



THE CISCO DAILY PRESS

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THE MARCH OF DIMES AND YOU

It is important for everyone to realize the personal significance of the current March of Dimes campaign for \$75,000,000 in polio-fighting funds. But it is hard to comprehend figures of this size in personal terms.

This is understandable — and also unfortunate, because it will take more than "the usual" to do the spectacular job the March of Dimes has set for itself this year. It may be helpful, therefore, to translate the \$75,000,000 into more familiar language.

A whole new program — Polio Prevention — is being launched in 1954 by the National Foundation for Infantile Paralysis. The program encompasses both the trial polio vaccine in which we place such store and stepped-up quantities of gamma globulin.

What makes the polio fight so expensive in this year of decision is that Polio Prevention must be superimposed on the parent program.

Only in this way can the March of Dimes transform hopes for Polio Prevention into a product readily available to all the children of the nation.

Increasingly it is possible to say that everyone benefits from the March of Dimes. In the past only the thousands of children and adults stricken with polio each year looked to the March of Dimes for help.

Let's give more to the fight against polio this year. All of us want most fervently to be done with this disease so that we may hasten on to the conquest of other maladies of mankind.

See you IN CHURCH Sunday. The City Commission, of the City of Cisco, acting as Trustee for other taxing units, will receive sealed bids on the following described real estate.

TO BE FOUND IN HIM



WHY THE MARCH OF DIMES NEEDS 50% MORE IN '54. LARGER GIFTS FROM EVERYONE NECESSARY TO FINANCE FULL PROGRAM PLUS POLIO PREVENTION.

Advertisement for Polio Prevention. Includes icons for Polio Prevention, Patient Aid, Research, Professional Education, and Services & Operation. Text: 'NEW FOR '54' and 'MUST FOR 1954- AT LEAST \$75,000,000 USED IN 1953- \$50,000,000'.



JUNIOR EDITIONS—After 26 years as a radio team, Amos and Andy are still close friends, and so are their sons—who have never been photographed together before. So, in Hollywood, here they are: left to right, that's Richard, son of Charles (Andy) Gorrell, and Craig, the son of Freeman (Amos) Gosden. Richard is 5 1/2 and Craig is a year younger.

WANT-AD SECTION for BUYING SELLING LEASING TRADING LOANS SERVICE

For Sale: 52 acre farm at a bargain price. First crop will pay for it. Henry Schaefer, Radio Shop. 221c.

For Sale: Seed oats, 4c pound. See Ted Booth. 34. FOR SALE — Ford truck with 21 Tulsa winch, roll tail, steel bed, good headache posts, practically new motor, cheap. See at 200 W. 18th or call 554-J. 37

Notice: Snow white registered male pekinese for sale. Would buy good registered male. F. J. Nuckols, 610 W. 18th. NOTICE — Our TAMALES TORTILLAS are homemade extra good.

For Sale: International truck with practically new cattle bed, 16 ft., double deck, at a give away price. See me at once. Home on Bullard Street with small down payment.

For Sale: 51 FORD V-8 TUDOR Overdrive Excellent Body and Paint Good Tires A-1 Mechanically \$875.00

Notice: Specials on all garments from now to Easter. 985 for appointment. Beauty Shop, 702 W. 5th. WOULD YOU consider selling your producing royalty? Write M. Howard, Box 2406, Wichita Falls, Texas.

For Sale: 24 acres land on Base Line Road, Minerals. Must be sold immediately. Bargain price. See me for a bargain.

For Sale: 6-room modern bungalow, 2 lots, paved. \$1000.00 down. Equity in 2-bedroom bungalow W. 13th St.

Lost: Grey, white and angora kitty. If found please 1049-W or 1604 W. 5th St. For Rent: Furnished apartment with bills paid. Tom Stark, phone 87.

