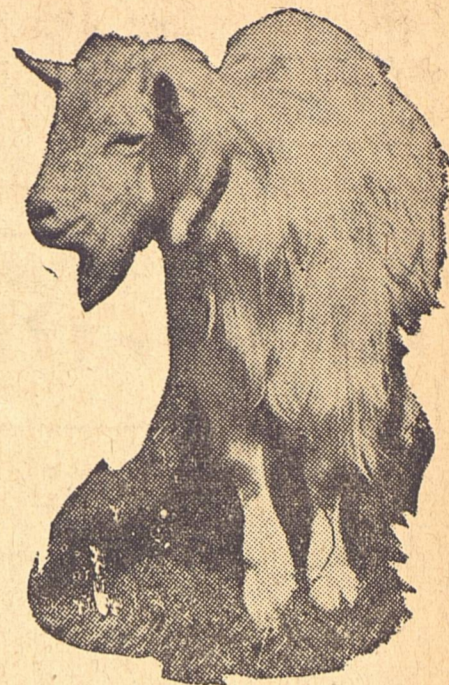


YOU ARE INVITED TO ATTEND THE.....



SIXTH ANNUAL

Eastland County

LIVESTOCK SHOW

At Cisco, Texas, Friday and Saturday, March 8th and 9th

Official Livestock Exhibition of Eastland County

Premium List

Beef Cattle

DR. F. E. CLARK and BOB WEDDINGTON in Charge.

- 1.—Bull 18 months and over.
- 2.—Bull under 18 months.
- 3.—Bull 6-12 months.
- 4.—Bull under 6 months.
- 5.—Cow over 2 years.
- 6.—Heifer, under 12 months.
- 7.—Steer, calved prior to Jan. 1, '34.
- 8.—Steer, calved on or after Jan. 1, 1934.
- 9.—Champion Steer.
- 10.—Champion Bull.
- 11.—Champion Female.

Dairy Cattle

A. Z. MYRICK in Charge

- 1.—Bull, 18 months and over.
- 2.—Bull under 18 months.
- 3.—Bull, under 6 months.
- 4.—Cow, over 4 years.
- 5.—Cow 2 to 4 years.
- 6.—Heifer, under 12 months.
- 7.—Heifer under 2 years.
- 8.—Champion Bull
- 9.—Champion Female
- 10.—Young Herd (1 male and 3 females).
- 11.—Best Production Cow (any breed).

Mules

REX CARTER in Charge

- 2.—Mule under 3 years.
- 2.—Mule under 3 years.
- 3.—Champion Mule.
- 4.—Pair Mules 3 years and over.
- 5.—Pair Mules under 3 years.
- 6.—Best Pair Mules any age.



Premium List

Sheep

F. E. HARRELL in Charge.

- 1.—Ram 2 years and over.
- 2.—Ram 1 year and under 2.
- 3.—Ram, Lamb, under 1 year.
- 4.—Ewe, 2 years and over.
- 5.—Ewe, 1 year and under 2.
- 6.—Ewe, Lamb under 1 year.
- 7.—Pen, 3 Fat Wether Lambs.
- 8.—Champion Ram.
- 9.—Champion Ewe.

Goats

F. E. HARRELL in Charge.

- 1.—Buck, 2 years and over.
- 2.—Buck, 1 year and under 2.
- 3.—Buck Kid under 1 year.
- 4.—Doe 2 years and over.
- 5.—Doe 1 year and under 2.
- 6.—Doe Kid under 1 year.
- 7.—Champion Buck.
- 8.—Champion Doe.

Hogs

DR. C. C. JONES in Charge

- 1.—Boar 1 year and under 2.
- 2.—Boar Pig under 1 year.
- 3.—Sow 2 years and over.
- 4.—Sow 1 year and under 2.
- 5.—Sow Pig under 1 year.
- 6.—Litter of Pigs and Sow.
- 7.—Champion Sow.
- 9.—Fat Barrow, 175 to 250.
- 10.—Fat Barrow, 250.

Horses

REX CARTER in Charge

- 1.—Stallion 4 years and over.
- 2.—Stallion under 4 years.
- 3.—Mare 4 years and over.
- 4.—Mare under 4 years.
- 5.—Champion Stallion.
- 6.—Champion Mare.

SHOW RULES:

- 1.—Animals exhibited must be in place by 9 a. m., Friday, March the 8th.
- 2.—The animals must remain in place until 5 p. m., Saturday, March the 9th.
- 3.—No entry fee will be charged.
- 4.—Each exhibitor will be required to show his own animals. (Note: Vocational agriculture students will assist exhibitors in showing their stock if requested).
- 5.—Each exhibitor must care for his own stock and provide feed for it. However, the show will have a watchman on duty at all times and will furnish straw for bedding.
- 6.—The show management cannot assume responsibility for the safety of stock. Every effort will be made to prevent any damage.
- 7.—An exhibitor must show his animals in order to be eligible for an award. The breeders of Eastland county and Cisco merchants are cooperating in offering prizes to all first place animals.

This Page is Being Sponsored by the Following Cisco Business Men:

R. H. Boon, Groceries & Feed

Red Front Drug Store

Ideal Sandwich Shop

Nu-Way Barber and Beauty Shop

Will Reagan, Texaco Products

Mayhew Bros.

J. B. Pratt, Gulf Products

DeLuxe Cleaners

Powell's Cleaning Plant

Savoy Cafe

Kiser's Studio

Southern States Finance Corp.

Chas. J. Kleiner

Wende Dry Goods Co.

X-Ray Barber and Beauty Shop

Dr. W. I. Ghormley, Optometrist

Palace Cafe

Cisco Steam Laundry

Harry Schaefer's Sign Shop



The Citizen-Free Press

(Successor to the Cisco Weekly Citizen)

Published each Thursday afternoon and Sunday morning at Cisco, Eastland County, Texas, by the Free Press Publishing Corporation...

CHARLES J. KLEINER, President; J. H. REYNOLDS, Vice President; B. A. BUTLER, Vice President and Sec'y-Treas.; F. D. WRIGHT, Counsel.

A Home-Owned and Home-Controlled newspaper devoted to the upbuilding of Cisco and Eastland county, independently democratic in politics.

SUBSCRIPTION RATES: ONE YEAR \$2.00

Any erroneous statement reflecting upon the character or reputation of any person will be gladly corrected if brought to the attention of the publishers.

Entered as Second Class Matter December 11, 1934, at the post office at Cisco, Texas, under the act of March 3, 1879.

BIBLE THOUGHT FOR TODAY

Blessed be he that cometh in the name of the Lord: God is the Lord which hath showed us light.

Oh, the joy of being at one with God, Of living, seeing and knowing; No consciousness but the one of Love, And gratitude for Love showing;

Those who try to save themselves by the sheer power of their will, sooner or later break under the strain.

WITH this issue the Citizen-Free Press presents its first livestock edition, devoted, as its immediate aim, to the promotion of the annual Eastland County Livestock show here March 8 and 9, and, as its ultimate purpose, to the encouragement of a sound livestock raising industry as the basis of a firm agricultural prosperity.

Our Livestock Show Edition modest compared to the potentialities of what now confronts this section as a great opportunity, but it should demonstrate quite clearly to the farmers and the livestock raisers of this county and area that the business men of Cisco are really and vitally interested in their welfare and in the growth of their industry.

CONDITIONS are better in the livestock markets now. The change that the past few months have seen in the industry has been remarkable.

INFLUENCE of this fact has exerted itself in livestock shows and sales that have already occurred. The demand for cattle, particularly stockers and good quality breeder animals, is strong and the prices offered for such animals are high.

THESE things favor the moment for making a strong effort to make the Eastland County Livestock show here a notable one. Too much emphasis has been laid upon the lack of substantial awards as an inducement for breeders and feeders of good quality animals to show here.

THE Cisco livestock country is as good a market for high quality foundation stock and for stocker animals as any cattle area, and the existence of large numbers of registered, pure blood animals within a small radius greatly reduces the potential expense of collecting exhibits of such animals in one show.

the hog industry, the sheep and goat raising business and the dairy cattle industry.

THE collection of livestock for showing in one place serves to kindle community interest in its production, as well as to give stockmen a sort of clearing house of comparison and information.

CISCO needs to have such an interest kindled among its civic and business leadership and the rank and file of its citizenship.

WE have dabbled too long with this county show. It is true that the depression and poor markets for livestock have been largely responsible for the lack of growth.

DEPARTURE of members of the city commission and city attorneys for New York to confer with members of the bondholders committee upon final details in the refunding of the city's huge public debt brings the climax of the settlement procedure nearer.

A Changed Picture

of the municipal bankruptcy act, of the terms of the agreement, thereby making them binding upon the whole body of bondholders of the city, including those who have specifically agreed to the settlement and those who have not.

This, in brief, calls for replacing present bonds with refunding bonds issued at the rate of 25 cents on the dollar of the entire debt, principal and interest, or about one-third of the present principal debt of \$4,500,000 in round numbers.

THERE is a marked and happy contrast between the conditions that prevailed a few years ago when the city of Cisco, in the midst of the depression, was threatened with being thrown into a receivership in order to deal with the tremendous debt, and the present.

TODAY the picture has changed. Houses that reverted to the hands of loan companies through foreclosure are once more desirable for private ownership.

PART of this result is due to the clearing up of this debt, a problem that presented the most serious hindrance to community optimism and enthusiasm. It is a load lifted from the civic consciousness and the nearness of a successful culmination of the program of settlement is greatly encouraging.

WITH respect to its public debt, Cisco has had a unique as well as trying experience. In the first place, its debt was far out of proportion to its size.

THE OLD HOME TOWN

Registered U.S. Patent Office

By STANLEY



Nature and Human Nature

By W. F. BRUCE

The church is a thing apart. Religion is an acute question of controversy. That is what the Everville Boosters discovered when they came to the church problem.

"since I was a child, and I want to say that I am impressed with the liberality of the gospel. I have never found anything in it to interfere with a man's business and I see no reason why it could not be accepted by everybody.

The Judge's Corner

By R. W. H. KENNON

ARE WE TO HAVE MORE STATE COMMISSIONS? Most of the pre-election critics of Gov. James V. Allred are gratified at the showing he is making as chief executive of the state.

said: "I want to endorse the statement that has just been made that we should abolish the industrial accident board, as it is as useless as the buttons on a man's coat sleeves.

This is the style of oratory one heard at every political gathering, but like other pre-election statements our legislators seem to have forgotten these political demands that were voiced by the people, and they will continue to let them fade from their memory until the people begin to vote like they preach.

But Gov. Allred, in initiating his reforms, would do so by creating other departments.

Farmers in This County Are Paying

Eastland county farmers are repaying their 1934 government seed loans at a rate that ranks the county higher than most counties of the section, it was announced.

IN THE SERVICE OF OTHERS Neil Lane's Funeral Home 209 West Ninth Street Phone 167.

Cisco Lumber & Supply Co. "WE'RE HOME FOLKS" DEALERS IN Lumber, Shingles, Sash, Doors, Cement, Lime, Wall Board, Roofing, Builders Hardware, Asphalt, Paints, Wall Paper, Glass, Auto Glass, Blacksmith Coal, Pipe and Pipe Fittings, Plumbing and Plumbing Supplies or EVERYTHING TO BUILD ANYTHING

Personals

- Mrs. Jack Cabaness has returned from Temple. Mr. and Mrs. R. B. Gustafson and children, of Jennings, La., are the guests of relatives in Cisco. Mrs. Simon Coplin has returned from a visit with her mother in Shreveport, La. Mrs. R. F. Weddington who has been ill is reported to be recovering. Mrs. J. J. Butts and Miss Jane Butts returned Wednesday from a two weeks visit with relatives in Austin. Mrs. Ray Smith and Mrs. George P. Fee spent Tuesday in Abilene. John Sprouse of Houston, was in Cisco Monday en route to Albany. Dr. M. Malloy of Tunersville transacted business in Cisco Tuesday. Charles Trammell has returned from a business trip to Coleman. Mr. and Mrs. J. W. Robertson spent Tuesday evening with friends in Breckenridge.

OO Music Club Wins Stunt Night Contest

The OO Music club, with an animated music scale, one of the most original and attractive numbers ever presented at such a program, won the "Stunt Night" first award at the high school Thursday night.

May Get Permits for Trucks at Eastland

Those desiring special permits to move heavier loads on state highways than allowed without such permits may obtain them from Joe Blankenship at Eastland, instead of being forced to go to the nearest highway department district headquarters (in this case at Abilene) State Rep. Geo. A. Davisson, Jr., announced in a letter to the Citizen-Free Press this week.

VULCANIZING 14 Years Experience Old Tires Made New USED TIRES BOUGHT and SOLD MILTON SANDERS 105 W. 5th St. Cisco.

