The People's Market Place

If you spend a dollar at home you have some hope of getting it back; if you don't, you just spend a dollar.

Election Will Be

George E. Davis has been des-

with E. R. Bibby as the assis-

tance judge. Election clerks will

include E. J. Poe. Mrs. Forbes

Wallace, Mrs. Troy Stewart and

According to a ruling of the

Texas attorney general, a person

must hold a valid poll tax is-

sued for the year 1952 to be able

Election officials pointed out

that the poll tax receipts are al-

ways dated a year later than the

The official ballot will give

voters an opportunity to cast

their votes for or against con-

solidation. If they are for con-

solidation, they will vote for the

Lone Star Gas Co. to buy out

low the voters to decide which

Only 12 persons cast absente

rate increase early last month

The rate increase application

a regular semi-monthly meeting

at 7:30 p. m. Tuesday - election

day - and it was expected that

the returns would be canvassed

year for which they are good.

until after January 31,

Mrs. R. B. Carswell.

VOLUME XXXIV

CISCO, TEXAS, SUNDAY, JANUARY 10, 1954

NUMBER 24

Philosopher By J. W. S.

WE'VE BEEN doing some thinking and listening about Cisco inior College the last few days. The way it looks to us, we as a inity are at the crossds. Our plant has been crippled by a disasterous fire, and ve're wondering what to do about

We don't believe in throwing in the towel. The majority of the folks we've talked with and istened to are for re-building the school and making it bigger and better. That's our idea. There's a splendid opportunity for a good school here.

Looking at it from a business standpoint, it would take a pretty large industry to bring the money to town that the junior college has brought in. If the school is to be continued, a new plant would make it more attractive to a larger student body.

We've heard some suggestions that it might be better to change the location of the junior college - build any new builda new location. Perhaps, it would be well to study this

Others have suggested that a eded to broaden the scope of the college - enlarge the college district. The insurance money is all that's available to begin a new program. Perhaps the time is right to hold an election to raise the tax rate for the college. Those who voted against the matter last spring may have had time to reexamine the issue. Our community can't afford to close up the school.

We're ready to do our part in anything it takes to rebuild

CISCO VOTERS will go to the polls next Tuesday to decide on the proposition of consolidating the two gas companies. A lady called us and said "I see that you have a 'considered opinion' on something ever once in a What's your 'considered Commerce. on the consolidation

we should vote FOR consolida- business leaders in West Texas, community is not large enough in announcing the subjects to be director, Bureau of Business Re- acid resistant slacks for battery We feel that the gas rate would vice-president of the WTCC and Austin. be somewhat lower with one chairman of its industrial com-

Either of the two companies would do a good job if they begin" to "organizing for action," owned both of them. Both are and include discussions on mar It will be hard for many of us to make a choice between the looks for in selecting a location, As a matter of fact, we'd and the importance of balanced hate to see either of them lose.

OUR SCOUTS report that Frivery splendid, with a huge crowd WTCC. and lots of top quality food . . . We folks at The Press office are well acquainted with the fact that the T&P Railroad's new Avenue D and 3rd Street signal system is working. It rings most of the time. We never realized Company, Fort Worth. how many trains go through here daily before.

the following "important dates" Chamber of Commerce, Little the school. OUR BIRTHDAY calendar lists

Joe Stamey and 10

Mrs. J. W. Alvey. Jan. 11 - Elizabeth Ann Car-

13 — Aaron Robinson Thelma Roe and Ellen Smith. n. 14 - Guy Brogdon, Mrs C. E. Paul and Mrs. Fred Plumlee. Jan. 15 - George Estill and

Billy Duke.

ness is picking up, Tax Collector
Stanley Webb tells us. He reports that the fold. ports that the total sales now amount to about 2,000 — a little be obtained at the Chamber of

as at the courthouse. Stanley says they received their ast week. They'll look like they did in 1952 - black background with yellow numerals.

HAVE BEEN reading some suggestions lately that Texas ought to change up its license plates balmed President Lincoln. make them distinctive and etty and have a slogan on them. fin back to the turn of the cen- Cyrus Frost of Eastland and Dr

license plates. a Texas license plate slogan. ou send them to us and we'll Bank in the Drive-In Window 1ST. NAT'L BANK-Member F. D. I. C

175 Expected For Eastern Star School Here Monday





Hostess Chapters are Callahan hotel at 6 p. m. Chapter 242, Clyde Chapter 308, Officers of th Mrs. Agnes Lee Howard of Al- 443, Ranger Chapter 275, Rising the past week getting the hall Star Chapter 227, Dublin Chap- in readiness and taking care of Other grand officers attending ter 910, Strawn Chapter 361, Al- the advance details.



Mrs. Ona Mae Stephens

Officers of the Cisco Chapter

Garment Factory Opens In Ranger

Rip Galloway, manager of the Ranger Chamber of Commerce, of Cisco; his daughter, Mrs. Fred Company's Cisco distribution has reported that the Quarles Manufacturing Company of Dal- Dave Lambert of Fort Worth and las was moving a small garment Burl Lambert of Grand Prairie, plant to Ranger and that the and two grandchildren. plant was expected to be in op-

Galloway said that the plant would employ 60 women workers, and that the required number Texas" - Ted Clifford, super- of workers had been employed. The concern will manufacture Employment Commission, Austin. boys and girls camp shorts and "Markets for West Texas In- golf slacks for men. In addidustry" - Dr. John R. Stockton, tion, the factory will produce

"Industrial Financing"—Harold ville is the plant superintendent is a candidate for a second term S. Foster, vice president, Indus- and is moving to Ranger with his wife and two children

eration by January 12.

SCHOOL BOARD DUE TO DISCUSS

Future plans for Cisco Junior lem, regular business will be West Texas, A Challenge" — Fred College will be discussed by taken care of by the board.

"Balanced Community Devel- ably be in a general nature. The in hastily prepared quarters, and junior college, and have taken that the discussion would probopment — The Best For Indus- members of the board and of- were meeting on schedule. Citi- extension courses from Hardin-Frank W. Cantrell, man- ficials of the school will begin zens of the community had ral- Simmons University. aging director, Arkansas State a study of the problems facing lied behind the school, Mr.

In addition to the college prob-

at the Cisco Country Club was H. Husbands, executive vice pres-Glenn, president of the board. normal on College Hill. He said of your County government. In damental ABC'S of Industrial Glenn reported that no definite that all the students had re- the past year your County Treas-

Classes were meeting regularly

Some 300 books had been do- ter four years old. nated to the library and many for classroom use.

contained permanent records of if you feel that I am entitled to A history of the funeral direction business was given Rotarians in a classification talk by Rotarian Albert Snider at the meeting of the club at the Hotel Vic.