HANDY REFERENCE BUSINESS AND PROFESSIONAL DIRECTOR

WHERE TO FIND IT

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

Ambulance Service — Thomas Funeral Home 24 HOUR SERVICE Phone 166 day and night

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

Plumbing — For Master Plumbing Call Cisco Appliance Co. Quality Work and Material 606 Ave. D. — Phone

Wylie Funeral Home —AMBULANCE SERVICE— Oxygen Equipped Phone 1155 402 West 5th Street

Livingston Electric Contracting and Repair Quality Material — Workmanship PHONE 414

Real Estate — Tom B. Stark Real Estate National Insurance Agency General Insurance and Loans Farms, Ranches, City Property 307 Reynolds Bldg. — Phone

Appliances — Zenith Radios and TV, Maytag Appliances and Kelvinator We Service What We Sell Cisco Maytag Co. Phone 399

Jones Electric CONTRACTING & REPAIRS NEON SERVICE 1105 W. 14th. — Phone 1152

Radio Service — Tennyson Radio and T. V. Sales and Service Your Philco Dealer Pioneers in Television

Chiropractors — Dr. C. E. Paul Chiropractic & X-ray Service Phone 680 708 Ave. E.

Electrical CONTRACTING House Wiring and Repairs Small Appliance Repairs Cisco Appliance Co. 606 Ave. D. — Phone 414

Steam Laundry — A complete laundry service Cisco Steam Laundry Pick up and delivery service 103 West 9th — Phone 51

Monuments of Distinction CALL Mrs. Ed Aycock Our years of experience enables us to give you prompt and courteous service. See display at 206 Ave. E. or call 183 for appointment

Mattresses — For QUALITY renovating on any kind of mattress, Phone 861. No job too large or small. Jones Mattress Co. 703 Ave. A. — Cisco

Insurance — Boyd Insurance Agency GEORGE BOYD HAYWOOD CABINETS General Insurance Call 48

The Cisco Jamboree will be held every Friday at the city hall auditorium in Cisco. Admission prices will be 35c and 50c. Come and enjoy two hours of good, clean entertainment. Entertainers who desire to be on show contact J. H. Kendrick.

USE THE WANT ADS FOR QUICK RESULTS

COME TO CHURCH

# SOCIETY AND CLUBS

AND NEWS OF INTEREST TO WOMEN

## Mrs. Joe Lovelady Honored On 80th Birthday At Methodist Luncheon

Mrs. Joe Lovelady was honored by the W.S.C.S. of the First Methodist Church, under the direction of Mrs. John Shertzer and Mrs. S. H. Nance, at a luncheon Thursday at the church in celebration of her 80th birthday. A birthday cake was baked and decorated by Mrs. Nance. The Rev. Leslie Seymour gave the invocation before the luncheon. Following the luncheon, Mrs. Nance gave a brief history of Mrs. Lovelady's life. She was born in Oxford, Mississippi, and received her education at Oxford University. She taught in the Mississippi schools, and her students included Jim Slaughter of Cisco. She also taught in Texas before marrying Mr. Lovelady. Mr. and Mrs. Lovelady made their home on the Fee Ranch

**In All the World**  
no one is more understanding or qualified to serve

**Wylie**  
Funeral Home  
Phone 1155

for lo-o-o-ong wear

# Men of Production

trust this label **Dickies** SHIRTS & PANTS

You get better wear at work...trimmer looks in town, in Dickies matching shirts and pants.

**DICKIES make a good man on any job look even better**

Come in soon... see and feel the difference!

**Built for every build... we can fit YOU!**

DICKIE TWILL SHIRTS ..... 2.95  
DICKIE TWILL PANTS ..... 3.95

## RED WING WORK SHOES

PRICED FROM \$7.95

IT COSTS LESS TO BUY THE BEST

ASK FOR RED WING SHOES AT

# Nick Miller

The Man's Store

## Rainbow Girls Install Officers



MISS CINDY GALLAGHER

Cindy Gallagher was installed as worthy advisor of the Cisco Assembly No. 37 of the Order of Rainbow for Girls on Tuesday night, January 19, at the Masonic Hall.