PLAY safe with safe TEXACO DRAIN and REFILL to day WE HAVE THE CORRECT WINTER GRADE FOR YOUR CAR. Say yes Texas Service Station A. V. CLARK "Famous for Greasing" Corner 8th and E Ave.

DANCE WITH THE WANDERERS NEXT SATURDAY The Wanderers, a six-piece string orchestra of Dallas, will play for a dance at Lake Cisco, next Saturday, March, 2nd. The Wanderers are looked upon as the best string band playing in this section and always bring a big house. They are heard over WFAA Dallas, every week day at eleven a. m. Don't fail to tune in and hear them. And remember they will play at Lake Cisco next Saturday.

Livestock
Edition

THE CITIZEN-FREE PRESS

Livestock
Edition

VOLUME V.

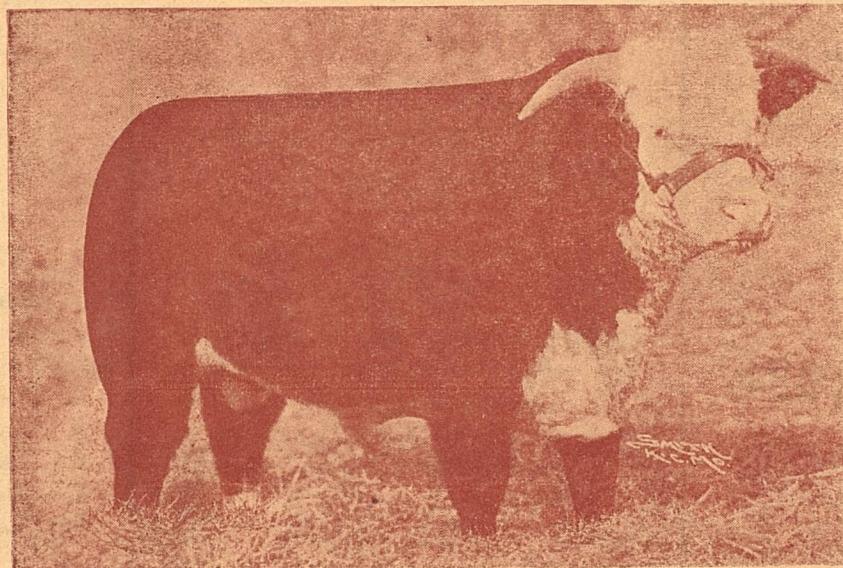
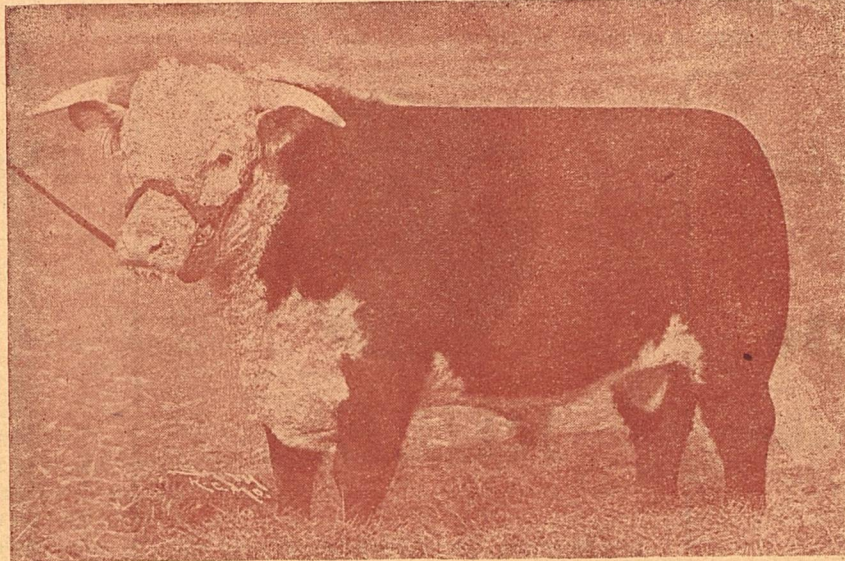
CISCO, TEXAS, THURSDAY, FEBRUARY 28, 1935.

NUMBER 38.

Announcing the Sixth Annual

Eastland County Livestock Show

Cisco, Texas, March 8 and 9, 1935



Sponsored By

Cisco Chamber of Commerce

DR. CHAS. HALE, President.

J. E. SPENCER, Secretary.

J. M. BIRD, Agricultural Secretary
and Livestock Show Manager

Officers

DR. CHARLES HALE, President
J. M. BIRD, Secretary
DR. F. E. CLARK
F. E. HARRELL
DR. C. C. JONES
C. METZ HEALD

Superintendents

DR. F. E. CLARK, BOB WEDDINGTON,
Beef Cattle
DR. C. C. JONES, Hogs
A. Z. MYRICK, Dairy Cattle
F. E. HARRELL, Sheep and Goats
REX CARTER, Horses and Mules

EASTLAND COUNTY LIVESTOCK SHOW

: : CLASSES AND RULES : :

To a greater degree than before, emphasis will be placed on pure bred stock at the Sixth Annual Eastland County Livestock Show March 8, and 9. Improving conditions in agriculture and livestock raising generally after a period of depression, make this emphasis natural. The government's AAA programs have resulted in the removal of much inferior stock with the result that livestock in the county is in a remark-

ably clean condition with respect to quality.

Rising prices and the prospect of profits have created a demand for pure blood foundation stock. The Eastland county show this year is feeling the influence of this demand in increasing interest and indications of the largest entry list ever had.

The show is annually sponsored by the Cisco Chamber of Commerce and is the official livestock show of the county.

It is held on grounds located in the

business district, easily accessible to visitors and to stockmen who bring exhibits. Experienced livestock raisers are in charge and animals exhibited are given the best of care.

Competent judges are secured. The show will begin Friday morning at 9 o'clock when all exhibits are expected to be in place. Judging will begin Friday. Beef cattle judging will be on Saturday, March 9. The program for the show includes band concerts, old fiddler contest, and boxing. These events will occur in the afternoons. Most of the at-

tention will be devoted to stock exhibits and to the judging of these exhibits.

One of the features of the show will be an educational exhibit of butcher steers with drawings and explanations accompanying each. These will be explained by the official judge of the show.

Committees and superintendents of the show are listed on the first page of this section.

Following are the classes and rules that will be observed:

Premium List



Beef Cattle

DR. F. E. CLARK and
BOB WEDDINGTON in Charge.

- 1.—Bull 18 months and over.
- 2.—Bull under 18 months.
- 3.—Bull 6-12 months.
- 4.—Bull under 6 months.
- 5.—Cow over 2 years.
- 6.—Heifer, under 12 months.
- 7.—Steer, calved prior to Jan. 1, '34.
- 8.—Steer, calved on or after Jan. 1, 1934.
- 9.—Champion Steer.
- 10.—Champion Bull.
- 11.—Champion Female.

Dairy Cattle

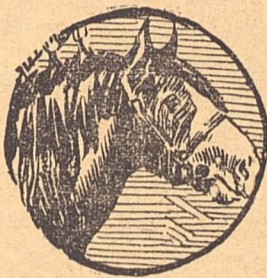
A. Z. MYRICK in Charge

- 1.—Bull, 18 months and over.
- 2.—Bull under 18 months.
- 3.—Bull, under 6 months.
- 4.—Cow, over 4 years.
- 5.—Cow 2 to 4 years.
- 6.—Heifer, under 12 months.
- 7.—Heifer under 2 years.
- 8.—Champion Bull
- 9.—Champion Female
- 10.—Young Herd (1 male and 3 females).
- 11.—Best Production Cow (any breed).

Mules

REX CARTER in Charge

- 2.—Mule under 3 years.
- 2.—Mule under 3 years.
- 3.—Champion Mule.
- 4.—Pair Mules 3 years and over.
- 5.—Pair Mules under 3 years.
- 6.—Best Pair Mules any age.



RULES:

- 1.—Animals exhibited must be in place by 9 a. m., Friday, March the 8th.
- 2.—The animals must remain in place until 5 p. m., Saturday, March the 9th.
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- 7.—An exhibitor must show his animals in order to be eligible for an award. The breeders of Eastland county and Cisco merchants are cooperating in offering prizes to all first place animals.



Premium List



Sheep

F. E. HARRELL in Charge.

- 1.—Ram 2 years and over.
- 2.—Ram 1 year and under 2.
- 3.—Ram, Lamb, under 1 year.
- 4.—Ewe, 2 years and over.
- 5.—Ewe, 1 year and under 2.
- 6.—Ewe, Lamb under 1 year.
- 7.—Pen, 3 Fat Wether Lambs.
- 8.—Champion Ram.
- 9.—Champion Ewe.

Goats

F. E. HARRELL in Charge.

- 1.—Buck, 2 years and over.
- 2.—Buck, 1 year and under 2.
- 3.—Buck Kid under 1 year.
- 4.—Doe 2 years and over.
- 5.—Doe 1 year and under 2.
- 6.—Doe Kid under 1 year.
- 7.—Champion Buck.
- 8.—Champion Doe.

Hogs

DR. C. C. JONES in Charge

- 1.—Boar 1 year and under 2.
- 2.—Boar Pig under 1 year.
- 3.—Sow 2 years and over.
- 4.—Sow 1 year and under 2.
- 5.—Sow Pig under 1 year.
- 6.—Litter of Pigs and Sow.
- 7.—Champion Sow.
- 9.—Fat Barrow, 175 to 250.
- 10.—Fat Barrow, 250.

Horses

REX CARTER in Charge

- 1.—Stallion 4 years and over.
- 2.—Stallion under 4 years.
- 3.—Mare 4 years and over.
- 4.—Mare under 4 years.
- 5.—Champion Stallion.
- 6.—Champion Mare.

Hog Scarcity Not Due to Program Of Government

While giving his attention to breeding and raising hogs Dr. C. C. Jones was one of the most successful hog raisers in the Cisco country. But of recent years he has practically gone out of the hog business, he said. Formerly he specialized in the Poland China strain, and has marketed as high as \$3,000 worth of hogs in one season. Last year, he said, he was paid \$200 by the government for hogs he did not raise.

"I have been practically out of the hog business since 1929," Dr. Jones said. "One sow, a litter of pigs, and five head I expect to market, form my present stock.

"It was not the government's program of reducing hog production that accounts for the scarcity of hogs in the county. I for one, quit raising hogs several years before the government's project was launched. The low price of hogs and the scarcity and high prices of feed is responsible for hogs disappearing from the farms. No one could afford to buy feed and raise hogs at the prevailing low prices for pork and the prices of feed. A farmer must grow his own feed if he expects to realize a profit on hogs, at any price. As there was practically no feed raised in this section, the farmers just quit an unprofitable business.

Saved Situation

"The government's hog policy has perhaps saved the situation, rather than being a deterrent to hog raising.

We have lost our foreign trade, and there is no market for our produce other than the domestic demand. Foreign countries don't buy our produce when those countries owe money to America and Americans. If we owed them there would be a demand in foreign countries for what we have to sell. This and the scarcity of feed is what has killed hog production. I could have raised considerably more hogs than I have and still have been below the quota allowed me. But it costs 8½ cents per pound to raise pork at prevailing feed prices, and no one cares to lose money. One sow and a few pigs will enable a man to make more money raising hogs than is possible with a volume. I can realize a greater profit per pound with the increase of one sow than I can with a dozen.

"I can't say that I am out of the business entirely, I have my farm hog fenced, and if the occasion arrives when I can see a profit in it, I may go back into the hog business. I only raised hogs for the packer trade, and never for breeding purposes. I always kept a fine registered boar, but never had any pigs registered.

"Right now I consider the outlook for hogs better than in several years."

READ THE ADS!

Publication of this edition, the first devoted to the livestock industry of Eastland county, has been made possible by the cooperation of the merchants and professional men whose advertisements appear herein. The Citizen-Free Press expresses its thanks for this generous support and invites its readers to study these advertisements carefully.

Welcome, Mr. Livestock Raiser!



Livestock is the basis of agricultural prosperity in this section. Recognizing the importance of the industry this bank extends a warm greeting to the livestock raisers and their friends who will come to Cisco March 8 and 9 for the Sixth Annual Eastland county Livestock Show.

We invite you to make this bank your headquarters while here, and assure you of our desire to assist in any way compatible with sound banking practices in the prosperity of your industry.



The Cisco State Bank

Safety --- Courtesy

FOUNDATION HEREFORDS

For Your Selection

FLYING V-BAR RANCH

Cisco, Texas

BOB WEDDINGTON

High Prices Paid at Albany Auction Sales

Ciscoans Are Purchasers of Blooded Bulls

Two of the most successful Hereford auctions that have been held at Albany were concluded Thursday and Friday of last week at the F. W. Alexander Diamond ranch and the Shackelford County Hereford Breeders association barn at that city. The Alexander auction brought an average price of \$378. for 23 bulls and six heifers, a probable new section record

Thirty-six bulls, several of them less than a year old, were sold for an average price of \$192.50 at the association auction. Prince Domino 3rd, consigned by the Tom Parrott Estate of Throckmorton and sold for \$1,225 to Dr. Charles H. Harris of Fort Worth, topped the week's sales. Top for an Alexander bull was \$1,075 for Stanway Domino, Lot 3, paid by Cox and McInnis of Byrd, Texas.

