In an area of benevolent climate, blesse

Combined With Cisco Daily News and Cisco American and Round-Up November 1, 1937

## ERMAN MOBS WREAK REVENGE ON JEWS

Through the Editor's Spectacles

By GEORGE

CESSO

UPPLI

ods

DAY

6 for

Sour

2 for

rday

of us asked Jin

any yellow." He was the best foothad ever seen.

grown between and white peomaster and ser-

arlier this week no issue of the Press tomorrow stom has been to from the editorivertising desk, the nes and the press urselves over to e important. Tosee you at Ranger be the Loboes can

> ne things perhaps a kly about the boys it is because I want nd because I know stuff to do it with. the Cisco Lobo ar is one of the of boys who have Lobo colors, co can be proud of me. They've had handicap to fight, me up winners. It

dless of anything I the past, I believe g to win tomorrow the game like they

Il to see them come

ld to start a game

proud of them.

#### Weather

XAS: Fair and warm Friday, partly cloudy cloudy with occashe northeast portion. Friday, partly ceived.

extreme west portion.

Recollections of Armistice day, 1918, when the World war ended, occupied the interest of the Cisco Rotary club today noon. Each of the northwest part; the members and three visitors present recalled where he was and EXAS: Fair and warm- what he did on the day that the outh and central por- news of the war's end was re- to the Putnam area now with the

C. R. Pennington of Abilene.

## WHO WON IT? CISCO STORES Japanese Tank Finds Gateway to China

## **Post-War Treaties Crumble** As Dictators Build Empires

By MORGAN M. BEATTY

WASHINGTON, Nov. 10.-Twenty years ago tomorrow the world

is felt in Memel. Germany has just nnounced her intention of wining back her million and a quar-

vere sliced away to create Po-

Turkey lost her Near East empire, which became several states un-

#### Military

Germany and some of her allies Hitler has refortified the Rhinewere disarmed by the Versailles land; recruited more than a miltreaty at the demand of French. A large strip of the Rhine- established Europe's greatest air and was demilitarized. Germany's fleet with some 4,000 planes. He rmy was limited to a "police has agreed to limit his navy, force" of 100,000 men. Her navy though to 35 per cent of British nd air force were wrecked.

trength. Financial

The Allies, determined to make lies wrote off the balance due Germany bear part of their war

Less than 10 years later, the Al- Allies say five billions. But that's not the whole picture of the post war world. Two important victors in the World war believed the treaty of

Versailles cheated them of their share of the fruits of victory and herefore have caused almost as much furore as Hitler himself. Italy knocked off Ethiopia without so much as a by-your-ieave,

and joined up with Germany in the Rome-Berlin axis. That just about ended the League of Nations as a commanding voice in world affairs. In 1931, Japan swept all treaties aside, and began the conquest of China that is now well nigh complete. Like Rome, she has joined up with a former foe, Germany, in an anti-communist pact.

That's the general picture. Any wonder people aren't so sure who won the war as they were 20 years ago?

#### Rotarians Recall Armistice Events

portion; colder in the Eastland and E. S. Cummings and low production. Active trading with her daughter, Mrs. T. C. Wil-

#### Brannon and Hill Drilling at 260

V. O. Brannon and Bill West were drilling below 260 feet in nalf mile south of Putnam.

ion men for his standing army;

many couldn't pay. Germany says

she paid 13 billions altogether; the

Considerable interest attaches ompletion of the Warren and Visitors were Jim Horton of Kleiner No. 1 Clark for good shal-

## TO BE CLOSED ON ARMISTICE

Football Game at Ranger Is Main Event of Holiday

Cisco buisness for the most part will take holiday tomorrow, observing the 20th anniversary of the armistice which ended the World war in a manner customary.

Chief event of general interest to Ciscoans will be the high school eleven, will be seek for a game with the Breckenridge determine the championship of the

losed for the day, only box ma nade. There will be no rural city delivery and no winds

The Lobo band will have share of activity, going first to Eastland where it will take part in an Armistice day celebration Hitler swept aside treaty restric- sponsored by the Eastland Ameri ions and marched into Vienna this can Legion. The members will be guests of Eastland at noon

From Eastland the band will As the result of diplomatic nancuvers that led almost to war. Although Ranger has been do

feated and has no chance to wir mashed, France lost prestige and a Bulldog victory over the Loboe the biggest crowds of the sea

is expected to witness the clash Poland is a strong nation, but no German buffer. Hitler got her Coaches Petty and Garrett have riendship for a 10-year guarantee their squad in good shape for the game. It will be practically at full ot to grab land. Turkey has won back Smyrna and strength for the first time European territory from Greece, eral weeks, Similarly, the Range er mandates of France, Britain, Jewish - Arab trouble disturbs team is in good condition British in Palestine mandate

#### Pep Rally Will Spur Grid Spirit for Game Friday

roup of youngsters today in the \$1. midst of a student body alive with when it became apparent Ger- a degree of "pep" not reached in several years.

> at the high school chapel this tend. norning with students and faculty nembers taking part. The team realizing the importance of its game with Ranger tomorrow of the distrcit standing and certain of the supreme effort that Ranger will make to defeat them, took the enthusiasm of the other students soberly.

rally will be held in front of the city hall. The Lobo band, without uniforms, will assemble at the high school and march to the cene of the rally at 6:15.

#### Pearl Buck Awarded Nobel Prize

STOCKHOLM, Nov. 10 (AP) The 1938 Nobel prize for literature was awarded today to Pearl heir No. 1 well on the Harwell Buck, American author of "Good Hill and Julia Smith survey one- Earth," and other novels on China. The prize amounts to about \$37,975.

returned to spend the winter



crumpled walls, this Japanese

Local Legion

of Memorial

to Have Charge

and take part in the parade which

will start promptly at 10:30 a. m

The Cisco and Eastland school

bands will furnish the music. The

ex-service men, the firing squad,

will march to the square where a

The Cisco Lobo band will

assemble in full uniform at

Cisco high school band room

at 9:30 tomorrow morning in

preparation for the trip to

Eastland where the organiza-

tion will take part in Armis-

tice day services, it was an-

nounced by Dir. R. L. Mad-

dox. The parade at Eastland

begins at 10:30 a.m. from the

city hall. Glen Tableman and

John James Haynie of the

Lebo band will serve as bug-

members will be guests of the

Eastland American Legion at

a luncheon and from the

luncheon the organization will

proceed to Ranger for the

gram is being sponsored by the

land has extended an invitation

Lobo-Bulldog football game.

