













# LOOK HERE!



*It's Just Pure,*  
*Cussed*  
*Selfishness*  
**FOLKS!**

## IF YOU WANT TO PUT IT ON THAT BASIS We Still Say You Ought to Cooperate!

This week men and women will be knocking at the doors of Cisco houses. They will be representing an organization and a movement that ought to command the closest attention and the earnest co-operation of every person who is a home-owner or a property owner. In effect, they will be asking this question: "What can you do and what will you do to stimulate the rehousing program? Do you have a leaky roof that needs repairing? Do your rooms need repapering? Your house repainted? Your lawn relandscaped? Do you need a new fence about the back yard? A new floor or a new floor covering for the kitchen, the bathroom or the living room?"

These workers will take this information down on forms for compiling at a central office. A duplicate will be left with each householder and property owner interviewed. The purpose of this survey is to discover where we are with respect to the repair and improvement of homes in Cisco.

### *This Is a Cooperative Program and Cooperation Means YOU!*

Your selfish interest lies in the direction of your neighbors. You and they must join shoulder to shoulder with

Uncle Sam in this campaign. Look about your premises today with an eye to finding something that can be improved. Unlimber the old purse and do the repairs you have been holding off because you were afraid that Hard Times were going to lick the country. That is over. It's up to you what you gain from the recovery!

### *Why Should You Give These Workers the Fullest Cooperation?*

Because the value of your property is measured by community values. Because your business prosperity is measured by community prosperity. Because your job, the amount of money you earn and the standard of living that you enjoy is determined by the condition of the community in which you live. Because you prosper not to the extent to which you work so much as to the extent that you cooperate with others.

Therefore, whatever you do to assist in this program of stimulating new building and the repair and improvement of old buildings to increase employment, will increase the value of your property and the security and profitableness of your job or business.

*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.                      | E. P. Crawford Agency     | Grist Hardware               | Mayhew Bros.               | Piggly Wiggly              |
| Altman's                           | Cisco Lumber & Supply Co. | Home Furniture Co.           | Nance Motor Co.            | K. H. Pittard              |
| Boyd Insurance Agency              | Cisco Steam Laundry       | J. A. Jensen, Jeweler        | Norvell-Miller             | Rockwell Bros. & Co.       |
| Burton-Lingo Lumber Co.            | Commercial Printing Co.   | Hubert Seale, M. D.          | Miller-Lauderdale          | Skiles Grocery             |
| Cisco Federal Savings & Loan Ass'n | Community Natural Gas Co. | Laguna Hotel and Coffee Shop | Oil Belt Advertising Serv. | Southwestern Bell Tel. Co. |
| Cisco Gas Corp.                    | John H. Garner's          | Leach Stores                 | J. C. Penney Co.           | J. L. (Punk) Thornton      |
|                                    |                           |                              |                            | Vaughn and Elkins          |

