  |  |
|  |  |  |



NATIONS ARE
RETICENT ON
AVIATION DATA


mas.



Miss Gould Arrives
Safely, Airgram Say

Death Penalty I
Assessed Negro

Miss Allred Free
To Support Appea PAIR ASSAULT
 CREDIT BUREAL PROGRESSES
Fixumbian
ROTARY HEARS
NEW PRESIDENT
OF RANDOLPH

East Texas Flows 390,043 Bbls. Monda

GIRL;ESCORT IS WOUNDEI

man

Community Fairs Now Order of Day in Eastland County

SERIES WILL FINS H TH COUNTY FAR



 Sufferers from He adache,
Neuralgia Toothache, Backache,
 Countless American house-
wives.enta no more think
of keeping house wivithout Dr out four or sugar. Keep a pack-
gate in your medicine cabinet and
save yourself needless suffering.
At drugs stored es -25 .








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They roll so quick and easy with good old $\perp \wedge$


Take a little P.A., spread it along a makin's paper, and do your little roll. Notice how quick and easy they roll...and how they stay put. No fuss or muss...no spilling
is crimp-cut, the ideal form for rolling,
And listen
No home-rolled cigarette ever tasted like that before. Col and wonderfully smooth, with a taste that can't be put into words.
Prince Albert is better tobacco for home-made cigarettes and
better tobacco for pipes. Jimmy -pipers the world over say that
an to get the most out of a pipe is to put P.A. into it.
at's putting it as plainly as can be. Get some P.A.
today. Smoke it teititer way. Do that!
AND HERE'S THE BEST PAPER. A book of the finest
cigarette-papers the world ever produced. Made expressly for
R. J. Reynolds Tobacco Company by Rollore, Fe nt R. J. Reynolds Tobacco Company by Bolloré, France's fore-
most maker of finest cigarette-paper. With a book of 150 leaves
of OCB for a nickel and with good old P.A. for filling, you've

## PRINGE AlBERT

THE CISCO DALLY NEWS


## DAILY BIBLE THOUGHT

LOVE DESTROYS FEAR:-There is no fear in
; but perfect love casteth out fear; because fear love; but perfect love casteth out fear; because fear
hath torment. He that feareth is not made perfect in hath torment. He th
love.-I John 4: 18 .

|  |  |  |
| :---: | :---: | :---: |
| A NEGLECTED ALLY <br> Cisco consumers are not only taking their cash business |  |  |
|  | same enthusiasm, the same consummate interest |  |
|  |  |  |
|  |  |  |
| Merchant requests each month from firms in Eastland, Ranger, ${ }^{\text {g }}$ |  |  |
| Breckenridge, Abilene, Fort Worth and other cities, for campaign that is aimed at fortifying Cisco business andcredit reports on Cisco people. As long as what we are commercial institutions. The crusading spirit that they |  |  |
|  |  |  |  |  |
| pleased to term this depression has brought us face to face apply to whatever causes they espouse is the most valuablewith the necessity of auditing ouve economic resources and of all potential allies of the chamber of commerce, the com- |  |  |
| accounts, w |  |  |
| Frankly there are two ways of looking at the question. |  |  |
|  |  |  |
| what the home customer wants. If such is the case it represents a severe indictment of our home merchants and |  |  |
|  |  |  |  |  |
| they want and they are going to spend their money where |  |  |
| they can get what they want. There is no way of getting |  |  |
|  | TEXAS STRUCTURE |  |
|  |  |  |
| the koods heme wages |  |  |
|  | dispatches from Washington advise | the United States. It |
| The News, however, does not believe that is the cause There is another and a psychological reason for the drin o buying power out of Cisco. There is a curiously noma |  |  |
|  | standpoints, to haul such materialsas building stone across half the |  |
|  |  |  |

## WHEN PRECIOUS HEALTH IS CONCERNED

There is no time for uncertainty-no room for chances. Your first thought, your one thought is always for the speed and efficiency, the ability and care that an experienced and conscientious pharmacist can give you. Then-and always-his reliability and willingness proves a friend in need-his service brings relief and confidence.

It may be necessary for you to ask for an accommodation from your drug gist.-How is your past record with him?

It also may be necessary to ask the druggist to cash your check. How will he find your record, as checked by other druggists, merchants and professional men?

The Druggists of Cisco, whose names are listed below, in order to help brother merchants and professional men and women stabilize credit control and economic conditions, and serve those in need of accommodations, and to enable those worthy of the convenience of a weekly, semi-monthly or monthly account, will in the future fill out the chart listed opposite, and inquire on each new applicant for an account.