After the services the band

lers for the services.

buglers and color bearers, etc.

BAND TO ASSEMBLE

AT 9:30 A. M.

## Cisco Ex-Service Men to Join in Eastland Service

#### Armistice Theme for Grammar P.-T. A. Program

The Little Entente was terest centers on the prospect of Teacher association meeting at the Supt. R. N. Cluck, the program was presented by students, as fol-

1. A medley of World war songs by the Igrammar school choral

2. Armistice Day Prayer, by Billie Jean Cleere:

3. Reading, "In Flander's Field, by Patty Jean Boyd. The reading was illustrated with chalk drawings by Virgil McCorkle.

At the business session \$35 was ppropriated for the purchase of books for the school library. Rooms taught by Mrs. Bruce Campbell and Miss Lela Latch The Cisco Loboes were a sober tied for the attendance prize o

It was voted to dedicate the next meeting of the association to the fathers and to hold it at night A rousing pep raily was held in order that the men could at-

#### Cisco Post Backs Garrett in Fight

Legion announced today that it thought to be dying October 17 will cooperate with Congressman This evening at 6:30 a city-wide Clyde Garrett in his effort to continue the operation of the Texas State Employment service. The following telegram was sent A. J. Altmeyer, chairman of the Social Security board, Washingotn, D. C. by Commander Langston:

We vigorously oppose the proposed reduction in funds for operation of Texas State Employment service. Its function as veteran placement bureau in state for veterans has been of inestimatable value. Its work as an employment service should be continued in full orce in all sections now served." It was pointed out that continance of this office is of imporo all who are enittled to social en at El Paso Tuesday. Mrs. Sarah Pruett of Waco has security, and the Cisco post of the American Legion was one of

#### Succumbs



#### Founder of Modern Turkey Dies After Long Illness

ISTANBUL, Turkey, Nov. 10 (A) President Kamal Ataturk, founder of modern Turkey, died today at the age of 58, following a long illness. Death had been expected for twenty-four hours after hi relapse. He suffered from a live complaint, and was previously Abdul Halik Renda, president of the national assembly, automati cally assumed the presidency pending the election of Ataturk's

Ataturk, once known as Mustafa dent of Turkey in 1923.

#### Vice President of T&P Succumbs

DALLAS, Nov. 10 (A)-Funeral John B. Paynes, aged 66, vice James Haynie of Cisco. The pro- of power, on some occasions, to president of the Texas & Pacific railway, who died last night at American Legion post of Eastland, tance not only to the veterans but a hospital here after being strick- and Commander Pullman of East-

the first to join Congressman Gar- McKissick are spending the weekend in Mineral Wells.

## OF DIPLOMAT INCITES NAZIS Shops, Synagogues Are

PARIS SLAYING

Wrecked; 21 Suicides Are Reported

(Associated Press)

Angry demonstrations took riolent revenge on Jews in Germany today for the slay-

Meanwhile the Italian cabinet

#### Six Desperate Jail Breakers Are Recaptured

NASHVILLE, Tenn., Nov. 10 (AP) vere recaptured an hour later, afer all had been seriously wound-

The officials who were taken with the prisoners were also ounded in the gun battle of the scapees with the officers in the heart of Nashville. One of the guards left at the prison was found suffering from serious stab

#### **GOP** Avowedly After Presidency After Successes

(Associated Press) The demorcatic and republican parties began a two-year struggle or power today as an aftermath f the political upheavals of Tueslay's elections

The republicans, with eleven ew governorships, eight new enators and at least 78 more nouse seats, are avowedly after the presidency in 1940.

Democrats minimized the renort observance will take place publican claims of widespread the soldier's memorial fountain anti-new deal sentiment, saying n the court house lawn. This will that many of the losses were inccur a few minutes before 11 evitable casualties of the Rooseclock. From there the group will velt coattail riders.

narch in a body to the First In the only major races that Kemal, was elected the first presi- Methodist church at which time are in any way doubtful, demothe Cisco post will take over the cratic Senator Van Nuys, appearprogram for the memorial serv- ed to be elected in Indiana over Raymond Willis, republican, as chaplain, Rev. Joe I. Patterson, did Senator Gillette. democrat, Chaplain Rev. Joe I. Patterson, over L. J. Dickinson, republican, who is in Waco, Texas, Rev. M in Iowa. Both democrats held a H. Applewhite will deliver the slim margin in the unofficial leads. memorial message. Buglers will The losses by Roosevelt congresservices were to be held today for be Glenn Tableman and John sional forces may give the balance

#### PRESIDENT IS NON-COMMITTAL

President Roosevelt, non-como all ex-service men to attend. Dr. J. T. McKissick and Mrs. A special invitation to Cisco Post mital over the results of the election Tuesday, left for Washington (CONTINUED ON PAGE EIGHT) today from his Hyde park home

anti-administration democrats.

There Will Be No Issue of the Daily Press Friday

SERIAL STORY LOVERS AWEIGH

BY BETTY WALLACE COPYRIGHT, 1938 NEA SERVICE, INC.

