





**PERSONAL MENTION**

Phone 585J.

Mr. and Mrs. Ed Townsend of the Nimrod community were shopping in Cisco yesterday.

Sibbey Baird and family of the Dan Horn community were visiting friends in the city Thursday.

V. V. Huntington of Eastland transacted business in Cisco yesterday.

Will Munn of Nimrod was a visitor in Cisco Thursday.

Elder W. M. Brocheen of the Primitive Baptist church of Greensburg, La., is in Cisco, the guest of his son, W. D. Brocheen.

James E. Kelly has returned to his home in Dallas after a business visit in the city.

T. M. Pretyman of Abilene was a Cisco visitor Thursday, en route to his home in South Carolina.

several days visit in Cisco with relatives.

J. M. Hooks returned to his home in Abilene Thursday after a visit with his sister, Mr. C. B. Powell.

Mrs. C. B. Powell and children are spending the week end in Abilene with relatives.

W. L. Holmesly is transacting business in Gorman this week.

Will St. John is transacting business in Lubbock.

Mrs. K. B. Pittard received word Wednesday that her mother was ill in Tennessee and Mrs. Pittard expected to leave today.

G. R. Whitney is spending today in Cleburne.

Mrs. E. M. Howard and Mrs. Bertha Manard of Rising Star and Miss Mary Gresham were the dinner guests of Mrs. R. C. Hayes Thursday.

Mr. and Mrs. W. B. Chapman and Phil Berry are spending the week end in Dallas and Cleburne.

C. M. Fouts of Breckenridge was a business visitor in Cisco Wednesday.

J. W. Skipworth of Stephenville was a Cisco business visitor the first of the week.

Mrs. Della Heath of Rising Star was the guest of her mother, Mrs. E. Ford, Wednesday night.

H. O. Westefeldt has returned from a short business trip to Fort Worth.

Mrs. J. L. McMurray and Mrs. W. K. Esau are spending today in Abilene.

Mrs. M. D. Paschall, Jr., and son, Marion Shelton Paschall, are

now at home from the Graham sanitarium.

Miss Jessie Maples of Romney visited friends in Cisco Wednesday.

Mr. and Mrs. John Lind, who have recently married, are now located at the Mobley hotel.

Mrs. Marshall McCrea has returned from a short visit in Fort Worth with relatives.

D. P. Condit is transacting business in San Angelo this week.

Mrs. Fred Cook of Putnam was in Cisco today to attend the birthday dinner of Mrs. Walter Hayden.

J. S. Cunningham returned to Breckenridge this morning after a short visit with his family here.

Mrs. C. A. Whitfield has returned from a visit with her parents in Fort Worth.

Mr. and Mrs. Ray Vaughn left this week for an indefinite stay in Abilene.

Mrs. John Clover of Romney visited friends in Cisco Thursday.

Wm. Penn—5 cents—A Good Cigar.

**Lobe Queens Delay Daniel Baker Game**

Due to the program scheduled for tonight at the high school auditorium, the basketball game scheduled to be played between the Cisco Lobe Queens and the Daniel Baker college team has been postponed until next week. It is announced.

Wm. Penn—5 cents—A Good Cigar.

FOR SALE—Five rooms of furnished, beautiful living room suite; walnut bedroom suite; gas stove; range; nothing reserved. See it at 1208 Leggett avenue. 215

**All Relatives "Get the Air" as Boy Is Installed as Sultan of Morocco**



Elaborate ceremonies mark the accession to the throne of Moulay Mohamed (center), the new and youthful sultan of Morocco, general sultan, photographed in Rabat, shows the young potentate being escorted through the streets after the inauguration rites. He is the third son of the late sultan, whom he succeeded.

**BAPTISTS SET 1928 BUDGET AT \$16,800**

The financial budget of the First Baptist church for the new church year has been prepared by the finance committee and has been adopted by the church. The entire budget calls for a total of \$16,800. This amount includes \$3,100 to be contributed to the missionary enterprises of the church, while \$4,750 of it is to be paid on the loan issue on their building. The balance of \$8,950 is for the current expenses of the local work.

Plans have been formulated, it is announced, for the visitation of the members of the church during the week of December 11 to 18 looking to securing subscriptions to the budget. A meeting of certain workers is called for this evening at 7:30 at the church to perfect the plans for this evening's canvass.