Cisco Buyers

Cisco buyers were represented in the spirited bidding. Mitcham and Clark, composed of G. P. Mitcham and Dr. F. E. Clark, paid among the top prices for bulls when they bought Superior 65th, Extra Lot 24, for \$680.

Dabney and Ward, composed of Guy Dabney and J. D. Ward, bought two bulls at the Hereford association auction. They paid \$120 for Beau Brilliant, consigned by Merrick Davis of Albany, and \$95 for Beau Lad, 63rd, consigned by John M. Gist of Odessa.

Alexander Sales

Sales in the Alexander auction included:

Lot 2, Donald Domino, calved Sept. 18, 1933, sold to Jimmy Brooks, Brady, \$510.

Lot 3, Stanway Domino, calved Oct. 26, 1933, to Cox & McInnis, Byrd, Texas, for the afternoon's high of \$1,075.

Lot 4, Beau Domino, calved Jan. 25, 1934, to Dr. Harris Farm, Fort Worth, \$460.

Lot 5, President Domino, calved May 4, 1934, to McCluskey & Atkinson, \$235.

Lot 6, Victor Domino 19th, calved Dec. 8, 1933, to Mrs. Mary A. Martin, Aspermont, \$550.

Lot 7, Victor Domino 17th, calved Aug. 15, 1933, to Eugene Snyder, Moran, \$265.

Lot 8, Victor Domino 10th, calved Feb. 2, 1933, to John Burns, Fort Worth, \$550.

Lot 9, Victor Domino 12th, calved Mar. 6, 1933, to Ed Horn, Baird, \$525.

Lot 10, Stanway Domino, calved May 4, 1933, to William Flowers, Aspermont, \$355.

Lot 11, Victor Randolph, calved June 7, 1933, to Willard Averall, Richmond, \$425.

Lot 12, Victor Domino 15th, calved Aug. 8, 1933, to C. C. Koger, Lamesa, \$300.

Lot 13, Victor Domino 18th, calved Oct. 1, 1933, to William Averill, Richmond, \$480.

Lot 14, Victor Domino 16th,

A Prize Package of West Texas Herefords



calved Sept. 5, 1933, to Ed Horn, Baird, \$240.

Lot 15, Dwight Domino, calved Oct. 15, 1933, to C. C. Koger, Lamesa, \$325.

Lot 16, Don Domino, calved Oct. 22, 1933, to Ed Horn, Baird, \$370.

Lot 17, Mischief Diamond, calved Feb. 4, 1934, to Ed Horn, Baird, \$280.

Lot 18, Woodrow Domino, calved Feb. 19, 1934, to Ed Horn, Baird, \$310.

Lot 19, Victor Domino, Jr., calved Jan. 5, 1934, to Ed Horn, Baird, \$280.

Lot 20, Victor Domino 21st, calved Feb. 8, 1934, to J. M. Smallwood, Lawn, \$260.

Lot 21, Victor Domino 25th, calved May 9, 1934, to Joe Matthews, Albany, \$185.

Lot 22, Victor Domino 20th, calved Mar. 4, 1934, to Joe Matthews, Albany, \$210.

Lot 23, Bright Domino, calved Mar. 21, 1934, to Eugene Snyder, Moran, \$210.

Extra Lot 24, bull sold to Mitcham & Clark, Cisco, while a heifer went to Horton Bros., Goldthwaite.

Five other heifers concluded the sale:

Lot 25, Beau's Rosa 2d, calved June 10, 1933, to John H. Dillard, Albany, \$300.

Lot 26, Martha Diamond, 3d, calved June 21, 1933, to Horton Bros., Goldthwaite, \$335.

Lot 27, Dorinne 48th, calved June 10, 1933, to Horton Bros., Goldthwaite, \$300.

Lot 28, Blanche 72nd, calved July 20, 1933, to John H. Dillard, Albany, \$255.

Lot 29, Lady Diamond 4th, calved Aug. 26, 1933, to Texas A. & M. college, \$300.

Sales in the association auction included:

Bulls — Beau Brilliant 168th, February, 1934, Merrick Davis, Albany, \$120 to Ward & Dabney, Cisco; Superior Mischief 56th, March, 1934, Merrick Davis, \$95 to Joe Matthews, Albany; Blanchard Domino 40th, January, 1934, George T. Delafosse, Albany, \$160 to T. O. Henderson, Abilene; Beau Domino 2nd, January, 1934, Delafosse, \$150 to T. G. Hendrix, Abilene; Domino Incomparable, January, 1934, Delafosse, \$145 to J. W. Douthit, Henrietta; Beau Brilliant 60th, February, 1934, Delafosse, \$125 to T. G. Hendrix, Abilene; Beau Domino, December, 1933, Delafosse, \$260 to F. B. Cloud, Albany; The Prince Domino 6th, February, 1934, John H. and Bryon Diller, Albany, \$150 to T. G. Hendrix, Abilene; Dandy

Blanchard, May, 1933, W. J. Dodson, Albany, \$250 to T. G. Hendrix, Abilene; Dandy Stanway, Jr., April, 1934, Dodson, \$125 to T. G. Hendrix, Abilene; Carlos Blanchard, May, 1933, Dodson, \$175 to T. G. Hendrix, Abilene; Bright Stanway, Jr., April, 1934, Dodson, \$205 to Henry Green, Albany.

Prince Domino 2nd, March, 1934, Clarence Easter, Albany, \$1.00 to T. G. Hendrix, Abilene; Brilliant Stanway, April, 1933, Easter, \$270 to W. P. Newell, Albany; Beau Stanway Jr., October, 1933, Easter, \$90 to Henry Compton, Moran; Domino Lad 7th, December, 1933, John M. Grist, Odessa, \$105 to Joe Matthews, Albany; Beau Lad 63rd, December, 1933, Grist, \$95 to Ward & Dabney, Cisco; Beau Lad 49th, March, 1934, Gist, \$100 to T. G. Hendrix, Abilene; Beau Lass 44th, November, 1933, Gist, \$50 to George Delafosse, Albany; Glendale 54th, March, 1934, T. W. Lee, Albany, \$100 to George Delafosse; Glendale 33rd, March, 1934, Lee, \$75 to T. G. Hendrix, Abilene; The Prince Domino 12th, October, 1932, Tom Parrott Estate, Throckmorton, \$330 to J. McKnight, Throckmorton.

Prince Don, January, 1933, Tom Parrott Estate, \$225 to Sam Davis, Throckmorton; Domino Lad 6th, October, 1934, Tom Parrott Estate, \$400 to G. T. Gober, Throckmorton; Advance Domino, February, 1934, J. W. Pritchard, Moran, \$160 to T. G. Hendrix, Abilene; Diamond Domino, March, 1932, Pritchard, \$245 to Sam Davis, Throckmorton; Timberline 50th, February, 1934, Pritchard, \$80 to Glenn Taylor, Albany; Shirley, July, 1933, A. W. Reynolds, Albany, \$115 to Joe Reynolds, Fort Worth; Beau Superior, March, 1934, Reynolds, \$155 to H. W. Kempner, Wichita Falls; Beau Stanway 118th, October, 1933, John F. Sedwick, Albany, \$155 to F. B. Cloud, Albany; Beau Diamond 58th, December, 1933, Sedwick, \$175 to T. G. Hendrix; Caldo Stanway 4th, January, 1934, Sedwick, \$175 to T. G. Hendrix, Abilene; Stanway Mischief 10th, February, 1933, Sedwick, \$245 to Eugene Snyder, Moran; Stanway Mischief 17th, August, 1933, Sedwick, \$175 to H. Kemper, Wichita Falls; Stanway Mischief 18th, September, 1933, Sedwick, \$200 to Joe Reynolds, Fort Worth.

DIAMOND RANCH PICTURES

The pictures of Herefords in this edition are used through the courtesy of the Diamond Ranch of F. W. Alexander at Albany.

Aristocratic Cattle

Sold at Albany Sale

Texas and all the southwest, for that matter, has a just right to be proud of the Shackelford County Hereford association, as they were organized in 1920, with 20 charter members, for the sole purpose of causing better cattle to be produced in the state of Texas, and to find markets for these cattle after they were produced. Their membership still stands equal to the number of their charter members and more than half of their charter members are still members of the organization.

Many thousands of dollars have been spent for herd bulls and registered females, in an effort to obtain not only the best blood lines but the best individuals of the blood lines to build a standard of excellence in purebred and commercial herds, not only in Shackelford county but in adjoining counties.

The consignment to the auction sale at Albany, Texas, February 22, coming from the well known herds of Mrs. Tom Parrott, Throckmorton, Texas; John M. Gist, Odessa; J. W. Pritchard, Moran; Geo. T. De Lafosse; W. J. Dodson; Clarence Easter & Son; T. W. Lee and A. W. Reynolds.

Many of the cattle sold by the Shackelford county association were the progeny of such aristocratic sires as are mentioned below, and the splendid prices bid on the cattle shown in the Albany sale demonstrates that it pays to breed to pure lines, of proven blood strains. Here is a list of strains that produced the prize cattle sold at Albany this year:

Prince Superior 1st, by Superior 8th, Boo Stanway 114th, Diamond Stanway by Diamond, Lord Derby, Dandy Stanway by Beau President, Jr., Superior Mischief 2nd, by Superior 30th, Bonnie Delaware, Timberline, Beau Stanway 53rd by Don Stanway, Beau Brilliant 5th by Beau Randolph 2nd, Domino Grove, Kendale, 33d, Blanchard Domino by Don Blanchard 12th, Superior Stanway by Bright Abel, Beau Blanchard 171st by Beau Blanchard 95th, The Mischief by Stanway Michief, The Prince Domino 6th by The Prince Domino 5th, Cleveland Domino, Prince Domino by Blanchard Domino. All good blood lines are represented in their pedigrees.

English County of Herefordshire Is Home of Herefords

The famous white-face Hereford, which has practically displaced other breeds of beef cattle in this part of the state and other large sections of the United States, originated in Herefordshire, England, a small area in the west of the island. Herefordshire, celebrated throughout all England for its grasses and pastures, gave its name to the breed, which came to be known as Herefords. A bulletin issued by the American Hereford association in 1932 to commemorate the 50th year of its history, gives a brief but interesting summary of the origin of this famous beef animal.

Herefordshire, says the bulletin, is 38 miles long and 35 miles wide at its greatest dimensions, smaller than some of the ranches that have been made famous in west Texas history. According to parliamentary returns in 1873, the county consisted of 506,559 acres.

As early as 1627, but a few years after the famous Elizabethan age of English history, John Speed published a book on England in which he said of Herefordshire: "The climate is most healthful and the soil so fertile for corn and cattle that no place in England yieldeth more or better conditioned."

Farmer's Aim

"In their native home," says the bulletin, "the Herefords were handled out of doors almost exclusively, the steers usually being sold to feed-

ers at twelve to eighteen months of age, then grazed or fed sixty to ninety days before being marketed for beef. The ultimate purpose in the mind of the Herefordshire farmer has always been to produce the greatest amount of high quality beef, in the most economical way, in the shortest possible time, and as a medium to do this he has bred up the cattle known all over the world today as the Hereford."

Benjamin Tompkins, Sr., and his son, Benjamin, Jr., are credited with having done the most to fix in the Hereford strain the desirable characteristics that have made the breed the greatest beef producing animal in the world, the bulletin continues.

The elder Tompkins was said to have been the originator of the Hereford. He at least was the first man known to have devoted his energies to the development of the breed, which he began in 1742.

Tompkin's Contribution

During the latter part of the life of the elder Tompkins, his son, known as "the Younger" to distinguish him from his father, was actively engaged in the improvement of the Hereford on a different farm. The younger Tompkins became active as a breeder in 1769 and continued this work until his death in 1815. A close observer of events, he is said to have recognized in the growing importance of manufacturing a new field of usefulness for cattle in supplying beef to crowded industrial communities. To meet this demand, he saw the need of an early maturing animal that would fatten easily and on the feeds and pastures available in his section. With these characteristics in mind, he selected two

(CONTINUED ON PAGE 13)

FARMERS ...!

Let Us Grind Your Feeds



We are preparing to replace our present equipment with the latest grinding machinery and our experience after years in the milling business enables us to guarantee the best of service. Give us a trial and be convinced.

Bring your corn to us for grinding into meal.
We do general custom milling.



Cisco Flour Mill

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If You Are a Builder We Have What You Want!

We sell Lumber, Shingles and other roofing materials, Millwork, Fencing, Paints and Varnishes, Cement, Nuts and Bolts, Glass — all kinds of building materials and supplies.