## ELILOTT DRUG STORE

 DEAN DNUCC CO. moore drub co. STATHAMS PHRMMEY MANER'S PHRRMCYMerchants Experience and Paying Habits Furnished to credit bureau
Code number of Merchant.
Note-If your customer
ing several months to pay-if you have agreed to this arrangement,"
customer is paying "s Asted "chock",-It may be necessary to

Name of customer.
Address
How long sold?
Highest Credit
Owes this date
How long past due
Date this experience

| Experience |
| :--- |
| Pays Cash |
| Weelly |

Semi-Monthly
$\frac{30 \text { Days }}{30 \text { to } 60 \text { Days }}$
60 to 90 Days
$\frac{4 \text { to } 6 \text { months }}{6 \text { to } 8 \text { months }}$
8 months to 1 y
Irregular on Account
Carries balance
Pays as agreed
Pays small amounts
Extravagent-Overbuys
Writes N. S. F. Checks
${ }^{\text {Writes No Account Check }}$
Don't Ans. Statements
Ans. Statements Promptly
Placed for collection

- Chasputes to profit and loss REMARKS:


DO YOU
Answer your physician and your dentist as promptly and cheerfully as he answers you.


The practice of medicine and dentistry are two noble professions Regardless of weather conditions, time, or distance the physician

He does not think about his own convenience or his own pleasureeveryone has heard the call for Dr. So-and-So, at the club, the dinner, theater, the ball game or other public places.
Does it seem reasonable for the small fee that he gets (and often does not get) that he wants to be disturbed just when he is enjoying

Do you think a small fee looks attractive to him when he celled from his warm bed to drive through the snow or mud on a cold night? No. Still your physician never fails you when you need him.

The Dentist, also, is often disturbed from his rest and pleasures by the victim of an aching tooth-And the same unselfish, willingness serve tat is fourd in your physician, is typical in your dentist. or our benen, both the physician and the dentist spend years of reparation and thousa professions-And constantly engage in research and post graduate work to keep informed on the new and scientific findings that may
enable them to enlarge their scope of usefulness.

Yet-in spite of their hardships, sacrifices and splendid services to mankind, the physician and dentist, as a rule, do not send out statements for their services as regularly as other professional men or garded with indifference by many who receive them.

IT is said, that the cause of many indiridual bankrupt cases can be traced to the cospita, physician and dentist account, because e he indiviuau had orgotten about
these bills, and contracted accounts beyond his ability to pay and when the total of all his indebtedness was learned he became discouraged. It is a startling fact,
 by individuals taking bankruptes-each of these cases represents frozen assets on
the books of the proferssional man and the merchant. Frozen assets is the cause of the books of the professional man and
95 per cent of mercantile bankruptcies

The modern credit burean is not a place where the merchants and professional man can protect themselves from a few bad debts-lt, stands for the elimination of
waste-keeps records that are facts, on "us all." so the merchants will not over


Your Physician and Dentist stand for elimination of waste, self respect and pro-
The experience of the Doctor, furnished the Credit Bureau must, of course, be different than that of the merchant-and the chart listed opposite was prepared for
your phbsician and your dentist. You can take this chart and know just how he must check.
If necessary to call your medical men today-how would your past record look with him?

If necessary to call a new physician or dentist-how will he find your
How will it look when the experience of all the merchants and professional men are compiled together?
It will be your record. You make it-The Bureau keeps it.

Medical-Dental Experience
Furnished to
DOCTORS BUREAU

Retail Merchants Association

$\qquad$
$\qquad$

Wife's name
Number of dependents

Highest amount charged \$.
Owes this date . . . . . . $\$$. . . .
Date last payment, or how long
past due........................$~$

## PAYING EXPERIENCE 1 x

 Pays when casePays on account
Pass
Pays as agreed
Very small income
PROFIT and LO
Disputes servic
Unable to pay
Consider charit
TROUBLE EXPERIENCE
Shops with other d
Writes bad checks

REMARKS

 vice---Product---Convenience.

CARROLL AUTO SUPPIY CO.

## CAR OWNERS <br> DEMAND VALUES -not Claims!

 r-owners.
Car owners bought more Firestone Tires in May, June and July, than in any like period in history. This clearly shows that car owners are interested in Firestone Extra
Values and are not interested in comparisons based Values and are not interested in comparisons based on an almost obsolete tire size-
confusing laboratory analyses - meaningless definitions-impractical challenges with confusing laboratory analyses - meaningless definitions-impractical challenges with
unfair claims of twenty-five per-cent savings-and deceiving price comparisons. Why rish a tire of unknown manufacture when you can get the Extra Quality, Extra Strength, and Extra Safety of the special patented construction features of
Firestone Tires-Gum-Dipping, and Two Extra Cord Plies under the Tread? You get these Extra Values-plus our Service and the DOUBLE GUARANTEE of
Firestone and ourselves-at no more cost! Drive in today. - We have sections cut from Firestone Tires, special-brand mail-


D)[ Listen to the Voice of Firestone Evory Monday $\left.\begin{array}{l}\text { Light Over N, in. C. Nationvide Networik }\end{array}\right]$

## SOUTHWESTERN MOTORCO.

Complete Auto Service
Corner Fourth at Main.
Telephone 487.


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