



THE CISCO DAILY PRESS

Consolidated with Cisco Daily News and Cisco American and Round-Up, November, 1937

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J. W. SITTON and TED READ Publishers

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Per week (by carrier) 15c

Newspapers Show Personalities

In most Texas communities, the newspaper is "one of the family," and its name has become a by-word among the citizenry.

Did you ever stop to think about their names — and where they originated? Some take their titles from their localities; others have a name indicating a past or present political inclination; a few names point toward a goal or purpose.

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, JOHN C. NICHOLAS

Tax Assessor-Collector: STANLEY WEBB (re-election)

County Treasurer: RICHARD C. COX (re-election)

For County Judge: JOHN HART (re-election)

For Justice of Peace: BOSS GRIFFITH

County Clerk: JOHNSON SMITH (re-election)

FOR SALE

Elegant 3-bedroom home on paved corner.

6-room modern bungalow, 2 lots, paved. \$1000.00 down.

Equity in 2-bedroom bungalow W. 13th St.

5-room bungalow, large lot, 2 chicken-houses, \$4250.00.

5-room home, 2 lots, East side, \$2500.00.

5-room home with 2 1/2 acres land. Easy terms. \$3500.00.

4-room cottage, 404 W. 2nd. St. \$1750.00.

6-room home, 11 acres land. Pavement. A BUY at \$7500.00.

210 acre stock farm, lots of improvements.

Dandy stock-farm of 400 acres, largely bottom land.

51 acre sandy-land place. 2 wells, pressure pump, peanut allotment. G. I Deal. 3-rm. Hs.

87 acre place near Sabanno. Good peanut allotment. Good well and W. mill, tank.

160 acre extra good farm, ranch-style home.

420 acres grass N. of town, also 320 acres.

Extra Special! Bargain in Apartment House, if sold this week.

Shoe-Shop for sale at bargain.

INSURE IN SURE INSURANCE WITH E. P. Crawford Agency 108 W. 8th. Phone 453

NEW YEAR SPECIAL CHAMPION SPARK PLUGS 49c TUNOLINE — — — 29c SHALAR RISTLONE — 79c Champion Testing And Servicing Machine W. W. Smith Station 1000 W. 8th St.

REAL ESTATE FARMS — RANCHES Residential Property Businesses Call Us First Give Us Your Listing L. H. QUALLS 1505 West 13th

1953 CITY TAXES JANUARY 31st, 1954, Is The Last Day To Pay Current Taxes Without Penalties. CITY of CISCO "TAX DEPT."

place is the Herald, with 45 publications. The Times takes third place with 30 newspapers; the Enterprise, 23; Press, 17; Record, 16; and Reporter and Star, 15 each.

There are 14 Journals and 14 Suns. A Review may be found 13 times in the state and a Leader 10 times. Numbering nine each are Chronicle, Messenger and Banner. The name of Democrat was given to eight newspapers, and the names of Echo, Courier, Mirror, Citizen and Progress appear on seven mastheads each. There are six Posts and five Americans in Texas, and five each of the following: Sentinel, News-Herald, Standard, Observer, Bulletin. There are four Texans, Eagles, Lights, Monitors, Gazettes, Advocates and Beacons, but only three Indexes and three Items.

There are two of the following: Champion, Free Press, Telegram, Facts, Citizens-Journal, Register, Rustler, Express, Success, Favorite, Inquirer, New Era, Dispatch, Advance, Newsboy, Times-Review, News-Record, Chief, Gazette-News, Times-Herald and News-Tribune.

The remainder of the state's newspapers are one-of-a-kind variety, many incorporating double titles of various mixtures, most of which occurred by consolidation.

Three newspapers go "all out" with three names: the Tyler Courier-Times-Telegraph the Amarillo News-Globe-Times and the Wichita Falls Times-Record-News.

Only three have inserted "and" into their titles: Waco News-Tribune and Times-Herald, San Antonio Express and News and Gatesville Messenger and Star-Forum.

