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Call 608—Rates Reasonably Priced—3 Days for Only 4 Cents Per Word—6 Days, Only 6 Cents Per Word—Month, 20 Cents Per Word

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 Prepare yourself now to make your future earning power secure. Printers earn a good living and the field is big. If you like machinery or like to work with your hands, printing is one of the finest trades you can follow. Our school has trained many now holding responsible positions. Low tuition; board and room within walking distance at \$25 a month. Write for catalogue and complete information without obligation.
Southwest Vocational School For Printers
 800 Clarendon Drive, Dallas, Tex.

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Real Estate Rentals & Insurance
AUTO INSURANCE A SPECIALTY
 A few choice homes left for sale.
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Lawyer
 Office, Third Floor, Cisco State Bank Bldg.



SUITS CLEANED and PRESSED 50c
CASH and CARRY FREE PICK-UP PHONE 88
Rone's Cleaning Plant
 1308 Ave. D.



Loveliest lady In the Easter Parade Your fair beauty We are proud to aid. Manicure, facial, Permanent, shampoo, wigs be certain Our best is for You.
Keys Beauty Shop
 607 West 9th St.

• SERIAL STORY

DOLLARS TO DOUGHNUTS

BY EDITH ELLINGTON

YESTERDAY: Bee discovers the girl who has fainted is to have a baby. Both Miss Ryan and her husband are employed at Huntingtons, have kept their marriage a secret. Bee knows her grandfather would have handled the situation differently, but she is powerless. Talking to Anthony at dinner, she asks how the Duchess would take such news. "She doesn't even bother about the polo ponies she buys her boy friend." How does Anthony react about the polo ponies?
ANTHONY'S BIG IDEA
 CHAPTER XVIII
 "I DIDN'T know she bought her boy friend polo ponies," Bee said in a low tone. "Who told you that?"
 Anthony's eyes avoided hers. His lips tightened, and he answered hurriedly. "Oh, I heard it somewhere."
 But Beatrice wasn't satisfied. "Where could you have possibly heard it?" she persisted. "It isn't the sort of thing that would be mentioned in the papers. At least, I didn't see it in any gossip column, or anything like that."
 Anthony said uncomfortably. "I don't remember where I heard it. Maybe she didn't buy him polo ponies. What earthly difference does it make to us?"
 "None, of course." She lifted her coffee cup. "What time do you have to be in class?"
 "Eight-thirty. We still have an hour. He leaned across the table, and the fleeting uneasiness between them was gone. "Listen Bee, I had a brainstorm today. It was so busy, I kept hearing the girls saying 'I wish she'd make up her mind!' and suddenly, out of the blue, I got this idea."
 "What idea?"
 "Well, you remember those things you said about helping customers choose the proper clothes? Today, one after another, I heard women saying, 'But I don't know if it'll go with my hat'—things like that. I never really paid a great deal of attention to the selling angle before, but since that talking to you gave me about customers benefiting by a salesgirl's opinion . . ."
 "You're just trying to ring me in on this idea of yours. You're trying to give me some credit for it, beforehand, if it's good."
 "No, I'm not. I'm trying to get some help from you. Because we'll both have to work on this."
 "Tell me about it, quickly."

"THE departments upstairs—the College shop and Young
EDW. C. HATCHER
 Palmer Graduate Chiropractor
MOBLEY HOTEL
 Phone 524
 Cisco, Texas.

These 10 places going to the first 10 buyers on easy terms and low interest rate, monthly reducing note:
 400 W. 11th St.; 5-rm. bungalow.
 405 W. 13th St.; 4-rms., modern.
 808 W. 12th St.; 5-rm. bungalow.
 911 W. 12th St.; 5-rms.; Cor. lot.
 1300 Ave. M.; 7-rms., modern.
 1209 W. 9th St.; 5-rms., good condition.
 1103 W. 9th St.; 6-rms., modern.
 1005 W. 9th St.; 5-rm. bungalow.
 408 W. 12th St.; 4-rms., stucco.
 1100 W. 6th St.; 5-rms., stucco.
 Priced and shown by appointment. Act now to get one of these last Loan Company houses on easy terms.
E. P. Crawford Agency
 108 W. 8th St. Phone 453.