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We invite you to call on us during the Eastland County Livestock Show.

Burton-Lingo Lbr. Co.
Cisco, Texas



Stockmen We Welcome You!

BRING YOUR WIVES AND DAUGHTERS
FOR THIS ADDED ATTRACTION—

Wash Frock Sale

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PRICES 49c to \$1.98

Nothing Like It Ever Before Seen in Cisco.

See living models display these Dresses in our show windows Friday and Saturday of the Stock Show.

PENNEY'S
J. C. PENNEY COMPANY, Incorporated

CISCO,
TEXAS

Many Cattlemen And Large Land Owners Are Here

The cattle raising section of the Cisco Country lies principally north and west, overlapping the more predominantly farming territory to the east and the south. Some of the largest landholders in west Texas are included in the roster of those who raise cattle or finance cattle raising in this section.

Among these large landholders, those who are strictly Ciscoans by reason of residence within the city are Charles H. Fee and the J. E. Chesley estate.

Among these large landholders, those strictly classed as Ciscoans by reason of residence within the city, are Charles H. Fee, the J. E. Chesley estate, the R. F. Weddington estate, and the Ward estate. Many other Ciscoans own large blocks of land, including Jonah Donovan, Dr. F. E. Clark, Luther Norvell, Luther Qualls, Dr. C. C. Jones, and others. Charles J. Kleiner, Cisco oil man, owns the Baldwin ranch of 7,800 acres near Haskell which he recently purchased and stocked with 417 head of cattle not including calves. Mr. Kleiner is also associated with Walter Ray, another large Cisco landholder, in the ownership of a commercial herd of Herefords and Durhams north of Cisco. This herd numbers approximately 300 head.

Crofts Brothers

The big Chesley ranching estate is being operated under lease by Crofts Brothers, who run the only herd of Black Poles in this part of the state. Their herd numbers in the neighborhood about 1100 now. The ranch, lying partially in Eastland and partially in Stephens counties, spreads over 12,000 acres. J. E. Chesley, pioneer cattleman of this area who died a few years ago, leased his properties to the Gatewood interests at Cleburne several years before his death. The Gatewoods, large feeders of cattle, ran their herds on this land and shipped them to Cleburne to feed out for the market.

The Crofts brothers, Franklin P. and Sutton, operate the Chesley property in conjunction with their ranches in south Texas.

C. H. Fee and Son

The Charles H. Fee ranching properties begin at the eastern and northern limits of Cisco and extend to the northern limits of the county. George P. Fee is associated with his father in the operation of these properties.

The Fees have one of the best herds of graded cattle in county, with fine registered bulls.

Among the large landholders who live outside Cisco property are W. L. Parmer, Neil Pippen, Van Parmer, Clinton Brothers, and many others.

Prominent ranchers and stockmen of this section include:

JACK CABANESS

Jack Cabaness, who has several tracts of grass land under lease, including the Groves 3,380-acre ranch and the Penn 640-acre tract and runs a large herd of stocker Hereford cattle including some excellent, fine-blooded head. Mrs. Cabaness takes an active part with her husband in the operation of their ranch.

DONOVAN AND McCANLIES

Jonah Donovan and Jess McCanlies who have a herd of 200 cows and 8 bulls on a tract of about 3,500 acres principally owned by them. Their

(CONTINUED ON PAGE 7)

Altman's



Extends Greetings to the
Livestock Raisers of This
Section.

Our store is headquarters for women's ready-to-wear.

See our stocks of up-to-the-minute merchandise when attending the Eastland County Livestock Show next week.



Altman's STYLE SHOP

Don't Take Chances!

Keep your machinery in a good state of repair, ready for all emergencies by letting us take that "stitch in time."

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We do general automobile and machinery repair work; battery sales and service and handle National Tires and Gasoline and Oils.

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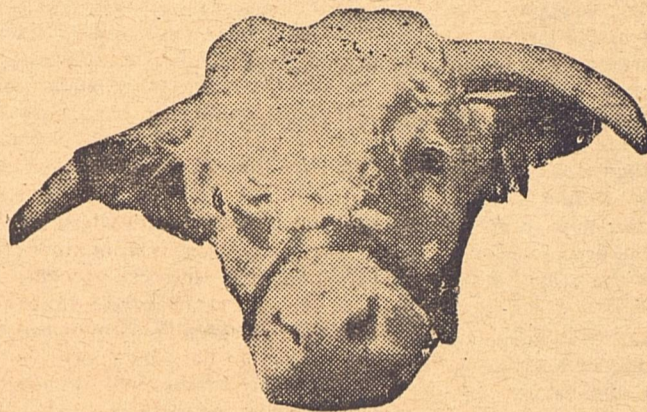
TELEPHONE 5927.

1105 D AVENUE.

"Where Price and Quality Meet"



GREETINGS!



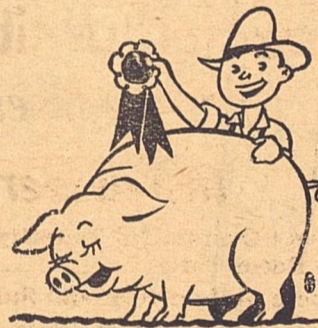
The West Texas Utilities Company extends Greetings to the Livestock Growers of Eastland County and West Texas.

Livestock is one of the Foundation Industries of the section this company is serving, and the facilities and services at our command are dedicated to encouraging the prosperity of this section.

West Texas Utilities Company

Welcome

to Cisco and
the Sixth
Annual
Eastland County
Livestock
Show



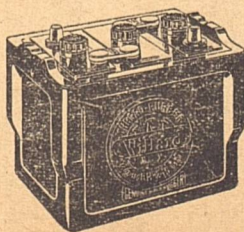
MAY YOU HAVE MANY HAPPY
RETURNS OF THE EVENT

We don't Specialize in Growing Hogs, Cows or Chickens. Fixing Automobiles is Our Business.

Give Us a Trial and Be Convinced.

Genuine Ford Parts.

Willard Battery Sales and Service.



VAUGHN and ELKINS

Phone 505

Many Cattlemen And Large Land Owners Are Here

(CONTINUED FROM PAGE 6)

property lies northwest of Cisco and they are among the most successful cattlemen of the district.

G. P. MITCHAM

G. P. Mitcham, formerly of Cisco, now of Dallas, is developing a large, diversified ranching program on a tract of 2,400 acres in the same area. He began this project about three years ago. He has established a goat herd, a fine flock of Rambouillet sheep including Kansas City livestock prize winners and a herd of fine registered Herefords.

ROY PIPPEN

Roy Phippen is running a herd of 100 or more Hereford on a 1,500 tract.

VIRGIL HEYSER

Virgil Heyser has a herd of 150 head of excellent Herefords, all good blood strains, on a tract of 2,000 acres he has leased.

W. L. Parmer

W. L. (Bill) Parmer, one of the largest landholders in this county, devotes his attention primarily to his farming enterprises, but he is running a herd of thoroughbred, registered Herefords in conjunction with his farms.

NEIL AND JACK PIPPEN

Neil Phippen and his brother, Jack Phippen, two more large landholders and cattle raisers, have their properties located in the vicinity of Dothan. Neil Phippen is said to own more land

than any other man in the county. They devote their attention to farming and cattle raising.

BEDFORD MASHBURN

Bedford Mashburn runs a herd of commercial Herefords on a tract of 2,000 acres northwest of Cisco.

WALTER RAY

Walter Ray, besides being associated with Charles J. Kleiner in the running of a herd of commercial cattle, is a breeder of fine horses, with attention particularly to racing stock. He has one of the best blooded stables in the west and the string has carried off many prizes in racing meets over the west and southwest. He has been in south Texas this season, racing at Galveston lately and at other tracks.

ERNEST HITTSON

Ernest Hittson is running a herd of about 200 Hereford stockers on the Hittson ranch of approximately 2,000 acres seven miles north of Cisco. Hittson has developed an excellent herd, improving it considerably during the past year.

LUTHER NORVELL

Luther Norvell owns and operates about four sections of land in Eastland and Stephens counties, raising commercial Herefords and dealing in horses and mules. He and his son-in-law, W. R. Miller, own and operate the Norvell and Miller grocery and feed business in Cisco.

BURETTE CHANEY

Burette Chaney, young rancher of that section, is raising polled Herefords and has some excellent stock.

R. D. WILLIAMS AND BROS.

Probably the largest landholders and cattle raisers of this part of the state are R. D. Williams and Brothers of Putnam, west of Cisco. Their

(CONTINUED ON PAGE 10)

Special Furniture Bargains For the Livestock Show In New Merchandise:

2-Piece Overstuffed Tapestry Dining Room Suites	\$38.25
3-Piece Walnut Bedroom Suites	\$29.75
6-Piece Dinette Suite, Walnut Finish, with Table, Buffet, 4 Chairs, the best we've ever had at	\$43.65
5-Piece Breakfast Room Suite, Extension Table, Enameled in any color you desire	\$13.50
Drop Leaf Table and Four Chairs	\$ 9.65
Gold Seal Congoleum Rugs, 9x12	\$ 8.10
9x12 Felt Base Rugs	\$ 5.65
9x12 Wool Rugs, Guaranteed	\$16.65
9x12 Wool Rugs, Solid Colors with Border	\$11.25

In Our Used Department:

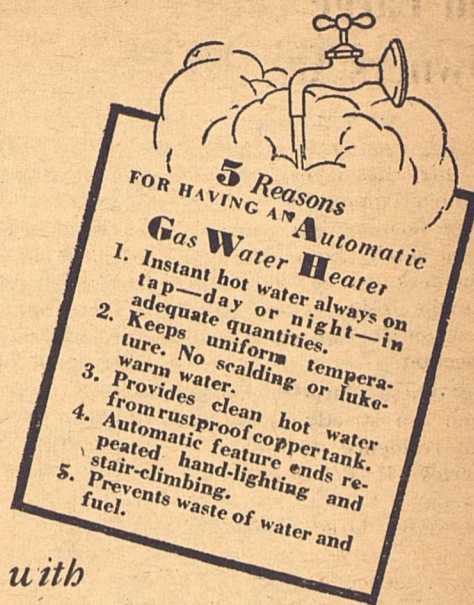
3-Piece Bedroom Suite, Vanity, Chest of Drawers and Bed, a real Bargain	\$17.50
4-Piece Walnut Bedroom Suite, Good as New, late style	\$32.50
2-Piece Living Room Suite, Bed Feature	\$17.50
Good Used Daybed, Good as New, with Mattress	\$ 8.25
Kitchen Cabinets, all reconditioned, in good condition	\$3.50 up

We have a large assortment of Beds, Springs, Rockers, Dining Chairs and Occasional Chairs so cheap we are ashamed to make any prices.

Home Furniture Co.

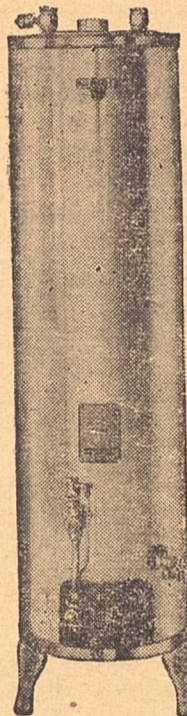
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You never have to wait for hot water before you can take a bath or wash the dishes—if you have an automatic gas water heater.

When you install one of these modern heaters your hot water troubles are over. The insulated tank is so well built and the temperature control so well designed that you can count on its low upkeep and economy of operation. Inquire now about special January terms!

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LONE STAR
Community Natural Gas Co.
GAS SYSTEM

Welcome Stock Raiser!

We Join Other Cisco Merchants in Welcoming You to the Sixth Eastland County Livestock Show---

Visit Our Showroom and Office at 416 Avenue D While You Are in the City

LONE STAR
Community Natural Gas Co.
GAS SYSTEM

Jerseys Brought To This Country By John Surles

For 25 years M. R. Surles has been in the dairying business in this section. And he came rightly by the business, for his father, John Surles, Sr., who moved from Lamar county to Callahan county in 1880, introduced the first Jerseys into this part of the state. The elder Mr. Surles was not a dairyman when he bought two registered head of Jerseys from east Texas, but he liked the animals so well that he gravitated into the business of producing milk.

Descendants of this stock are still among the fine herd from which Mr. Surles produces and distributes milk in Cisco.

John Surles, who was a farmer, began his dairy business by selling butter and milk from his Jersey cows to the neighbors. So excellent was the quality of the milk and butter that the demand for it literally compelled him to expand the business.

His son, M. R., took up the business on a wholesale scale. In this he was aided by the tremendous impetus that the oil boom gave to the development of this country. Before the boom, however, he sold butter from his Jerseys to customers scattered over a large part of Texas and Louisiana. The average price for butter then was 15 cents a pound, but Mr. Surles shipped it in quantities up and down the Texas and Pacific and got 25 cents for his product.