CAST OF CHARACTERS JUDY ALCOTT- admiral's laughter. She faced a choice be ween two navy suitors DWIGHT CAMPBELL -ambi-

ious lieutenant. He faced a choice JACK HANLEY—flying sailor. le faced a test of a patient love. MARVEL HASTINGS - navy life. She faced the test of being

good sailor. Yesterday: Judy tells Diane of her troubles, reflects that she would have had a house and a baby, too, had not Word Fenning

been killed in action. CHAPTER IV

Saturday morning Judy Alcott woke with a heavy sense of some thing unpleasant impending. And hen she remembered. Today wa the day she was going wit Dwight to meet his fiancee

She dressed carefully, in he best silk sport dress. It was trim smart, and had been reduced at a swank Los Angeles shop. She miled grimly. Diane was always the one who sang, "Sale, Navy down the field-sale under way

Marvel Hastings wouldn't be vearing anything marked down Dwight came for her at a quar er of ten. He was radiant, and nis gladness was an added affront

But she tried hard to act glad too. Only, sitting beside him on the way to Lindbergh Field, she couldn't help remembering their dates, the way they had kissed She had no business to feel this way about a man who was goin to marry somebody else. But sh kept right on feeling that way Lindbergh Field, one of the lar

est in the country, had once bee an experimental navy field, she radministration buildings, at the gray to wide expanse of landing area, and at the three huge airliners lined ran toward up behind the wire fence.

Diane was always saying wished Bill had a nice, safe transsafe, either, Judy knew. A man in pilot's grey came out of one of wife, too, worried when he was away. Diane made light of it, but Judy knew how the dark night Hastings. Happy Landing. hours tormented her when the fleet was away at sea.

With Dwight, an engineering ofwould never have to worry. Judy 33 hated herself for the way her eyes clung to him. She didnt want t see his lean, graceful height, she were alight with happiness. If that smile were for her-but it wasn't

"Steady, Judy," she said to he

At ten thirty the great silve ship came out of the sky and tiful beyond description. And ther at was taxing to the apron, and almost as soon as the propellers stoped whirling, the cabin door twas flung open and on the steps the porter had rolled up, a gir was standing.

Judy thought. She had red hair, this vision

sthe cabin door. A trim tailored suit, a magnificent silver fox, and a little hat of engaging, know



She had red hair, this vision of a girl, with the knowing

ficer on a battlewagon, Marvel under her elbow. He was active

didn't want to see the way his eyes Her father's Admiral Alcott, Judy

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ple, you could be visiting them Mrs. Alcott,

've got so much to do! Clothes ordered to sea while Marve nd all. And won't there be par- waited for him to call for her a ties for the bride? And there are the Coronado. some people I'm asking to the Sure enough, he called a fev wedding, in Los Angeles, and I minutes later. "I guess you've promised I'd stay a week before I heard. I've got to go. Liste

ed. Judy tried not to be glad, and not What difference did it make- down to the hotel for me ight away, or in a few weeks- plain to her? I only talked to be

ne was hers, and not Judy's. She said to Marvel, before off," Dwight dropped her at the house, Judy's insides felt cold. Sh You must meet my mother and didn't want to explain to Dwight Dad, Miss Hastings. And all the future wife that the Navy came Navy family, too. Do come to- first, that he simply had to obey

oney. You know, we'll be living membered the other girl's con nong them, and there's nothing self-confidence, her look of ke getting off on the right foot," tomed arrogance Judy felt again that unwilling Dwight slike for Dwight's calculating perately. "Please, Judy,

"But don't you want me all to urself tonight?" pouted Marvel You know I do! But honey, ant everybody to see you. You'l

Marvel would be at the Coro pado. The most exclusive-ar good place for Dwight's gir here, and Navy parties frequently vere held in its huge Gold Room She explained to her mother who went to the phone and asked Mrs. Lane, Mrs. Rowland and Mrs Dunn at once. Judy herself telephoned Jack Hanley and two

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Diane, but Diane said regretfully, and explain to her "Sorry! Bill's off on duty. I can't

Few days?" Marvel laughed. She had a vision of Dwight being

Judy, Marvel doesn't understan Dwight looked somewhat dash- She thinks I can give an exer

the call of duty. Any girl in 1 "Yes," said Dwight eagerly. "I senses would understand want you to meet everybody, without any explanations! She

young lieutenants who worked in to hang up on her, but I just knew her father's office. She called if I asked you, you'd rush over "All right," said Judy. And to

(To Be Continued)

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GOODBYE to the severity of the page boy bob! Goodbye to the severely tailored woman! Once more we welcome the rounded features, the grace, the ease of charming

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Necessary Service Operations to Insure

Carefree Winter Driving at ONE FLAT PRICE I Battery condition test. Add distilled water, clear

- hattery and terminals, inspect and clean battery
- 2 Test starting motor starter switch; tighten all state ter connections. 3 Clean generator armature; sand-in armature brush-
- 4 Check alignment and operation of all lights; tighter connections; check all light switches.

es; tighten all generator connections; adjust belt

5 Inspect and fighten all electrical connections at ignition switch, fuse block, etc. 6 Tune engine, including cleaning and adjusting spark plugs and distributor. Inspect high tension

wires; clean gasoline lines; drain carburetor, blow

out jets, check fuel level and adjust throttle for

- proper engine idle and set accelerator control red to "winter" position. Drain and check fuel pump 7 Tighten cylinder heads, intake and exhaust mani-
- folds. 8 Completely lubricate chasis. Will make for easier riding and insures against unnecessary wear.
- 9 Change engine oil to winter grade. This assure proper lubrication, economy and easy starting. 10 Drain and flush out transmission and rear axle and refill with winter lubricants. This will afford
- easy shifting. 11 Check cooling system for leaks, replace hose, etc. if required. Drain out all water, flush to remore

proper protection to the moving parts and insure

- all dirt and grease. 12 Add Ford Anti-Freeze to cooling system.
- 13 Check windshield wiper operation and blade coldition. Includes corrections in vacuum line if re-
- 14 Adjust clutch pedal.

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out of town guests. Among them

known as "El Circulo Espanol

Social chairman, Marion Gil

COOK

The officers are as follows:

President, Topsy Reese.