Politically inspired, perhaps, at one time, were the eight Democrats, in Texas, the six Americans, the Valley Independent at Fabens, the Liberal at LaPort and the McKinney Democratic-Gazette. Indicating their Lone Star loyalty are the four Texans.

Among the many unusual names for newspapers in the state are the Richland Springs Eye Witness, the Liberty Vindicator, the Pampa Watchman, the Eagle Lake Headlight, the Pampa Spokesman.

And the Goliad Advance Guard, the Hondo Anvil-Herald, the Karnes City Citation, the Madisonville Meteor, the Schulenburg Sticker, the Rockport Pilot, the Longview Lens, the Rusk Cherokeean and the Carrizo Springs Javelin.

HEALTH TALKS Prepared by the Texas Medical Association

That the mind and the body cannot be separated has been recognized almost from prehistoric times. Modern doctors treat not only the patient's body but his mind as well. This old concept has been newly named "psychosomatic medicine," with "psyche" pertaining to the mind and "soma" to the body.

The old-time family doctor practiced psychosomatic medicine even though he may not have called it by this fancy name. His patient often benefited as much from spiritual "treatment" or advice as from the medicine he got, and he frequently felt better just from talking with his medical adviser. Medical science has added much to the technical knowledge of the treatment of disease, but doctors have hardly improved on the example of early day physicians in practicing the art of psychosomatic medicine.

Taking into account the effect of mental and emotional factors

in the patient's life, the doctor knows that failure in a job or marriage, for example, can point up, if not actually bring about, symptoms of illness closely resembling organic disease. He will not say until he has made extensive investigation that no disease of the body is present. Nevertheless, early in examination and treatment he begins to consider the possibility of something in the patient's life other than physical illness as being the real cause of his trouble.

He listens to what the patient says about his illness; often these complaints are his cue. The patient may say that he cannot swallow well; the doctor examines in detail his patient's life situation to see if there is something that he "cannot swallow." An "ache in the arm" might represent the patient's unconscious desire to hit someone. These are just two examples of a kind of "organ language" of the patient's everyday life which the doctor tries to interpret.

By promptly recognizing and treating emotional or mental ills, the doctor may be able to head off serious mental illness. Through the "psychosomatic" approach to the patient's problem, he also may be able to save unnecessary treatment or operation.

USED CARS

AT PRICES YOU CAN AFFORD TO PAY GUARANTEED TO YOU IN WRITING

Table listing car models and prices: 1949 Plymouth \$645.00, 1950 Chrysler 1095.00, 1950 Chevrolet 850.00, 1947 Plymouth 365.00, 1951 Plymouth 995.00, 1946 Chevrolet 345.00

These cars are tops in values. Must be seen to be appreciated.

LEE WEIR MOTOR COMPANY PHONE 138 — MORAN, TEXAS EDWIN WEIR PHONE 1042-J — CISCO, TEXAS

STATEMENT OF OPERATION

OCT. NOV. & DEC. 4

Table with columns for INCOME, DISBURSEMENTS, and totals for OCT., NOV., and DEC. 4.

WANT-AD SECTION

Multiple 'For Sale' and 'For Rent' listings including property descriptions, prices, and contact information.

HANDY REFERENCE BUSINESS AND PROFESSIONAL DIRECTORY

Large directory section titled 'WHERE TO FIND IT' listing various services like Ambulance, Electrical, Plumbing, Real Estate, etc.

CITY OF CISCO HAL LAVERY, Secretary G. C. ROSENTHAL, Mayor

# SOCIETY AND CLUBS

AND NEWS OF INTEREST TO WOMEN

## Miscellaneous Shower Honors Miss Sanders

Miss Mary Ellen Sanders, bride elect of W. C. Ellis, Jr., of Lubbock, was honored at a miscellaneous wedding shower Thursday evening at the home of Mrs. Sam Kimmell.

The C.W.F. of the First Christian Church served as hostesses for the affair.

