

Norvell and Miller Outstanding Merchandizing Achievements

Big New Store Formally Opened at D and Tenth

The firm of Norvell and Miller, which today announces formal opening of its magnificent large store at Tenth street and D avenue, had its beginnings in the oil boom days when L. B. Norvell and George Wilson established a small suburban grocery store at the site now occupied by the Cisco Marble works at Second street and E Ave. That was about 1917 or 1918. Later Mr. Norvell formed partnership with the late Wade Weston and still later with E. J. Jude, before going into business alone at the site now occupied by the Ed Huestis service station. The Norvell and Miller interests today began about 1929 when Norvell formed partnership with his son-in-law, W. R. Miller. A short time after this partnership was formed, the business was organized on a modern cash and credit policy, the success of which was almost instantaneous and the firm made rapid strides forward until today it has developed into one of the most up-to-date and largest grocery stores in central west Texas.

City and Farm

Employing the most approved methods of metropolitan merchandizing so popular with urban customers, Norvell and Miller combine this with a service to farm and suburban trade which draws customers from far and near, making it one of the most valuable merchandizing assets of this area. This successful combination of selling policies is one of the outstanding tributes to the company's management.

The new plant was established in the Nance Motor company building which the firm purchased more than a year ago. At that time it had moved from the site in which it was organized into the lower floor of the Southwestern Bell Telephone company building at E. Avenue and Eighth street, a location into which it had gone to take care of its rapidly-expanding trade.

The present location measures 110 feet long by the same width. The store proper measures 110 feet long by about 80 feet in width and this is cut off from a stock room about 30 feet in width down the entire length of the building.

Modern Throughout

Modernity is revealed in every feature of the store. Plenty of space, air-cooling system, indirect lighting, awnings to protect the interior against the glare of the sun through the plate glass front and many other features provide for comfort and convenience of the customers.

The meat department, which has always been a principal department with Norvell and Miller, is admirably equipped with Frigidaire cooling systems installed in Frederick boxes. An enormous "walk-in-box" and a delicatessen department where cooked foods are sold, complete this layout.

The fresh vegetables department is equipped with the latest humidity boxes with sliding doors with hard-rubber gaskets. Here vegetables are kept in the temperature and moisture essential to their best preservation constantly.

Every Little Detail

Even the comfort of the patrons in the matter of carrying baskets was seen to in provision of small rubber-tired trucks which will carry two baskets easily while the customer is shopping among the stacks and shelves for the desired merchandise.

Soft green, cream and ivory form the color scheme for the interior decorations, a combination which assures the most pleasing tints and at the same time provides that atmosphere of cleanliness and light.

Norvell and Miller's Modern Plant



Front and side view of the big Norvell and Miller grocery store which is being formally opened this week at D Ave. and Tenth St.

Mr. Miller looks after the retailing and wholesaling departments of the company. Mr. Norvell confines his activities to management of the Lee farm, which the company owns, the various ranches, the buying and selling of cattle, sheep and hogs, the operation of the slaughter house and the buying of wheat and oats. The company operates a large feed store, which is still located in the old Southwestern Motor company building on Ninth street, just off D avenue. Buying of wheat and oats forms an important part of the business, the volume of buying depending largely on the character of the crop. Last year between eight and ten cars were purchased.

Personnel Mrs. Miller has charge of the business office of the company. She is assisted by Ed Garverick, Louis Jenkins divides time between checking and assisting in the office. Jimmy Allen is checker and stock keeper and Claude Blackburn is checker.

The meat retailing department, known as the Super-Market, is managed by Jim Ewart, who is assisted by Ed Stuard. The delicatessen department and steam tables are in charge of Charlie Heeling, who has had many years of experience in cooking. C. G. (Curly) Whitaker is in charge of the produce department.

Otto Hagaman is in charge of the feed store and Elvin Norvell operates the two large trucks which the company uses. The Norvell and Miller store and its allied departments has been built during the past eight or nine years into an institution which ranks with the best in this section of the state. It is an outstanding example of the success which the independent grocery merchant who keeps up with the demands of progress may obtain, and its retail drawing power is a factor which is constantly increasing the merchandizing prestige of Cisco in this territory.

Thirty-five thousand farmers in the federal district of Mexico City have voted to give five centavos (just over one cent) monthly to the newly organized party of the Mexican revolution (government party).

Duncan Coffee Co. Outstanding Industrial Firm

Outstanding among industrial concerns of Houston and the southwest is the Duncan Coffee company, of Houston. That company was born in the month near the end of the World war, and began business on August 13, 1918.

The company started business in a modest plant at Carr and Conit streets, where it has continued in business ever since.

In the beginning, the plant force consisted of H. M. Duncan, Lester J. Bland, a colored helper, one woman in the packing department, A. H. Lawrence, roaster, and Frank Pilot, salesman. Each week-day morning, Mr. Duncan and Mr. Pilot called on retail grocers, because the long established machinery of distribution through brokers and jobbers to retailers was closed to the Duncan Coffee company, as all claimed they had a coffee account and could not take on or sell a new and unknown brand.

Undoubtedly the foregoing circumstance was a "lucky break" for Mr. Duncan and his new brand of Admiration Coffee, as it forced him to go direct to the retail grocer with his coffee. That route of selling was already being exploited by Fleishman's Yeast, and one or two other national manufacturers who were finding it the economical thing to do.

A New Trend

As a matter of fact, a new trend in merchandizing was already beginning, and in the years since the war, American industry has tried more and more to shorten the road and reduce the expense of getting goods—especially food products—from the manufacturer to the consumer.

Some few years later, based upon their experience in selling retail grocers direct, the Duncan Coffee company began to study seriously the problem of distributing coffee direct from the roaster to the grocer throughout Texas.

The system of direct distribution now covers the greater part of the state, and is constantly being extended to take in more territory.

As the company faced the problems and the rapidly changing conditions of the depression period beginning in 1929, it became apparent that the public had less money to spend even for necessities. So a new brand of coffee—"Bright & Early"—was developed, to be sold at a lower price than Admiration, which had already become very popular in many sections of the state. This move proved popular, and the company experienced a constant increase of tonnage right through the trying depression years.

Then came President Roosevelt's N. R. A., and the Duncan Coffee company was among the first of industrial units of the country to wire the president that it would conform to the standard of hours and wages set up under the N. R. A. Immediately it became necessary to increase the company's plant capacity to produce the coffee to meet the increased demand. Then Mr. Duncan decided to try another experiment. He believed the depression would be overcome only after men and women who had been forced into idleness could be again employed in some gainful occupation. He began to

employ more and more people to do the work of packing and labeling coffee, which had been done previously by machinery. While this operation by human hands cost more than the same operations by machines had cost, the difference was not enough to force a higher price to the consumer. Again the sales curve of the Duncan Coffee company went up, and it was necessary to employ more and more men and women, so that a plant and a business, which was operated by six people in 1918, now required two hundred thirty-seven men and women to operate, with an annual payroll running into six figures.