As Miss Gallagher approached the east for installation, she was presented a bouquet of yellow gladiolus by Nixie Gregory.

Other officers installed were: worthy associate advisor, Nixie Gregory; charity, Jean White; hope, Carlene Holder; faith, Faye Redwine; chaplain, Dot Crofts; drill leader, Guwanna Clark; love, Patsy Neely; religion, Kay Hailey; nature, Peggy McCormick; immortality, Sandra Turknnett; fidelity, Janice Justice; patri-

## First Baptist Circle One Meets On Tuesday

Circle One of the First Baptist Church met Tuesday in the home of Mrs. G. B. Langston for their regular meeting.

Mrs. C. S. Surlis presided during the business session and Mrs. C. P. Cole led in opening prayer. Minutes of the previous meeting were read by Mrs. C. A. Farquhar and approved. The circle planned a meal for a bereaved family and welcomed Mrs. B. C. Estes as a new member. A love offering was taken and Mrs. Cole gave the devotional followed by the mission lesson from the Royal Service by Mrs. W. D. Hazel.

Refreshments were served at the close of the meeting to Mrs. B. C. Estes, Mrs. C. P. Cole, Mrs. W. D. Hazel, Mrs. C. S. Surlis, Mrs. W. L. Baum, Mrs. Henry Fry, Mrs. O. C. Jeffcoat, Mrs. E. C. Duncan, Mrs. W. P. Guinn, Mrs. C. A. Farquhar, and Mrs. G. B. Langston.

## Gay Philosopher

COMES A LETTER from the Coca-Cola Company to report that in a recent issue of The Press there was a social story where refreshments of Cokes and cookies were served to one and all. And The Press failed to spell Coke with a capital "C" and since it is a registered trademark of the company they would like for it to be capitalized.

Meet me at the Rink

Good times ahead for funsters of all ages at our large rink. Everything is as you like it! Continuous music. Refreshments bar. Skate shoes — all sizes — for rent. Week nights — 7:30 to 10.

Parties by arrangement

**LAKE CISCO SKATING RINK**  
Phone 16-J-2

Arlene Dahl and Bob Hope make a delightful team in Paramount's brand new Technicolor song-and-dance comedy, "Here Come the Girls," which is due to open next Sunday at the Majestic Theatre. Co-starred with them are Rosemary Clooney and Tony Martin, two of the nation's most popular singers of songs. Claude Binyon directed.

triotism, Rose Marie Mashburn; service, Betty Michael; confidential observer, Kay Tabor; outer observer, Nancy Knight; musician, Buzzy Henson; choir director, Beulah Jean Smith; choir members, Linda Yardley, Lorelie Lipsey, Emily Heltzel, Jan Latson, Judy Graham, Shirley Fowler and Joann Edwards.

Officers not installed Tuesday evening were recorder, Nancy Cluck, and treasurer, Lundy Ann Hooker.

Installing officers included: Nancy Cluck, outgoing worthy advisor; Wanda Hailey, recorder; Lundy Ann Hooker, musician; Mrs. Carl Gorr, chaplain; and Mrs. Richard Turknnett, marshal.

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## Political Announcements

The Press has been authorized to make political announcements, subject to the Eastland County Democratic First Primary in July, for candidacies as follows:

**For County Superintendent**  
CARL ELLIOTT (re-election)  
H. R. (Pop) GARRETT

**For Sheriff**  
J. F. TUCKER (re-election)  
J. B. WILLIAMS

**For Commissioner, Precinct 4**  
J. E. (Ed) MCCANLIES, (re-election)

**District Clerk**  
ROY L. LANE, re-election

**Tax Assessor-Collector**  
STANLEY WEBB (reelection)

**County Treasurer**  
RICHARD C. COX (reelection)

**For County Judge**  
JOHN HART (reelection)

**For Justice of Peace**  
ROSS GRIFFITH

**County Clerk**  
JOHNSON SMITH (re-election)

Meet me at the Rink

Good times ahead for funsters of all ages at our large rink. Everything is as you like it! Continuous music. Refreshments bar. Skate shoes — all sizes — for rent. Week nights — 7:30 to 10.