Guests were received by Mrs. Kimmell, Mrs. Standlee McCracken, Mary Ellen Sanders, Mrs. A. J. Sanders, and Mrs. Yar, and directed to the guest book presided over by Dorothy Hammond, sister of the bride.

The house was decorated in the bride's chosen colors of red and white. The serving table was laid with an ecru cloth and held a red floral arrangement with red candles on either side. Mrs. J. F. Benedict presided over the silver service.

Other members of the house party were Mrs. H. R. Garrett, Mrs. Roy Fonville Sr., Mrs. J. D. Lauderdale, Miss Flora Jean Fletcher, and Miss Frances Self.

Cookies, coffee, salted nuts, and red and white heart candy were served. Favors were boy and girl valentines inscribed with Mary and W. C., February 14, 1954, and were tied with red ribbon.

Approximately thirty guests attended and several who were unable to attend, sent gifts.

Mrs. Cole is Hostess For Baptist Circle

Circle One of the First Baptist Church met Tuesday in the home of Mrs. C. P. Cole for their regular meeting.

The meeting opened with prayer by Mrs. W. P. Guinn and Mrs. Surles presided over a short business session. Assignments of food for the sweetheart banquet were given and an offering taken.

Mrs. B. C. Estes gave the devotional from 2 Chronicles 7:14 and Mrs. Guinn gave the lesson from the book, "The New Orleans Story," followed by a brief mission study.

Refreshments were served at the close of the meeting to Mrs. B. C. Estes, Mrs. W. P. Guinn, Mrs. W. L. Baum, Mrs. G. B. Langston, Mrs. E. C. Duncan, Mrs. C. S. Surles, and the hostess, Mrs. Cole.

St. Anne's Guild Has Business Meeting

The January business meeting of the St. Anne's Guild of the Episcopal Church was held recently at the home of Mrs. D. Ball.

During the business session the group voted to send \$5 to the Episcopal Education Project at Kiya Sato, Japan and to utilize the parable of the talents during Lent to add money to the building fund. Other routine business matters were transacted and Mrs. C. E. Paul gave the devotional.

Those attending were Rev. and Mrs. Hartwell, Mrs. Lewis Starr, Mrs. Charles Roberts, Mrs. A. C. Moore, Mrs. Richard Phillips, Mrs. R. H. Cutting, Mrs. D. Ball, and Mrs. C. E. Paul.

Mrs. Charles S. Sandler is visiting her sister, Mrs. A. B. Sandler and family, in Oklahoma City over the weekend. She is to be joined there by her daughter, Zel, who is a student at the University of Kansas, for a between-semester visit.

## Star Acts At Fort Worth Rodeo



Grace, skill and action will characterize the specialty acts at the world's greatest indoor rodeo in Will Rogers Memorial Coliseum in Fort Worth at the Southwestern Exposition and Fat Stock Show, Jan. 29 through Feb. 7. Little Wanda Lou McCush will ride a whole row of ponies at the same time (upper photo); one of the five daring and skillful trick riders is shown at right and (left) Jimmy Schumacher, clown, peers from the barrel as he uses in the bullfighting.



Made your will? If not, the State of Texas may wind up as owner of your estate upon your death. Under our statutes, the estates of persons having no heirs who die intestate revert, or "escheat," to the State.

Such provisions have been carried over from the English common law. There, under such circumstances, the estate escheated to the British crown. The theory of the process is that the sovereign (or State, having been the original owner of all lands before they were parceled out to individuals, is entitled to a return of such lands when the possibilities of legal inheritance have been exhausted.

This idea has been expanded to include personal property as well as real estate. It also applies in the case of a person absent for a term of seven years and not known to exist who leaves no heirs and no will.

Presumably, there is hardly a person who does not have some individual or charity that he

would prefer to have his estate, rather than have it go to the State by default, so to speak. Yet, surprisingly, estates worth many thousands of dollars do escheat to the various state from time to time.

Now, before you shrug the matter off with the idea that these statutory provisions could not possibly apply to you, better think a minute. Suppose you and your spouse have no heirs besides each other and your children. Many people do fall into this category.