"Sunday is designated 'Volunteer Day' at 15 and all who will not be in their subscriptions, who cannot come on that day, will be visited during the week, it is said. "We are expecting a good attendance of our members and friends Sunday," said the pastor, Rev. Arthur C. Miller, this morning.

"The rooms and auditorium are going to be warm regardless of the weather. A few alterations have been giving a little trouble with our heating system, but those have been discovered and eliminated and we are ready for any kind of winter now."

Wm. Penn—5 cents—A Good Cigar.

News want ads bring results. News want ads bring results.

**BACKED BY 38 YEARS OF SUCCESS**

LESS THAN 1¢ PER BAKING

DOUBLE ACTING MAKES BAKING EASIER

Calumet is an old reliable standard of generations of thrifty housewives. Nearly half a century of experience is back of every can you buy. No experimenting in its manufacture, no mistakes, failures or regrets in its use. Try it. You'll see a decided improvement in your bakings—yes, and you'll taste it, too.

**CALUMET THE WORLD'S GREATEST BAKING POWDER**

SALES 2 1/2 TIMES THOSE OF ANY OTHER BRAND

**DON'T FORGET SANTA CLAUS ARRIVES ON 2 P. M. TRAIN Saturday, December 10 MEET HIM**

**Acorn Stores**



**Like Magic—these Delicacies from Golden Valley**

**I**N the Ozarks of Central Missouri lies Golden Valley, a vast Kingdom ruled by a Little Princess. Miles and miles of soft, glowing, amber wheat, as far as the eye can see, mark her kingdom. At harvest time, the soft golden grains are milled into a magic flour, and in honor of the little princess whose fairy wand brings such delicacies to the tables of all America, it is called Little Princess Flour.

Pies—rolls—cookies—tarts—brownies—pastries—such tributes to the sweetness of Golden Valley Wheat! Even scientists are baffled by the secrets of Golden Valley. Some quality, buried in the soil, or some climatic element, or perhaps a combination of both, nourishes the amber grain, bringing to it an excellence that cannot be duplicated in any other wheat-growing section. Baking with Little Princess Flour is magic—even for the inexperienced.

**LITTLE PRINCESS FLOUR (Formerly known as AIRY FAIRY)**

When next ordering, ask your grocer to include a sack of Golden Valley's wonder flour. Just say—"Little Princess." There is a difference which you will quickly note in the baking—which will be proven in the eating.

**J. F. WEBSTER & SONS Distributors**

**THE LARABEE FLOUR MILLS COMPANY KANSAS CITY, MISSOURI**

MADE BY THE MILLERS OF "LARABEE'S BEST"

We Have a Large Assortment of

**MEEKER ALL LEATHER BAGS, BILLFOLDERS, BILL FOLD SETS**

These make very appropriate

**CHRISTMAS GIFTS**

WE HAVE THE ONLY MECHANICAL COLD SODA FOUNTAIN IN CISCO

**"Try Us First"**

**MOORE & SHEPARD DRUGS**

—SERVICE —QUALITY

"It's Better to have it and not need it than to need it and not have it"

**you see pod**

—when another car crowds you into an accident—when your car burns or is stolen.

But seeing red doesn't do much good when the damages are proclaimed—then you need **COMPLETE INSURANCE**

We write it

**J. M. WILLIAMSON & CO.**

City Hall — General Insurance — Phone 111

"Pleasant dealings—a feature we like to advertise"



Copyright, 1927, Warner Bros. Pictures, Inc. Dolores Costello in "OLD SAN FRANCISCO" is a Warner Bros. picture.

Old San Francisco
BY ALLIE LONE MILES
Dolores Costello in "OLD SAN FRANCISCO" is a Warner Bros. picture.

CHAPTER XVII
The Lie
The sensational scandal of Buckwell's deception spread like wildfire.



San Toy's small hand came from her waist and in its strong clasp was a long, sharp dagger.

in their own insignificant lives. The amazing news, of his having concealed his Chinese origin without anyone's suspicion being aroused, awakened their interest as nothing else could have done.

The delegation that had come to hear Buckwell refute the accusation against him was ushered into the big main living room and asked to make themselves comfortable.

The annual West Ward program will be given at the high school building Friday at 7:00 o'clock.

How's Your Personality Feeling Today? Expert Says It Might Get Out of Whack and Cause Suicide

FORT WORTH, Dec. 9.—Personalities, like a person's liver, get out of condition at times, according to Dr. Karl Menninger of Topeka, Kan.