Spanish Club

## News of Cisco Trade Territory Told by Correspondents

Breckenridge last

are Coughs

ature brushadjust belt ghts: tighten

ke for easier wear. This assure starting. ear axle and will afford and insure

ce hose, etc. h to remove d blade conm line if re-

\$4.50 PANY

one 14-J. NS

2 years \$4. 2 years 2 years \$7.00 16 Mo. \$1.00 42 Mo. 1 year \$3.50 2 years \$7.00 2 years \$3.5

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resistance with:

Preparations.

ised Remedies.

vent the cold, if possible, by build-

etest Cod Liver or Halibut Liver

etest Yeast Tablets, or Yeast with

iron Tablets or One of the Various

Cold Serums (Ask Your Doctor).

TO TREAT THE COLD, TAKE

One of the Many Nationally Adver-

Aspirex Cough Drops, the only

gh Drop on the market containing

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Rexall Cold Tablets, Special.

rin, for that cough.

Rexall Laxative Aspirin Tablets.

Rexall Laxative Quinine Capsules.

WINTER COLDS

d Mr. and Mrs. Erwin Watson ents.

the sick list this past week. Mr. and Mrs. Robertson and Mr. and Mrs. Dick Watson, Ran- Finley, of Eastland.

REAGAN

community last Friday.

Recently the two Spanish classes met and organized a club, Plumlee Friday morning.

R. L. Clark and family for the and Mrs. Willie Harrell.

tlended spent a. Mr. and Mrs. G. W. Hunt en- friends with them Sunday. hildren and Mrs. Plumlee and son Sunday.

> Owen King of Cisco, spent the R. B. Kinsey Saturday evening. week-end with Odell Plumlee.

ance Sunday evening.

Abilene spent the week-end with win Watson Sunday. Mrs. C. L. Carmichael returned nome from Leuders where she has

and P. M. been visiting her brother. Mrs. Oscar Schaefer returned

from San Saba where she has been Little Miss Ruby Jewell Hill visiting her parents. Her sister

REICH

Mrs. Tom Briggs has been on On Mrs. A. Reich's 76th birthday Mr. and Mrs. Oscar Reich and and Mrs. Theodore Reich and Eudell and Maxine Morris visit-

son Edward; Misses Annie and ed their grandparents a Almira Reich and Emil Reich. | while Tuesday evening Leo Callarman visited in the The farmers were happy

William and John Harrell were the Saturday night guests of Mr.

Dillion home Tuesday evening.

Mary Jane, of Cisco visited Mrs. Saturda Mrs. Plumlee spent the after- R. B. Kinsey Saturday evening.

fortune of getting his car burned soon as they get their home com-

Brownwood and Ewald Reich vis-

aughter visited Mr. and Mrs.

Mr. and Mrs. W. E. Morris visited in Cisco Saturday evening.

Garvin Clark of Dallas, visited ed in the Vanderford home a

Mr. and Mrs. Alta Drennon of Walker visited Mr. and Mrs. Er- little daughter attended the Naza- the First Naz rene assembly at Hillsboro last ta. Texas, in 1934,

> Eudell Morris visited his grandparents, Mr. and Mrs. G. W.

Mrs. R. D. Vanderford received ability to cousins, Mrs. Bryant of Amarillo,

and Mrs. Jack Bibby spent Big Spring visited Mrs. Coffey's week-end visiting Mrs. Bibby's parents, Mr. and Mrs. R. N. Hazlewood Monday, and Mr. Caffey went on to Brownwood while Mr. and Mrs. J. A. Munn visit- Mrs. Coffey stayed with her par-

Mr. and Mrs. Wills and Mr.



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ited her parents, Mr. and Mrs. R.

Mrs. J. J. Butts and daughter, aunt, Mr. and Mrs. H. J. Wills, Mr. and Mrs. F. A. Haynes

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ited in the home of Mr. and Mrs.

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35C

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On Account of Closing All Day Friday Our Week-end Specials will run Saturday and Monday

| Imperial Sugar            | 10 lbs. 490       |
|---------------------------|-------------------|
| Kimble Best Flour         | 48 lbs. \$1.19    |
| Kimbell Best Flour        | 24 lbs. 650       |
| Our Special Flour         | 48 lbs. \$1.09    |
| Our Special Flour         | 24 lbs. 590       |
| 20 Lb. Bag Meal           | 350               |
| 8 lb. Carton Jewel, 82c;  | 4 lbs. 420        |
| Jello, Any Flavor         | 50                |
| Norvell & Miller Special  | Coffee, 2 lb. 290 |
| Folger's Coffee, 1 lb. 25 |                   |
| 14-Oz. Bottle Catsup      | 100               |
| Libby Sweet Pickle Pea    | ches 95.          |
| No. 21/2 Can              | 2 Cans OJU        |
| Cranberry Sauce           | 2 cans 250        |
| Amita Fruit Mix           | per can 100       |
| Red Pitted Cherreis       | 2 cans 250        |
| Libby Golden Bantam co    | orn, per can 100  |
| 26-Ounce Jar Libby App    | ole Butter 150    |

No. 2 Can Tomatoes Libby Tomato Juice No. 2 Can Grapefruit Juice No. 2 Can Hominy No. 2 Can Green Beans

Libby 14-Oz. Bottle Catsup

No. 21/2 Can Libby Pumpkin

Libby Pineapple Juice Amita Orange Juice Libby Crushed Pineapple

15c

2 cans 25c

2 cans 15c 3 cans 190 Libby Potted Meat 3 cans 1°c Libby Vienna Sausage 3 cans 25c

5 Bars Crystal White Soap 5-Lb. Box Soap Chips PRUNES 10 lb. box 55c

PRODUCE SPECIALS doz. 10c Texas Oranges 2 for 5c Texas Grapefruit Pure Gold Lemons 2 doz. 25c Extra Fancy Winesap Apples, doz. 15c Large Delicious Apples doz. 25c Large Stalk Celery Large Head Lettuce Carrots 3 bunches 10c CABBAGE 2 lbs. 5c Large Bunch Turnips and Tops POTATOES 10 lb. 19c

#### **MARKET SPECIALS**

Pork Chops pound 25c Pork Shoulder Roast lb. 20c Pork Sausage lb. 19c Rib Stew lb. 13c Chuck Roast lb. 16c Rolled Roast lb. 17c Cream Cheese lb. 15c Dry Salt Jowls lb. 12c Sliced Bacon 1b. 21c Brick Chili lb. 18c lb. 12c Big BOLOGNA

## **NEIL LANE**

0 W. 9th Street, Cisco. Phone 167

R GREAT AIM—is to be helpful those who engage us; We want to feel satisfied with the manner every detail was looked after.