Farly in the century the furthed been nulled down Saturday. had been pulled down Saturday, efficient, and courteous service. eliminating that hazard.

Mr. Stamey and other college the emergency.

GAS COMPANY OFFICIALS ISSUE STATEMENTS ON CONSOLIDATION

Over 500 Expected To Vote In

Gas System Consolidation Poll

old retired Gulf Oil Corporation consignee of Eastland, father of Joe Lambert and Mrs. Fred for the city's future to have two Gas Corporation to purchase the Scott of Cisco, died at 11 p. m. Friday in an Eastland hospital after suffering a cerebral hemorrhage at his home at noon Thursday. He had been a resident of

moved there as Gulf consignee. Grand Matron Mary Ella Shover- the wife of Fred DeWall, Worthy the Worthy Grand Patron will acting treasurer of Eastland from that post in 1936. He was be honored at a banquet at the County the last six months of

Mr. Lambert To

Be Laid To Rest

In Rites Sunday

Mr. Lambert was born in Hood will be the instructor under the Chapter 416, Cisco Chapter 461, of having the community selected November 11, 1907 he was married to Miss Frankie Abbott in ment of the area. charge of the examining will be Chapter 280, Gorman Chapter members have been working all Granbury. He was a member of the Masonic Lodge and the First Baptist Church.

Funeral services will be held at 2 p. m. Sunday at the Eastland First Baptist Church. Burial will be in Eastland Memorial Cemetery with Hamner Funeral Home in charge of the arrange-

He is survived by his wife of Eastland, his son, Joe Lambert, willing to sell Lone Star Gas Scott, of Cisco; two brothers,

Richard C. Cox Asks Reelection As Co. Treasurer

Richard C. Cox, treasurer of Eastland County, has authorized The Press to announce that he in the office, subject to action of the Democratic Primary in following statement: "Dear Citizen:

to your office of County Treaswith knowledge that this is one land County.

meet in regular session Monday dent of Cisco Junior College, said the responsibility of collecting the twins Saturday afternoon. Mrs. Carlton Holder. night, it was reported by Ralph that things had settled down to money from every department

"I am a graduate of high school

"I am married with one daugh-

"I wish to thank you for the

others were loaned to the school courtesy and cooperation that you have shown me in the past West Texas and the state, will D. N. Morrison, Mrs. J. M. Flour-College officials had not at- year. After investigating my appear here under the auspicies noy, Mrs. Ray Chapman and Mrs. tempted to open the vault which record of service in this office, of the City Federation of Wom- Fleming Waters.

Lincoln Ellsworth was the first and support of the school during man to fly across the Antarctic continent.

LONE STAR --CISCO GAS - -"It is not a healthy situation for the users of the service, for hope that the people of Cisco will the owners of the companies, nor allow, by their vote, the Cisco

oting for a single ownership. earned the company a national dependable gas service. reputation. By creating markets for West Texas gas our company gas for years to come and we has contributed to the develop- would look forward to growing

"From our long experience in

"We would like to remain in Cisco; to remain a citizen better able to work for the city's future. should remain here we, of course, would be pleased indeed. We think such a decision would be

"M. L. BIRD, Operating Mgr. "LONE STAR GAS COMPANY"

of Abilene are the parents of July. In connection with his an- identical twin daughters born on nouncement, Mr. Cox issued the January 6 at Hendricks Mem- Louise Karkalits are spending the the matter after an election on "In asking you to re-elect me and 10% ounces at birth. Their ter, Mrs. Karl Armstrong and said they would be able to opurer for a second term, I do so Katherine Lynn. Mrs. Sherrill lain and Mrs. Ralph T. Wootton. ownership. is the former Shirley Smith of of the important offices in East- Fort Stockton, niece of Mrs. Roy "Your County Treasurer has Huffmyer visited the Shirrils and of their grandparents, Mr. and Commission is scheduled to hold

gas companies serving the city distribution system of Lone Star and both doing it at a loss. This Gas Company. We have every situation exists in Cisco. The desire to continue to be a part of city commission, I think, acted this fine community.' wisely in calling the election so you, the citizen, would have the a competitive situation such as

the gas business we know that the responsibility for good service at a fair price cannot be a divided responsibility. One healthy, sound company is better able to work for city's future development than two weak ones. So that Cisco can have the kind of gas service it should have for its growth and development we are properties to Cisco Gas Corporation, or buy the distribution properties of Cisco Gas Corporation. Votes of citizens will decide which company will own and operate Cisco's gas service.

Held On Tuesday Between 500 and 600 Cisco voters are expected to go to the

polls Tuesday to take part in a city election on the proposition "In Tuesday's election, it is our of consolidating the two gas distribution systems here. The election will be held at the City Hall, and the polls will open at 8 a. m. and close at 7 p. m. ignated as the presiding judge,

"To continue to operate here in opportunity of correcting it by we now have would be impossible "Lone Star Gas Company has money as we are. If we could served Cisco and many West Tex- own the entire gas distribution as communities for many years system we can and we will furwith a dependability which has nish good, reasonably priced, and

to vote at an election held on "We have an ample supply of January 12, 1954. The 1953 poll tax is not good for voting purand progressing with Cisco. 1954, the ruling said.

"LESTER CLARK, President. "CISCO GAS CORPORATION"

Stanley Webb Is Candidate For **County Tax Post**

Stanley Webb of Cisco, native the Cisco Gas Corporation, or resident of Eastland County, has vote for the Cisco Gas Corporaauthorized The Press to announce tion to buy out the Lone Star that he will be a candidate for Gas Co. re-election as Tax Assessor-Col- The two gas distribution syslector in the Democratic Primary tems agreed that they would alnext July.

Mr. Webb is well known in all of the two companies they wantparts of the county. He has long ed in Cisco if they approve the been active in community affair's consolidation proposition. and is always welcome at sing- city ordered the election at the If you, the voters decide that we ing conventions and programs in request of both companies. parts of the county. Mr. A sample ballot is prnited else-Webb is a veteran of World where on the front page of today's edition of The Press.