Texan Treasures Yule-Tide Cards

Dr. A. J. Armstrong, professor of English in Baylor university, approves the custom of sending Christmas cards.

I have just glanced over my basket which contains cards from approximately a thousand friends.

Each sip a revelation of COFFEE GOODNESS
IF YOU want to enjoy coffee at its best, raise a cup of Morning Joy Coffee to your lips.

Dr. W. H. Gilbert
Dentist
Announces the opening of his office in the Winston Building.

W. R. KUHN CO.
—Stocks
—Cotton
—Grain
Direct Private Wires
GUDE HOTEL
—Phone 197

incorporated the quaintness and romance of the European chateau, the old houses like those of "Nuremberg and Rothenburg."

Mother of Eastland City Manager Dies

EASTLAND, Dec. 9.—City Manager J. H. Cheatham of Eastland received word that his mother, Mrs. Sue Bassett Caldwell Cheatham, died Thursday morning at 9:20 o'clock at the home of her daughter, Mrs. M. A. Jamison, Sixth avenue, Fort Worth.

BOY SCOUTS PERFORM FOR RISING STAR

RISING STAR, Dec. 9.—County Boy Scout Executive G. N. Quirl, phoned over from Eastland yesterday that all arrangements had been completed for the big demonstration to be given here Friday night by the Boy Scouts of Ranger, Eastland and Cisco and that about 100 of the boys were expected to make the trip.

Eastland Letter Men Announced

EASTLAND, Dec. 9.—Thirteen letters will be awarded to Mayer, letters for their glorious representation of Eastland high school on the gridiron during the past season.



Morning Joy Coffee
"Truly the Aristocrat of Coffees"
NEW ORLEANS COFFEE COMPANY, Ltd.
NEW ORLEANS, LA.
DISTRIBUTORS: H. O. WOOTEN GROCER COMPANY, DALLAS

has offered to conduct a training school here free of charge for adults beginning about the first week in January and running one night a week for five weeks, plans for which are now being worked out.

Cross Plains Cuts City Tax Levy

CROSS PLAINS, Dec. 9.—The city council in regular session Tuesday night set the tax rate at \$1, a reduction of ten cents below the 1926 rate.

West Texas Coaches "SERVING WEST TEXAS"

Coaches Leave Cisco: NORTH TO—Moran, Albany, 10:00 a. m., and 4:00 p. m. EAST TO—Eastland, Ranger, Mineral Wells, Weatherford, Fort Worth, 7:30 a. m., 10:30 a. m., 1:30 p. m., 4:00 p. m., 7:30 p. m., 10:15 p. m.

Coca-Cola Bottling Co. advertisement with image of a woman and text: "Be thankful for the pauses... that refresh along the way... Over 7 million a day"

CISCO AUTO LAUNDRY advertisement: L. N. HUTTON, Prop. Cars Properly Washed and Greased Called for and Delivered. Phone 46, 212 West Broadway

Hilgenberg Tire Co. advertisement: SPECIAL! 30x3 1-2 Cord \$4.45, 30x3 1-2 Tube \$1.25, 30x3 1-2 O. S. Cord \$5.95, 30x3 1-2 O. S. Tube \$1.45. 507 Main St. - - - Cisco, Texas. PHONE 725

A DOLLAR'S WORTH THE CHRISTIAN SCIENCE MONITOR advertisement: Clip this coupon and mail it with \$1 for a six weeks' trial subscription to THE CHRISTIAN SCIENCE MONITOR. A Paper for the Home, World-Wide in Its Scope.

EXPERT CLEANING AND DYEING ■ POWELL'S -Cleaning Plant ■ Phone 282

### American Catholics in Second Membership Enrollment Appeal For Sufferers in Near East

NEW YORK, Dec. 9.—Under direct authority from Pope Pius XI the Catholic Near East Welfare Association, of which Cardinals O'Connell, Dougherty and Hayes are directors, has begun its second annual membership enrollment appeal. Necessity for continuing welfare, relief and educational work in the regions of Asia Minor and Eastern Europe, stricken by recent wars and distress, has been urged by his holiness upon the American Catholics who responded to the call last year.

Fifty-one dioceses in the United States have already signified their intention of taking part in the membership renewal movement, according to Prof. Edmund A. Walsh, S. J., vice president of Georgetown university and president of the association.