With the coming of the boom he began selling milk in bulk. He

M'Phee Named Head Of Animal Husbandry

Dr. Hugh C. McPhee, geneticist of the United States department of agriculture, has now been appointed chief of the animal husbandry division. Dr. McPhee succeeded Dr. E. W. Sheets, who was recently transferred to a field station of the department at Brookfield, Fla. Dr. McPhee has been with the department since 1923, and as the animal husbandry division is one of the major research units of the department, stockmen will be glad to see that he is now the head of that department. This research work with domestic farm animals, in many parts of the country, has been directed to the Gulf Coast area of Texas and Louisiana to solve the problems of the various back diseases of cattle.—Breeder-Feeder.

HEREFORD ASS'N DIRECTOR

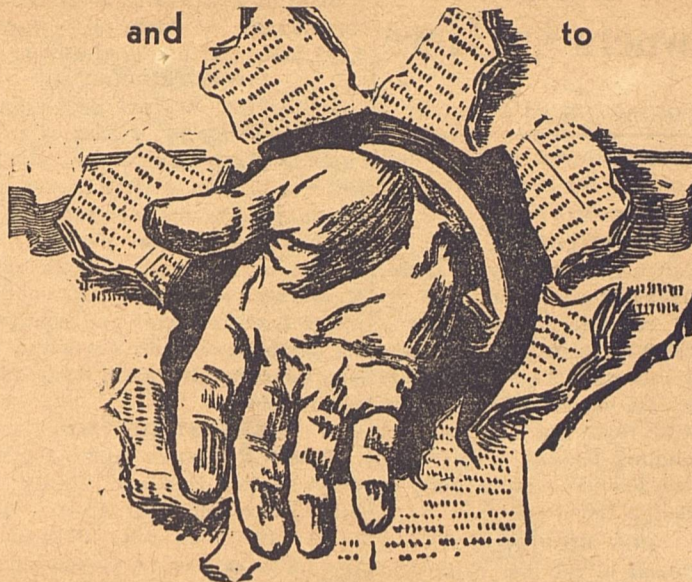
W. J. (Willie Joe) Largent of Merkel, Texas, has recently been elected one of the directors of the American Hereford association at their annual meeting held in Kansas City during the American Royal.

brought it to Cisco in 10-gallon cans and dumped it into cold storage vaults where retail dealers were waiting for it.

With the decline of the boom he has developed a large retail business in Cisco distributing milk to a constantly increasing number of customers. He milks a herd of 20 cows at his dairy barns in Callahan county a few miles west of Cisco. He and his family handle the dairy and the distribution of the milk.

Welcome To Cisco

and to



Texaco Service Station Service!

The Only Way to Stay Ahead Is to Keep Up With the Times.

You will find Texas Service Station does just that. We study our job and try to learn all there is to know about it. And we try to put what we know into practice. When you drive your car into our station at E avenue and Eighth street you can be certain of conscientious, expert service.

TRY US AND BE CONVINCED

What Helps Cisco, Helps Us!

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A. V. CLARK

Your Smallest Need Is Often Your Greatest Need!

We have taken unlimited pains to provide for these needs. You will find that our stocks include almost everything you will need in our line.

WE WELCOME YOU TO CISCO AND THE SIXTH ANNUAL EASTLAND COUNTY LIVESTOCK SHOW

PERRY BROS., Inc.

5-10 and 25 Cent Stores
Cisco, Texas



Bring Your Worn Boots and Shoes to Us

We Will Make Them as Good as New.

When you visit the Eastland County Livestock Show, pay us a call and see how well equipped we are for repair work.

Then give us a trial and be convinced by expert workmanship.

CISCO SHOE HOSPITAL

JAKE COURTNEY, Prop.
708 E Avenue.

Any Time Is Bread Time With---

BUTTEREGG BREAD!



You Will Never Know the Real Meaning of Delicious Bread Until You Taste

BUTTEREGG BREAD

There is no other Bread like it. Nothing so delicious, so full of the nourishing energy of Nature's Perfect Foods!

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It makes the most Delicious, Crisp Toast You Ever Ate!

TRY IT TODAY!

On Sale at the Leading Cisco Grocers.

THE CITY BAKERY

Baird, Texas

"Not Just Another Loaf—A Different Loaf"

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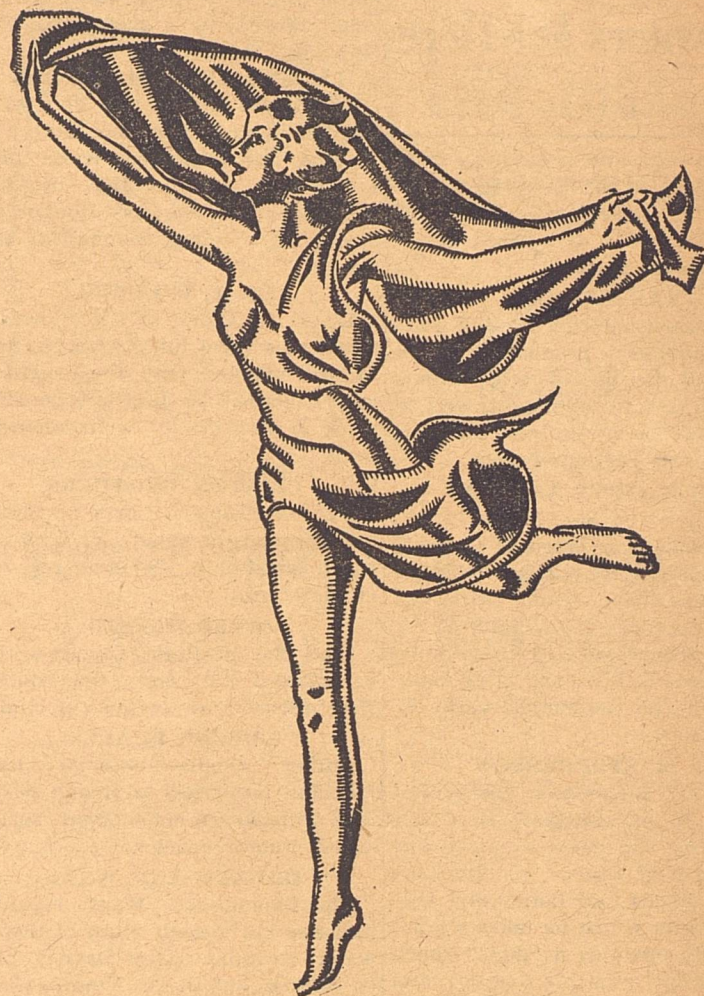
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CISCO GAS CORPORATION

The Spirit of Progress is Always Young!



It is a far cry from the days of the open range and the hardy longhorn to today's modern ranches, with their scientific methods and equipment and their blocky, highly bred beef animals. Today's fine animal is the product of long study and careful selection by stockmen who were inspired by the youthful desire to produce something better and more profitable.

The Cisco Gas Corporation extends greetings to the stockmen and the farmers of this county and section as co-workers in the great business of developing the resources of West Texas.

The prosperity of rancher, farmer and business man is our prosperity and it is our endeavor to promote that well-being in every legitimate way. The Cisco Gas Corporation and its associated companies form a definite industrial part of this section, dedicated to a policy of service that will increase benefits for each through the well-being of all in an equitable and just development of the resources of this country.

The success of the livestock industry is of as much concern to us as the success of the consumer of gas whom we serve directly.

We Welcome You to Cisco and the Eastland County Livestock Show.

Telephone 122.

Cisco Gas Corporation
"HOME OF HI-HEAT GAS"

Offices 713 D Ave.

Many Cattlemen And Large Land Owners Are Here

(CONTINUED FROM PAGE 7)

holdings sweep over a territory from Putnam west to the Hubbard mountains. They raise large herds of commercial cattle and breed registered Hereford stock.

VAN PARMER

Van Parmer, brother of Bill Parmer, is another prominent stock raiser and farmer of this section. His ranch lies 10 miles northwest of Cisco where he raises Herefords and has some fine registered stock.

BOB ELLIOTT AND SON

Bob Elliott and Son, Moran ranchers, are famous as breeders of registered Hereford foundation stock on which they have taken prizes all over the country. The Elliots do not confine themselves to foundation stock breeding, but have large sheep flocks and run commercial cattle on a large scale.

G. M. STEPHENSON

Dr. G. M. Stephenson has a herd of about 80 commercial Herefords running on 735 acres of land five miles north of Cisco. Dr. Stephenson also breeds race horses and saddle horses, in which he takes a great pride. He operates a "dude" ranch in connection with his cattle and horse breeding, with a fine string of gaited horses.

F. E. HARRELL

Frank Harrell, Cisco lumber dealer, farmer and stock raiser who has developed one of the most distinctive irrigation projects in west Texas on his farm three miles west of

Cisco, runs a herd of registered shorthorns, numbering about 25 head, on his ranch of 1,000 acres north of Lake Cisco. He also has about 23 head of grade cattle on this land. Harrell is a sheep and goat enthusiast also.

ED AND THOMAS HAYDEN

Ed Hayden and his son, Thomas E. Hayden, who is a former mayor of Abilene, are prominent cattle raisers of the Moran section, breeding fine registered Hereford foundation stock and running commercial cattle.

DR. F. E. CLARK

Dr. F. E. Clark of Cisco owns a ranch of several hundred acres near Putnam stocked with fine, registered Herefords. He breeds foundation stock in addition to a commercial herd.

CLINTON BROTHERS

Clinton Brothers, north of Scranton, own large amounts of land and run a large herd, including registered Herefords.

FRED HEYSER

Fred Heyser, Putnam, runs a herd of between 100 and 150 stocker Herefords on four sections of land.

LUTHER QUALLS

Luther Qualls operates large ranching properties west and northwest including a commercial herd of several hundred head.

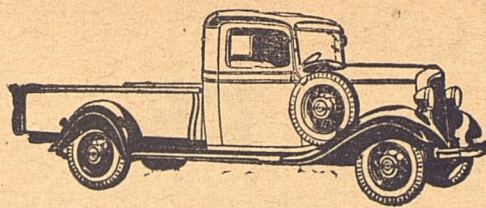
DABNEY AND WARD

The Dabney and Ward ranching interests are located south of Sweetwater 11 miles. Guy Dabney, Cisco banker, and J. D. Ward, Cisco, operate extensive sheep and cattle enterprises there. The ranch consists of about 11,000 acres.

DR. C. C. JONES

Dr. C. C. Jones, Cisco dentist, has a herd of 100 or more commercial

(CONTINUED ON PAGE 11)



The World's Lowest Priced

• • **PICK-UP** • •
\$589.00 Delivered in Cisco

This car is proving popular with Stockmen, Ranchmen and Farmers because of its low original cost, economical upkeep and operation flexibility.

See it at

A-G MOTOR CO.

While Attending the Livestock
Show in Cisco

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BATTERY Show GASOLINE

SALES and and OILS

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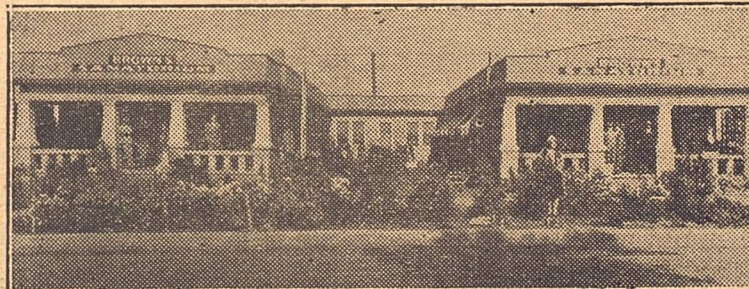
Across Street From Nance Motor Co.

Bulk Garden Seed; Seed Irish Potatoes;
Fresh Staple Groceries at the Right Price.

We Pay Highest Prices for Your Eggs, Cream,
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Come in and Get Acquainted

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The Magnetic Masseur treatment restores order in the deranged tissues of the body and assists nature in restoring health.

Man's powers may safely be called magical and measureless. Not until this century have men understood the meaning of this statement. It is through advancement in the study of relationship between physical and mental forces that the great truth is dawning upon the minds of men and women.

Personal Magnetism is a scientific method of healing that has been practiced as far back as history dates. This treatment has been applied for years successfully in this locality. We invite your investigation. Rates are reasonable.

Ask for testimonials. No tubercular patients received and no contagious diseases treated.

Office accommodations for people who do not wish to stay at the sanatorium.

We will be glad to give you all the information in regard to our modern sanatorium, method of treatment or any question in regard to your special case on request by mail. Or, if you come to the sanatorium we will diagnose your case free of charge.

A partial list of ailments we treat successfully:

Rheumatism, neuritis, neuralgia, paralysis, Bright's disease, sinus diseases, tonsilitis, catarrh, prostate gland, hay fever, goitre, stomach and liver trouble, appendicitis, colon disorders, high blood pressure, female troubles, infantile paralysis, nettle rash, nervousness, eczema, etc.