In event of a catastrophe resulting in death for you and your entire immediate family, no legal heirs would remain. Therefore if you had no will, your property would go to the State. In preparing a will, it is possible to provide for such an eventuality.

In this hypothetical case, you would probably want to designate some friend as executor, to take care of all necessary arrangements and then distribute the estate according to your wishes.

On the other hand, if you have plenty of possible heirs, a will could be used to designate which of them shall participate in the division of the estate. And, even if you wish your property to be distributed entirely in accordance with our statutes of descent and distribution as explained in previous columns, a will can perform useful functions. Among other uses, a will could provide for an orderly and economical partition of your property, preventing any waste of the assets by heirs impatient for a settlement.

What happens to property which escheats to the State? Following certain required legal formalities and court proceedings, all escheated lands are set apart to the permanent Free School Fund of the State, and may be leased and sold by the Land Commissioner under certain regulations. Escheated personal property is sold by the local sheriff under a court writ and the money received therefrom paid into the State Treasury.

A free pamphlet containing useful information on wills and related matters has been prepared

by Texas lawyers. To obtain a copy, merely print your name and address on a postcard and mail to State Bar of Texas, Colorado at Fifteenth, Austin 1, Texas.

Mrs. L. V. Krupp, accompanied by Mrs. Mary Diamond, of El Paso are expected for a weekend visit with Mrs. Krupp's mother, Mrs. M. E. Goldberg, and her sister, Mrs. Charles Sandler and family.

No matter the day... the time... or the place.

Wylie Funeral Home



WANT TO MAKE HER "QUEEN FOR A NIGHT?"

Philpot the Florist

## KRBC TV Channel 9

- FRIDAY, January 29
- 8:10-Daily Devotions (L)
  - 8:20-Previews (L)
  - 8:30-Western Parson Time
  - 8:45-Crusader Rabbit (F)
  - 8:55-Evening Report (L)
  - 9:00-Christopher Program (F)
  - 9:10-What's New with Ann Harper
  - 9:20-Life of Riley (NBC-F)
  - 9:30-Dione Lucas Show (F)
  - 9:40-Rocky King
  - 9:50-Front Page Detective (F)
  - 9:55-Late Report (L)
  - 10:00-Movietime
  - 10:45-Vespers & Sign Off (Bal)

## SATURDAY, January 30

- 8:05-Daily Devotions (L)
- 8:15-Saturday Theater (F)
- 8:30-Western Parson Time
- 8:45-Industry On Parade (F)
- 8:55-Headlines from the Sidelines
- 9:00-TV Weatherfacts (L)
- 9:10-The Big Picture (F)
- 9:20-Gene Autry (CBS-F)
- 9:30-Ringside with Basslers (F)
- 9:40-Medallion Theater (CBS-K)
- 9:50-Saturday Final (L)
- 10:00-Movietime
- 10:45-Vespers & Sign Off

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

CHECK THESE SERVICES

WET WASH ROUGH DRY FINISHING

Pickup and Delivery AUTOMATIC DRYER MODERN

Then give us a trial West Side Laundry and Washateria 1011 W. 8th - Phone 1226

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.

# It's a Hit!

The new ALLIANCE TENNA-ROTOR... Beams Your Antenna for Best TV Reception

The ALLIANCE MFG. CO. ALLIANCE, OHIO

See the new AUTOMATIC U-83 Available At

DAMRON TIRE & SUPPLY - 602 Avenue D

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## HIGGINBOTHAM INSURANCE AGENCY