Sophisticate and the Little Shop and even the salon has a stylist, don't they? That sort of service comes much too high for a basement department. But suppose, Bee—here's the big idea, so listen—suppose in Budget Fashions we had ready-assembled costumes?
 "I don't mean simply displaying a hat, some gloves and a handbag together, near a dress, the way things are displayed in show windows. I mean that we could have a regular accessory section. Each item would be keyed to a dress, or to several dresses, in stock.
 "Instead of a salesgirl advising the customer, as you tried to do, all sales would be co-ordinated. In other words, automatically, as a matter of policy, a salesgirl would show hat, bag, extra belts, collars—whatever it happened to be—every time she showed a dress. There could be some line about, 'Of course you're not obligated to buy these, but it does give you an idea of how much you can do with this one dress.'
 "I think it would make sales easier to close, and certainly the customer who isn't good on seeing the possibilities of a dress would find shopping easier."
 He was talking rapidly and enthusiastically, his whole face animated.
 "From the merchandising angle, we'd turn over double or triple the accessory goods we do now. Of course, we'd have to see that items from different manufacturers were all keyed in color and style to harmonize or complement each other. We'd have to co-ordinate our buying in some day to have every item fit in with every other as far as style, quality and finish go.
 "And the prices, too. You can't sell a \$5 hat to match a \$4 dress. But all that's pure mechanics. The idea of ensembled sales, ensemble showing, ensemble fitting and an ensemble technique throughout Budget Fashions is the thing. Bee, I'm sure, if they'd let us experiment in a small way, we

could prove the idea's valuable!"
 "Anthony, it sounds wonderful!"
 She remembered all the fretful customers whom she hadn't been able to convince simply by telling them about the collars and belts that would liven up a basically good dress.
 "It's so practical, too, because it's simple. You show a woman a dress. You get the hat, the belt, the collar and show her that. That's the demonstration. She can see the effect for herself. Why, it's marvelous! I'm sure sales will simply soar."
 "And you know what else, Anthony? All those 'busy' little numbers, with cheap clips, too many buttons, extra ruffles that give me the creeps, will go right out the window. When a girl sees that a dress like that can't be varied—when she's got it right up against another dress that's perfectly ensembled with accessories she'll drop it like a hot cake. We won't have to educate the customers. They'll educate themselves, just by using their eyes."
 "You've got it in for Dane," she laughed. "Those dressed up dresses are the pride of her life. She thinks she's giving the customers extra value with every extra paste clip."
 Beatrice had no time for Dane now. "Who do you speak to about this magnificent idea? Oh, Anthony, I can just see it! The special ads—Good Taste Guaranteed at Huntingtons. No matter how little you spend, you can look a million in Huntingtons' co-ordinated clothes!"
 "You should be writing ads," said Anthony. "There's more money in that."
 "WHOM do you speak to about this? The merchandise manager, or is this a matter for Bruce Sheldrake himself?"
 "Sheldrake? He doesn't interest himself in stuff like this. Sheldrake manages the big money, after the sales are made. He ap-

pears at luncheons, too, of course." "But I thought a general superintendent had his fingers on every pulse of a store."
 "This is no pulse. It's only an impulse."
 Beatrice wrinkled her nose at him. "Very poor, Mr. Bradley. The idea had taken hold of her. You must assemble some samples first, Anthony. Telling about a thing is never as convincing as if you like the idea. Will you help showing it, concretely." She glared at him. "And don't tell me the merchandise is rayon, not cement! For instance, tomorrow morning you should get hold of a navy blue crepe with a high neck. I noticed today, it's \$3.98. Almost any accessories at all from the main floor would go with that. A chunky gold necklace, maybe a navy blue calf bag—I've seen one with a little gilt clasp that's only a dollar—"
 "Gosh, Bee, you really sound as if you like the idea. Will you help me? It's right up your alley. You have such perfect taste. I might

make a mess of what I picked of what particular dresses—" He spread his hands, helplessly. Beatrice said dryly. "You have all the equipment for a first class executive, Anthony. Let the other (Continued on Page Four)

Legal Notice
 The City of Cisco will receive sealed bids for the garbage contract for its fiscal year 1941 at the City Secretary's office up to 12:00 p. m., April 25th, 1941. The city reserves the right to reject any and all bids. 197-26tf.