Within the past year, the company established a fine new roasting plant and distributing center at Corpus Christi, the better to serve the growing population of the lower coast, and the Winter Garden territory to the south and west of San Antonio, and the Rio Grande valley. The new plant is already working to capacity.

During its entire history, including the depression years, the Duncan Coffee company has given it employees vacations with pay every year, and at the close of business each year has paid a cash bonus to its employees.

In its sales policy, the Duncan Coffee company has always adhered to one set principle. It has not discriminated between buyers; its price to every grocer has been the same. This policy has not been popular with some large buyers, but its fairness and justice have borne fruit, and in view of the recent act of congress, giving authority to the Federal Trade commission to make rules and regulations governing trade practices, and outlawing such practices as "advertising allowances," "secret rebates and other devices which gave merchants an undue advantage in competitive business, the Duncan Coffee company again rests in the enviable position of knowing it has been right all the way along the road through the changing years.

The present official family of the Duncan Coffee company consists of H. M. Duncan, president and general manager; C. W. Duncan, vice president in charge of city sales; L. J. Bland, secretary-treasurer and sales manager; E. C. Coker, assistant sales manager; and L. Williamson, credit manager.

Poultry Shipments Decline 50 Per Cent

AUSTIN, May 26 (Sp.)—Shipments of poultry by rail to interstate points during April were not much more than half those of the corresponding month last year, and egg shipments to out-of-state points also were materially below a year ago, the University of Texas bureau of business research has announced. Total interstate shipments of poultry during the month were 59 cars, compared to 106 cars during April last year, a drop of 44 per cent. Egg shipments to out-of-state points, 41 cars, were 18 per cent below the 50 cars a year ago.

"It is to be noted that intrastate shipments of eggs, largely in the form of canned frozen eggs, totaled 73 cars, compared with 48 cars during April last year, an increase of 50 per cent," the report said.

Texas receipts of eggs from out-of-state points totaled sixteen cars, compared with fifteen cars a year ago. This year all receipts from out-of-state came from Kansas.

Shipments of Livestock Drop During April

AUSTIN, May 26 (Sp.)—Shipments of livestock from Texas to Fort Worth stockyards and interstate points during April were sharply below those of the corresponding month last year, the University of Texas bureau of business research has reported.

A total of 8,946 cars were forwarded during the month, a decline of 28 per cent from April last year. Cattle shipments, 6,703 cars, declined 27.7 per cent; calves, 791 cars, increased 15 per cent; hogs, 597 cars, decreased 28.5 per cent; sheep, 855 cars, dropped 46 per cent.

"Shipments of cattle to the Flint Hills of Kansas, for summer pasturage and reshipment in the fall to the markets of feeding areas, were 45.6 per cent below April last year; but forwardings to the Osage country of Oklahoma, also for pasturage and later reshipment, declined only 6 per cent," the bureau's report said. "These shipments to the Flint Hills and the Osage country which take place each spring usually reach their maximum in April."

"Receipts of all classes of livestock in the Fort Worth market were substantially below April last year."

The Iguazu waterfalls, near the point where Argentina, Paraguay, and Brazil meet, are two and a half times wider than Niagara Falls and twice as high.

"Report from Dun and Bradstreet, Inc., show a total of seventeen commercial failures during April, the same as in March, compared with eighteen during April last year," the Bureau's statement said. "Total liabilities of these firms, \$168,000, were 32.3 per cent under the month before and 54.1 per cent below April, 1937. Average liability per failure, \$10,000, was 33.3 per cent below March and 59 per cent below April a year ago."

J. D. McKinzie CHIROPRACTOR 406 W. 6th.

Power Consumption Makes Good Showing

AUSTIN, May 26—Consumption of electric power in Texas during April made a good showing in comparison both with the preceding month and corresponding month last year, the University of Texas bureau of business research declared in its monthly report on the electric power industry. This situation contrasts sharply with that of the nation as a whole where there has been a sharp drop in comparison with April last year, the bureau's statement said.

Reports from fifteen power companies representing nearly 80 per cent of the state's production of electricity show an increase in consumption of 5.7 per cent over

March and 9.3 per cent over April last year. For commercial consumption of 5.7 per cent over March and 9.3 per cent over April last year. For commercial consumption the respective increase over March and April last year were 5.8 per cent and 14.3 per cent; for industrial consumption, 6.0 per cent and 7.6 per cent; and for residential consumption, 4.1 per cent and 14.5 per cent. Normally the increase in power consumption from March to April is less than 1 per cent.

CORNS CURED \$50.00 REWARD MANER'S PHARMACY CORN-OFF

CONGRATULATIONS NORVELL-MILLER GROCERY

On their moving into their new quarters where they have expanded their business to aid other Cisco business firms in making Cisco a bigger and better market and trade center for this territory.

We have a complete line of seat covers at almost any price to fit most any car. It's dress up time for the car. After you have the seat covers let us thoroughly clean, lubricate and tune up the old bus for lots of summer driving.

We Are On Both Sides of Norvell & Miller— EASY TO FIND

NANCE MOTOR COMPANY

Phone 214. 903 West Ninth Street.

Congratulations To Norvell-Miller on the opening of their Big, New FOOD STORE--

KIMBELL'S BEST Flour— guaranteed to Please You otherwise it could not be a Featured item in this Fine Store

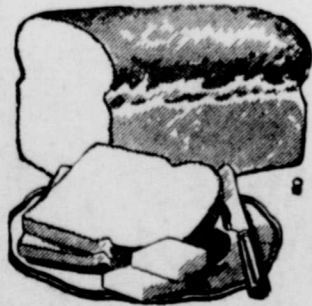
Kimbell-Diamond Milling Co. Fort Worth

Congratulations

to NORVELL-MILLER

When you visit their fine new store call for RUPPERT'S BREAD As good as that you used to eat with butter when mother baked it fresh like we do every day.

RUPPERT'S BAKERY



BEWLEYS BEST FLOUR

48 Pound Sack \$1.45
 24 Pound Sack 79c

Cisco's New Super-Market wishes to take advantage of this opportunity to salute W. R. BELL, that super-salesman of Bewley Mills.

KIMBLE BEST FLOUR, 48 lbs. \$1.39
KIMBLE BEST FLOUR, 24 lbs. 75c
KIMBLE BEST FLOUR, 12 lbs. 45c
KIMBLE BEST FLOUR, 6 lbs. 25c
OUR SPECIAL FLOUR, 48 lbs. \$1.25
OUR SPECIAL FLOUR, 24 lbs. 65c

No. 2 Can Corn
 No. 2 Can Green Beans
 No. 2 Can Spinach
 No. 2 Can Tomatoes

2 for 15c

 COLGATE-PALMOLIVE-PEET CO.
SPECIAL SOAP BARGAINS

PALMOLIVE SOAP
 Made with gentle Olive Oil
 3 CAKES for 17c

CRYSTAL WHITE SOAP
 Gets dishes Crystal clear—clothes Crystal clean
 5 GIANT BARS for 19c

SUPER SUDS
 The Red Box for Washing Dishes
 3 PACKAGES for 25c

CONCENTRATED SUPER SUDS
 The Blue Box for Washing Clothes
 2 PACKAGES for 17c

LIFEBERRY 3 Bars for 20c

LUX TOILET SOAP 3 Bars for 20c

LUX FLAKES 2 Sm. Boxes 17c
 1 large box 23c

RINSO 2 Sm. Boxes 17c
 1 Large Box 22c

Here It Is Folks!