C. E. HIGGINBOTHAM - E. J. POB

Phone 198 - 707 Ave. D

## The Churches Of Cisco Welcome You

- SELF-IMPROVED BLINDERS
- THE REALITY OF CHRISTIANITY
- MANY IN TODAY'S WORLD
- "WE STUMBLE AT NOONDAY AS IN THE NIGHT, WE ARE IN DESOLATE PLACES AS DEAD MEN." ISA. 58:10
- CALVARY BAPTIST CHURCH** (Corner Ave. D. & 21st. Street) **REV. J. C. PELFREY, Pastor** Sunday School - 10:00 A. M. Morning Worship - 11:00 A. M. Training Union - 7:00 P. M. Evening Worship - 8:00 P. M. Mid-Week Service - 7:30 P. M. "The Little Church with a Big Welcome"
  - PRESBYTERIAN CHURCH** 500 West 6th Street **Rev. H. Grady James, pastor** 9:45 a. m. - Sabbath School. 10:50 a. m. - Morning Worship. 6:30 p. m. - young peoples Meeting. 7:30 p. m. Evening Worship. Mid-Week Service, Wednesday 7:30 p. m.
  - ASSEMBLY OF GOD CHURCH** 304 West 7th Street **MAURINE SHORT, Pastor** Morning worship 11:00 a. m. Sunday School - 9:45 a. m. Evening Worship - 8:00 p. m. Weekday service - Wednesday, 8:00 p. m.
  - PLEASANT HILL BAPTIST CHURCH** 8 Miles South of Cisco **LLOYD GIST, Pastor** Sunday School - 10 a. m. Morning Service - 11 a. m. Training Union - 7 p. m. Evening Service - 8 p. m. Prayer Meeting - Wed. 7:30 p. m.
  - MITCHELL BAPTIST CHURCH** Bea Cearley, full time pastor Sunday School - 10 a. m. Worship Service 11 a. m. & 8 p. m. B. T. U. - 7 p. m.
  - PRIMITIVE BAPTIST** 1101 Avenue A **C. L. CASEY, Pastor** 11 a. m. - Services First Sunday and Saturday before. 11 a. m. - Third Sunday.
  - FIRST METHODIST CHURCH** **REV. E. H. LIGHTFOOT,** 9:45 a.m. - Church School. 10:50 a. m. - Morning Worship. 7:00 p. m. - Young Peoples Meeting. 8:00 p. m. - Evenging Worship.
  - Church of The Nazarene** **D. M. Duke - Pastor** Sunday school - 9:45 Morning Worship - 11:00 N. Y. P. S. - 7:15 Preaching - 8:00 Prayer Meeting Wednesday Night - 8:00.
  - HEALING FAITH MISSION** Corner E. 7th and Ave. A **MRS. W. L. PARMER** Sunday School - 10. A. M. Preaching - 11 A. M. & 7:30 P. M. Thursday - 7:30 P. M.
  - MISSION CHURCH** 900 Avenue A **L. C. ANDERSON, Pastor** 9:45 a. m. - Sunday School. Sunday Services - 2 p. m. and 8 p. m. Mid-week Service - Thursday, 8 p. m.
  - BIBLE BAPTIST CHURCH (Fundamental)** **Rev. R. S. Day, Pastor** Avenue E. at 17th Street Sunday School - 10:15 a. m. Morning Service - 11:00 a. m. Prayer Service - 7:30 p. m. Wed. prayer service - 8:00 p. m.
  - CORINTH BAPTIST CHURCH** Cisco - Eastland Highway **Rev. J. B. HICKS, Pastor** Sunday School - 10:00 a. m. Morning Worship - 11:00 a. m. Training Union - 7:30 p. m. Evening Worship - 8:30 p. m.
  - GRACE LUTHERAN CHURCH** 18th and Avenue D **Rev. James F. Hennig, Pastor** 1603 Avenue F. 10. a. m. - Sunday School. 11 a. m. - Morning Worship. 8:00 p. m. Young Peoples Meeting "The Church of the Lutheran Hour"
  - EAST CISCO BAPTIST CHURCH** **Rev. F. C. BRADLEY, Pastor** 9:45 a. m. - Sunday School 11 a. m. Morning worship. 6:45 p. m. - Training Union 7:45 p. m. - Evening Worship Mid-Week Service Wed. 7:45 p. m.
  - CHURCH OF GOD** 1008 Avenue F. **C. S. MOAD, Pastor.** 10 a. m. - Sunday School. 11 a. m. - Morning Worship. 7:30 p. m. - Evening Worship. Mid-week Service - 8 p. m. Wednesday.