Chronic cases a specialty.

Many Cattlemen And Large Land Owners Are Here

(CONTINUED FROM PAGE 10)

cattle on his properties east of Cisco, Dr. Jones is also greatly interested in hog raising.

North of Cisco, the Compton interests run large herds of cattle, numbering upwards of 4,000 head. Other cattlemen there include Jim W. Clanton, Labe Turner, Price Phillips, Aubrey Tomlin and others.

RAY HALEY

Ray Haley, Cisco battery service station and garage proprietor, runs a herd of 40 or 50 grade cattle on his land south of Cisco.

PIGGLY-WIGGLY

The Piggly-Wiggly store feeds out a small herd of cattle to supply meat for the store's markets at a farm three miles west. Around 20 beef animals are maintained there.

NORVELL-MILLER

Norvell and Miller market also feeds out its own meat on the Norvell ranch north of Cisco.

J. C. DYER

J. C. Dyer, father of Mrs. Homer McDonald, has a herd of about 450 commercial cattle on six sections of land in the Pueblo area, northwest of Cisco.

Vanderford Has Herd Of 40 Angora Goats

R. D. Vanderford, Cisco Route 4, has a nice herd of Angora goats, and is now preparing for the spring clip of mohair. He said he had about 40 head of these goats due to kid about April 1. He expected his clip to net around 2½ to 4 pounds of mohair per head. It is the custom to shear just before the kids arrive.

Mr. Vanderford has about 120 acres of pasturage on which these goats and his two milk cows and hogs are allowed to run. All this land is hog and goat fenced. He anticipates about 25 kids from her herd of goats this spring.

Higher Cattle Prices In 1935 Are Expected

The cattle industry has changed greatly. The United States Department of agriculture, as a result of the drouth and the drouth relief

measures, is taking on a look of much aid to the cattle producers.

In 1934 the estimated number of cattle on all of the farms was about 10,500,000 head larger than in 1928, the low point in the production cycle.

Forecast show now it is quite probable by the beginning of 1935 more of this large increase which occurred from 1928 to 1934 will have been eliminated. This sharp production in a single year has brought about a quite different look from the producer's standpoint, and has been caused by the large slaughter of cattle and calves for the government's account as well as by an increased slaughter of cattle and calves for regular commercial use.

All of these statements will come true with a normal winter, but should we have an abnormally cold winter our loss of cattle by death will be greater than usual on account of the shortage of feed.

Quality

Is the Same Whether
It's Found in

*Fine Jewelry or
Fine Livestock*

We have the Fine

JEWELRY

See Us for Jewelry,

Watch Repairing,

Gift Goods, Silverware,

Sheet Music and so forth.

J. A. Jensen
Jeweler

Quality Groceries At Economy Prices....!

When you attend the Sixth Annual Eastland County Livestock Show at Cisco, March 8 and 9, we invite you to visit our store and see for yourself how completely we can serve your grocery needs at saving prices.

We Are Boosters for the
Livestock Show!

PIGGLY WIGGLY

Welcome . . .



**Livestock
Raiser**

To
the Sixth
Annual

Eastland County Livestock Show

While you are here don't fail to pay us a visit. We carry one of the largest and most complete stocks of hay, grain and feed in this part of the state and are always in a position to serve your needs. Reasonable prices.



Norvell & Miller

"Where Most People Trade"

For a Quarter of a Century We Have Been in the Dairy Business in This Country

During every day of that time we have endeavored to give our patrons the best milk and the best service that it is possible to us to produce.

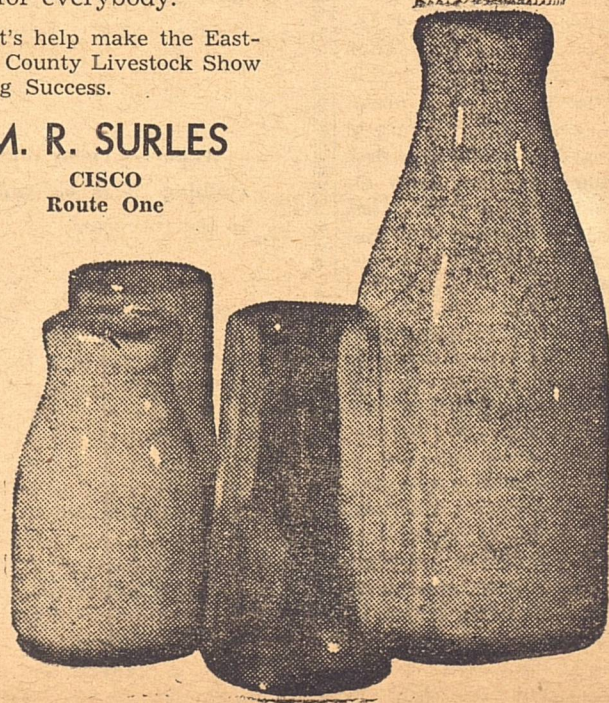
Our success is witnessed by the fact that our customers are constant customers.

We are interested in the development of the livestock industry, because it is a basic industry, meaning prosperity for everybody.

Let's help make the Eastland County Livestock Show a Big Success.

M. R. SURLS

CISCO
Route One



Stock Industry of County Is Facing Splendid Prospect

The livestock industry in Eastland county and the country as a whole find itself this year in the best condition of several years. Prices are rising, and the demand for quality meat is becoming stronger day by day. This change represents a remarkable about-face from the situation that prevailed prior to a few months ago. It is principally apparent in the beef market, but the influence of bettering times has extended to hogs, dairying, poultry and other sections of the livestock industry.

The government's cattle-buying program and the recovery movement in general may be credited with the improvement that has taken place, an improvement which has more than doubled prices for beef cattle during the past three months. Eastland county was particularly fortunate in the benefits derived from the government's drouth-buying campaign.

11,000 Head Removed

More than 11,000 head of cattle were purchased from ranges in the county that had been cluttered with a marginal population of culls and sorry stuff which weighed upon the market and not only helped to keep prices down but contributed to an overhead that was costly, especially in view of the low prices prevailing generally. In this condition this county was simply sharing a condition common to the entire industry. The approximately 11,250 head that the government bought here practically removed this proportion of unfit stuff. The buying program in this county, however, was more beneficial in the number of such animals that were removed than was the case in surrounding counties which have a much larger cattle population. This was due to the energy with which the agricultural leaders of the county prosecuted the opportunity presented by the campaign. Many more cattle per thousand head population were bought from Eastland county stockmen than were bought in adjacent territory, the records reveal.

Result Is Felt

The result is now beginning to be realized in cleaner herds and the prospect of a more stable foundation for the county's beef animal industry through the purchase of better foundation stock to take the place of the animals that have been removed. Several notable purchases have already been made by leading stock raisers and foundation stock ranches where the future of the trend toward better times has been appreciated early.

The cattle population of Eastland county, subsequent to the government purchasing campaign, is still around 60,000 head. This number is surprising to the average person who has not thought seriously enough in terms of the livestock values of the county. Yet it does not picture the real potentialities of the industry to Cisco, whose trade territory extends beyond the borders of the county proper and embraces large cattle producing areas in adjoining counties. The possibilities of this extension are limited only by

the vision and the energy of the community leadership.

Hog Raising

The said opportunity holds true with respect to hog raising, the growing sheep and goat industry and the dairying industry. Hog raising is logically centralized in the territory to the south of this city. There the soil and the character of the agriculture followed is conducive to the development of pork production. With prices increasing, this industry is also feeling a stimulus that promises to contribute greatly to the prosperity of this region and this community.

Sheep and goats, particularly the latter, are finding hospital territory here. The value of goats in clearing up "shinnery" lands, abounding over this section, is widely recognized, and progressive ranchers and farmers are employing this creature to good advantage for this purpose. His value as a producer of mohair and, to a much lesser extent, of meat increases his worth to the country and promises to make him a permanent asset to the livestock industry of the area.

Reverts to Livestock

Every agricultural section that has survived its pioneering period, has reverted from a strictly crop country to a diversified livestock farming program. The fact is illustrated in the experience of Minnesota and other predominantly wheat-growing states of the north which found prosperity only after they had balanced wheat growing with dairying, and with the hog raising states of Iowa and Nebraska, which market their huge corn crops in the shape of pork.

Some such change must be effected in the agricultural character of

(CONTINUED ON PAGE 13)

Farmers!

Your hat will last longer and look better if cleaned by us. We have the only electric factory finish hat machine in Cisco. They look like new when we have cleaned them, no matter how soiled they were.

When we clean your clothing, it is cleaned to the last seam.

We invite you to visit us during the livestock show

**Roan's
Cleaning
Plant**



Mr. Stockman and Mr. Farmer!

Longhand is obsolete for letters, for records and for all forms of writing that must either be read by someone else or kept for more or less permanent use.

Typewriting is the modern, efficient way. It's always readable; It's faster, more economical and safer.

The Corona is just the machine for your purpose. It is portable—can be taken anywhere with ease. It is easy and economical to operate, doing the work of a big machine as well as a big machine. There are several sizes:

Corona Silent	-----	\$67.50
Corona Sterling	-----	\$60.00
Corona Four	-----	\$49.50
Corona Junior	-----	\$33.50
Corona Three (Not Standard Keyboard)	-----	\$24.50

See These Machines at

Commercial Printing Company

CISCO, TEXAS

CAN-I-CO

A Symbol of Quality in Home Products

Can-I-Co Gasolines, Oils and other petroleum products are processed from the high quality crude produced from this section.

We invite the farmers and stockmen to visit our refinery and offices at 14th street and Katy railroad here while they are visiting the

Eastland County Livestock Show.

We Especially Welcome Their Patronage
There Are No Better Gasolines and Oils, No Matter What the Price.

**Canyon Oil
and
Refining Co.**

English County of Herefordshire Is Home of Hereford

(CONTINUED FROM PAGE 5)

cows, Pigeon and Mottle, upon which to build his ideal breed. With these he mingled the blood of his "Silvers" strain, which was no doubt of the prevailing draft type tending to bulk and substance of bone. By this combination of blood and types, Tompkins planned to fix in one type the desirable characteristics of both. For over 100 years the Tompkins family were engaged in breeding Herefords, and local butchers of the time declared that for quality of meat, associated with smallness of offal, no cattle approached those of Tompkins breeding.

Other breeders were associated with the Tompkins in the development of this important beef animal and many of them left their impress upon the breed. Foundation Herefords credited with importance in their influence upon the strain were named by the Hereford bulletin as follows:

Silver Cow, Richard Tompkins; Pigeon and Mottle, Benjamin Tompkins, Sr.; Silver Bull (41), Benjamin Tompkins, Jr.; Toby Pigeon, John Price.

Clay Imported First

Henry Clay, great American statesman of the pre-Civil war era, was credited with having been the first American importer of Herefords. A bull and two heifers were purchased in England and taken to his farm at Ashland, Ky., in 1817. In 1839 and 1840 W. H. Sotham imported 21 cows and heifers and a two-year-old bull. Erastus Corning, of Albany, N. Y., financed this importation. Albany, with this herd as a nucleus, became a center of Hereford breeding and many herds were established as a result of this activity. Other early importers were active in introducing the breed into New England and later Pennsylvania, Ohio and other centers of the central and middle west.

Frederick W. Stone of Guelph, Ontario, Canada, was an importer and breeder who established a Hereford herd that became a source of foundation stock for many herds in America and exercised a profound influence upon the development of the breed in the middle west and from that the range country of the west proper.

Lull During War

There was a lull in importation of

these cattle during the Civil war but after the war development of the breed was accelerated. The influence of the strain began to be felt in the western range country where the hardy longhorn reigned, and a process of infiltration was begun that gradually expanded into a movement which swept the longhorn and his class of scrawny cattle into obsolescence. During this period importation of fine animals of English breeding continued. Numbers of bulls whose posterity is still distinguished by the names they bore, were brought over. Included in these was Anxiety, selected by George Morgan while on a buying trip for C. M. Culbertson.

The first Herefords were introduced into Texas by Lee and Reynolds of Fort Worth, Charles Goodnight, John Adair, Judge O. H. Nelson, and E. Burleson. Nelson moved the first Herefords into the panhandle in 1882. In 1883 Nelson and Finch Lord of Burlingame, Kan., put between 500 and 600 cows and 50 bulls in Swisher county.

Since that time the spread of the Hereford has been rapid and extensive. The fine qualities of the animal, his early maturing nature and the great bulk, of beef that he can produce in so short a time, coupled with his hardy nature and ease of handling, make his superiority to most other breeds too evident to be ignored.