Parties by arrangement

**LAKE CISCO SKATING RINK**  
Phone 16-J-2

## REAL ESTATE

FARMS — RANCHES  
Residential Property  
Businesses

Call Us First  
Give Us Your Listing

**L. H. QUALLS**  
1005 West 13th

## Oilbelt Teachers Plan Meeting In Abilene In March

ABILENE, Jan. 23. — Featured speakers for the Oilbelt Texas State Teachers Association meeting to be held in Abilene March 12 and 13 include Dr. Kenneth Wells and Dr. William R. Ross, according to Dr. Charles Romine, Abilene Senior High School Principal and president of District 7.

"Each superintendent in the District," Romine continued, "has been asked to plan his school calendar so that teachers can attend this meeting and from reports, practically all schools will dismiss for Friday, March 12."

Dr. Wells, the man who came up the hard way, is now on the lecture faculty of Boston University, the University of Southern California, and the University of Wisconsin. He started work at 14 as a grocery clerk and rubber worker, later becoming a brick laborer and oilfield roustabout.

On entering college, he worked as a reporter for Bradstreet and Company and later spent six years with the Union Oil Company of California, working from oilfield roustabout to executive.

The life of Dr. Ross also has a varied background. The 52-year-old native Coloradan is now president of Colorado State Col-

lege. Beginning his teaching career as an instructor in mathematics, he has coached debate and athletics and served as an engineer in World War I.

He is a member of the American Legion; Isack Walton League, state president, 1940; Colorado Archaeological Society, divisional president five terms; was a Fifth Army Community Counselor; a member of the Rotary Club and a thirty-second degree Mason.

Mrs. Emma Schaefer, who has been seriously ill, is improving at her home on West 11th Street.

Mr. and Mrs. W. H. Stewart and sons of Alabama were recent visitors in the home of his sister, Mrs. O. H. Doss, and family.

**KRBC TV Channel 9**

**SUNDAY, January 24**  
5:15—Sunday Devotions (L)  
5:45—What's Your Trouble  
6:00—Opportunity Knocks (L)  
6:30—Sunday Theater (F)  
6:45—Going Places with Uncle George  
6:55—TV Weatherfacts (L)  
7:00—The Range Rider (CBS-F)  
7:30—Crown Theater  
8:00—Tandem Theater  
9:00—Letter to Loretta (NBC-K)  
9:30—Sunday Report (L)  
9:45—This is The Life (F)  
10:15—Tandem Theater  
11:15—Vespers & Sign Off

**MONDAY, January 25**  
5:10—Daily Devotions (L)  
5:20—Previews (L)  
5:30—Western Parson Time  
6:25—Crusader Rabbit (F)  
6:30—Evening Report (L)  
6:45—Paradise Island (F)  
7:00—Let's Go Traveling (F)  
7:30—The Parson's Parlor (L)  
8:00—Texas In Review (F)  
8:30—Robert Montgomery  
9:30—Take A Stand (L)  
10:00—Late Report (L)  
10:15—Movie (L)  
11:15—Vespers & Sign Off (Bal)

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

**JANUARY CLEARANCE**

# Final REDUCTIONS

**19 Wool and Corduroy Jackets**  
1/2 Price  
Were 5.95 to 12.95  
Now 2.98 to 6.48

**27 Wool and Corduroy Skirts**  
1/2 Price  
Were 5.95 to 14.95  
Now 2.98 to 7.48

**75 DRESSES**  
Crepes, Corduroys, Wools  
Good asst. styles, sizes, colors  
Were 10.95, 12.95 to 14.95  
Now \$5.00

**Wool Suits**  
Were 39.95 to 49.95  
small group  
**\$29.75**

**Nylon Hose**  
SPECIAL  
54 and 60 gauge sheers  
New Colors  
**79¢ Pair**

**Winter Coats**  
full length—good styles  
were 39.95 to 55.00  
Now **\$24.95**

**Short Coats**  
Special Purchase  
New shipment all wool coats.  
Regular values 19.95 to 39.75  
Now **\$14.95 to \$29.75**