Norvell & Miller formerly of 200 West 8th Street, takes great pleasure in presenting to the people of Cisco's trade territory, Cisco's FIRST completely air conditioned

SUPER-MARKET

With Everything Arranged to Make Shopping a Pleasure for YOU.

NORVELL & MILLER

CORNER OF MAIN AT 10th

"WHERE MOST PEOPLE TRADE"

We wish to express our sincere appreciation to the people of Cisco and Cisco's trade territory, to our friends and patrons, who have made it possible for us to present this new food market to you today. We are indeed grateful to each of you. Your good will is our greatest asset, and we shall earnestly strive to serve you in the future as we have in the past --- with better bargains, with better service --- to the very best of our ability.

MUSIC FURNISHED THROUGH THE COURTESY OF WHEATIES

Softasilk Cake FLOUR
 29c
 With a 15c Bottle of Schilling's Vanilla Extract FREE

WHEATIES
 JOE DeMAGGIO

CORN KIX! Cisco's newest sensation. Utterly new — Utterly Modern! Visit our demonstration and sample KIX... the new breakfast cereal — and experience a new taste kick!
 2 for 25c

COFFEE ADMIRATION---
 2 lb. Pkg. with 3-piece Ice Box Set 69c
 1 lb. Vacuum Pack 25c
 3 lb. Vacuum Pack 69c

BRIGHT & EARLY---
 1 Pound Package 19c
 3 Pound Package (with FREE Bowl) 55c

Outfielder for New York Yankees, says: "If I were a salesman instead of a ball player, there is one product I could really get out and pitch for... and that's WHEATIES!"
 "The Breakfast of Champions"
Wheaties, 2 boxes 23c

ICE CREAM
 All Flavors
 1 Pint 10c
 1 Quart 20c
 Cones and Drinks 5c

10 Pounds IMPERIAL SUGAR 47c

Mrs. Tucker's SHORTENING
 4 lb. Carton Shortening, 42c
 8 lb. Carton Shortening, 82c
 1938 WHEN PAID FOR WITH 1913 QUARTER



An entire carload of Libby's Products has been received especially for this GRAND OPENING SALE of Cisco's new super-market.

Libby's PEACHES, No. 2 1/2 can 2 for 35c
Libby's Sweet Pickle Peaches, No. 2 1/2 can 20c
Libby's PEARS No. 2 1/2 can 19c
Libby's Sliced Pineapple 15-oz. can 10c
Libby's Crushed Pineapple 2 for 15c
Libby's Fruit Cocktail, No. 1 tall can 2 for 25c
Libby's Pineapple Juice 46-oz. can 32c
Libby's Pineapple Juice, No. 1 can 3 for 25c
Libby's Tomato Juice 46-oz. can 22c
Libby's Tomato Juice, No. 1 tall can 3 for 19c
Libby's Cut Beets, No. 2 can 3 for 25c
Libby's Golden Bantam Carn, No. 2's 2 for 25c
Libby's Green Beans, No. 2 can 2 for 25c
Libby's Wax Beans, No. 2 can 2 for 25c
Libby's Whole Green Beans, No. 2's 2 for 35c
Libby's Picnic Asparagus per can 15c
Libby's Early June Peas No. 2 can 15c
Libby's Spinach, No. 2 cans 2 cans for 25c
Libby's Red Salmon tall can 25c
Amita Kadota Figs per can 15c
Amita Orange Juice per can 10c

GULF SPRAY 1/2 pt. 15c
GULF SPRAY 1 pt. 25c
GULF SPRAY 1 qt. 40c

BAKERITE

THE SUPER SHORTENING



You get the same high quality Shortening sealed in Cellophane Liner in the Bakerite carton as the shortening packed in the expensive tin. You save the difference (several cents a pound) in the cost of the package. Packed in 1 and 3-lb. ctns.

We Will Cheerfully Refund Your Money If You Are Not Satisfied With Your Purchase of Bakerite
 SPECIAL — Economical 3 Lb. Carton 42c

BAKERITE 1 lb. carton 15c

You Are Cordially Invited to Attend the Following Manufacturer's Demonstrations --- Which Will Be Held Throughout Saturday

General Foods Kimble Milling Co. Best Yet Salad Dressing Libby's Admiration Coffee General Mills Radford Grocery

PRODUCE SPECIALS

BANANAS, Golden Ripe 2 Doz. for 25c
FRESH PINEAPPLE, Large 19c
SUNKIST LEMONS dozen 15c
SUNKIST ORANGES Doz. 15c
TEXAS GRAPEFRUIT, Large each 5c
FRESH GRAPES per pound 20c
LETTUCE per head 5c
CELERY large stalk 10c
FRESH TOMATOES Per lb. 7c
FRESH OKRA per pound 20c
FRESH CORN 2 ears for 5c
Fresh BLACKEYED PEAS per pound 5c
Fresh GREEN BEANS per pound 5c
NEW POTATOES 2 pounds for 5c
Fresh CUCUMBERS per pound 5c

Jersey Bran Flakes 10c
Jersey Wheat Puffs 9c
Post Toasties, 2 lg. boxes 19c
Grapenut Flakes, 2 boxes 19c

BEST-YET Salad Dressing 1 pt. 19c
BEST-YET Salad Dressing 1 qt. 29c
TOMATOES, No. 1 can Only 5c
HOMINY Medium Size Can 5c
Calumet BAKING POWDER No. 1 can 21c
Maxwell House TEA, 1/4 lb. with free glass 21c
Gebhardt's Special BEANS 3 cans for 19c
Gebhardt's Deviled Sandwich spread 3 cans for 25c
Gebhardt's TAMALES 2 cans for 25c
2 Boxes Post Toasties and 1 Box Huskies 15c
26c Value for

Raisin-Bran
 The Tasted Cereal
 IT'S GOOD AND GOOD FOR YOU!
 2 Packages 25c

MARKET SPECIALS

FRYERS, Dressed & Drawn, Each 50c
Hormel Delicous Cured Hams, 1/2 or whole, lb. 25c

SLICED BACON---
Wilson Corn King 1b. 39c
Keystone 1b. 21c
Short Slices 1b. 12c

Assorted LUNCH MEATS 1b. 20c
FULL CREAM CHEESE 1b. 17c
SKINLESS WIENNERS 1b. 15c
CHUCK ROAST 1b. 15c
RIB or BRISKET STEW 1b. 13c
COTTAGE CHEESE 1b. 18c
Veal Loaf Meat with Pork Added 2 lb. 25c
BONELESS CURED HAM, Sliced 1b. 28c
SALT JOWLS 1b. 11c
SALT BACON, No. 1 1b. 16c

JELLO, Any Flavor 5c **ROYAL GELATIN, Any Flavor** 5c **SPRY, 3-Pound Can** 55c

TELEPHONE 102

NORVELL & MILLER

CORNER OF MAIN AT 10th

"WHERE MOST PEOPLE TRADE"

BUILDING A MORE PROGRESSIVE

CISCO CHAMBER OF COMMERCE

Business Is On the Up-Grade—
LET'S GO! KEEP MOVING!