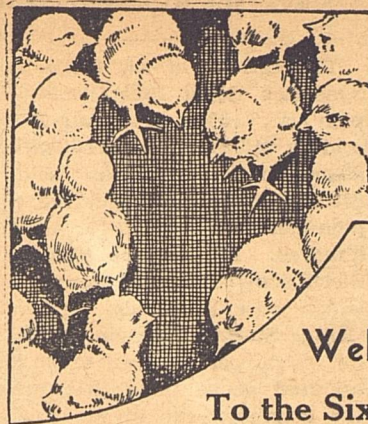
Livestock farming and a diversified program will make the farmer prosperous and build a strong agricultural foundation for Eastland county.

Stock Industry---

(CONTINUED FROM PAGE 12)

this section before any real and stable farming prosperity can be realized. Production of beef cattle, hogs, chickens, sheep and goats and dairy cattle offer a wide and happy diversity of opportunity for the Cisco Country farmer—a diversity that gives him a distinct advantage over the farmers of other and less diversified areas.

The Eastland County Livestock Show, now in its sixth year, offers Cisco a splendid opportunity to encourage this development to the mutual good of the community and the section it serves. Within a short while, with the cooperation of all, this show could be made one of the outstanding livestock events of the territory and the year.



Welcome
To the Sixth Annual

Eastland Co. Livestock Show



Our Feed Mill is equipped to give you a maximum of service at a minimum of cost. We will mix your feed according to your own formulas or we will prepare a mixture to suit your feeding requirements.

We handle standard brands of ready mixed feeds, as well as Hay, Grain and Cottonseed Hulls, Cake and Meal.

We buy as well as sell. Bring your products to us. Highest market prices are paid.



J. L. {Punk} Thornton

(BANKHEAD FEED MILL)

Cisco, Texas.

We're Old Timers!

For Half a Century
We've Been in Business
in Cisco---

During that time we have seen many changes. Change is still occurring. The doctor with his saddlebags riding on errands of alleviation and cure has become the physician in a swift automobile speeding over smooth highways to the bedside of his patient.

Our store has kept pace with this change. The transformation in drugs and methods of preparation has been as great, but you'll find in our store the latest and the best.

But One Thing You'll Find
Has Not Changed

It's Still Dean's!

Dean Drug Co.

The Rexall Store

Not Everybody Can Raise Cattle

Some Must Sell
Furniture---I Do

New and Used Furniture. See my stock at 208 West Eighth Street when you come to Cisco for the Eastland County Livestock Show.

A. S. NABORS

Sheep and Goats Fit In Well With Cattle Declares G r o w e r

Sheep and goats form one of the best potential livestock assets of this section, in the opinion of stock raisers and farmers who have had experience with this character of stock. F. E. Harrell, a sheep and goat enthusiast, has taken a leading part in the development of this class of stock raising in the section.

Sheep and goats fit in admirably with a beef production program in the county, he said. Use of goats to clear off underbrush on ranch lands and sheep to eat off the weeds has proven practical on his land on which he has developed a mesquite grass turf that will run as many cattle as any other grass land in the district, he said.

"All Wet"

"The old cattleman idea that cattle won't follow sheep or goats is all wet," said Mr. Harrell. He pointed to his own experience. "On the contrary sheep and goat raising fits in ideally with cattle raising in this country. If Eastland county had all the sheep and goats it could carry the producing value of the land would be doubled. Goats, while killing out the underbrush on my land north of town, also fertilized that land and I now have as good a turf of mesquite grass and can run as many cattle on that land, in addition to the sheep and the goats, as can be run on any land in the section. The sheep serve a practical purpose in killing out the weeds, increasing the amount of grass for the cattle."

Made Profit

Harrell's experience with goats began in 1912 when he bought a herd of about 100 Angoras. He now has 225 of these goats. He paid little attention to the animals over a period of 15 years and was surprised when he checked up at the end of that period and found he had a herd of 500 goats and had made a profit of \$1,000 in addition to the value gained in clearing up his land.

West of Cisco Mr. Harrell has a flock of 150 Rambouillet sheep. He bought his first in 1920.

Other goat and sheep raisers include R. E. Vanderford, with a herd of about 100 goats; G. P. Mitcham who has some prize Rambouillet sheep; Will Reagan who uses goats to clear off land south of Cisco.

Goat raising is extensively followed in the eastern part of the county.

Good Prices Prevail at Houston Fat Stock Show

The carload of fat cattle at the American Royal 1934 Grand champion car, which were Angus cattle, sold for \$13.25 per hundred, while the champion Shorthorn car sold for \$10.25 per hundred and the champion Hereford car sold for \$10.25 per hundred. In the 1934 Houston Fat Stock Show the grand champion car, which were Herefords, shown by George Stanton of Alvin, Texas, sold for \$15.50 per hundred or \$2.25 per hundred above the selling price of the champion car in the American Royal. The Houston Fat Stock Show is really in the spotlight as a place to sell fat steers.—Breeder-Feeder.

Livestock farming and diversification will build a stable agricultural foundation for Eastland county.

MOORE

D A sign of quality and dependability in the preparation and the dispensing of drug products.

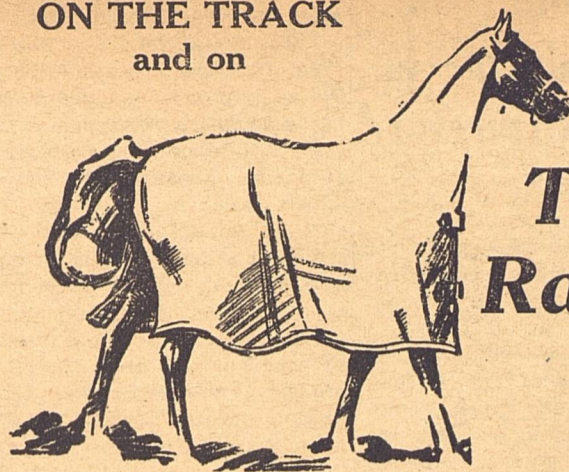
R Experience a n d careful handling combine in our Prescription department to give your needs the Best of Service.

Visit our store while attending the Eastland County Livestock Show.

Moore Drug Company

Nyal Service
Drug Store
Service — Quality

ON THE TRACK
and on



The Range

It's the Thoroughbred That Counts!

And on the Highways It's PERFORMANCE, not Claims, that Makes the Difference!

Ford has been a synonym for the thoroughbred in Cars for more than a quarter of a century.

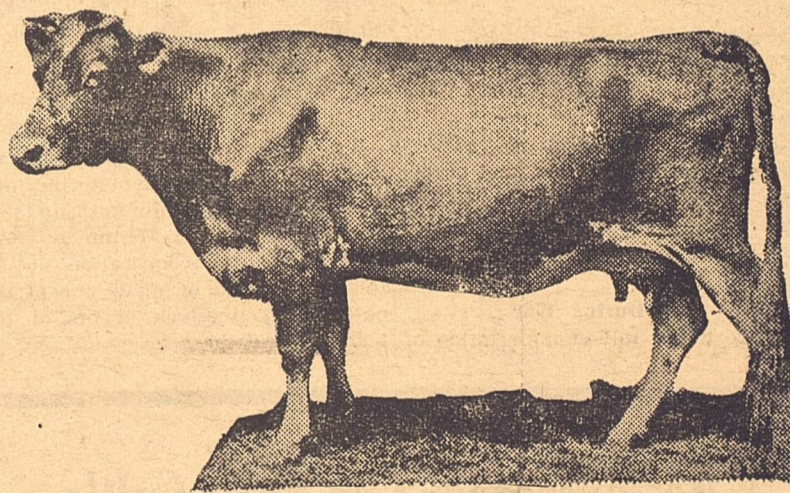
It's still the thoroughbred, recognized by the motoring public in a greater percentage of increased sales than is shown by the records of any other car in 1934.

When in Cisco for the Livestock Show See this



Thoroughbred in Our Showrooms

The Quality of the Milk Depends Upon the Quality of the Cow---



We are boosters for good stock because good stock is essential to our success in the Dairying Business.

Therefore, We Have Always Cooperated In the Eastland County Livestock Show and Will Continue to Cooperate.

A. Z. Myrick Dairy

We'll Take You to a Good Cleaning--- And You'll Like It!

Clothing cleaned by us is thoroughly cleaned. It has that stamp of distinction that is the result of right methods and right workmanship.

Make your visit to the Eastland County Livestock Show an opportunity to test Tullos Brothers Service.

You'll Like It!

TULLOS BROS.



State and Federal Credits Are Given A. Z. Myrick Dairy

The name "Myrick" is familiar to Cisco people as a symbol for good milk established by years of experience in serving Cisco with that commodity. The Myrick's, father and son, have been in the business of producing and distributing milk since 1920. Contrary to popular assumption, the two were not associated, but operated separate plants.

"Buck" Myrick, the father, first established a retail dairy business in 1920. His son, A. Z. established a wholesale milk business in 1923. "Buck" Myrick, about 1930, closed his retail dairy and removed to Moran where he owns and operates a farm.

In the same year A. Z. turned from wholesaling milk to retailing it. The dairy is distinguished as the only Eastland county dairy that is state and federally accredited, being constantly supervised by state and federal agencies.

It stresses scientific feeding to maintain the most nutritious quality in its product.

A herd of 36 high grade cows are milked at the modern, well-equipped plant on the southern edge of the city. The Myrick family operates the plant.

Son's Success Caused Father to Raise Hogs

One of Eastland county's original and most successful hog raisers is Rufus F. Cox, of Rising Star, who first went into the hog business after his son, Clyde, then 14 years of age, demonstrated to him that there was more money in hogs than in producing cotton. Clyde first saw the possibilities of hogs when winning a pig by producing the prize pig in a showing at that time. Later, when R. H. Bush, then county agent, organized a number of boys hog clubs, Clyde bought a gilt and commenced his career, which was so successful that he took his father, Rufus F. Cox, in as a partner. Then the firm was Clyde Cox and father. But later Clyde went into the garage business, and the hog business was continued by his father. Mr. Cox made quite a reputation in hog raising, as was demonstrated when the Venezuelan government selected one of his boars to head the govern-

ment herd in that South American country. However, this sale was never matured on account of the excessive freight rates, that made the sale prohibitive. Mr. Cox said he would have given the boar to Venezuela if they would have agreed to pay the transportation charges.

But owing to the scarcity and high prices of feed, Mr. Cox said that he was practically out of the hog business, but expected to again embark in this line when conditions were such that a profit could be realized.

Since giving up the hog business Mr. Cox has turned his attention to raising registered Jersey cattle, and has at this time about 15 head of Jersey cows and heifers, by some of the best milk strain sires in the country. Some of these cattle will be seen at the Livestock Show here March 8 and 9. While giving his attention to hogs Mr. Cox specialized in the Poland China variety.

Ladies!

Our Shoe Department is prepared to fit any size and shape of foot from 2½ to 10 and from AAAA to the E lasts.

Try us and be pleased for once. Our Ready-to-Wear Department is stocked with complete selections in the latest styles of Spring Dresses.



Inspect Our Stocks While Visiting the Livestock Show



The Boston Store

Greetings to the Livestock Raisers of Eastland County and West Texas

We join other Cisco Merchants in welcoming you to the Sixth Annual Eastland County Livestock Show.

LEACH STORE

Welcome

To Our Big Stock Show

Make Our Store Your Headquarters

Our Store Is Full of New Spring Merchandise

Quality Merchandise at the Lowest Possible Prices

Shop at Garner's

© Inc. '36.
Garner's
THE DEPENDABLE STORE
"CISCO'S BIG DEPARTMENT STORE"

If you are interested in Livestock and Agriculture

Get a FREE Ticket to

"Mother Earth"

Talking Picture at the

IDEAL THEATER

Tuesday, March 12

This picture will be of interest especially to stockmen and farmers. It is based on the fact that everything man uses comes from the earth, and it traces the successive steps in the development of civilization from the dawn of history until today. Progress of mankind through all the principal civilizations is shown. It deals with the modern phase of this development with especial reference to iron and steel.

Get Your Tickets at

Rockwell Bros. & Co.

Cisco, Texas

Dealers in Fencing, Paints and Varnishes, Building Hardware, Cement, Roofing, Mill Work and all kinds of Building Material.

Modern Foundation Ranch Operated by Bob Weddington

The development of a foundation Hereford ranch is usually a slow process, but Bob Weddington, scion of one of the oldest and most successful cattle-raising families in this part of the state, has made such strides with the business he established in 1930 that today his bulls are eagerly sought after by buyers who want the best.

Three of the leading strains of Hereford heredity are predominant in the fine herds of young bulls that Bob is breeding at his modern, well-developed ranch five miles northwest of Cisco. Blood of the original animal imported from England is still predominant in some of the breeders with which he has built his herd. Domino, Anxiety and Lord Wilton strains form the foundation blood of the herd.