**SHOE CLEARANCE**  
Lowest prices of the season — 300 pairs, reg. 4.95, 5.95 and 7.95. Calf and suede leathers. Med. Heels, High Heels, Wedges and Flats. All Colors, All Styles, now only  
**\$2.98**

**Children's Sweaters**  
were 2.95 to 7.95 Now  
**\$1.98 to \$4.95**

**Brassiers** Nylon-cotton White and colors. All sizes and cups. **\$1.00**

**Bedjackets** crepes and quilted. Regular values 3.95 to 7.95 **\$2.98**

**Nylon Slips** 5.95 to 8.95 **\$4.95**

**Hand Bags** group \$2.95 to 4.95 values now **\$1.98**

**Overcoats** boys 14.95 1/2 price **\$7.48**

**Jackets** 7.95 boys — now **\$4.95**

# ALTMAN'S

# New cab comfort, convenience, safety!

## NEW CHEVROLET TRUCKS FOR '54

Completely new! The new Comfortmaster cab is only one of the many great new advances offered by the most powerful, finest performing, best-looking Advance-Design trucks ever built!

The new '54 Chevrolet truck Comfortmaster cab offers increased visibility with new one-piece curved windshield. Instruments are easier to read and controls are easier to reach. And the new Ride Control Seat\* provides extra comfort for drivers.

Here are more new features you'll like—NEW ENGINE POWER AND ECONOMY. Bigger "Thriftmaster 235." Rugged "Loadmaster 235." All-new "Jobmaster 261" engine.\* NEW AUTOMATIC TRANSMISSION.\* Hydra-

Matic is available on 1/2-, 3/4- and 1-ton models. NEW, BIGGER LOAD SPACE. Roomier pickup and stake bodies. NEW CHASSIS RUGGEDNESS. Heavier axle shafts on 2-ton models. Newly designed clutches and more rigid frames on all models. NEW ADVANCE-DESIGN STYLING. New front-end is more massive in appearance. \*Optional at extra cost. Ride Control Seat is available on all cab models. "Jobmaster 261" engine on 2-ton models.

*Most Trustworthy Trucks On Any Job!*

**ADVANCE-DESIGN TRUCKS**

# A-G Motor Company

515 Ave. D  
Cisco, Texas

Phones 51 - 52

# PALACE

THEATRE — IN CISCO, TEXAS

See It On Our Giant Curved  
Panoramic Screen!

SUNDAY AND MONDAY



A WOW OF A  
FUNNY...  
About Marriage  
and Money!

## MARRY ME AGAIN

Robert CUMMINGS  
Marie WILSON

-Plus News - Cartoon-

# JOY DRIVE-IN

CISCO — EASTLAND HIGHWAY

SUNDAY AND MONDAY



## GARY COOPER

### SPRINGFIELD RIFLE

with PHYLLIS THAXTER · DAVID BRIAN

-PLUS-



## EIGHT IRON MEN

SHE WALKS IN THEIR  
SLEEP...  
the Sleep of Eight Battling  
G. I. Dogfaces!

with Bonar Colleano  
Arthur Franz · Lee Marvin  
Richard Kiley · Nick Dennis  
Dick Moore · Mary Castle

- Plus Cartoon -

# MAJESTIC

IN EASTLAND

Sunday and Monday



FAST, FRESH  
and FUNNY!

BOB HOPE  
Arlene DAHL  
Tony MARTIN  
Rosemary CLOONEY

## HERE COME THE GIRLS

TECHNICOLOR

ADDED with FRED CLARK · ROBERT STRAUSS

### 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

Eastland, (Abstracting since 1923) Texas

## Feb. 1 Deadline For Farmers To Pay Income Tax

Monday, February 1, is an important Federal income tax deadline for farmers and employers, District Director of Internal Revenue Ellis Campbell, Jr., said Saturday.