"I am grateful for the support given me in all parts of East- ballots in the election. Absentee land County," Mr. Webb said, voting ended Friday night. and I shall deeply appreciate The City Commission took unyour consideration when you go der advisement a joint applica-Mr. and Mrs. George H. Sher- to the polls next July.' tion of the two companies for a

Mrs. R. E. Grantham and Miss City officials decided to consider orial Hospital in Abilene. Each weekend in Austin where Mrs. the consolidation question after of the twins weighed four pounds Grantham is visiting her daugh- representatives of the companies names are Kimberly Ann and Miss Karkalits is visiting Chap- erate on a lower rate under one

Ann and Steve York of Wich- was due for consideration again Huffmyer visited the Shirrills and ita Falls are visiting in the home at an early meeting. The City

STATE FEDERATION PRESIDENT TO GIVE BOOK REVIEW IN CITY

state president of the Texas Fed- church is open to the public "I am a Veteran of World War eration of Women's Clubs, will with no charges. Stamey said, and typewriters and II and the Korean War with appear in a book review in Cisco other equipment had been loaned four years service. Three years at the First Baptist Church at the city federation, will intro-

to the college for use during the of that time was spent overseas. 3 p. m. Monday, according to an duce Mrs. Dudley. announcement here Saturday.

Mrs. L. E. Dudley of Abilene, en's Clubs. The program at the Move To San Angelo

Mrs. Don Choate, president of Tea will be served prior to real estate business.

Mrs. Dudley, who is promi- the book review. Hostesses for nent in club and civic work and the event will be Mrs. E. L. who is widely known throughout Jackson, Mrs. J. J. Porter, Mrs. produce, feed and hatchery busi-

Editor's Note: Below is a sample ballot to be used in next Tuesday's gas consolidation election.

SAMPLE BALLOT No. January 12th, 1954

REFERENDUM ELECTION January 12, 1954 No. Signature of Voter on the Reverse Side Hereof

INSTRUCTIONS: Place a check mark (x) in the square of your choice. A check mark (x) in FOR square is a vote for consoli-2 for Japan where he will be dation of the gas distribution systems. A check mark in AGAINST square is a vote against consolidation of the gas distribution systems. A check mark (x) in both FOR square and AGAINST square voids your ballot.

FOR

Cisco Gas Corp. acquiring the gas distribution system of Lone Star Gas Company

Lone Star Gas Company acquiring the gas distribution

AGAINST

Consolidation of the Gas Distribution systems.

systems of Cisco Gas Corp.

Mr. and Mrs. John Dunn, resi-

Dunns Lease Home,

at that time

dents of Cisco for the past 13 where Mr. Dunn will enter the During the 13 years they were

here Mr. Dunn had been in the

ness, the real estate business, and had operated cafes. They were active in the civic affairs of Cis-They have leased their home on Leggett Drive to Mr. and Mrs. Billy Mounzy of Abilene. Mr.

Mounzy is a drilling contractor

operating in this area.

Mrs. Joe Seabourn has received a phone call from her son, Doyle, who has been stationed at Camp Pendleton, California, for the past year. He was due to sail January

A/3c Marion Gayle Seabourn, stationed with the Air Force in Amarillo, spent the Christmas holidays with his parents, Mr. and Mrs. Joe Seabourn and other relatives. He returned to Amarillo

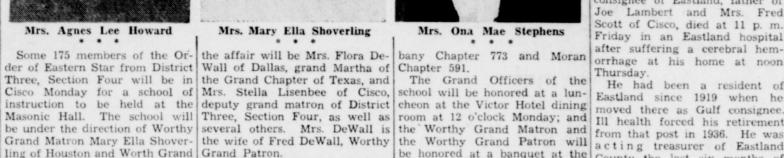
Amelia Earhart made the first solo flight from Honolulu to Cali-

for further assignment.

See DON PIERSON Olds—Cadillac Before You Trade!

Ranch and Farm Production LOANS
No Red Tape—Competitive Rates





Patron Fred DeWall of Dallas. District Grand Matron Mrs. Ona Mae Stephens of Fort Worth DeLeon Chapter 693, Sipe Springs expressed gratitude for the honor County on March 21, 1883. On new plant might be just what's direction of Mrs. Shoverling. In Desdemona Chapter 512, Eastland for the site of the school. Local

bany, grand examiner.

WEST TEXAS LEADERS TO STUDY INDUSTRIAL OUTLOOK AT MEET "What Industry Expects of A munity leaders from throughout Community" - C. C. Whitney,

West Texas will convene here Jr., personnel superintendent,

January 28 to review the best Celanese Corporation of America,

techniques for adding industrial Pampa. payrolls to their town's economy. Styled "the first annual West Their Relation to Industry" -Texas Industrial Conference," the one-day event is being sponsored Waco

by the West Texas Chamber of Waco. "We have designed a program of fundamentals which we feel visor, reports and statistics, Texas Our considered opinion is that will be of particular interest to We're convinced that the said E. L. Buelow of San Angelo support two gas companies. discussed. Buelow is a district search, University of Texas,

mittee. Subjects range from "where to citizens in every respect. kets, transportation, labor, indus-

> community development. The program includes: "Industrial Development in

Development" - Fred A. Elliston, plans for rebuilding the building mained at the school and that urer collected \$417,222.77 which manager, area development di- that was destroyed by fire early they were cooperating in a comvision, Texas Electric Service Wednesday would be made, and mendable manner.

ident and general manager,

O'Neal, traffic manager, Chamber of Commerce, "Human Resources in West

"Transportation Facilities and

W. E. McNeely of Farmers-

COLLEGE AT MONDAY MEETING

HISTORY OF FUNERAL DIRECTION BUSINESS TOLD IN ROTARY TALK

He traced the use of the cof- Rotarians Henry Pullman and

eral customs were as old as the direction business and from that officials asked the continued help amount to about 2,000 — a little history of man, and that types sprang the modern director. He gave the requirements expected. Poll tax receipts may to the earliest man. He said a modern director and mortician that since the world began men and said that the director now Commerce office in Cisco as well had used some system of service performs some 125 separate serv for the dead.

He traced the practice of emsupply of 1954 auto license plates balming to the Egyptians, and quired some 100 man hours, and said that it was first practiced in that 34 persons had a part in the America during the civil war conducting of the average service. when President Lincoln asked Dr. Thomas Holmes to devise with Thomas Funeral Home, was some means of preservation. It the program chairman for the was Dr. Holmes that later em- day.