Everything For Spring NEW
 NEW is the word for Spring! And Spring means new clothes, new activities, new thoughts . . . everything new! What about your hair? Are you still going to go through the new season wearing your winter get-up? No. Like hundreds of others you will come to the Elite Beauty Shop for a better hairdo!
ELITE BEAUTY SHOP
 ELIZABETH McCRACKEN, Prop.
 702 Ave. D. CISCO



CALLING ALL CARS
 to headquarters for correct washing and lubrication.
 We know how to give your car that service by checking your Tires, Generator, Battery and all parts that need service.
 Good OCTANE Gasoline (Ethel, Regular, White)
 Wanda, Texaco, Havoline Motor Oils.
 U. S. Tires
ARTHUR HURST
 1000 Avenue D. CISCO



IT'S SPRING AND TIME TO REMODEL OUR HAIR STYLES ALONG WITH OUR WARDROBES.
The Place—NU-WAY BEAUTY SHOP
 We now have with us Mrs. Ralph Chandler. Having had several years' experience, we feel sure she can solve any of your beauty problems. For the past several years Mrs. Chandler has been employed in Fort Worth and Ranger. Come in and see her.
Merle Norman Cosmetics
 Phone 294 Operators 402 Ave. D Marie Hunterman Mrs. Chandler



FILL YOUR GAS TANK and CHECK YOUR OIL AT—
 "Your Friendly Magnolia Dealer"
Manning Holland
 Ave. D and Third St.

Try HUMBLE Products and See the Difference
 There's great satisfaction in knowing when you step into your car that it will be ready to give instant starting. That's just what HUMBLE Gasoline and Oils mean to you the year around. Come in today and see for yourself that there is a great difference.
Washing and Lubrication
 You will hardly believe it's the same car when we're through with it. We'll give it a good old "Saturday" night bath . . . and clean it thoroughly inside and out.
Huffmyer Humble Service Station
 Phone 149. 118 West 8th St.



MORE PLEASURE PER MILE . . . MORE SERVICE PER STOP . . .
 Economical operation and efficient performance—that's what determines whether or not you are getting the most out of your car. If you want to enjoy maximum motoring pleasure at low cost, be sure you get the advantages of Our service and TEXACO products. You pay no more . . . but you get more in attention and the most scientific auto service.
Smitty Huestis' One-Stop Service Station
 1308 Ave. D. Phone 17

NEIL LANE FUNERAL HOME
 300 W. 9th Street—CISCO—Phone 167
 In the Service of Others

CLEAN UP NOW
 Be Proud of Your Home
 Paint the Outside—Re-Paper and Re-Paint Inside with Cheery Bright Colors.
Full Line VALSPAR Paints and Varnish
 ALL ON F. H. A. PLAN
 Loans as Small as \$60.00
 \$ 60.00 LOAN \$ 5.26 Per Month for 12 Months.
 \$100.00 LOAN \$ 8.77 Per Month for 12 Months.
 \$150.00 LOAN \$ 6.88 Per Month for 24 Months.
 \$200.00 LOAN \$ 7.50 Per Month for 30 Months.
 \$250.00 LOAN \$ 7.98 Per Month for 36 Months.
 \$500.00 LOAN \$15.97 Per Month for 36 Months.
 WE ARRANGE EVERYTHING
 SEE US NOW
Cisco Lumber and Supply Co.