FIRST NATIONAL BANK

CISCO, TEXAS

Member Federal Deposit Insurance Corporation.
This Is the Bank That Service is Building.

HOTEL GARAGE & STORAGE

Opposite Hotel Laguna.

Opening Soon to Serve a Progressive People.
E. N. DINWIDDIE, Mgr., Cisco

RUSSELL DIST. CO.

BLATZ (Old Heidelberg)

The Beer of the Year

LAGUNA HOTEL COFFEE SHOP

Refined Atmosphere—Good Service.
Reasonable Prices

JAX DISTRIBUTING CO.

GRAHAM CONNALLY, Dist.

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H. T. HUFFMAN

ELECTRIC and ACETYLENE WELDING.

108 East 9th. Night Phone 617J.

WILSON'S BARBER SHOP

We Appreciate Your Business

We Are 100% for the Upbuilding of Cisco.
WATCH US GROW!

MOAD BROS.

Sinclair Service

W. V. GARDENHIRE

Petroleum Products

Serving Eastland and Callahan Counties.

EDGAR NOELL

ELECTRICAL CONTRACTOR

All Kinds of Electrical Work

PHONE 243.

HAYES RADIO SHOP

Service on All Makes

HAYES KNOWS HOW

PALACE THEATRE

Always Striving for Better Entertaining

Programs.

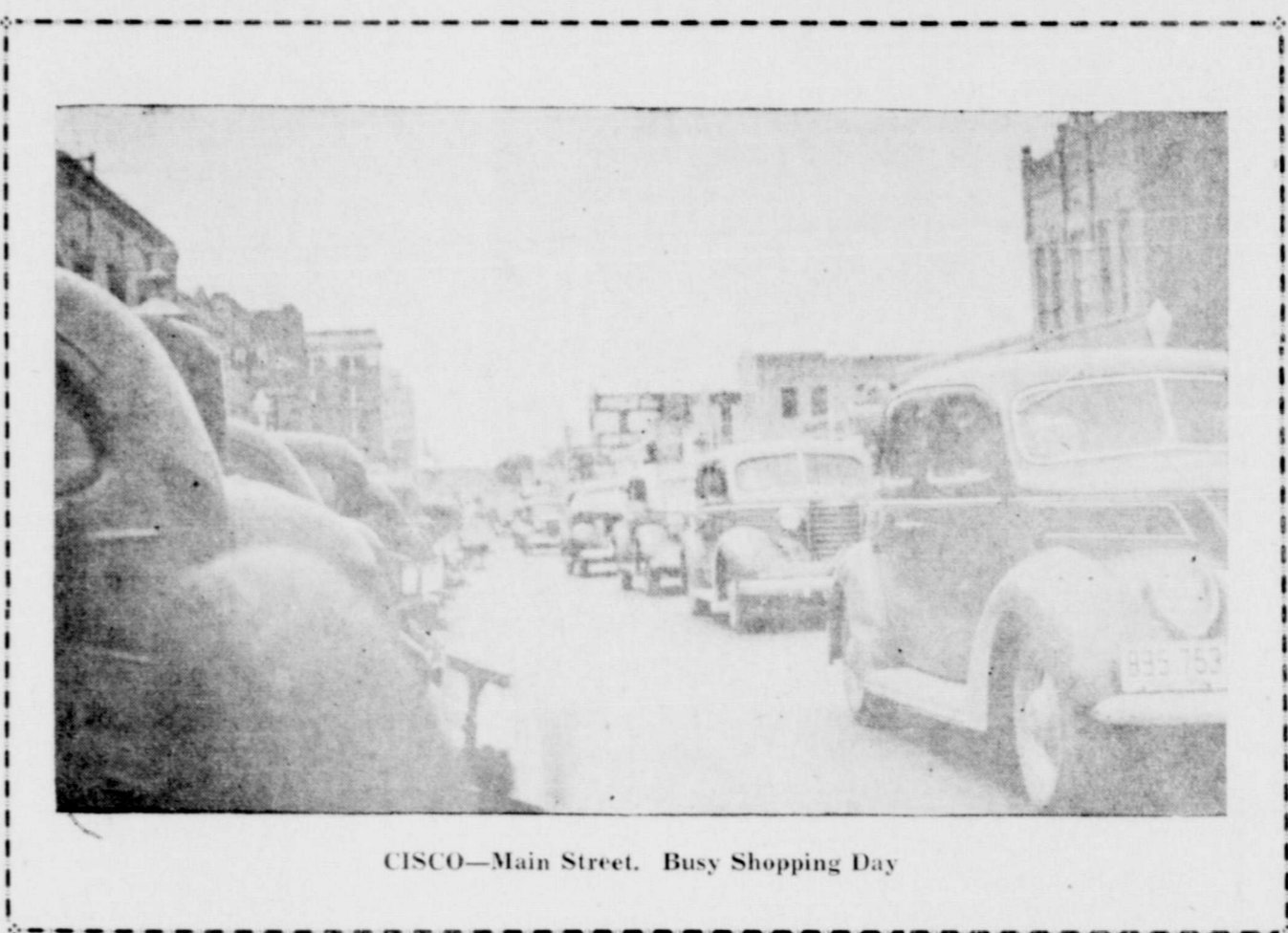
SMITTY HUESTIS

Service Station

The Home of Dunlop Tires, Sinclair Gas and Oils.

A. V. CLARK SERVICE STATION

"A Better Service and a Better Town."
Avenue E at 8th. CISCO.



CISCO—Main Street. Busy Shopping Day

CISCO RECREATION CLUB

Forget Your Business Worries in a Moment of
Relaxation.

IDEAL CAFE

Mr. and Mrs. Chas. Kimmel

J. J. HONEA

House Moving and General Contracting

ROAN'S CLEANING PLANT

Phone 88. 1308 Ave. D.

RED FRONT DRUG STORE

Serving a Progressive Community in a Progressive
Manner—Latest in Graduation Gifts

TEAMWORK WILL

HOME FURNITURE CO.

NEW and USED FURNITURE

We Appreciate Your Business.

COMMERCIAL PRINTING CO.

Printing and Office Supplies

709 Ave. E. Phone 5.

WESTERN SUPPLY CO.

Paint and Wallpaper

Covers More—Costs Less
AUTO PARTS

MEET ME AT LAGUNA SERVICE STATION

Phone 20

"Litch Is Still Going Places"

LAGUNA CIGAR STORE

Cooperating and Serving With Other Cisco
Business.