Mexico, for instance, has tury and said that they were Price Ashton of Ranger. Other "Land of Enchantment" on their made on order by carpenters and visitors were Red Shaw of Dal cabinet makers. The early fun- las, I. D. Reynolds of Cisco and Let's have some suggestions eral, he said, was arranged by Robert E. Scott of Abilene

A history of the funeral direc- relatives and friends with the Early in the century the fur-

niture dealer and the livery stable owner took up the funeral He gave the requirements of

average funeral, he said, re-Mr. Snider, who is connected

ices for the bereaved family. The

See DON PIERSON

Before You Trade!

Visitors at the meeting were









Mrs. Mary Ella Shoverling



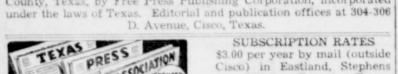


THE CISCO DAILY PRESS

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J. W. SITTON and TED READ Published Daily except Saturday and Monday at Cisco, Eastland 29 will hear Texas Attorney Gen-County, Texas, by Free Press Publishing Corporation, incorporated eral John Ben Shepperd explain



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Per year in advance (Cisco, by mail) Per week (by carrier)

CONTROVERSY AND PROGRESS

"I do the very best I know how, the very best I can; and I mean to keep doing so until the end. If the end brings me out all right, what is said against me won't amount to anything. If the end brings me out wrong, ten angels swearing I was right would make no difference."-Abraham Lincoln

What a dull worl dthis would be if we all thought alike! The right to differ with each other and the right to express our opinions are will confer with career conferpart of our precious American heritage of freedom, Controversy and ence leaders who will explain progress go hand in hand.

Honest difference of approach and opinion makes for development in every field of though. No one lics and Jews, who differ widely should object to a challenge of in many ways, joined in giving his views or an argument pro- thanks for freedom, the Fathervided his opponent is sincere. A hool of God and the brotherhood good healthy argument stimu- of man. lates thought, promotes intense In the chamber of commerce study and broadens one's view- businessmen may not agree on everything (and never will) but

Old-fashioned debates among they join forces when the proour leaders in government have gress and welfare of the commuhelped to mould the thinking of nity are at stake. Big men will no the people in important crises of quit a chamber of commerce our progress. The debates about church, lodge or association be our Constitution, about slavery, cause they disagree with one prohibition, women's suffrage, the policy, while they do agree with League of Nations, the protective ninety-five per cent of the protariff, international relations, the gram. issue of public versus private Now as we enter the New Year ownership of property, and thou- of 1954 with its grave portent in sands of other lesser questions in internal and foreign affairs, may the Nation and in our local com- we as good Americans welcome George Biggerstaff Monday. munity affairs, have brought the right to argue, the privilege

stimulated by argument. between your side nad my side The good executive does not there may be the right side, if want "yes men" about him, who we can find it. But if we diswill agree with the boss just to cover the elusive truth we must curry favor. The vigorous oppo- seek it with honesty and sincere sition of a sincere employe who ity-not merely with tricks of Biggerstaff were in Abilene Tues has thought out reasons for his speech and clever pharases. position may make a contribution Please tell me if you do not and visiting Mrs. C. T. Hutcher to the company progress.

The man who stoops to name- -Hubert M. Harrison in East calling, invective, profanity and Texas Magazine. personalities thereby admits that he has run out of good sound ar- Mrs. C. E. Whitaker left this Woods were visitors in Fort gument and must substitute noise morning for Houston to be with Worth Thursday. her husband who is a patient in

Big men can differ and remain the Methodist Hospital there and friends, with mutual respect. Lit- who will undergo surgery Montle men fall out over trifles. day. Mr. Whitaker is in room Broad-minded men seek areas of 536. agreement with those who differ with them instead of accentuating differences. In the community Thanksgiving Day services in many cities, Protestants, Catho-

FOR SALE

5-room bungalow with 2/ block of ground, 2 chicken hous-

3-bed-room home on paved

3-bed-romm home on paved

Dandy 3 bed-room home on

5-room bungalow with 2 lots,

5-room home with 21/2 acres

4-room cottage on W. 2nd. St.

6-room home, 11 acres land, on

pavement just out City. A buy.

210 acre stock-farm, a dandy.

also 420 acres same area. No

minerals.

320 acres grass North of town,

80 acres peanut farm near Rom-

87 acre place with large peanut

160 acre extra good farm, new

Shoe-shop for sale at bargain.

INSURE IN SURE INSURANCE

E. P. Crawford Agency

REAL ESTATI

FARMS - RANCHES

Residential Property

Businesses

Call Us First

ellottment. Sabanno area.

ranch-style 3 bed-room home.

Other business opportunities.

corner, 2 lots. \$6300.00, \$1000.00

es, on pavement. \$4250.00.

paved corner, a real buy.

corner, East side. \$2500.00.

ground, \$3500.00 North side.

ner. \$2500.00.

Students To Hear **Attorney General**

FORT WORTH, Jan. 9. - More than 800 high school seniors at tending the Citizenship and Career Conference here on January "What Makes America Tick."

The all-day program for senors from approximately 100 high schools in this area will be held on the campus of Texas Christian University. The West Texa: Chamber of Commerce and the In other Texas Counties, \$5.00. Fort Worth Chamber of Com-\$5.50 merce are joint sponsors with TCU for the event.

Berl E. Godfrey of Fort Worth chairman of the National Af fairs Committee of the WTCC will preside during the mornng session and will moderate panel of businessmen who will answer student questions about the American system of free en-

During the afternoon, students ob opportunities in vocations, trades and professions. Each student has advised sponsors of his first and second choices for his life's work, and will be directed to conferences in these

Putnam News . . .

Mrs. Grant of the Mission Hotel is visiting her son in Miami

Mr. and Mrs. John Hinkle and sister, Mrs. Nell Carpenter, of Houston were guests of Mrs. F. P. Shackelford and Mr. and Mrs George Biggerstaff Thursday.

Mr. and Mrs. Tren Butler and grandson of Noodle visited P. L. Butler and Mr. and Mrs

progress, when men's minds were of seeking the truth. Somewhere visiting her son and family. Charles Nichols of May was in

Berry Bell of Cross Plains

Putnam Friday. Alton Hutcherson and George day attending the live stock sale

agree with me. I may be wrong, son, who is ill. Mrs. Charles Odom, Mrs. Charles Brown, and Mrs. Peggy

> Mr. Hale of Carbon visited his sister-in-law, Mrs. Alex Hale, and nieče, Mrs. W. L. Lowery, Wednesday.



scene from RKO's 3-D film, "DEVIL'S CANYON." Technicolor.



Save A Little More...in '54

and use our friendly help!

Your

FIRST NATIONAL BANK

IN CISCO

Member F. D. I. C.