STORMY WEATHER AHEAD . . . BETTER CHECK YOUR HOME NOW
 Gutters Roofing
 Downspouts Chimney
 Flashing Eaves
 It's Best to Be Safe Now Than to Be Sorry Later
Super Channel Drain Metal Roofing
Red Cedar Shingles
 Composition Roofing, also
SHERWIN WILLIAMS PAINTS
Rockwell Bros. & Co.

LOW PRICE—QUALITY LUMBER
 Siding Quality Mill Work
 Joists Lumber Timber
 Wall Board Insulation
 When your home is built, or repair work done with our Lumber, you are assured of the Best.
It's to Build We Have It
Burton-Lingo Lumber Co.

SOCIETY and CLUBS

CATHRYNE RUSSELL, Editor
Phone Numbers 344 and 608

The Notebook

Tuesday
Circles of the First Baptist Women's Mission society will meet as follows:
Ann Margaret circle with Mrs. Ira Robinson, at 1310 Bullard avenue, at 3.
Elizabeth Truly circle with Mrs. E. C. McClelland, Moran highway, at 3.
Minnie Landrum circle with Mrs. W. D. Hazel, 1000 Sixth street, at 3.
B. L. Lockett circle with Mrs. W. C. Shelton, 1202 L. avenue, at 3.
E. G. Wilcox circle with Mrs. W. W. Fewell, 1206 L. avenue, at 9:30 a. m.

The Women's Society of Christian Service will meet at the First Methodist church at 3 o'clock for a business session.

The First Christian council will meet at the church at 3 o'clock for a business session.

Circles of the First Presbyterian auxiliary will meet at 3 o'clock as follows:
Circle One with Mrs. W. W. Wallace, Humboldt.
Circle Two with Mrs. E. P. Crawford, 1001 West Sixth.
Circle Three with Mrs. Joe Clements, 1608 D. avenue.

The First Baptist Y. W. A. will meet at the church at 7:30 p. m. Every member is urged to attend.

Wednesday

The Alpha Delphiian Study club will meet at the clubhouse at 9:30 a. m.

Thursday

The Industrial Arts club will meet at the clubhouse at 3 o'clock.

The Philthia Sunday school class of the First Methodist church will have a party at the church at 7:30 p. m. Every member is urged to attend.

Frank Yarger of Lubbock is spending today in Cisco.

Pup's Protection



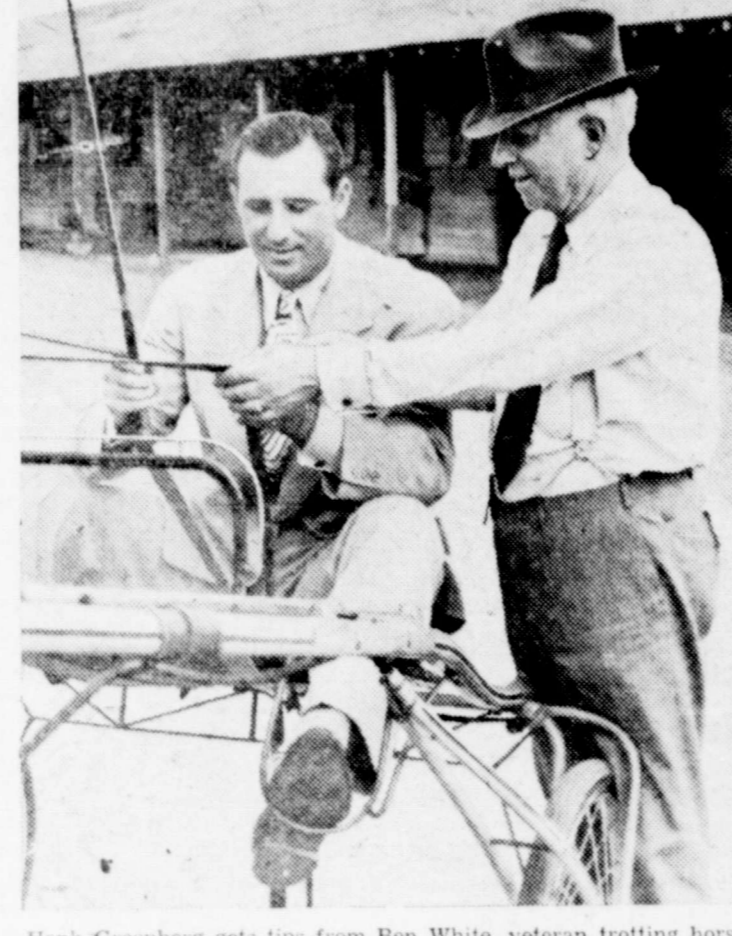
This big kennel doesn't appear to be much of an air-raid shelter for tiny pooch somewhere in England. Maybe he'll crawl under the helmet.