#### The Cisco Daily Press

And Cisco Dally News (Consolidated with Cisco Daily News and Cisco American and Round-Up, Nov. 1, 1937) Member of the Texas Press Association

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A Home-Owned and Home-Controlled news-

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character or reputation of any person will be gladly corrected if brought to the attention of the publishthe price of the agvertisement

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#### BIBLE THOUGHT FOR TODAY

#### We Are Still Democratic

fault of the New Deal has been the oversense that it did not realize its responsibility making a choice. We are still democratic. to the minorities, to method as well as ob-

real test of the goodness of a government is how well minorities fare under its administration. Majorities can take care of themselves. The rule of the mob proves that.

NY cause or organization which exists without opposition, or with ineffective opposition, is dangerous. It develops irrationality. It is just as impossible to take human nature out of the White House and the halls of congress as it is impossible to take it out if the school room and the business office. Conflict, for some strange reason, is essen-

THE NEW DEAL has suffered loss of most of that which was finest in its program simply because it did not have effective oppaper devoted to the upbuilding of Cisco and East-land county, independently democratic in politics. position. The loss has been due to method. It is easy to recognize this fact by comparing its programs at the beginning of the administration with subsequent programs. The trend is unmistakable. The reason for the trend Any erroneous statement reflecting upon the is also unmistakable. It was altogether too easy to put forward a program, too easy to The Cisco Daily Press assumes no respon- switch from one thing to another. The quardibinity for errors in advertising insertions beyond terback had such slight opposition that t was not necessary for anybody else to run with the ball, hence not necessary for his team to learn any signals in advance.

WE believe that the last election has changed that to the great good of the administration, the democratic party and the New Deal. With working majorities retained inboth houses of congress the administration is in a position to go forward constructively now, to cease experimenting and to seek the consolidation of the advances already made -in short to achieve its prime objectives. The public, and particularly business, wnich 's simply all of us, can predict the future with more certainty, invest with more confidence and prosecute whatever jobs are ours without the constant dread of what is to come next. No one man, no one party has any monopoly on good government. The rcpub-THE reassuring fact about Tuesday's elec- lican party, as the chief minority party, can dion results is the demonstration that contribute something of value to our nation-

whelming majority it enjoyed. Lack of ef- PUT, as we said above, the real significance fective opposition made it too theoretical. If of Tuesday's results is the demonstration too overbearing, too irresponsible in the that the American people are still capable of

jective. It should be pointed out that the real The pathetic condition of Germany's reason for organized government is the pro- military system now becomes apparent. They tection of the rights of minorities, and the are down to their last red-haired spy

Miss Miller Local

all exes, the T. C. U.-Texas

lance at the Casino, Lake

#### Human and Other Nature

ng that Armistice day ought reprisal and cetting back to its with the first Armistice and con- will to every race and nation and appear sigh settlements instead of war, we o



at this time of year when persistent colds and other ailments are taking toll of your vitality and energy, it is best to let your physician prescribe for you.

Our regstered pharmacists follow the very letter of these prescriptions, compounding only the purest of ingredients as set forth by the physician.

Get Your Prescriptions Filled at

Complete Cooperation With the Physician

#### Lost in a Cave



Keeping Up With The Boy Scouts



own. Unless Armistice day is made Breckenridge that started to include a sentiment of good- Scouts of Breeke may be repeating all too soon the terrible series of events that led gram to the establishment of the pres- last Friday, An Homecoming Ch'm'n FORT WORTH, Nov. 10-Miss Kathryn Miller of Cisco has been

named a local chairman for the Brownwood

tball game that afternoon, and orth, are the high points of the gram announced by Howard Chr

linson, to serve at various ning. The nts throughout Texas in urging Brownwo C. U. exes to return to the hike Frida Street Decoration Plans Under Way

Boys' Life Week

## Get Ready For

Anti-Freeze in the radiator FIX FOR OUICK STARTING

Let Us Do It the Conoco Way For a complete service call

500 and Count the Seconds

Cor. 8th and Ave D.

## About Our Friends

By STEP A. LONG

Judson Prince and his board of ard, Frank Walker and curseif MIXTURE my were having our morning confab over a cup of coffee . . . Skipper tells the Baptist minister that we have no cause to blame him, since he warned the Baptist against Pittard . . . Said Pittard's church had gone rather cold on him for non-payment of dues and that he had noticed Pittard was beginning o visit the Baptist church rathe frequently . . . and so he told to dues in advance if we ever expected to get them from Pittard at all . . . so now Grandpa says if the Baptists lose on K. H., they have no one to blame but themselves since he had given

Bennie predicts the Lobos should by all dope lose the a against Ranger temorrow

of Specs yesterday, it is

He says we are overlooking merce Loboes' pants . . . figuratively poard of directors meeting Tuesday speaking . . light in a regular session delayed big loss

ness streets for the holiday sea- If our Loboes can only get on. This matter was turned over spirit we know they can do it to the retail trade committee, But that is the trouble, we are needed by Nick Miller, with told . . . We are unlikely to go uthority to spend what funds the proper spirit ... But let re necessary to secure the deco- hope the Loboes will score in the ons. Most of the equipment first few minutes of play d for the lights is on hand, they do, we are sure of victor clace by the first of December, get the first blood, it may be to

bad . . . So Loboes , what are ye Advertising is not an expense ...