Do you pride yourself that you alway s pay for your purchases with cash and never use a charge account? You may be in for trouble when you really need credit. Credit has grown to be an integra I part of our nation's business life.

HOW'S YOUR CREDIT?

Practically everyone has to buy something on credit at some time or other during his life. If he has no credit record he is more than likely either to fail to make the purchase or to encounter a lot of difficulty in consummating the transaction.

Most persons realize the value of using credit wisely, however, even if only sparingly. No matter where you go to buy on credit your credit record will catch up with you, and you don't have to ask it to accompany you.

Your credit never need be impaired permanently. Your good standing can be revived if you take care of your old obligations and make a practice of meeting your new ones promptly. Most people like to protect their good credit standings. If you owe past due accounts, call at the credit bureau or talk with your creditor with a view of improving your record.

Credit Is Priceless! Use It But Don't Abuse It

Vogue Cleaners Yogue Cleaners
Mairhead Motor of Eas
E. P. Crawford Agency
A G. Motor Company
Dr. Ervin E. Addy
Altman's Style Shop Altman's Style Shop
Boyd Insurance Agency
Burton-Lingo Lumber Company
Ciaco Daily Press
Ciaco Gas Corporation
Cisco Lumber & Supply Company
Dr. D. Ball
Damron Tire & Supply
Walton Electric Company
Dr. Charles M. Cleveland
Leveridge Jewelry
Ciaco Locker Plant Oteco Locker Plant

Fred's Grocery and Market Commercial Printing Co. Perguson's First National Bank First National Bank
Drs. Graham and Lawrence
Huffmyer's Humble Service Sta.
Home Supply Company
Lone Star Gas Company
McCracken's Clover Farm Store
Sears-Roebuck & Company
The Man's Store
Meglasson's IGA Food Store
Cisco Steam Laundry
Southwest Loan Company
Rockwell Bros. and Co.
Southwestern Bell Telephone Co.
Nance Motor Company Nance Motor Company

Moore Drug Store
J. C. Penney Company
Powell Cleaning Plant
Garrett and Speir, Inc.
Philpowe the Florist
Tom B. Stark Real Estate & Ins.
Thomas Funeral Home
West Texas Produce Company
West Texas Utilities Company
Dr. Paul M. Woods
Western Auto Associate Store
A. G. Sander, Owner
Thornton's Feed Mill
Palace Theater alace Theater Higginbotham Insurance Agency Cisco Maytag Company

MERCHANTS CREDIT ASSOCIATION

(The Credit Bureau of Cisco, Texas) 7041/2 AVE D. Lucile Huffmyer, Sec-Mgr.

Tel. 141-142

WANT-AD SECTION

— For Sale

FOR SALE - 52 acre farm at bargain price. First crop wil pay for it. Henry Schaefer, 22tfc Radio Shop.

FOR SALE - Cattle guard, Ford truck, barbecue pit, steel gate and clothes line poles. Phone 469 A. F. Bauer.

FOR SALE - 71/2 ft. Leonard re frigerator, A-1 condition. \$50. Cal

FOR SALE - 292 acre ranch with modern 5 room house 3 miles from Cisco. For information call Fannin 3125 or Pershing 7789 in Fort Worth or write A. H. White, 151 tfc. 4117 W. Vickery.

FOR SALE - Recently built

modern 4-bedroom home; 3 baths den, fireplace, air-conditioned (refrigerated) for summer and winter; storage house; large lot Fleming Waters, 1308 West 14th. FOR SALE - 24 acres of land beautiful location for home and chicken ranch, city and country advantages, gas line across land

— Wanted

Eugene Lankford.

Ironing, housecleaning or interior decorating wanted. Cabin No. 10 Bankhead Courts

WANTED - Shallow oil lease of

producing lease in Callahar County. Give oil map location acreage, price and other data. P O. Box 2, Mineral Wells, Texas.

WANTED - Newspaper carrier boys, no morning deliveries. Cal

WANTED - Quilting to do Plain or fancy. Prices reason able. Phone 104-W-4, Mrs. R. A Latham.

— For Rent

FOR RENT - 3 room furnished garage apartment. 605 E. 16th.

FOR RENT - Newly decorated 3 room apartment to adults. blocks from town. 602 Ave. F. Phone 831-W.

- For Rent

FOR RENT - 4-room house or Ave. D. Good garden spot. Cal-867 or see S. G. Tomlinson a 400 W. 10th.

FOR RENT - Furnished duplex Apply at 913 W. 10th St.

Notice

24 PIANO TUNING - M. J. Ken amer is in your city, Phone

> NOTICE - Have nice Buick ca and would take Spinet piano ir trade for car. Perry Valliant Box 163, Rising Star.

> NOTICE - Stud service on red toy pekingese. 1512 Ave. G. phone 834-J. Mrs. Mary Bowles.

Subscribe now to the Abilen-Reporter News, the area's lead ng newspaper. Complete televiion program schedule, the lates n sports and news coverage fo the West Texas area. You car get the Reporter News in Cisco elivered to your home. Cal Carrel Smith, phone 323-W.

WOULD YOU consider selling our producing royalty? Write G M. Howard, Box 2486, Wichit Falls, Texas.

CARD OF THANKS

We want to thank the Firs Baptist Church and our neighbor or their kindness in our sorrow or the wonderful food, flowers, and prayers. We also want to hank Dr. Ward for his kindnes and the quartet. May God bles

Mrs. W. L. Moates and family

For Monuments of Distinction CALL Mrs. Ed Aycock Our years of experience en-

ables us to give you prompt and courteous service. See display at 206 Ave. E. or call 183 for appointment

Political

Announcement The Press has been auth make political announ ubject to the Eastland C

For County Superintendent CARL ELLIOTT (re-ele Jarder

For Sheriff

J. F. TUCKER (re-elect J. B. WILLIAMS

ooper, Office

ydia

eda Nobl

apportaghed a

Tax Assessor-Collector STANLEY WEBB (reelection)

> RICHARD C. COX (reelection)

The Cisco Jambon

will be held every Friday the city hall auditorium Cisco. Admission prices be 35c and 50c. Come and joy two hours of good, cle entertainment. Entertaine who desire to be on show or tact J. H. Kendrick.