Meet the Women National A.A.U. Champs



(NEA Photo)
For the second time the Little Rock, Ark., Flyers won the championship of the Women's National Basketball championship held in St. Joseph, Mo., by defeating the Nashville Business College, 16-15. The Flyers, who first won the title in 1940 are above, left to right: Leota Barham, Mary Parker, LaVerne Simpson, Hazel Crutcher Walker, Elizabeth Osterloh, Maxine Showalter, Loretta McCullough, Loretta Blann, Chloe McCrary, and Myrtle Shiver.

Practicing for Cavalry?



Hank Greenberg gets tips from Ben White, veteran trotting horse driver, at Longwood, Fla., in what may be dress rehearsal for cavalry. Detroit slugger is in Class I-A in draft.

Congratulations for Yugoslavs



Seated beneath an oil painting of his country's King Peter II, Constantin Fotich, Yugoslavian minister to Washington, reads messages of congratulations on Yugoslavia's new government.

New Fashions Make Glad Tydings



Billowing chiffon, plus the model wearing it, wins the visual approval of Senator Millard Tydings of Maryland, who smiles smugly at fashions for both Americas show held at Brazilian embassy in Washington.

Refinery Blast Kills Two Men Sunday

EMLENTON, Pa., March 31 (AP)—An explosion and fire at a Quaker State Oil Refining Corporation's plant in this north Pennsylvania community Sunday killed two men and caused damage estimated at \$100,000.

The cause of the blast was undetermined, but officials termed it accidental. The men killed were working in the filter house, in which lubricating oil is processed.

General Manager Guy Hunter said the refinery was not working on any direct defense orders and that sabotage was not suspected.

PROPERTY TAKEN

BUCHAREST, Rumania, March 31 (AP)—Land and buildings valued at 54,000,000 lei, the remaining properties in Rumania owned by Mme. Magda Lupescu, have been confiscated by the government. Mme. Lupescu has gone to Portugal with the abdicated king, Carol.

There are more than 1,000 Masonic lodges in the state of New York.

Drownings decreased about four per cent in 1940 to approximately 3,400.

Half a dozen Shorthorn calves born recently in Argentina were sired by a bull 8,000 miles away.

Political Announcements

The Cisco Daily Press has been authorized to announce the following as candidates in the municipal election in April:

- For Mayor—**
G. P. MITCHAM
- For City Comm'r—**
(Two to be elected)
H. C. HENDERSON
W. R. WINSTON
NEIL LANE (Re-election)
GEORGE BOYD

Let us estimate your next Plumbing job.

Carl Nix Plumbing

I will take old fixtures in on new fixtures.
301 W. 17th St. Phone 604

Insure in Sure Insurance

with
E. P. CRAWFORD Agency
108 W. 8th. Phone 453

Call Me

for plumbing or electrical work.
Satisfaction Guaranteed.
Have it done now before the rush.
E. L. WISDOM
709 W. 3rd. Phone 687

For Better Eating, Better Living at Extra Savings, Get Your **Dressed Fryers** at **Dunn's Hatchery and Produce**
Phone 627. Cisco.

Surles Dairy Grade A Raw Milk

Mrs. Joe Black will take your order.