The Catholic Near East Welfare association was organized last year by Prof. Walsh with the approval of the American hierarchy to consolidate the work of all American Catholic societies working abroad in the interest of economy and efficiency. Its main objective is the maintenance of institutions already established under its auspices throughout Europe and the Near East, principally orphanages, trade and agricultural schools. It has also taken under its protection thousands of Russian refugee youths cast adrift as the result of war and famine.

Not the least of the problems which the association was confronted was the immediate sheltering and feeding of more than twenty thousand Armenian refugees and orphans still homeless after the recent wars in Armenia and Turkey. During the year just ended the Catholic Near East Welfare association has housed, clothed and fed many of these unfortunate people, opened schools for their children, workshops for those able to work and learn trades, and established clinics for the sick.

In Palestine the association has aided victims of the earthquake and in Greece it has not only orphanages for the children left parentless following the interchange of populations after the Smyrna disaster, but it has established a settlement for thousands of destitute families throughout Europe, particularly in Louvain, Berlin, Danzig and Paris, the association is housing and educating Russian refugee youths to fit them for useful careers.

The call for new members and renewals will be officially made by the association on a Sunday in January to be announced later. On that day Catholic priests in many sections of the country will be asked to enlist the cooperation of their parishes in securing members. Memberships range from one dollar and upward, many of which have come heretofore from those not of the Catholic faith.

The Catholic Near East Welfare association is controlled by a national board of directors which, in addition to Cardinals O'Connell, Dougherty and Hayes, includes Archbishop Glennon of St. Louis, Archbishop Hanna of San Francisco, and Bishop Lillis of Kansas City. Headquarters of the association are at 180 Lexington avenue, New York City.

### CONSTIPATION IS THE ENEMY OF HEALTH

Kellogg's ALL-BRAN brings prompt, natural relief!

It'd your system of constipation and help yourself to health. Head, aches, bad breath, insomnia, muddy complexion are only a few of the symptoms of this widespread evil.

Constipation is the actual cause of more than forty diseases. No wonder good health is impossible when it is present. Guard against it! Protect your health!

Kellogg's ALL-BRAN is guaranteed to relieve constipation. Two tablespoonfuls eaten daily—in chronic cases, with every meal. Doctors recommend Kellogg's because it is 100% bran. Because it works as no part-bran product can do.

Delicious with milk or cream—and add fruits or honey. Mix it with other cereals. Use in cooking. Sprinkle over soups. Recipes on the package. Made by Kellogg in Battle Creek. Served by restaurants, hotels, cafeterias. Sold by all grocers.



**A BAKE SALE** Will be conducted by the Church of God ladies at the M. System all day Saturday. Also blooming plants on sale. 22-213

**PIANO TUNING.** Mr. Swallow of Fort Worth is here. Expert tuner and technician. Hall Music Co. Phone 575-22-214.

Wm. Penn—5 cents—A Good Cigar.

### Watch Your Sign! Garage Men Told

DALLAS, Dec. 9.—Garage men can be arrested for violating the federal prohibition laws if they post any kind of a sign other than one reading "Completely denatured Alcohol," according to local federal agents. Signs setting forth "Radiator Alcohol" or "Denatured Alcohol" is for sale is illegal.

### Retired Cowboy Is Elected Mayor

PAMPA, Tex., Dec. 9.—When T. D. Hobart, veteran cowboy, retired from that work he had to find something else to keep him occupied. Since he has lived in this section of Texas since 1886, he started a town of his own—Pampa. It has grown into a city of 8,000 and the other day when the city manager form of government was adopted, Hobart was elected mayor without opposition.

### 5000 EXPECTED AT GAME TODAY IN CLEBURNE

CLEBURNE, Dec. 9.—Abilene tackles Cleburne here this afternoon in the semi-finals of the state high school football championship tournament.

More than 5000 football fans came here from Abilene by special train to attend the game. The attendance was expected to exceed 5,000.

Although Abilene was a slight favorite to win the battle was expected to be an even tussle.

Waco plays Sherman at Waco tomorrow in the other bracket of the semi-finals.

### APPLICATIONS ARE MANY BUT FEW FOUND FOR JOB

FORT WORTH, Dec. 9.—Despite the fact there are 40 names on the eligibility list as policemen it took Police Chief Lee two days and the assistance of a squad of motorcycle officers to locate and hire four new policemen for the force here. Everyone of the 40 on the list had moved from the address given on their application papers and only by scouring the city could four of the 40 be located.