MERCHANTS CREDIT

Affiliations

SECRETARY

Telephone 142

HANDY REFERENCE BUSINESS AND PROFESSIONAL DIRECTOR

SAVE TIME - SAVE TROUBLE - FIND IT QUICK IN THIS DIRECTOR

Ambulance Service -

Thomas Funeral Home

24 HOUR SERVICE

Phone 166 day and night

Wylie Funeral Home

-AMBULANCE SERVICE-Oxygen Equipped

Phone 1155 402 West 5th Street

Appliances -

Zenith Radios and TV, Maytas Appliances and Kelvinator We Service What We Sell

> Cisco Maytag Co. Phone 399

Chiropractors —

Dr. C. E. Paul Chiropractic & x-ray Service Phone 680 708 Ave. I



Smallwood Electric Co. Residential or Commercial ELECTRICAL CONTRACTING No Job Too Large or Too

Phone 1121

Livingston Electric Contracting and Repair

Jones Electric

Electrical CONTRACTING

Small Appliance Repairs Cisco Appliance Co. 606 Ave. D

Mattresses -



renovating on tress, Phone 861. No job too large or small.

Jones Mattress Co. 703 Ave. A. - Cisco

GEORGE BOYD HAYWOOD CABINESS General Insurance

Electrical -

Quality Material - Workmanship

NEON SERVICE

1105 W. 14th. - Phone 1152

- Phone 414



Boyd Insurance Agency Call 49

Democratic First Primary or candidacies as follows: iall; 1

H. R. (Pop) GARRETT

For Commissioner, Precinct J. E. (Ed) McCANLIES.

(re-election) District Clerk ROY L. LANE, re-election

County Treasurer

ASSOCIATION State and National

Lucile Huffmyer

All Jobs Expertly Done 1105 W. 8th

PHONE 414

CONTRACTING & REPAIRS

House Wiring and Repairs

For QUALITY any kind of mat-

Insurance -

Plumbing -

Master Plumbing Cisco Appliance Co.

Quality Work and Material

Real Estate -

606 Ave. D.

Tom B. Stark Real Estat National Insurance Agency General Insurance and Loans Farms, Ranches, City Proper

Radio Service —

307 Reynolds Bldg. - Phone

Radio and T. V. Sales and Your Philco Dealer

Pioneers in Television

Tennyson

Steam Laundry -

A complete laundry service Cisco Steam Laundry Pick up and delivery service 103 West 9th - Phone 31



Give Us Your Listing L. H. QUALLS 1005 West 13th

CIETY AND CLUBS AND NEWS OF INTEREST TO WOMEN

Rebekahs Install New Officers On Thursday

101 Officers for the coming term ere installed at the weekly kah Lodge held Thursday eveng at the lodge hall.

remony and was assisted by church. rs. May Klenier, Deputy Marooper, Inside Guardian.

innie Linebarger, Vice Grand; ell, Conductor; Katie Cooper, naplain; Dee Clements, Color arer; Laura Jensen, pianoist; eda Strawn, Right Supporter Huber, sang Mrs. Hennig's fav-Noble Grand; Leah Bates, Left orite hymn, "Be Still My Soul," ipporter of Noble Grand; Effie ayhew and Edith Bragg, Right ceremony, the members went to Left Supporter to Vice the home of Mrs. Ethel Moore

mmediately following the cookies

Hennigs Are Honored With Farewell Party

The Rev. and Mrs. James F. Hennig, of Grace Lutheran eting of the Goodwill Re- Church, who are moving to Bellaire, Texas, were honored with a farewell party Friday evening Mrs. Ethel Moore, Lodge at the school building given by eputy, was in charge of the the ladies organization of the

Paul Knauft, teacher of the all; Mrs. Laura Jensen, Deputy school, served as master of cere-'arden; Mrs. Meda Strawn, monies. Talks were made by eputy secretary; Mrs. Leah the presidents of the congregaites Chaplain; and Mrs. Katie tion, the ladeis organization, and the young peoples organization. Officers installed were as fol- Rev. Hennig then spoke to the ws: Connie Hyatt, Noble Grand; group in response to the talks made and expressed his appreydia Krauskopf, Secretary; ciation of the affair and spoke ura Jensen, Treasurer; Helen of the blessings he had received ashear, Warden; Pebble Ho- while in Cisco both spiritual and material.

A trio, composed of Anita Stroebel, Ruth Lanham, and Ella

for refreshments of coffee and

If You Are Looking For Trouble -

... you are sure to find some of it during the new year. The weather may be bad and speed will increase. Watch out for bombs, walk-outs, government waste, Commies, economic adjustments et cetera. And the person who buys real estate in 1954 without an abstract is headed for trouble. But 1954 will be about what we make it. If we live prayerfully, drive carefully and act thoughtfully, it won't be so bad. Happy New Year!

EARL BENDER & COMPANY

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Eastland,

(Abstracting since 1923)



ADDS TO GAIETY-The bizarre mask Janet Wood is pulling on at a travel show in Chicago was made in Rio de Janeiro. It was created to be worn for fiestas and carnivals in South America, but it looks just as odd when worn any other place.

and the group joined in singing several hymns. The women of the church, sponsors of the affair, presented a gift to the trial Department. Continental

Refreshments of cookies, coffee, and cocoa were served to approximately 75 people.

Mrs. Bill Valentine and Valorey of Snyder are visiting in the home Lisenbee, and will attend the Eastern Star School Monday

West Texas Leaders — From Page One

National Bank, Fort Worth. "Organizing for Action" - Rex Jennings, manager, Brownwood Chamber of Commerce, Brown-

Mr. and Mrs. John Holder of of her parents, Mr. and Mrs. T. E. Stanton are weekend guests in the home of Mr. and Mrs. Carlton

CISCO GAS CORPORATION

Post Office Box 750 CISCO, TEXAS

January 8, 1954

Dear Friend:

We want to thank you for the fine and loyal friendship you have shown to us by being one of our customers. You may be assured of our appreciation of you for your patronage both past

Cisco Gas Corp. has a problem and you have a problem. Our problem simply is that we are not making ends meet and our income does not anywhere nearly pay our operating cost. In other words, we are losing money every single year on our operations in Cisco. Our competitor has the same problem. He is probably in worse shape than we are on this matter. In spite of these losses we have given our every effort to see that you have the good service to which you are entitled. As long as we operate in Cisco we will do our utmost to see that you are treated fairly and that your service is "tops."