Currently Stylish



Alice Frost, attractive radio star recently placed on the list of the best-dressed women in America, wears a gray wool refter over a gray wool dress with bloused bodice. Her navy straw hat is trimmed with a halo of currants and blue veiling.

Says 'Free Spain' Group Is Forming



The Spanish civil war has been over two years, but loyalists are still fighting totalitarian "intolerance and bigotry" according to Isabel de Palencia, above, who announced coming formation of "Free Spanish" force similar to de Gaulle's Free French. The former Spanish minister to Sweden and Finland, now a loyalist refugee, recently arrived in New York from Mexico City.

STORIES IN STAMPS



Does Bulgarian Stamp Forecast Air Raids?

PHILATELISTS who saw a prophecy of Germany's aerial invasion of the Lowlands in the Netherlands 1935 issue picturing the shadow of airplanes over the map of Holland, are now wondering if Bulgaria has a similar prophetic stamp in the issue, above, showing planes circling over the palace at Sofia.

Britain's answer to Bulgaria's entrance into the Berlin-Rome-Tokyo Axis was a threat of air attacks. German communications in Bulgaria and Rumania have been targets of Royal Air Force bombers.

Bulgaria was in the Axis debt for return of Southern Dobruja, lost to Rumania in the Balkan wars. World War ties also bind Bulgaria to the Central powers. In that conflict, Bulgaria joined Germany and Austria-Hungary in 1915, aided in the war against Serbia and Rumania.

In 1918, the allied Balkan army broke enemy lines, threatened Bulgaria with annihilation. Under peace treaties, Bulgaria was forced to cede territory to Greece, Serbia and Turkey.

Daily Press Want Ads will get the job done.

CARD OF THANKS

We wish to thank every friend and neighbor for their sympathy, love and every kind deed they have shown us during the illness and death of our dear mother. May God bless each and every one.

Mrs. May Rich,
Mrs. Bertie Simpson,
Luther Curtis,
Leon Curtis,
Elbert Curtis.

HOSPITAL IN OPERATION

FORT STOCKTON, March 31—The new Craddock hospital, Fort Stockton's third, opened Sunday at a reception presided over by Dr. and Mrs. W. D. Craddock and the hospital staff.

Among the odd occupations discovered by census-takers during 1940 were fishworm rancher, whistle-tester, ham-sniffer, and egg-breaker.

THIS CURIOUS WORLD

By William Ferguson

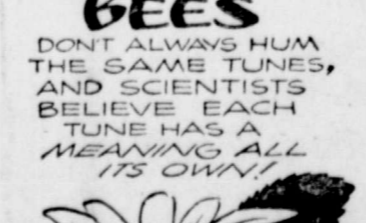
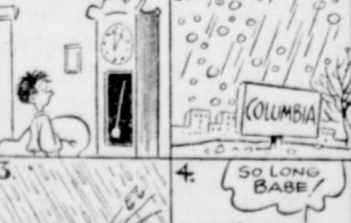
THE NAME "COWBOY" DID NOT ORIGINATE IN THE WEST. IT WAS FIRST USED IN CONNECTION WITH A BAND OF DESPERADOES WHO PLUNDERED CATTLE FROM FARMERS DURING THE REVOLUTIONARY WAR.



Can you name these song titles?
KENTZ KOPPER



BEES
DON'T ALWAYS HUM THE SAME TUNES, AND SCIENTISTS BELIEVE EACH TUNE HAS A MEANING ALL ITS OWN!



ANSWER: 1, Grandfather's Clock; 2, Hail Columbia; 3, Singin' in the Rain; 4, The Soldier's Farewell.

Where do telephone wires go, Mister?



Well, Sonny, these telephone wires that begin here in your home reach to all America. They cover both our water fronts and the land between.

Which means that we must keep your Daddy's telephone service so dependable, so valuable, so "good" and so reasonable in cost, that he can call next door or far away... anywhere... any time.

SOUTHWESTERN BELL TELEPHONE CO.
Nation-wide Service from Your Neighborhood Telephones