### RATS ATTACK PRISONERS IN DALLAS JAIL

DALLAS, Dec. 9.—Rats in the city jail here became so violent that an extermination campaign was resorted to for the welfare of the prisoners. One prisoner was bitten by a rat. The extermination campaign netted 97 rats in two nights.

Wm. Penn—5 cents—A Good Cigar.

### Letters to Santa Claus

Dear Santa Claus: I am glad it is December again and you are here. I am glad it will not be long till Christmas night. Santa Claus, for Christmas I want a paragon and sewing set, lots of candy, nuts, oranges and apples. I would like to get a fountain pen. Santa Claus don't forget the other children, and bring me what I want. Your friend, CHRISTELLE REYNOLDS.

Dear Santa Claus: I am a little girl 7 years old. Please bring me and my little sister a bottle of baby doll and bring me some little dishes. And bring my little sister a little car. PAULA SHAHAN and ROY GEAN SHAHAN, East Elevation street.

Dear Santa Claus: Please bring me a coaster wagon. I have two little brothers and one little baby sister. I am nine years old. BILL SMITH.

Dear Santa Claus: I am a little girl eight years old. I want a doll, set of dishes, a trunk, stove, drum and accordion. I want some fruit and nuts. Your friend, LOIS JOY WATERS, 611 East Eighth street.

Dear Santa Claus: I am a little girl nine years old. Please bring me a baby doll a buggy, a table and chairs and a machine, some fruit, nuts and candy. I live at 1310 West Fifth street. WINIFRED PARKER.

Dear Santa Claus: I am a little boy six years old. I want a pair of an animal puzzle but it is people in an army. I go to South Ward school and make good grades. I didn't get a good grade on conduct last month, but I know I will.

### WOMEN SEEK MORE LAWYERS TO SAVE YEGG

MEXIA, Dec. 9.—A group of Mexia women headed by Mrs. T. A. Kindred are raising funds to defray expenses of an appeal for Arthur P. Bruton, II, sentenced to death for participation in the recent robbery of the T. C. National State bank at Tehuacana. The women plan to engage at least two additional attorneys to fight Bruton's case in the supreme court. Bruton's brother, H. R. Bruton was sentenced to 40 years imprisonment for participation in the robbery.

this month, I am trying so hard. Please remember all the little orphans. Love from FRED MOELL LENDOCK, Jr.

Dear Santa Claus: I am three years old and please bring me a mama doll and a set of dishes. Be sure and don't forget the candy and nuts. I live on West Fifth street, but you can find the way. BETTY JANE PARMER.

Dear Santa Claus: I am a little girl seven years old. I go to school and like it fine. I want you to please bring me a baby doll, a doll bed and buggy, lots of fruit, nuts and candy. I live at 1310 West Fifth street. PAYTON PARMER.

### ESPERANTO IS BEING TAUGHT AT TEXAS U

AUSTIN, Dec. 9.—Fifty-six University of Texas students are learning a language without a country.

Although it is called the universal language, Esperanto belongs to no country. It was officially adopted by the International Radio Language association and several thousand volumes have been written in the new language.

The 56 students studying it here organized a club and will be taught the language by Prof. Alfred Kennzot, instructor in Germanic languages at the university.

Esperanto was created in 1887 by Dr. L. L. Zamenhoff of Warsaw, Poland. It is extremely flexible and can express every shade of thought. It is very easy to learn, according to Prof. Kennzot.

### Amarillo To Lay Hospital Cornerstone

AMARILLO, Dec. 9.—Cornerstone of the new \$150,000 St. Anthony hospital will be laid here Monday in the presence of dignitaries of the Catholic church. Bishop Joseph Patrick Lynch of Dallas will be assisted by Bishop R. A. Gerken of Amarillo and Monsignor Robert Nolan of Fort Worth in conducting the ceremonies. The new hospital is five stories high and will be completed before spring.

### Radford Purchases San Angelo Store

ABILENE, Dec. 9.—Announcement was made Thursday from the general offices of the J. M. Radford Grocery company of the purchase by that concern of building and stock of the J. E. Young Wholesale Grocery company of San Angelo and McCamey.

The consideration was "in the neighborhood of \$200,000." J. M. Radford said Thursday. "We will commence taking stock Monday morning, and operate both the San Angelo and McCamey houses," he said.