Our position being clear, let us together forget about the Cisco Gas Corp. problem or the problem of our competitor. Let us look at your problem. I say your problem because anything which hurts Cisco hurts you just as anything that helps Cisco helps you. Cisco is as good a town as we together make it. Cisco cannot be prosperous if the businesses up and down our streets are not prosperous also. For Cisco to be a prosperous town does not depend on whether or not the Cisco Gas Corporation or the Lone Star Gas Co. makes money. We are not foolish enough to try to convince you of this. But Cisco cannot be a prosperous community if we cannot offer a prospective citizen or a prospective industry these things:

- 1. Fine Churches so that a family may grow in a Christian environment.
- 2. Good Schools education is always a paramount interest to parents.
- 3. A good and healthy climate where industry may operate year round and illness is at a minimum.
- 4. Good, abundant, and reasonably priced water.
- 5. Abundant and reasonably priced fuel (Gas).
- 6. A civic pride a love of community, and a desire to see it progress.
- A growing community must offer these things. No man wants to make a home for his family where he cannot have these things. No business or no industry wants to locate where these traits are lacking.

It is our mutual problem. Cisco is at the crossroads. Industry from the North and East are looking every day for locations. Salesmen and traveling men are moving from the larger cities to smaller communities in which to raise their families. Cisco now has every qualification. Shall we destroy one of our qualifications? Cisco Gas Corp. can and will sell reasonably priced gas to residential and industrial consumers in Cisco. A reasonable profit is possible if the people will allow the Cisco Gas Corp. to purchase the distribution system of Lone Star in the election to be held on January 12th. We sincerely ask your help and promise in return a continuation of good and friendly service.

Sincerely,

CISCO GAS CORPORATION

Gene Abbott Hughes McCrary Coy Miller Lester Clark Jack Whitehead Dorthy Shirley Nancy Chapman

LC/ds

(NOTE: A copy of this letter was mailed to all of our customers. In publishing it in full, we felt that the public would be interested in the contents. - Cisco Gas Corp.)

HEALTH TALKS

Prepared by the Texas Medical Association

If the family doctor is so im- he has become expert; he also methods available to the general incurable conditions portant, where does the medical

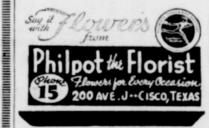
specialist fit in? His abilities are needed when diagnosis and treatment lie at least partly beyond the experience of the doctor who is engaged in general practice. Because the specialist limits his practice to heart disease, skin disease, or some other field, he gains knowledge and learns techniques in his specialty which the general practitioner may not have the time to learn. Also, he may have instruments, equipment, or technical assistance that the family doctor may not have.

Much of medical progress in the past half century or century has been the result of specialization in medicine. Like people in other professions, medical researchers and practitioners by limiting their work to small areas can develop their abilities and increase knowledge in these fields more fully than if a broader field is chosen

This progress from specialization has meant that today heart disease can be more accurately diagnosed through x-ray studies with sepcial dyes allowing the heart and blood vessels to be clearly seen, and that operations on this complex organ impossible even ten years ago can be done.



SHE REMEMBERS YOU NEVER FORGET?



the personality and changed the tion of the back of the patient's physician. entire life of the burned victim. eye with his specialized instrunow number in the thousands.

has meant that skin grafting sees his field in relation to the practitioner. Such a finding may erase scars which several patient's entire body. To cite be of great value in a number of ades ago would have blighted only one example, by examina- diseases suspected by the family

The medical specialist and the Medical and surgical miracles ments and skill, an eye specialist family doctor, working together, may discover evidence of harden- have added many years to the The specialist is a doctor who ing of the arteries at an earlier lives of patients and added to knows not only the field in which stage than would be possible by the number of cures of formerly

Continuing Our January CLEARANCE

Sale Prices on DRESSES - SUITS - COATS - SHOES - Etc. Shop Now While You Can Save On Clothes You Need Now And Later

DDDCCCC Group of Crepes, Cordurovs, Etc.

•	DRESSES were to 14.95	5.00
•	DRESSES Group of our finest lable dresses Were to 24.95	10.00
•	COATS All wool, full length coats, group were to 49.75	24.95

SALE PRICE

ITS Small group Rayon Gabardines and acetates 15.00

SUITS Better wool suits, quality labels, all at SALE PRICE

SHOES entire stock suede shoes, were 3.95 to 12.95 — now ___ 2.98 to 7.95

SALE PRICES SHOES group of dress and sport styles, black and colors

Childrens Coats-Sweaters-Shirts, now sale price

ALTMAN'S



It stands to reason that you'll get the finest Valve-in-Head engine in the low-price field from the world's largest builder with 40 years of experience in developing and improving this type of engine. And now for '54... New power! New economy of operation! Smoother, quieter, finer performance!

For 1954, Chevrolet brings you your choice of two great high-compression Valve-in-Head engines. One, the advanced "Blue-Flame 125" engine, delivering 125-h.p. and teamed with the highly perfected Powerglide Automatic Transmission, now available on all models at extra cost. And the other, the advanced "Blue-Flame 115" engine, delivering 115-h.p. and teamed with the highly improved Synchro-Mesh Transmission, providing smooth, quiet gear engagement. Both of these engines bring you sensational new power and performance as well as new and improved gasoline economy. Come in; see and drive this smarter, livelier,

thriftier Chevrolet and place your order now!

Builder of more than twice as many VALVE-IN-HEAD ENGINES as all other makers combined

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A-G Motor Company

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Cisco, Texas

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THEATRE - IN CISCO, TEXAS

See It On Our Giant Curved Panoramic Screen!

SUNDAY AND MONDAY



CISCO - EASTLAND HIGHWAY Sunday and Monday



-P-L-U-S-



- Plus Cartoon -



AND MONDAY



HIGGINBOTHAM

INSURANCE AGENCY

C. E. HIGGINBOTHAM

E. J. POE Phone 198 707 Ave. D

Big Parade Will Open Stock Show

FORT WORTH, Jan. 9. - The old West will live again as hundreds of horses and riders clatter through the business district of Fort Worth for the traditional parade opening the 10-day Southwestern Exposition and Fat Stock Show on Friday afternoon, Jan.

Riding clubs, family groups and individual horsemen are welcome to participate, says Parade Marshal Ernest Allen, vice president of the Stock Show. If a group knows ahead of time and will notify parade officials, a special section will be arranged but, Allen adds, "If you don't know till the last minute that you can be here, come on - we'll have place for you.'

Horse-drawn vehicles also will take part. The only exception to the "All Western" requirement bands, of which there will be a dozen or so with the Horned Frog band of Texas Christian University marching in its traditional place at the head of the

Many thousands of spectators line the streets each year to view the parade, which begins forming at 12:30 p. m. and starts moving at 2 o'clock.

Putnam News . . .