- Sponsored by the Following Business Men Who Believe in the Church
- Fred's Grocery and Market 900 W. 8th - Phone 423
  - Moore Drug Co. 700 Ave. D CISCO
  - Brown Sanitorium CISCO, TEXAS
  - Maner's Pharmacy 800 Ave. D Phone 403

- Sponsored by the Following Business Men Who Believe in the Church
- Norvell & Miller, Grocers "Where Most People Trade"
  - Lemore Pharmacy
  - A. R. Westfall & Son Your Friendly Magnolia Dealer 309 W. 8th Phone 9309
  - DON'S SERVICE You Pick Up The Phone We Pick Up The Car 500 East 15th - Cisco, Texas

- FIRST BAPTIST CHURCH** Avenue E at 9th Street **Dr. H. M. WARD** Pastor 9:45 a. m. - Sunday School. 11:00 a. m. - Morning Worship. 6:45 p. m. - Training Union. 8:00 p. m. - Evening Worship. Mid-week Prayer Meeting - Wednesday, 8:00.
- CHURCH OF CHRIST** **DAVID DARNELL, Minister** 501 West 8th 10 a. m. - Bible Study. 10:50 a. m. - Preaching service. 11:40 a. m. - Communion Service. 6:30 p. m. - Young People's Class 7:30 p. m. - Worship Mid-Week Service - 7:30 p. m.
- FIRST CHRISTIAN CHURCH** 301 West 8th St. **Rev. SIDNEY SPAIN, Pastor** 9:45 a. m. - Bible School. 10:55 a. m. - Morning Worship. 6 p. m. - Young People's Meeting. 8:00 p. m. - Evening Worship.
- CHURCH OF CHRIST** West 4th at Ave. J. Morning worship service 10:30. Communion Service 11:40 each Sunday morning.
- HOLY TRINITY EPISCOPAL CHURCH** 710 S. Seaman, Eastland **The Rev. Arthur E. Hartwell** Morning Prayer - 9:30 A. M. Holy Communion - 10:00 A. M. Church School - 10:00 A. M. Cottage Service, Cisco at 7:30 P. M.
- PENTECOSTAL CHURCH** 400 West 17th St. **REV. AND MRS. J. E. BLACKWELL, Pastors.** 10 a. m. - Sunday School. 11 a. m. - Morning Worship. 7:30 p. m. - Evening Service. Week-day Services - Tuesday, 7:30 p. m. and Friday, 7:30 p. m.
- WESLEY METHODIST CHURCH** 1105 Avenue A **REV. BOB SANDERS, Pastor** 9:45 a. m. - Sunday School 10:50 a. m. - Morning Worship 7:00 p. m. - Study Groups 6:30 p. m. - M. Y. F. 7:30 p. m. - Evening Worship Midweek Service - Wednesday - 8:00 p. m.
- Christ Lutheran Church** 6 miles South of Cisco **Rev. M. J. Scaer, Pastor** 10:00 A. M. Sunday School and Bible Study, Every First and Third Sunday. 11:00 A. M. Divine Service (English Service Every Sunday.)

- Sponsored by the Following Business Men Who Believe in the Church
- Cisco Gas Corporation "HOME OF HI-HEAT GAS" Phone 122
  - Dean Drug Company THE REXALL STORE
  - Powell's Cleaning Plant QUALITY DRY CLEANING

# PALACE

THEATRE — IN CISCO, TEXAS

See It On Our Giant Curved

Panoramic Screen!

Thursday And Friday

The terror-trek for a Golden Zapotec Sun idol... and a make-or-break golden-haired spitfire!