The purchase marks Radford's entry into San Angelo and the contiguous oil field, and increases the firm's number of wholesale grocery houses to twenty-five, of which two are in New Mexico, at Christ and Howell.

The J. E. Young company has been doing business at San Angelo for ten years.

**CARD OF THANKS** We wish to thank our many friends for their kindness during

**KC BAKING POWDER**

25 ounces 25c  
More than a pound and a half for a quarter

**Same Price for over 35 years**

GUARANTEED PURE  
Millions of pounds used by the Government

the sickness and death of our mother, mother-in-law and grand mother. And especially do we thank those for the beautiful floral offering. May God bless each and everyone.

Mr. and Mrs. Hobart Taylor, J. B. Schwab, June Schwab.



DO YOUR Christmas SHOPPING TO-DAY ONLY MORE DAYS TO Christmas

For colds, grip and flu take



Relieves the congestion, prevents complications, and hastens recovery.

### Cold Weather Needs--

Cold weather calls for different kinds of food from the ordinary menu.

Our service is elastic, it cares for your every requirement in the matter of food. We are offering you the cream of meats and market goods—quality in every piece of pork or beef products.

Order a bountiful supply of eats today—help your body to keep warm.

### Skiles Grocery & Market

Cor. Main at 14th St. — Phones 377 - 376

242 million VELVET CIGARETTES ROLLED EVERY MONTH...

Can you roll a bang-up cigarette with Velvet? Can a duck swim?

The 15¢ tin tips the scales at 2 full ounces—fifty smokes

Roll a Velvet cigarette

LIQUETT & MYERS TOBACCO CO.

**Notice!**

On account of the fact that another store in town will use Santa Claus Saturday and in order that there be no confusion among the children we have excused him from our store for that day. He will be here again Monday afternoon to greet the children as usual.

**Gray Hardware Co.**

"—Quality Counts; Watch Us Grow"

# Production of New Ford Car Climax to Spending of Many Hundreds of Million Dollars

DETROIT, Dec. 9.—Six months ago Henry Ford announced the coming production of a new Ford

car, superior in design and performance to any now available in the low-priced, light-car field. Recently the new car was shown for the first time outside the Ford organization, to a group of newspaper men and correspondents, at the Dearborn laboratories of the Ford Motor company.

What the correspondents saw was an automobile as new as the forests had represented it to be. They saw bodies with beauty of lines and color, and with every accessories that has come to be associated with cars of a much higher price class. They saw performance that would compare favorably with almost any automobile of the day—speed, pick-up, flexibility, power. What they did not see, however, was the six months of preparation back of that car, which in magnitude and accomplishment is unique in world history.

When Mr. Ford announced to the public that he was to introduce a new car he had not only conceived this car, but it was already on the way to materialization. In the years that the Model T had been produced many inventions, ideas, improvements had presented

themselves which did not fit into the scheme of the Model T. Many of these things were retained against the day when new ideas of automotive efficiency would pave the way for a new car. The formal announcement, last May, was principally significant because it marked the end of production of the Model T as a complete unit.

Cessation of production of the Model T did, however, turn the full force of the vast organization of the Ford company to the problem of creating and producing a new car, with the exception of that part of the facilities necessary for the production of Model T replacement parts. This meant opportunity for the reconstruction of not one plant, but many. Thirty-three assembly plants in the United States, the Ford Motor Company of Canada, and twelve plants in foreign countries had to be considered. A great problem still, the fountain-head of the parts to feed the branch plants had to be rebuilt almost from the ground the great Ford industries at Highland Park, at Fordson, and along the River Rouge.

Impressive figures almost without end could be quoted to illustrate the magnitude of this task. There have been estimates that the job cost as high as \$250,000,000 to accomplish. This figure is too high—how much so Ford officials will not say. But it was a staggering total of millions, unquestionably.

Strange as it may seem, however, Henry Ford did not figure in terms of millions. He was building a new car—a car which would be as much of an improvement of its day, as the Model T was back in 1908. Engineers took certain basic principles and built around them a new car. When it was completed it was very close to the car that Mr. Ford had visualized. It was then that Mr. Ford gave voice to the statement that has been frequently quoted since: "I will represent the public."