Mr. and Mrs. O. H. Culwell received word recently that their son, J. H., had arrived in San Francisco on his way home. J. H. is in the Navy.

Mrs. Abernathy is home after visit in Odessa.

Mr. and Mrs. J. E. Free visited their daughter and family, Mr. and Mrs. Bill Anderson at Mid-

The man friends and relatives Mrs. Morbie Biggerstaff Luebley of Tuscalusa, Alabama, received word Tuesday of her death following a fall December 12 at which time she received a broken hip. Mrs. Luebley is formerly of Putnam.

Clifford Smith, son of Mr. and Mrs. Hulen Smith, is home on leave from his base at El Paso.



Channel 9



SUNDAY, January 10

Sunday Devotions (L)

What's Your Trouble
Opportunity Knocks (L)
Sunday Theater (F)
Going Places with Uncle George
TV Weatherfacts (L)
The Range Rider (CBS-F)
Crown Theater
Tanday Theater

Crown Theater
-Tandem Theater
-Sunday Report (L)
-This Is the Life (F)
-Tandem Theater
-Vespers and Sign Off (Bal)

MONDAY, January II vs (L)
n Parson Time
er Rabbit (F)
g Report (L)
se Island (F)
to Traveling (F)
to Traveling (F)
In Review (F)
Montgomery
A Stand (L)

Courtesy of SCHAEFER RADIO and T. V. "Your Philco Dealer" Phone 607 1008 Ave. D.

DIXIE

Drive-In Theatre Eastland - Ranger Highway

Box office opens 6:30 Showings at 6:45 and 8:45 ADMISSION - 50c Children Under 12 FREE Each Tuesday Is Dollar Nite

SUN. - MON. - TUES.

LITTLE BOY LOST

BING CROSBY CLAUDE DAUPHIN

WEDNESDAY-THURSDAY The GOLDEN BLADE

ROCK HUDSON PIPER LAURIE

FRIDAY & SATURDAY "SANGAREE"

FERNANDO LAMAS

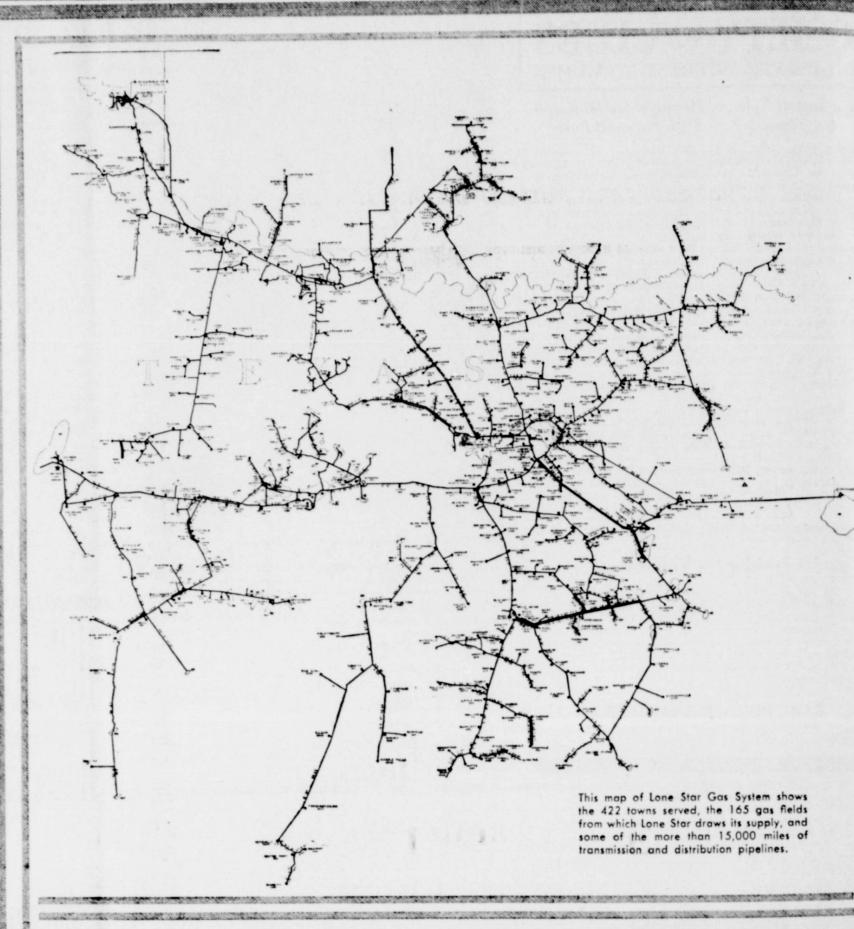
ARLENE DAHL

NEW YEAR SPECIAL CHAMPION SPARK PLUGS

49c TUNOLENE SHALAR RISTLONE - 79c Champion Testing And Servicing Machine

W. W. Smith Station 1000 W. 8th St.

THE CISCO DAILY PRESS



The Importance of the Tuesday, January 12, Election Merits the Participation of Every Voter

An adequate, dependable gas service is important to Cisco now or 20 years from now.

Voters Tuesday will have the opportunity to vote for a gas service under the single ownership of Lone Star Gas Company or Cisco Gas Corporation.

You, the voter, will decide if it is in the best interest of the city's future to have one strong company serving Cisco.

For years the city has been served by two companies requiring practically a double investment in two plants with two different lines paralleling each other throughout the streets and alleys of Cisco. Such a situation, according to applications filed and now pending with City Commission for increased rates, has made it impossible for either company to earn a fair return on its investment. As a matter of fact, these applications show that both companies have been operating at substantial losses. Under no circumstances can this situation continue if Cisco is to have a dependable gas service.

It is just plain business arithmetic that no company can afford to continue operating at a loss.

When a vital service is involved it is imperative that such a situation be eliminated. This can be done by voting for a single ownership.

Lone Star Gas Company is willing to sell to Cisco Gas Corporation or is willing to buy Cisco Gas Corporation in order that Cisco may have one company, one gas property serving it so that rates could be set at a low level comparable with many other towns in this area served by Lone Star.

May we point out that Lone Star Gas Company enjoys a national reputation for providing one of the finest and most dependable natural gas services. It is a leader in the industry. It has the resources, the gas reserves, the technical ability to assure a city of 500,000 or one of 5,000 people dependable, adequate service in 1974 as well as in 1954.

The map of our pipeline system and the more than 150 gas fields supplying the system is your best guide to deciding Cisco's future.

Lone Star Gas Company