WARNER BROS. PRESENT  
**GLENN FORD**  
in  
**Plunder of the Sun**  
FILMED ON THE SPOT IN THE FAR REACHES OF MEXICO'S FAMED OAXACA!  
co-starring **DIANA LYNN** **PATRICIA MEDINA**  
SCREEN PLAY BY JONATHAN LATIMER PRODUCED BY ROBERT FELLOWS - JOHN FARROW  
WAYNE-FELLOWS PRODUCTION - DISTRIBUTED BY WARNER BROS.

-Plus News - Cartoon-

Saturday Only  
IN THIS CORNER  
SCOTT BRADY

-Plus-

THE GAY RANCHERS

with ROY ROGERS  
Plus - Cartoon

SUNDAY AND MONDAY

**JOHN WAYNE**  
as Dooley...beating his way back from where no man had ever been-to where his woman was!

WARNER BROS. PRESENT  
**Island in the Sky**  
From Ernest K. Gann's blood-racing true-life best-seller

The almost unbelievable story of an almost impossible air-rescue!

LLOYD NOLAN - WALTER ABEL - JAMES ARNESS - ANDY DEVINE - SCREEN PLAY BY ERNEST K. GANN  
DIRECTED BY WILLIAM A. WELLMAN A WAYNE-FELLOWS PRODUCTION - DISTRIBUTED BY WARNER BROS.

- Plus Cartoon -

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, Combies, 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

### Pro-Amateur Tourney Planned For Golfers

Cisco golfers have been invited to take part in a pro-amateur tournament Saturday afternoon at Lakeside Country Club, Eastland, Pro Jack Milner of the local club reported today.

Golfers were asked to be at the Eastland club not later than 12:45 p. m. Forty to fifty area golfers are expected to take part in the tourney.

### Gay Philosopher ---

MEMBERS OF the Cisco Country Club are reminded that there's a family night supper at 7 p. m. Friday (tonight) at the club house. Each member should bring a dish of food. Bring guests if you like, the committee says.

### Moran News . . . .

Laford Green, Moran grocer, has returned to his home following surgery in a Fort Worth hospital. He expressed his appreciation for the thoughtfulness of his friends while he was ill.

Mr. and Mrs. Sidney Strain of Moran are the parents of a daughter, Delora Kay, born on January 19.

Mrs. J. W. Jennings of Austin left for her home this week after a long holiday visit in the home of her daughter, Mrs. Laurence Martin, in Moran.

Mrs. Emory Morris is recovering from an illness of a week. The Morrises report that their son, Pete Morris, sailed from New York for Germany on January 23. He will be stationed in Europe for some time.

Mr. and Mrs. Mel Sandler have returned from a visit in Dallas with relatives.

### 100th Anniversary -

From Page One  
Mr. Bint said that in 1904 Texas rated 37th on per capita support and about the same in other phases.

In 1913, he said, 75 per cent of the Texas schools were of the one teacher variety, and that 2,000 Texas schools were open only three months of the year. Daily absence averaged 46 per cent and more than 50,000 children of school age were not enrolled at all.

He went on to tell of the advancements made since that time and said that the Gilmer-Aiken Law was the greatest step forward in the history of modern Texas education.

Mr. Bint was on the program at the invitation of Rotarian Anton White, chairman for the meeting. Lion President George Davis was in charge of the Wednesday program.

Visitors at the Thursday meeting were Rotarians Dub Arnett of Lamesa, Frank Etter and F. B. Altman of Abilene and Ben Hamner of Eastland. Other guests were Mrs. W. W. Fewell of Cisco and N. W. McCormick of Abilene.

Lions luncheon visitors were Charles T. Freelove and Paul Cahill of Consolidated Architects and Engineers, Fort Worth.

### MAJESTIC

FRIDAY - SATURDAY

The story of Jim Harvey... the savage terror he faced... the desert woman he loved!