ALTMAN'S

The Store for Women

We not only congratulate you, but we welcome you as

OUR NEIGHBOR

"Everything to Build Anything"

CISCO LBR. & SUPPLY CO.

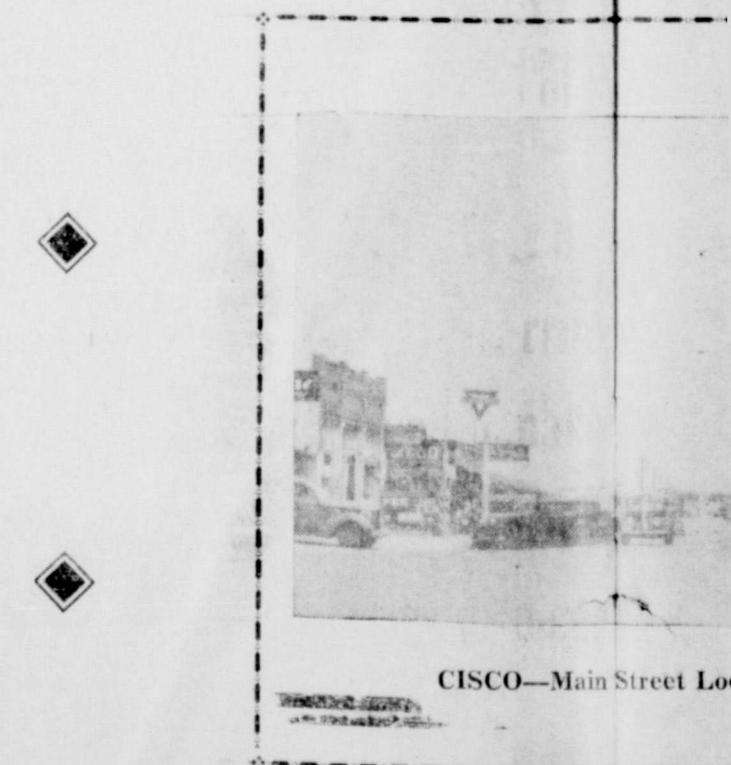
"We're Home Folks"

We congratulate Norvell & Miller in their
sphere of activity and their service to the trade
into their new quarters where they have prepared
grocery and market departments of their business.

We are in harmony with every effort to
serve the people of Cisco trade center
to such ambitious vision as will make our
ate sincerely in all movements to build a big
ple and those who may choose to come here



CISCO—Eighth Street



CISCO—Main Street Looking East

Patronize these Business and Professional
progressive—they are helping build our
trade center—making it a happier community



THE CITY--AND TRADE CENTER

filler in their forward step to enlarge their to the trade territory of this city as they move have prepared an emporium of service in the of their business.

step leading to better facilities to is our desire to lend encouragement take for greater service, and we wish to cooper-build a bigger and better Cisco to serve her peo-come here as a shopping center.



CISCO--Main Street Looking North



—Eighth Street Looking West



—Main Street Looking South

Professional firms—they are wide-awake and g and CISCO into a more prosperous happier community in which to live.

A. G. MOTOR CO.

Chevrolet Dealers

Phone 52

RAWSON TIN SHOP

Tanks, Gutters and Roofs

417 Avenue D, Cisco

X-RAY BEAUTY SHOP

Mrs. Lucile Mayhew, Prop.

J. A. JENSEN, JEWELRY

The Place to Buy Your Watches, Diamonds and Jewelry.

WATCH REPAIRING

GRIST HARDWARE

McCORMICK-DERRING BINDERS, COMBINES

and REPAIRS

GRAHAM SANITARIUM

CISCO JUNIOR CHAMBER OF COMMERCE

Making Cisco a Better Place to Live

SCHAEFER'S RADIO SHOP

Will Soon Announce 1939 RCA Radios.

705 Avenue D.

CISCO TRANSFER AND STORAGE CO.

Leaders in Trucking and Storage.

VAUGHN & ELKINS

We Do Anything to An Automobile.

DE LUXE CLEANERS

Phone No. 60.

Cleaning That Satisfies

ELLIOTT'S LEATHER SHOP

Shoe and Harness Repair

R. S. (Swan) ELLIOTT.

103 W. Eighth.

REYNOLD'S MFG. CO.

Wishes Success to This New Store.

Cisco Gas Corporation

"HOME OF HI-HEAT GAS"

Merchandise for Every Member of the Family— At Popular Prices

The NEW BOSTON STORE

X-RAY BARBER SHOP

A. L. Clark

A. V. Osburn

JNO. H. GARNER'S

"Cisco's Big Department Store"

FERGUSON SHOES

Natural Poise, Connie, Paris Fashion

Nationally Advertised

E. P. CRAWFORD AGENCY

REAL ESTATE—INSURANCE—LOANS
Office 610 Avenue D. Telephone 453

CISCO, TEXAS

BURTON LINGO LBR. CO.

M'CALL'S SANITARY CLEANERS

LEACH STORES

Price --- Quality --- Service

Featuring 5c to 25c Merchandise.

THE MAN'S STORE

More Power to the "Temperamental Golfer"

P. L. CAGLE

Automotive Equipment and Supplies.

Wholesale Only.

J. T. BERRY, MAYOR

CITY OF CISCO

BUILD A CITY

ELITE BARBER SHOP

Joe Meador

Reed Young

BROWN'S SANATORIUM

Dr. N. A. Brown

Phone 298

COLLINS HARDWARE

QUALITY MERCHANDISE

Ove, TEX. Cisco

CHIEF SERVICE STATION

WELDON POWELL, Proprietor

WASHING, LUBRICATION—TEXACO PRODUCTS

BOYD INSURANCE AGENCY

Insurance for Every Need

TULLOS CLEANERS

DEMONA

and his sister, Mrs. W. J. Hatley, of Lampasas. They all went to Eastland Monday and were entertained with a six o'clock birthday dinner at the home of Mr. and Mrs. H. G. Vermillion, near the power plant. It was Rev. McDonald's birthday. Mrs. Vermillion and Mrs. McDonald are sisters.

The many friends of Elmer Abernathy regret that he is still quite ill at his home north of town.

Mrs. Preston Sparks was hostess to the Methodist missionary society on Monday afternoon at her home which was attractively decorated. The scripture reading was by Miss Mollie O'Rear and prayer was then offered by Mrs. O. D. McDonald. The form of entertainment was a number of Bible games. At the close of the games the hostess served tempting refreshments of pimento cheese sandwiches, pickle, candied cherries, cake and punch. Those present were: Miss Mollie O'Rear, Miss Agatha Genoway and Mmes. O. D. McDonald, Charles Lee, G. S. Bruce, Travis Hilliard, W. H. Whitworth and daughter, Miss Anvalia Whitworth and the hostess.

Dr. P. M. Kuykendall, of Ranger, came down Sunday afternoon on professional business. Mrs. Kuykendall came with him and they spent a short time visiting with old friends who are always delighted to see them.

We are glad to report that Mrs. Joe Gibson is improving and able to sit up in a wheel chair a short time each day.

Mrs. Betty Vestal has been quite ill the past few days suffering from "flu."