Even his engineers did not sense the full significance of this simple statement of the time. The plants were being re-tooled. Re-tooling an automobile plant designed to produce thousands of automobiles in a day is no simple matter. Giant machines weighing many tons and costing thousands of dollars had to

be designed and built. Countless thousands of smaller tools and precision instruments had to be manufactured. Orders were placed with machinery manufacturers for many of these machines. Others were built in the Ford plants. But Mr. Ford was representing the public. A small change meant the reconstruction of great machines which required four months to build. But if this change meant a slightly greater gasoline mileage, or a trifle more of acceleration in traffic, the machines were rebuilt. And so the story went. Mr. Ford stated again and again that he was not building a model to meet a specific date or a predetermined price. His aim was fixed on an automobile that would be as revolutionary as the Model T was in 1908.

These are some of the reasons, in the opinion of members of the Ford organization, why figures of the transition from the Model T to the Model A mean little. In the final analysis, they say, most of this expense will be absorbed in greater production and in higher plant efficiency. The maximum production in the days of the Model T was 8,000 per day. The reconstructed Ford industries will have a capacity even greater than that. This will not be reached for some time, but the capacity is there, to be approached as market demands indicate.

Mr. Ford has stated that the coal and iron mines, the glass plant and other "feeder" industries of the Ford Motor company exact no profit—that the only source of profit is the Ford car. But these "feeder" industries have been enlarged and strengthened during the period of transition.

The assembly line at the Fordson plant today is creeping slowly, as compared with the normal production, but each day sees increasing speed. Back of that assembly line, in the units where the parts are made which feed the assembly, a more impressive idea of what has taken place in the Ford industries may be had.

Working limits which would do credit to some of the finest automobiles of today are being imposed in many departments. Variations of more than one ten-thousandth of an inch are not permitted in many parts. The speed that character-

ized production of the Model T is being attained, but it is speed with almost unanny accuracy. Henry Ford is demonstrating that his mass-production methods can be applied to the manufacture of any type of car, without sacrificing the mechanical accuracy which is essential to maximum performance of a fine finished automobile.

He is demonstrating something else at which engineers are marveling—he is utilizing methods which had been pronounced impractical. Electrical welding of essential parts, such as the crank-end assembly, is being employed, with consequent strengthening of the car, and elimination of sources of noise and trouble. Spin steel forgings are being used in a way that is new to the automotive industry. New features of four-cylinder motor design have resulted in greater power and flexibility than had been anticipated. And so the story goes—a story of new methods, revolutionary principles of manufacture, of design.

This is some of the background of the new Ford car which is to be encountered by those who dig into the story of the happenings of the last six months. It is a story which will be many months in unfolding, as the American and foreign assembly plants swing into line for the production of complete cars.

## PALACE

—NOW SHOWING—

**ADAM AND EVIL**  
with  
**LEW CODY**  
**AILEEN PRINGLE**  
**THE GRANDEST MARITAL MIX-UP YOU'VE EVER ROARED AT!**

**TOMORROW**  
**"Paid to Love"**  
—with—  
**Virginia Valli**  
and  
**George O'Brien**

**SUNDAY and MONDAY**  
**JOHN GILBERT**

**"Man, Woman and Sin"**  
The screen's foremost lover now brings his finest romance to the screen!  
A youth's first love—a woman with a heart—a man who bars his way—her heart—here are the elements of first-rate drama!  
**SEE IT!**

**IDEAL**  
—NOW SHOWING—

**HARRY CAREY**  
—IN—

**"The Frontier Trail"**

**TOMORROW**  
**TED WELLS**  
**STRAIGHT SHOOTIN'**

It takes a pretty hot sort of a cruise to bury his defenseless sister and wounded father into the hands of a black-hearted bandit gang. But see the amazing finish. The double-crosser double-crossed. Grewed lightning, that's all!