"Farmers who did not file estimated tax returns for 1953 are required to file their final income tax return by midnight of February 1," the Director said. "The usual deadline is January 31, but since that date falls on a Sunday farmers are given an extra day to comply with the law."

Farmers' estimated tax returns and estimated tax payments were due on January 15, Mr. Campbell explained, but those farmers who did not file an estimate may avoid penalties by filing their final return and paying their income tax on or before February 1.

He also said that during the month of January employers must issue statements of tax withheld from wages (Form W-2) to all employees.

The chief of the Dallas office of the Internal Revenue Service also called attention to the fact that midnight Monday is also the deadline for:

Employers to file their quarterly return of withheld income and



IN SUN AND SAND—It's great fun to relax beside the surf before and after taking a dip, and lovely Lillian Balikian is helping herself to some of it. Lillian is shown on the sands at Miami Beach, Fla., where ocean water is available—and warm!

## 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.

THE ALL AMERICAN

—with—

LORI NELSON

HERMAN HICKMAN

WEDNESDAY—THURSDAY

KISS OF DEATH

—with—

VICTOR MATURE

BRIAN DONLEVY

COLEEN GRAY

FRIDAY & SATURDAY

WINGS of the HAWK

—with—

VAN HEFLIN

JULIA ADAMS

social security taxes on Form 941, accompanied by triplicates of Form W-2a. Payment in cash of depository receipts is also required.

Employers to file reconciliation returns on tax withholding statements issued to employees.

Employers of eight or more persons to file federal unemployment tax returns.

The deadline for filing 1953 income tax returns for persons other than farmers (and for farmers who filed estimated returns) is March 15.

Upsala University is in Sweden. Mt. Palomar in California is the site of the world's largest telescope.

Karl Marx was a German by birth, a Jew by extraction, and a Protestant by faith.

Collective farms in the U. S. S. R. are called Colkhoz.

James Russell Lowell was the first editor of the Atlantic Monthly.

## Income Tax — From Page One

questions which often arise when completing tax returns.

"Individuals and firms desiring copies may obtain them from the Superintendent of Documents, Government Printing Office, Washington 25, D. C., at a cost of 25 cents for a single copy," the Director explained. "A 25% discount is allowed on purchases of 100 or more copies consigned to a single destination. In order to facilitate delivery of the publication, the Internal Revenue Service has made arrangements with the Superintendent of Documents to have all orders filled within 24 hours after they are received."

Mohican Indians are not entirely extinct.



WANT TO MAKE HER  
"QUEEN FOR A NIGHT?"