Seven men went from here to Breckenridge on Tuesday evening of last week and attended the banquet given for the District Brotherhood. Those who went were Messrs. Bill Parks, A. D. Baker, W. B. Hilliard, S. T. Stover, E. J. Morrow, Thiebaud and Travis Hilliard. The pastor, Rev. H. N. Baldersee, went from Cisco.

Cisco District conference met at Ranger on Tuesday of last week. Rev. and Mrs. O. D. McDonald and Mrs. Charles Lee, who was the delegate went in the afternoon and remained until after the banquet that night. The presiding elder, Rev. J. B. Curry, of Cisco, had

the arrangement committee to have each pastor and those of his members who attended to sit at a table together. Besides Rev. and Mrs. McDonald and Mrs. Lee, others who went to the banquet were: Mr. and Mrs. C. E. Stewart, Mr. and Mrs. Preston Sparks, Mr. and Mrs. Tom Nabers, Mr. and Mrs. Ed Parks, Mrs. Travis Hilliard, Miss Agatha Genoway, Miss Emma Genoway and Mr. Whit Richards, a total of fifteen from Desdemona and only two or three other places had more than that number and they had only sixteen each.

Mr. and Mrs. Raymond Anderson, of Stephenville, came over Sunday to visit his mother, Mrs. Sallie Huffman and her mother, Mrs. J. R. Buchan. It was Mrs. Anderson's birthday and her mother had prepared a birthday dinner for her. Mr. and Mrs. F. E. Walker and children of Alameda and Mr. and Mrs. R. D. Wright, were present and assisted Mrs. Buchan and daughter, Miss Lillie Buchan, in making the day very pleasant for their sister. A number of former pupils gave Mrs. Anderson blocks for a pretty "Friendship Quilt."

Sunday night at the Methodist church the young people's organization had a very impressive Aldersgate service. Seven girls took part in a candle lighting ceremony that was beautiful. Three other girls had special parts on the program and Rev. J. B. Curry, presiding elder, gave a splendid talk on the meaning of Aldersgate to Methodism.

Sunday morning at the Baptist church the baccalaureate sermon was preached for the graduates of Desdemona high school, class of 1938. The program was as follows: Processional—Gloria Stewart. Song, "Holy, Holy, Holy"—Choir. Invocation—Rev. O. D. McDonald. Song, "Seal Us, O, Kindly Spirit"—Choir. Scripture, Rev. H. B. Johnson. Violin Solo—Mrs. F. O. Jaye. Sermon—Rev. H. B. Johnson. Song, "Jesus Calls Us"—Congregation. Benediction—Travis Hilliard. Recessional—Gloria Stewart. The text of Rev. Johnson's sermon was "As a Man Thinketh in His Heart, So Is He." His logical discussion of the text and its

meaning made a deep impression on the large audience that had gathered to hear this popular pastor of the First Christian church of Ranger. Rev. Johnson has spoken to various groups at Desdemona and when it is known that he is to be the speaker there is always a crowd.

At the meeting of the Desdemona Eastern Star chapter, on Tuesday night, the following officers were elected: Mrs. Tarpley, Worthy Matron; Mrs. J. H. Rushing, Associate Matron; R. J. Krapf, Worthy Patron; Gid Tarpley, Associate Patron; Mrs. Clarence Ragland, treasurer; Mrs. C. W. Maltby, secretary; Mrs. J. E. Heeter, conductress and Mrs. Bill Parks, associate conductress. R. J. Krapf has served 14 years as worthy patron.

Friends here have received invitations to the graduating exercises at Freer, where Miss Madeline Robert is a member of the senior class. She is the youngest daughter of Mr. and Mrs. A. C. Robert who lived here about 15 years before and during the time they lived here several of the children graduated as honor pupils at our high school.

G. S. Bruce drove down to De Leon on business Monday and also went out two miles to the community that was swept by a cyclone Sunday afternoon. One family went to the storm cellar and a pile of wood, a tree and other things were dropped on the door of the cellar so neighbors had to clear it away to let them out.

Wealthy members of the Dutch West India company, who received a charter of "privileges and exemptions" to settle anywhere in New Netherlands except on Manhattan island, were known in colonial days as patrons.



A TASTE THRILL

...PURE...

WHOLESOME

• Whatever you eat calls for something to drink. And the tingling flavor of ice-cold Coca-Cola adds a taste thrill to food. A sparkling drink of natural flavor... pure, wholesome, refreshing.

So easy to buy and carry home in the handy package of six bottles.

ICE-COLD COCA-COLA IS EVERY PLACE ELSE; IT BELONGS IN YOUR ICE-BOX AT HOME

Texas Coca-Cola Bottling Co.
EASTLAND, TEXAS

FOR THE HOME 25¢
6 BOTTLES

ADMIRATION COFFEE

A product of the Duncan Coffee Company

Congratulates NORVELL-MILLER GROCERY COMPANY

The Norvell-Miller Grocery Company has made mercantile history in Cisco. The new store into which they have moved would do credit to any city, regardless of size, and Cisco, too, is to be congratulated on having such a fine food market to serve its citizens. Among the quality products found on Norvell-Miller shelves are the coffees and teas made by the Duncan Coffee Company—ADMIRATION and BRIGHT & EARLY. These fine coffees are always roasted fresh and delicious.

WHERE DOES GOOD COFFEE COME FROM?

The coffee on your breakfast table has traveled by burro train, by ox cart, by land and by sea, before it reaches you in its modern, airtight container. Most good coffees—in fact, practically all the high grade coffees used in American blends—come from the mountain regions of Brazil, Central America and Mexico.

From the finest of these coffees are selected the ones blended and packed by the Duncan Coffee Company as ADMIRATION. The care with which the green coffees are selected and the expertness with which they are blended and roasted constitute the secret of ADMIRATION'S popularity with discriminating coffee-drinkers. You cannot buy finer coffee at any price than Admission.

HAVE YOU TRIED ADMIRATION Tea?

ADMIRATION

Admission Coffee is packed three ways; in vacuum cans, sealed air-tight; in vacuum packed glass jars; and in the economical Cellophane-covered packages, sealed air-tight. Ground three ways: Dripkut, for dripulators and tricolators; steel cut for pots; and Glass-drip for glass coffee-makers.

BRIGHT & EARLY

Bright & Early Coffee is packed in both Cellophane-covered packages, sealed air-tight, and in the big red-white-and-blue pails. Bright & Early has a rich, full-bodied flavor, and is priced a few cents per pound less than Admission.

light and Tuesday. Cooler in the year's...
 Count and Tuesday. Cooler in the year's...
 day. Barger reported a dust storm to...
 names of the police. Four men...
 were arrested. Four men...
 are invited.

District H-B Announces 1938 Football Slate

BAIRD, May 26 (Sp.)—District H-B, of the University Interscholastic League, announced its 1938 football schedule Saturday. The district is to be divided into two divisions. Division One contains Moran, May, Clyde, Putnam, Strawn, and Baird. Division Two includes Caddo, Olden, Gordon, Morton Valley, Woodson, Scranton, and Pioneer. The winners of the two divisions will meet Thanksgiving week to determine the district champions.