STOP Coughing and Stop I Enjoy A Good Nig

Maner's Pharm Red Front Drug

#### Legal Notice

life insurance. Old panies. Connie Davis.

> If In Need PERSONA

Charles E. Y At Red Front Dra Phone 183

s the life blood of any business. (CONTINUED ON PAGE FIVE

ALLY OOP . . . . . . . 50 THIS IS TH' NICE, QUIET NEIGHBORHOOD WE'VE GOT BY GUM, THAT RENTAL AGENT'S GONNA TO, EH ? YEA, GIDDLES ... DO SUMPIN ABOUT HAT RACKET WOULD THAT OR AWAKE TH' DEAD! JIMINY, I'LL PUT A STOP O THAT MYSELF, EVEN IF





MYRA NORTH, Special Nurse









. By Thompson

## ws of Cisco Trade Territory As Told by Correspondents

BETHEL

Hale and daughvisited in Dublin

nity. We are glad bank. people in our com-

had the misfor-

Willie Harrell and Davis Friday night.

man and Almus While there they saw Robert in the Pritchard Riggs, who graduated at our high football team. school last May and is now at-Lester Flemings Outside of school hours he has a ed Tuesday of last week from a general discussion of problems noved to their farm job as office boy in the Ranger Cisco where she had spent a week of city churches confronted with fans are going to be in the grand would return to Eastland.

from the south last Wednesday his car destroyed at the club house of the "21" Perry Lee Threet when the guests arrived, one was

est of any church of the district walked for some time.

no Sunday school Mr. and Mrs. Aaron Henslee ger Tuesday afternoon from an caued to order by the president, years ago, and then moved to De Congressman Clyde L. Garrett of count of the bad and baby, Sandra Margaret of extended visit with his sons, Fred Mrs. Charles Lee, Seven memoers Leon. This is their first child. Eastland was in a Dallas hotel The first comprehensive study Fort Worth, were guests of her Stover and tamily, at Dickinson; responded to roll call by repealing Mrs. Snead is a daughter of Mr. Tuesday under the care of a phy- of the cost of living in the United salv parents, Mr. and Mrs. W. H. and Carroll Stover and family, of a verse from the lath Chapter of and Mrs. J. H. ("Slim") Adams, sician because of a neck infection States was made by the bureau of Dewey Jones and family of Glade- "Charny." The opening song was town. Mr. and Mrs. C. A. Skipping and water, and Mrs. John C. Sprad- "I Need Thee Every Hour," toibaby, Curtis, drove up to Ranger ley and family, of Longview. His lowed by prayer by Mrs. O. D. Thursday afternoon on business, grandson, A. D. Jones, Jr., is a McDonaid. The scripture lesson star player on the Gladewater was the 48th Psalm, read by Mrs. G. S. Bruce. The topic of the les-

number who went to the banquet the members described the regu- have taken off for the day . . at the Cisco Methodist church lar routine of such institutions, is your day . . . You are the cenlast Tuesday night, remained over The work of the council of church- ter of attraction for that period Mr. Lee went up Wednesday and nearby towns that have such or- the game .

days ago from Jonesboro, La., showing the difference between won't think you just couldn't do where he had visited his daughter, organizations doing worthwhile it . . . they will be saying Mrs. Harold Jones, and family. He things and useless things, was If they had done this or that also visited his son, Lewis sketched by the leader. Those or if they had just shown a little ("Dutch") Nabers at the Barks- present were Miss Mollie O'Rear, more pep at the beginning of the dale Flying Field, near Shreve- Mmes. G. S. Bruce, S. E. Snod- game . . . or if they had not quit

Virgil Nabers is now in a hos- worth and Miss Valla Whitworth. how those things are old trouble, asthma, and other Supt. C. A. Skipping and wife But remember one thing emplications which resulted from and Miss Jessie Mae Wrinkle, and now listen carefully

equet at B. Hilliard, dreve down to De nomics rooms in the new school parents . Leon on business Friday Mrs. Bill Parks' beauty shop, just here, did not come Sunday to fill ful playing in your high moments ad- a few yards from the Gibson his appointment on account of the . . . so let tomorrow be another Mrs. Parks was so sur- extreme cold, rain and wind, and of your HIGH MOMENTS and it, the larg- her eyes, as Mrs. Gibson had not

were: Rev. and Mrs. O. D. Mc- lin Wednesday where he had been and enter, but Donald, Mr. and Mrs. Ed Parks, called by the critical condition of wice police have Mr. and Mrs. C. E. Stewart and his father, R. J. Krapf. He said dure, "The Lone daughter, Gloria, Mr. and Mrs. the doctors had performed a delias he has visited. Preston Sparks, Mrs. Charles Lee, cate operation drawing off a Mrs. Travis Hilliard, Miss Mollie quantity of blocd from his father's Korea in 1910 O'Rear, Miss Emma Genoway and heart, which was reported to be

enlarged. When Richard left Mar- the fact that he was just recover- make them proud of you on that Previously, she reported, blood Alaska is soon to receive the in his father was improving. His ing from having his tonsils field . . . WE MUST MEET poisoning had seemed imminent. United States government's attenlin his father was improving. His ing from having his tonsils field . . . sister, Dorothy, accompanied him removed. He had planned to bring BRECKENRIDGE UNDEFEATED Congressman Garrett, said his tion in the establishment of dehome. Mr. and Mrs. Richard with him a returned missionary Krapf who have been visiting her from Brazil.

Friends here received cards an- TO DO ABOUT IT? A., near Wichita Falis. nouncing the birth Friday, Nov. 4, 1938, of a daughter to Mr. and so- Mrs. Robert Snead. Her weight Cong. Garrett Ill, Mr. and Mrs. John Ryan and ciety met Monday afternoon at was given as 7 pounds and she Trip Is Cancelled the church for the fourth lesson was named Mary Lynn. Mr. and in the book, "The American City Mrs. Snead lived here several Jack Gibson drove up to Ran- and its Church." The meeting was months after their marriage four Anahuac; and his daughters, Mrs. First Corintnians, the enapter on who live a few miles south of which Saturday evening caused labor in 1890.