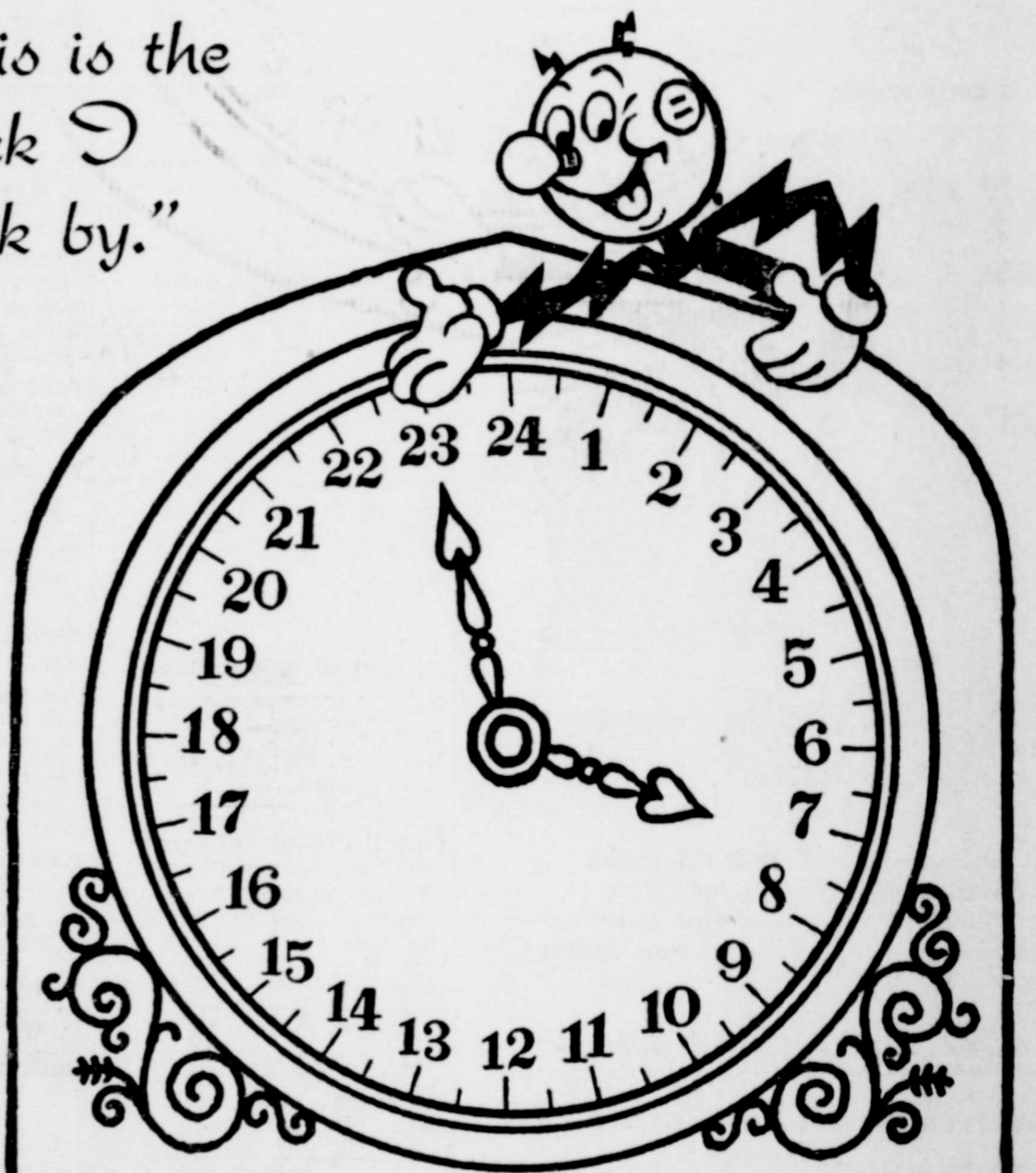


Arabia is sometimes referred to at Araby.

Patagonia is in southern South America.

Lucifer for his sin of pride was hurled from Heaven by the arch-angel Michael.

"This is the  
clock I  
work by."



### It's a 24-hour clock — and mine is a 24-hour job!

Yes, it's a 24-hour clock — and Reddy Kilowatt is on the job every minute of those 24 hours!

From the time you get up in the morning 'til you flick off the light at night he is there to help you — with the washing, ironing, cooking, cleaning, almost every household chore! And when you go to bed at night Reddy goes steadily on — heating the water, cooling the refrigerator, ready the instant you call on him.

That is *real* round-the-clock service, isn't it? Yet Reddy's service cost only a few pennies a 24-hour day. What else in your family budget gives you so much for so little money?

West Texas Utilities  
Company

## Guaranteed for the Life of YOUR Car



A-G MOTOR CO.  
PHONE 51

Retail  
\$29.95  
Exchange

## HASSEN'S

Saturday and Monday Specials

Ladies Novelty Shoes .. \$4.98

WOOL and NYLON

Blankets ..... \$9.99

5% WOOL

Blankets ..... pr. \$4.39

MEN'S HEAVY (Haines)

Underwear ..... pr. \$2.19

PLENTY OF MEN'S

Corduroy Hats ..... \$1.98

Ladies Ready-to-Wear

Greatly Reduced

COME TO HASSEN'S FOR YOUR NEEDS