Established 5 Years

The Flying V-Bar ranch, as the Weddington ranch is known, perpetuating a name made familiar by the extensive holdings and operations of Bob's late father, was made into a foundation Hereford farm five years ago when Bob selected a site for his establishment on a tract of 3,800 acres just north of Lake Cisco. The Weddington properties embrace much land in northwestern Eastland county, including that upon which the lake is impounded. At the spot chosen there was only a log ranch barn.

Today, however, a six-room stone and cement ranch house equipped with electricity for lights and power generated in a private plant, with running hot and cold water and furnished in a manner and a taste to please the most particular ranch housewife stands as part of a plant that is strikingly well organized and strikingly clean and efficient-looking.

Modern Plant

A stone and cement barn, with crossed driveways that may be closed independently of each other and which serve as show rooms for the stock that is being sold, is the center of the plant. Every detail is arranged to expedite the business of handling, feeding and selling stock. Feed grown on the extensive acres that are cultivated in the modern way with machinery and tractors, is mixed and ground at the barn according to formulas which aim at the most economical and the best development of the stock.

Corrals, implement sheds, and all the other units of the plant are located and built according to carefully designed plans and with the best of materials. Everything fits into a plan devoted to the best and the most economical production of the foundation stock animals that Bob sells to commercial beef breeders. He runs no commercial herds, himself, the whole energy of his plant being devoted to foundation stock production.

Records Kept

Records are meticulously kept up on every animal. Every pound of feed is recorded. Cows are trap bred and dates carefully recorded. Eight days before a cow is due to give birth to a calf, she is placed in a corral and given careful attention. Every calf is given a name, a number and is registered. The history and the pedi-

gree of every animal is shown on records in the ranch office.

126 in Cow Herd

The cow herd at the ranch numbers 126 head. Five herd bulls are maintained. The size of this herd is constantly being increased with registered animals bought from recognized breeders over the state. On the other hand, bulls from the herd are being sold all over the country, some as far as Meridian, Miss.

Bob is proud of his ranch and has put much money into its development, but he is sold on Hereford foundation stock as a profitable commodity and his faith and efforts are realizing profits that are increasing year by year. His is one of the livestock businesses that are adding to the prestige of Eastland county and this section as a fine beef animal country.

His father, R. F. (Rufe) Weddington, was one of the pioneer cattlemen of this part of the state. He came here in the early days, fought the rigors and hardships of a new country and established ranch properties that spread over thousands of acres. He died last year at an age of almost 90 years. Besides Bob, he is survived by his widow and by a daughter, Miss Theresa Weddington.

CORN CROP LOW

The United States department of agriculture under date of November 9th estimated that the 1934 corn crop of the country as 1,371,527,000 bushels of corn as compared to 2,344,000,000 bushels last year, and the five year average from 1927 to 1931 of 2,516,000,000 bushels. The estimated yield of the acre harvested 1934 is 14.8 bushels per acre. The average yield in 1933 was 22.9 bushels per acre and the average yield for the five year period was 25.7 bushels per acre.

Welcome

Livestock Raiser
to the
Eastland County
Livestock
Show



Let Us Do Your
Barber Work
While You Are Here

ELITE
Barber Shop
SAM KEY
JOE MEADOR
BOB KEY

The Test of Time

This Is the
BANK
that
SERVICE
Is Building

Modern
Safety Deposit
Service

and circumstance has established the
**FIRST NATIONAL
BANK**

name and service as synonymous with probity, strength and efficiency.



The First National Bank

IN CISCO, TEXAS
Member Federal Reserve System.

A. GRIST Hardware Co.

Dealers in

Farm Implements, Tractors
Repairs and General Hardware

We still have liberal terms with a low rate of Interest.

Welcome, Livestock Growers, to the Eastland County Livestock Show!

After You Have Visited the Exhibits,
Enjoy a Good Show at

THE PALACE THEATER

Quality Entertainment at
Popular Prices

There's More Than Poetry In The Better Home Campaign

It Seeks To Make Home Ownership Safe and - - -
- - - Better by Guaranteeing Sound Financing

One of the ultimate results of the Better Housing Program under way in Cisco and over the nation at large will be the encouragement of home ownership.

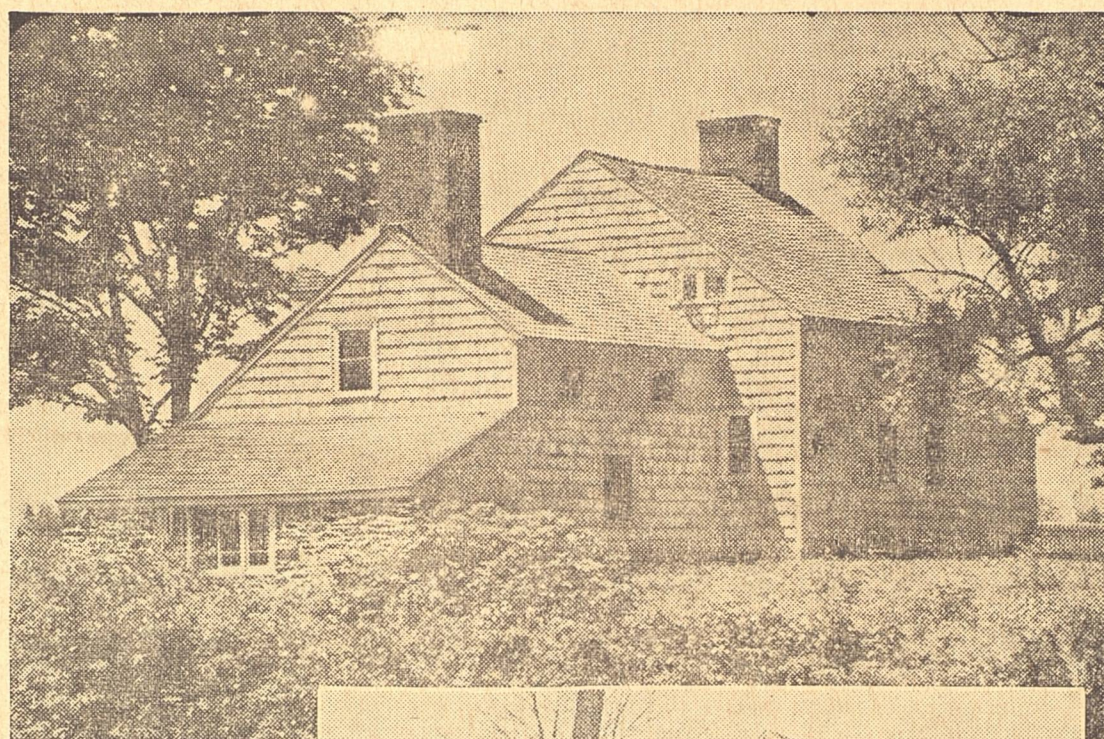
Ownership of homes suffered a severe set-back during the depression. Perhaps the country went on a too great financial splurge. The human instinct to own a house was encouraged by high prices and prosperous times. Buyers exceeded their means as a general rule with the result that when the financial crash occurred, many, many thousands of residences built on credit at high prices were left on the loan companies' hands

That was an expensive and unfortunate experience, both for the loan companies and for the individuals who thus lost their savings with the equities that went by the board. One of the most serious, retarding factors in the recovery is the public fear of another such experience. Nobody wants to assume the responsibility of buying a home, only to find, after they have paid a considerable sum into it, that they cannot carry on and must lose what they have invested.

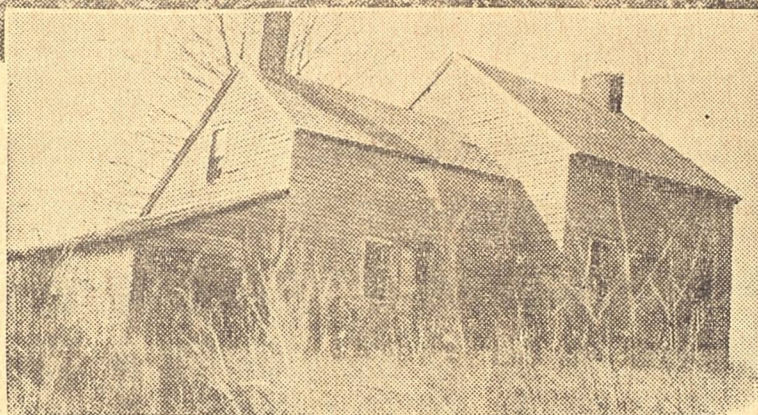
Building Must Revive

Yet, if there is to be any real recovery, the building trades must be revived. Carpenters, painters, builders of all kinds must be employed at gainful and economically sound employment. That is possible only when investment is made in houses. A nation of tenants is not a nation of builders. There must be a great and solid percentage of individual ownership among the masses if anything like real social solidarity and prosperity is assured. A tenant population is usually a shifting, unstable population. Wise landlords make investments among owners, realizing the necessity for the security of their investments.

Rising rents and increasing costs tend to encourage this ownership. People, forced to pay higher and higher prices for shelter, find it economical to own their own houses. That condition is beginning to assert itself in Cisco. It is the tendency that the Better Housing Program now being promulgated only in its first and emergency phase, seeks to foster and to make easier, through the assurance of better and safer credits.



The transformation that can be wrought in a "tumbledown shack" such as is shown below is strikingly revealed in the features of the beautiful, modernized dwelling above. Many hundreds of thousands of houses over the United States are undergoing just such a metamorphosis under the stimulus of the Better Housing Program.



National Housing Act

The government, through the National Housing Act, which is divided into five main divisions, guarantees to lenders who will meet certain requirements, that the loans they make for the repair, renovation and construction of houses will be safe. It does not say, mind you, that the government will enter into the loan business. Borrowers must still go to the banks and to the loan associations or to other private lenders. The government, through this act, seeks to encourage freer lending by insuring the loans that are properly advanced.

The first phase of the act, known as the "Housing Renovation and Modernization" section, or Title I, is of an emergency character. It attempts to get employment started immediately, through methods such as are being now employed in Cisco. The House to House canvass that is under way here is part of this method.

The longer and more important phases of the act are just now beginning to be pro-

mulgated. The second phase is known as "Title II—Mutual Mortgage Insurance." Under terms of this title insurance is granted on mortgages and loans on housing construction which meet certain requirements. Lending institutions may obtain this insurance on loans not to exceed \$16,000 in principal payable over a period of years not to exceed twenty and bearing interest rates not to exceed six per cent per annum, exclusive of insurance charges.

Under terms of this title, in other words, a borrower may secure a loan of not more than \$16,000 for a period of not more than twenty years at an interest rate of not more than six per cent per year, exclusive of insurance charges.

Title three of the Act provides for the organization of National Mortgage Associations to deal in mortgages, liens and debentures originating under authority of Title II. Title IV provides for insurance of savings and loan accounts and Title V deals with miscellaneous matters.

Effect Of the Act

The whole purpose of the act is to make home financing liquid and to stabilize it. If the mortgages taken to secure home construction are guaranteed by government-sponsored institutions, the condition that arose from the crash in 1929 is not likely to occur again. The loans being safer, because the lenders are assured of getting their money whether or not the borrower is able to pay it, the result will be a more stable mortgage market condition and a sounder credit basis. This being the case, the whole economic system will be favorably affected and the home-builder, who otherwise might lose his home under bad financial circumstances, will be enabled, with better government and institutional cooperation, to save his equity.

This is the fundamental purpose of the act. It has been designed to meet conditions that were revealed as faulty by the depression.

What is necessary is for you, as the individual home-builder, to start the ball to rolling with immediate improvements. The impetus that the whole body of you give to this initial part of the Better Housing drive will very shortly set its more important phases into operation.

When the canvasser calls upon you this week or next or the next be prepared with a courteous welcome and a cooperative response to the questions that will be asked. Thus, whether any results are immediately apparent or not, you will be contributing to a program that will put idle men to work, start purchasing power to flowing among the masses, stimulate business and, what is more, make America again a nation of homeowners.

The Cisco Better Housing Committee and the business men and professional men whose names appear below, respectfully ask your cooperation in this great program.

This is a message to every loyal citizen in Cisco and surrounding country from the following business and professional men who want to see everybody benefit from better times---

A-G Motor Co.
Altman's
Boyd Insurance Agency
Burton-Lingo Lumber Co.
Cisco Federal Savings & Loan Ass'n
Cisco Gas Corp.

E. P. Crawford Agency
Cisco Lumber & Supply Co.
Cisco Steam Laundry
Commercial Printing Co.
Community Natural Gas Co.
John H. Garner's

Grist Hardware
Home Furniture Co.
J. A. Jensen, Jeweler
Hubert Seale, M. D.
Laguna Hotel and Coffee Shop
Leach Stores

Mayhew Bros.
Nance Motor Co.
Norvell-Miller
Miller-Lauderdale
Oil Belt Advertising Serv.
J. C. Penney Co.

Piggly Wiggly
K. H. Pittard
Rockwell Bros. & Co.
Skiles Grocery
Southwestern Bell Tel. Co.
J. L. (Punk) Thornton
Vaughn and Elkins