(CONTINUED FROM PAGE 4) going to do about it? It's up to son chapter was "What the Cities YOU . . .

with her brother, Dewey Brown- changing surroundings and chang- stand yelling themselves hoarse ing people. Among the features of for victory . . . Hundreds of mer- Sunday and returned Monday welfare work in which city chants will have closed their stores night. Mrs. Charles Lee and Miss Mol- churches engage, the day nurser- and shops to go down there and Mrs. Garrett stated the infeclie O'Rear, who were among the ies were mentioned and some of see you do your stuff . . . Clerks tion was lanced by the doctor, as guests of Mrs. O. G. Lawson, es was discussed, and several from 2 p. m. until the close of ganizations were mentioned and . . the disappointment

their plans of work were outlined. And keep this in mind . . . if you Tom J. Nabers returned a few "Angelic Dictator," a playlet lose those worshipers of yours

grass, Charles Lee, O. D. McDon- in the middle of the game or the ald, W. C. Bedford, W. H. Whit- last quarter . . . Well, you know

Saturday in Fort Worth selecting dogs play tomorrow . . . We Loop

We are glad to report that Mrs. very complete and modern furni- all . . . Your coaches believe you norning she walked out in the Rev. Shaw, of Brownwood, who they have given you the training few minutes and over to is pastor of the Baptist church and they have seen your wonder-

EASTLAND, Nov. 10 (Spc.) his removal from a train there while en route to Washington on business and cancellation of the

Mrs. Garrett, who had just reutrned from her husband's bedside, said the official would be under the care of the physician Remember, Loboes, thousands of possibly for several days and then

She was summoned to Dallas

. . But tomorrow says whether wife, did not feel well when leav- fense works on its Pacific coast as . WHAT ARE YOU GOING ing Eastland Saturday for the a precaution against attack from to the capitol to protest a quar terly budget cut of the Texas

State Employment Service by the Social Security board at Washington and to confer with officials on the Brazos River Reclamation

COLDS Headaches and Fever



Ready For the Block But is your car ready for today and Winter driving? If not let us give it a perfect service. Wash, lubricate and fill with

A. V. CLARK

Service Station Ave. E and 8th. Phone 142

## Middle of the Season REDUCTIONS THAT SAVE YOU MONEY

Are you going to buy a new coat? Are you going to buy a new suit? Are you going to buy a new dress?

Now Is The Most Opportune Time

Our Buyer is just back from market with lovely New Coats, Suits, and Dresses bought at very favorable reductions. We pass the savings on to you.

## ATTMAN'S

## SPECIAL CLASSIFIED WATCH THIS SPACE

Watch for something you may need---Merchandise for sale, special bargains, For Rent, Wanted to buy, or any of the many items usual in a Classified section.

The cost is very low---Just two cents per word for one issue---Four cents per word for two issues.

## SPECIAL FREE OFFER:

If you will insert your ad Thursdays and Fridays, paying only a total of FOUR cents per word for the two days, we will give you a FREE insertion for Sunday.

There is a further proviso: No ad can be accepted for less than a total of 25c as it costs that amount to handle Bring in your copy, telephone 608, or give it to the AD MAN.

Classified advertising for other days than Thursdays and Fridays will use the regular classified section.

LET US FINANCE the loan on your new 1939 car. We save you on interest. First National

WINTERIZE your car at Laguna Service Station. Prestone, hot water heaters. Sleet masters for windshield. Willard batteries; recharging; generators.

FOR RENT-Very nice apriment, also bedroom. 409 W. 4th.

WILL CARE FOR CHILDREN day or night in my home or yours. Mrs. Hazel, 204 avenue J. DINE at Hotel Laguna coffee shop. Special dinner 50 cents.

FREE strings, shine and steel tips with each pair of soles and heels. Quick Service shoe shop. SPECIAL family style dinner at a special price, 35 cents-at

Mobley hotel. ONE of our dinners at 35 cents and you are a regular. Mobley hotel.

BE SAFE, ship on licensed and insured trucks. Call Cisco Transfer & Storage Co. Eighteen years EAT special 35 cent family style dinner at the Mobley Sunday. FULL LINE of window shades

and Venetian blinds. Cisco Lumber & Supply Co ARRIVING DAILY, 1939 patterns wall paper, Close-out prices on

1938. Cisco Lumber & Supply Co. WESTERN SUPPLY COMPANY has enamel for cabinets and furniture.

TRY OUR Mexican Enchiladas. White Way.

SAVE salesman's expense in buying a Used Car by purchasing direct from our used car lot. Be thrifty, A. G. Motor Co.

ASK THE MAN on our lot about our new Used Car guarantee. Be thrifty. A. G. Motor Co.

EAT TURKEY dinner at Wilson's

LET US RE-BUILD your old shoes. Cisco Shoe Hospital. DELICIOUS HOT CAKES and

coffee at White Way on Eighth. MOTOROLA battery radios complete-\$29.95. Collins Hardware

BE THRIFTY. Call at our Used sales expense. A. G. Motor Co.

9x12 RUGS, beautiful patterns-\$4.98. Collins Hardware DISHES, 32-pieces, latest patterns.

\$4.95. Collins Hardware GET THE HABIT of Eating Sunday Dinner at Edwards Cafe.

SUITS MADE TO ORDER—Extra pants, \$19.50 up. John Strother. HATS CLEANED and Blocked,

75c. John Strother. LISTEN to your favorite ball game with a Motorola, \$16.95.

Collins Hardware. ASK FOR OSBORN'S BREADand Pastry. Patronize home in-

LADIES SUITS made to order \$18.50 up. John Strother.

FOR RENT- Seven room, two story brick, 810 W. 14. Seven room frame, 906 W. 7. Phone 225. Gordon Davis.