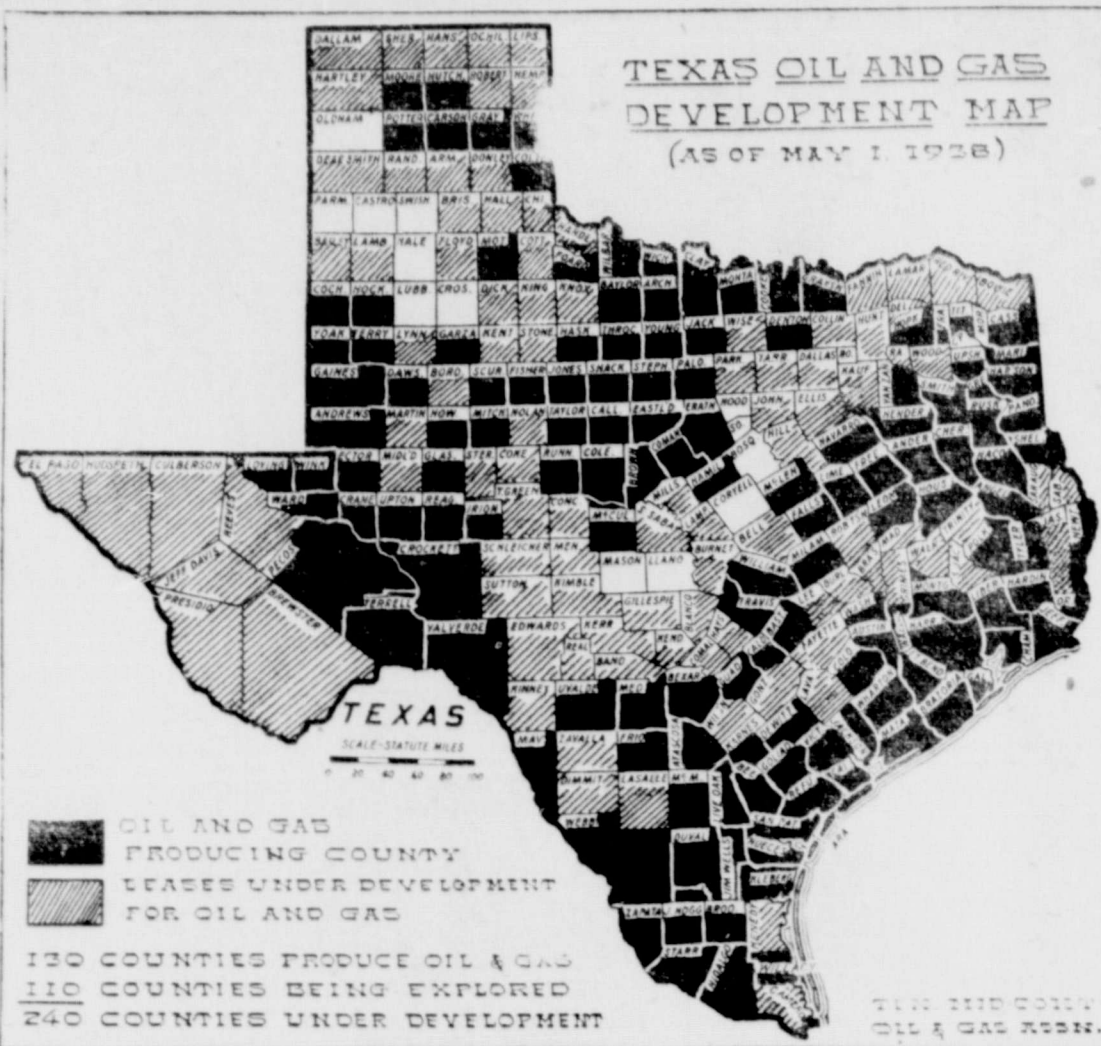
Following is the reported schedule:
(1) indicates Division One conference game.
(2) indicates Division Two conference game.

September 23—Clyde at Merckel; Olden at Cisco; Caddo at Moran; Baird at Albany.
September 30—(2) Gordon at Morton Valley; Woodson at Moran; (1) Clyde at May; Anson at Baird.
October 7—(2) Gordon at Scranton; Woodson at Baird; (1) Putnam at Strawn; (2) Morton Valley at Caddo; (2) Pioneer at Olden.
October 14—(2) Woodson at Gordon; Pioneer at Caddo; (1) Clyde at Putnam; (1) May at Strawn; (1) Baird at Moran; (2) Olden vs. Morton Valley at Eastland.

October 21—(2) Olden at Scranton; (1) Moran at Clyde; (2) Caddo at Woodson; (1) May at Putnam; Baird at Merckel.
October 28—(2) Scranton at Caddo; (1) Strawn at Baird; (2) Morton Valley at Woodson.
November 4—(2) Scranton at Woodson; (1) Putnam at Moran; (2) Pioneer at Gordon; (1) May at Baird; (2) Caddo at Olden.
November 11—(2) Scranton vs. Morton Valley at Eastland; (1) Baird at Clyde; (1) Moran at Strawn; (2) Gordon at Olden; (2) Woodson at Pioneer.
November 18—(2) Scranton at Pioneer; (1) Strawn at Clyde; (2) Caddo at Gordon; (1) Moran at May; (2) Olden at Woodson; (1) Baird at Putnam.
November 23—Caddo at Strawn.

The first definitely established date in Chinese history is 1300 B. C. when Pan Keng, the King of Shan, established his capital at Yin, now called Anyang, in Honan province. Anyang is now held by the Japanese invading forces.

Look in the Classified First.



All But 14 Texas Counties Under Oil Development

DALLAS, May 26 —That all but 14 Texas counties are now under development for oil and gas is shown by a state map just prepared by the Texas Mid-Continent Oil and Gas association.

As a result of the continual search for possible new oil fields in Texas' 45 million acres of land, spread over 240 of the state's 254 counties, are now under lease in proven and prospective oil territory. This widespread activity of the state's oil industry has been a major factor in placing Texas to the forefront as one of the nation's bright spots on the business map.

Leasing of land, prospecting for and producing oil have collectively proven a boon to Texas farmers and landowners, for last year their combined income from lease rentals, lease bonuses and royalty payments amounted to 165 million

dollars. And, it is likely that this year's payments will be even greater. On the basis of last year's total crop value, these payments to farmers and landowners of Texas constituted an extra "cash crop" which was the equivalent of 26 cents above every dollar received for crops.

Oil and gas are being produced now in 130 counties of Texas, while leasing of lands and exploration for new oil fields is being actively pursued in 110 counties which are not as yet productive of oil and gas. Wildcat wells are being drilled in many of these non-producing counties at this time, with the expectation of finding new sources of oil supply. Discovery of production in these areas means added income for farmers and landowners in the form of royalty payments on every barrel of oil produced.