Technicolor  
**TUMBLEWEED**  
STARRING **AUDIE MURPHY** **LORI NELSON**  
PLUS COLOR CARTOON **CHILL WILLS**

TONITE ONLY  
Big Western  
STAGE SHOW  
10 Top Acts  
For The  
March of Dimes

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

## JOY DRIVE-IN

CISCO - EASTLAND HIGHWAY

FRIDAY AND SATURDAY

**Sombbrero**  
Ricardo MONTALBAN • Pier ANGELI  
Vittorio GASSMAN • Cyd CHARISSE  
Yvonne de CARLO  
JASON FOCH KASZMAR HAMPDEN GOMEZ-GRECO  
A METRO-GOLDWYN-PICTURE  
-P.L.U.S.-

THRILLS that Hit Like a .45 Slug!  
**CHINA VENTURE**  
starring **EDMOND O'BRIEN** **BARRY SULLIVAN** **JOCelyn BRANDO**  
A COLUMBIA PICTURE  
- Plus Cartoon -

SUNDAY AND MONDAY

June ALLYSON  
Van JOHNSON  
**Remains To Be Seen**  
CO-STARRING Louis CALHERN • LANSBURY  
John BEAL • Dorothy DANDRIDGE  
-P.L.U.S.-

From the Best-Selling Novel!  
**ALAN LADD** **VIRGINIA MAYO**  
**THE IRON MISTRESS**  
Color by TECHNICOLOR  
- Plus Cartoon -



# This is about YOU and your telephone service

SOUTHWESTERN BELL is in business to serve the public of Texas. We want to please you. Every member of the Texas telephone team wants to give you the best possible service.

How well are we succeeding? What have we done in the past year to serve you better?

Here are some of the things we have done:

### We carried out a \$90½ million construction program

With this new construction money, we—

1. Placed 36,000 poles and 95,000 miles of wire to serve farmers better.
2. Changed 20 towns from crank-type telephones to dial operation.
3. Completed additions to 10 buildings and constructed 35 new buildings.
4. Added complex new equipment in 132 central offices to handle more calls and to handle them better.
5. Placed 97,600 circuit miles of storm-resistant cable to protect your service from snow, wind, and sleet storms.

### We delivered more service and it was better service

We connected 387,000 telephones and disconnected 308,000 for a net gain of 79,000. This brought many more Texas families and businesses within reach of your telephone.

We gave service to 7,200 families who had been waiting for more cable, poles, wire or central office equipment to be installed. There are now 15,000 waiting and we plan to serve them all this year.

We improved the speed of service on your long distance calls 14 per cent.

We kept all telephone equipment operating more efficiently so that today telephones in Texas are reported "out of order" on the average of only once in 22 months.

### We tried to make the telephone company a good place to work

We provided good jobs for 27,000 Texans throughout the year.

Their pay checks totalled \$98 million, and nearly all of that sum was spent in the many Texas towns we serve.

We also paid our share of taxes—

1. \$15 million in state and local taxes;
2. \$28 million in Federal taxes.

Approximately 70¢ out of every dollar we took in went for wages and taxes.

### Our investment in the future of Texas grew substantially

Our total investment in telephone facilities for Texas increased \$64 million last year alone.

Altogether, we have built \$563 million worth of buildings, lines, and equipment since 1946 to keep up with your needs for telephone service.

In 1946, our investment per telephone was \$209. Last year, our investment per telephone increased to \$321.

### This year we hope to do an even better job for you

We plan to change 31 more communities to dial operation in 1954—and this is just one of many ways we intend to improve your service again this year.

We had faith in the future of Texas even when our income did not justify the huge investments we were making. We are confident that the people of Texas and their regulatory bodies want us to serve Texas well and that they are willing to allow us a fair profit.

Based on this belief, we are proceeding with a \$78 million program to construct additional telephone facilities to serve you better in 1954.

We want to help Texas grow and to give Texas the world's best telephone service.

That's our goal. Your suggestions on how we can achieve it will always be appreciated.

WALTER L. PREHN,  
General Manager, Texas



## SOUTHWESTERN BELL—TEXAS

A TEAM OF 27,000 TEXAS TELEPHONE PEOPLE . . . AT YOUR SERVICE.