FOR SALE -Homes. Attractive prices and convenient terms. Gordon T. Davis Ph. 225



All You Do! Buy 3 Cakes AY at Your Dealer's, Today You'll Get Your Lavely N COMPLEXION CLOTH

on 8

A genuine Cannon n Cloth in your choice smartest, most fashion-

for only one single I be amazed at the thick he generous Hx11 inch way they keep their you'll be delighted too, - once you use this cauty soap.

cleanses the skin thoroughly...and with such amazing gentleness. that thousands of lovely women never trust their exquisite complexions to any other soap. Camay is wonderfully MILD! In repeated tests against several other famous beauty soaps, Camay has come out

definitely, provably milder. As thousands of young brides testify, Camay will help bring out the natural freshness of your complexion. Camay's beauty bubbles gently wash away dirt and grime. Camay's extra-rich lather leaves

your skin feeling radiant, refreshed!

WHILE YOUR DEALER'S

this wonderful beauty soap can bring results. COMPLEXION CLOTH NOW!

Go to your dealer's today. Don't delay. Buy 3 cakes of Camay and get you lovely Cannon Complexion Cloth for only 14 more. You'll get your choice of four smart colors. But act promptly. The supply is limited.

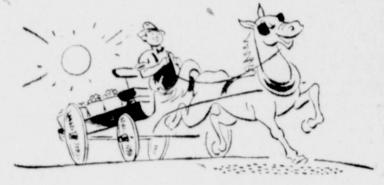


## The Story of OD and AD

OD and AD owned neighboring farms. Both decided to grow tomatoes. But when their tomatoes were ripe, OD and AD had different ideas as to how they would sell them. This is the story of what happened.

# and the TOMATOES

How
OD and AD
Sold Their
Tomatoes



OD filled baskets with his tomatoes and put them in a wagon and drove to town. He went up and down the streets looking for people who wanted to buy tomatoes. Some days he sold all. Some days he sold only a few. When the season was over, he found he had made just enough to live on.

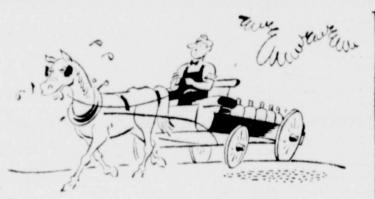


AD thought there must be a better way to sell his tomatoes. He knew he must tell people about them, but he decided he could never sell very many tomatoes if he talked to people one at a time. So he used one of the simplest forms of ADVERTISING. He built a stand by the side of the road

where many people passed. He put up a sign that said: "AD's big, red, ripe, juicy tomatoes." Because so many people saw the sign, enough people stopped to buy so that he sold all his ripe tomatoes every day. Many who bought, remembering his name on the sign, came back again and again. When the season was over, he had money in the bank.

One day AD heard that tomato juice was healthful and good to drink. He thought it would also be convenient to handle, to sell, and to serve in the home. He told OD about it. The next year both decided to make and sell tomato juice.

How
OD and AD
Sold Their
Tomato Juice



OD'S wife squeezed tomatoes all day and put the juice in bottles. OD took it to town and went from door to door, looking for people who wanted to buy tomato juice. In a whole day he could call at only about 50 homes. As most people had never heard of tomato juice and did not know how good it was, he sold only a few bottles each day.



AD felt sure there was a better way to make and sell his tomato juice. He took some money from the bank and bought a shiny new press that squeezed out juice easily and quickly. He put the juice in bottles that could be tightly sealed. He had labels printed for the bottles, reading:

AD's PURE TOMATO JUICE.

He went to the grocery stores in town, where many people came every day, and asked the grocers to put a few of his bottles on their counters. Then he put an advertisement in newspapers read by thousands of people. The advertisement said:

"Enjoy the refreshing taste of AD's PURE TOMATO JUICE, pressed from big, red, vine-ripened Tomatoes. Good to drink and good for you. At your favorite grocery store."

Because so many people read about it, enough people asked for it to exhaust the supply quickly. And remembering AD's name on the label they came back and asked for it again. So AD bought tomatoes from his neighbors and made more tomato juice to supply the demand.

What
OD and AD
Did The
Next Year



OD and his wife decided that if they were going to make any money, they would have to work harder. So she got up earlier in the morning and picked tomatoes and squeezed and bottled juice all day. OD spent a longer day in town trying to see more people in order to sell more bottles. But, even though OD and his wife worked long and hard, they could not make any money.



AD now saw how true it was that the more people he told about his tomato juice, the more he sold. So he advertised in other cities, telling women how good tomato juice was for their families to drink. He also sent salesmen to call on grocers. He got so many orders that he arranged to buy tomatoes from hundreds of other farmers, built a bigger building, bought more equipment,

ple. AD knew that, because his name was on every bottle, he must always maintain the high quality of his product. And, because he did this, women soon insisted on AD's PURE TOMATO JUICE.

AD already had found that the *more* he advertised and the *more* bottles he sold, the *less* it cost him to put up each bottle. Therefore, as his advertising was extended all over the country and his sales *increased*, he *reduced* the price. Thus more and more people could afford to enjoy tomato juice, and, although his profit per bottle was now very small indeed, he sold so *many* bottles that he had a very fine business. So both AD and his customers were benefited.



AD tells OD how an Idea Became an Industry-through ADVERTISING

ONE DAY, years later, OD called on his old neighbor AD. He said "It's remarkable how your business has grown since you got that idea about selling tomato juice."

"Yes," said AD, "but even more important have been the benefits to other people. We are now only one out of many producers of tomato juice. Yet we take all the tomatoes grown by more than a thousand farmers who have here an assured market for their crops. We give steady employment the year round to several hundred people and employ hundreds more on part-time. We pay more than half a million dollars a year to manufacturers of cans, bottles, labels, supplies, and equipment.

"The entire industry now sells more than twenty million dollars worth of tomato juice a year and the public enjoys its healthful benefits—at the lowest price at which it ever has been sold. Yes, tomato juice was a great idea, but that idea would have benefited very few—without ADVERTISING to tell the story."

- Copyright, 1938, by G. Lynn Sumner

THE CISCO DAILY PRESS