**Kiddie Scooter.**  
A Toy the older boys and girls just long for. \$2.25

**Collins Wagons**  
Surprise your boy with a real wagon. He'll be tickled to death—  
—90c to \$12.50

**Autos**  
Real running gears, all colors, rubber tires, and bumpers.  
—\$7.50 to \$20.00

**Skates**  
Ball bearing and leather straps, nickel plated.  
—\$2.25

**Collins Hardware**  
"A Good Store---in a Good Town"

# Special SALE

SATURDAY and MONDAY

<b>BEEF ROAST</b>	Chuck or Rib Roast, per pound	<b>17c</b>
<b>Swift's Premium Hams</b>	Half or Whole lb.	<b>25c</b>
<b>Brockfield Sausage</b>	PATTIES PURE PORK	<b>33c</b>
<b>Campbell's Soup,</b>	all flavors,	<b>9c</b>
<b>Pork and Beans</b>	VAN CAMP'S Medium Size	<b>9c</b>
<b>Del Monte Spinach</b>	No. 2 can Large can	14c 19c
<b>COCOA</b>	1 Lb. Package Quality Cocoa	<b>18c</b>
<b>Sun Maid Raisins</b>	1 Lb. Puffed or Seedless	<b>12 1/2c</b>
<b>Rosedale Peaches</b>	Large Can Table Peaches	<b>20c</b>
<b>1869 COFFEE</b>	2 Lb. Can with Cup and Saucer	<b>\$1.53</b>

Fruit Cake Ingredients: Glazed Cherries; Pineapple; Figs; Citron; Lemon Peel; Orange Peel; Raisins; Dates and Currants, Nuts, etc.

# PIGGLY WIGGLY

## HERE'S THE OLD FORD AND THE NEW



First time three generations of auto maker's family have ever been taken together. Left to right: Edsel Ford, Henry Ford and Edsel's two sons, Benson and Henry, 2nd. Photo was taken at Detroit. (International Newsreels)

... Mrs. W. B. Royer; "Why the World Story of Jerusalem is Important From a Historical, Literary and Religious Standpoint," Mrs. George Simpson; Christmas card, Mrs. Lory Boyd. Refreshments were served to fifteen members.

her home on West Fifth street honoring her guests, Mrs. S. H. Gray and Miss Sallie McGowan of Coleman. The house was decorated with Christmas colors and a variety of cut flowers. The favors in the bridge went to Mrs. G. B. Kelly, high, and Mrs. W. P. Lee, the consolation. A snail plate was served to the following guests: Mesdames Will St. Jul, G. B. Kelly, W. P. Lee, Gus Ward, Alton

### Of a Social Nature

**Social Calendar**  
Saturday—Pan-Hellenic club will meet at 3 o'clock at the home of Mrs. Dewey H. Neal, 1006 West Thirtieth street.  
**MOTHERS CLUB**  
The Mothers' club met at the Recreation hall in Humboldt Thursday afternoon with the president, Mrs. Fred Moellendick, presiding. Response to roll call was a Christmas carol. After a short business meeting the following program was given with Mrs. W. B. Royer as leader: "What Every One Loves Who is Not Familiar With Bible Stories," Mrs. Eugene Lenkford; "How to Live the Bible With Chil-

Burke, Don Sivals, A. C. Green, Forrest Wright, E. P. Crawford, J. E. T. Peters, D. J. Moss, T. J. Deau, R. H. Reese, D. C. Saddler, G. H. Dowell, S. H. Gray, Miss Sallie McGowan and the hostess.

**CITY FEDERATION LECTURE**  
Dr. P. L. Campbell, who is head of the medical research department in Dallas, and one of the editors of Holland's Magazine, will lecture to the City Federation Monday afternoon at 3:45 o'clock. The Dolphin club will have charge of the program, and every lady in Cisco is invited. It is said.

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Three birds in water or food will improve their appetites, tone the system and increase egg production.  
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Sold and Guaranteed by  
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# SPECIALS!

FOR SATURDAY AND MONDAY

<b>POTATOES</b>	12 LBS. FOR	<b>34c</b>
<b>PICKLES</b>	Qts. Port Brand Each, 26c 1 Qt. Fancy Pack Each, 62c	
<b>BEANS</b>	STRING CUT TENDER, No. 2 Cans, each	<b>13c</b>
<b>JAM</b>	GOLD BAR Assorted Flavors 4 1-2 Lb. Can	<b>79c</b>
<b>OLIVES</b>	STUFFED, 1 Full Quart	<b>98c</b>
<b>Blackberries</b>	Gold Bar Fancy Heavy Syrup, No. 2 Can	<b>26c</b>
<b>HOMINY</b>	Van Camp's No. 2 Can	9c
	Van Camp's No. 2 1-2 Can	13c
<b>Pork &amp; Beans</b>	No. 2, per can	10c
	No. 2 1-2, can	19c
<b>BROOMS</b>	5 STRING	<b>39c</b>
<b>BACON</b>	MELROSE BRAND, Sliced, per lb.	<b>35c</b>
<b>CHEESE</b>	LONGHORN, FULL CREAM, Per Lb.	<b>35c</b>

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Always A Parking Space

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