DON'T SCRATCH! Our Paracide Ointment is guaranteed to relieve any form of Itch, Eczema, Athletes Foot or other Itching Skin Irritation or purchase price promptly refunded. Large jar for 69c at DEAN DRUG CO.

Home Building Costs Rise in Last Two Years

WASHINGTON, May 26 —The cost of building a standard six-room house in the average American city increased during the last two years by \$476, the Federal Home Loan Bank review reveals in an article based on its monthly building cost index. Data for the Review's conclusions were collated from reports of 92 representative communities.

Higher prices for building materials, the Review found, were responsible for \$260 of the increase, while wages paid to labor in the building trades accounted for \$216 of the rise.

Building costs reached a peak for the two-year period in August, 1937. Since then the prices of materials have declined some and wages by a lesser amount, the article stated.

"In January, 1936," the Review said, "the average cost of materials was \$3,214 and the average cost of labor (for the standard six-room house) was \$1,577. In February, 1938 material costs had risen to \$3,474 and labor costs to \$1,793.

"Thus, although material costs were responsible for more of the dollar increase in the cost of building the standard house than the cost of labor at the site, direct labor costs rose 13.7 per cent as compared with an increase in material costs at 8.1 per cent.

"Since the peak in total costs during the summer of 1937, material costs have declined in every Federal Home Loan bank district while labor costs have declined in only five districts.

"Those districts where the de-

Fountain Pen Heir Seeks Lost Millions



LONG estranged son of the late Frank D. Waterman, fountain pen magnate, Elisha Waterman, New York, announced he will file suit to win a large share of the estate left by his father, estimated at approximately \$5,000,000.

cline in labor was sharpest were those where the previous increase in cost had been most drastic."

Curiosity Kills Bird This Time

PALESTINE, May 26 —Curiosity killed the bird this time, not the cat.

H. V. Hamilton, chairman of the State Tender board, tells a story of how a mockingbird lost its life in the oil field the other day by asphyxiation.

The bird, according to the story told by Hamilton, perched atop a gas escape pipe and peered in, getting a whiff of gas. It reared back, took a breath of fresh air, then leaned forward once more to learn more about the peculiar odor. The bird toppled to the ground, dead.

The department of agriculture states that 16,818,000 bales of last year's record cotton crop of almost 19,000,000 bales had been sold by farmers for \$734,194,000.

1938 Wheat Crop to Be Largest

WASHINGTON, May 26 (AP) —The bureau of agricultural economics reported Tuesday the early outlook in northern hemisphere countries and expectations of a more nearly normal crop in Argentina indicated a larger world wheat crop this year.

The bureau said wheat plantings in 22 countries which accounted for 89 per cent of last year's harvested acreage in the northern hemisphere were about 4 per cent larger than in 1937. A decrease of about 1,500,000 acres was expected in Australia.

If this decrease is not offset by increased seedings in Argentina, world acreage, excluding Russia and China, will be about 3 per cent above that of 1936, the bureau said.

The increase was attributed

mainly to the large United States and plantings in Danubian countries acreages than last year dedicated for Canada and Russia.

At the village of Roden, there is an interesting service which can be by persons over sixty.

Chickens-Turkeys Star Sulphurous Comp

Given in water or feed, they them Free of Germs and Worms that cause disease; of blood sucking lice, mites, fleas and blue-bugs; in good health and egg production. Eggs that Hatch Strong Baby Chicks. At very small cost. Money back if not satisfied.

Red Front Drug Store

MANY CISCO WOMEN SAY... "I Do My Laundry the Modern Way and Save!" Special Cut Rate on Laundry Work: PRICES: Shirts 10c each or 3 for 25c; Men's Khaki Suits (shirts and pants) 25c; Coveralls per pair 30c; Ladies Uniforms 15c; Ladies Dresses (plain) 15c (fancy) 25c; Flat Work per pound 4c; Rough Dry per pound 4c; Fluff Dry per pound 3c; Damp Wash per pound 2 1/2c; Family Finish per pound 15c; Quilts and Blankets 6 for \$1.00; Pillows (feather or cotton) each 15c. MODERN LAUNDRY 110 W. 6th. Phone 31. Modern Equipment—Sanitary—Soft Water.

Dine Dance PEACOCK CLUB AIR CONDITIONED Nominal Cover Charge CISCO, TEXAS Chicken--Steak Dinners--Dutch Lunches Monday Nites Open to Private Parties. By Reservation—Tel. 9518

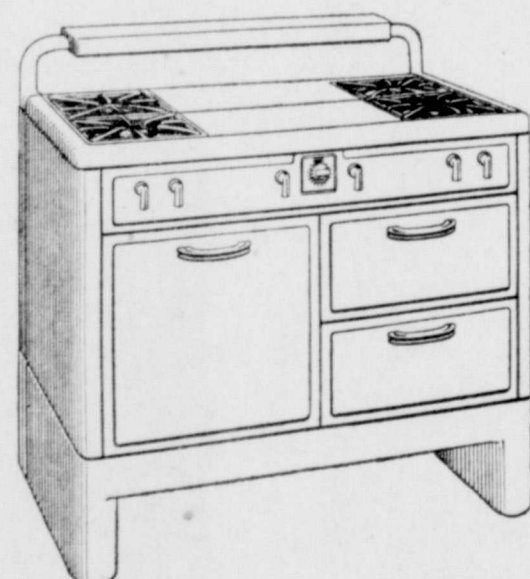
WILSON CAFE East of Palace Theatre PLATE LUNCHES Choice of Meats, Dessert and Drinks 25 CENTS BEER 10c and 15c Pearl and Falstaff, \$1.80 Per Case

BARGAINS IN HOMES at 5 Per Cent We have several choice homes in good condition for 10 per cent cash, balance at 5 per cent interest with monthly payments of \$7.91 on each \$1,000. I also have a number of homes with small cash down payment and small monthly payments at low rate of interest. CONNIE DAVIS Phone 198 Cisco, Texas.

CONGRATULATIONS to Norvell & Miller on their forward step in creating better trading facilities for Cisco—a worthy achievement.



Fresh Vegetables TASTE BETTER ...LOOK BETTER WHEN COOKED WITH GAS



FOR rounding out a healthful, well-balanced meal there is nothing like the first tender vegetables of early summer. How you cook them is all-important if their healthful vitamins and minerals, their natural flavor and color are to be retained. A 1938 gas range excels in boiling vegetables as they should be—with controlled heat, little water and in covered utensil.

Time, gas and food values are saved with the improved gas simmer burners. They provide the most flexible and accurately controlled cooking heat yet devised in a cooking appliance. At the click of a valve they give you the exact shading of heat required for any cooking job. Because of this exact temperature control, kitchen heat and humidity are held to minimum. See these new gas ranges and learn all about their many improvements that make cooking surer, cooler and easier.



Community Natural Gas Co.



For Smooth Sailing

You will enjoy the company of Pabst Blue Ribbon over the holidays. For smooth sailing—there's nothing better than this refreshment. Take a case along—you will know why five generations have asked for Pabst.

