

THE CISCO DAILY PRESS

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KILLER SHARK CAUGHT IN TEXAS GULF; OFFICIALS NOT ALARMED

AUSTIN, March 11 — A shark recently caught off the coast of Texas is the same type that killed four persons off the New Jersey coast in 1916, the Marine issue of Texas Game and Fish disclosed today.

The ferocious fish, officially classified as the Great White Shark of Man-Eater, was the

first of its kind reported taken in the Gulf area.

J. L. Baughman, chief marine biologist for the Texas Game, Fish, and Oyster Commission, writes in the departmental magazine that "there are apparently well authenticated instances of attacks by this species on humans, along our East coast."

"Four deaths from such attacks occurred on the New Jersey coast in 1916, and were presumably the work of one seven-foot white shark taken a few days later at the mouth of New York Harbor," Baughman went on to say that another death caused by a white shark occurred in Panama City Harbor in 1914.

Capture of the shark in the coastal waters is viewed as an oddity and not as indicative of any danger to swimmers and fishermen. Baughman writes that the big fish, a baby shark, a mere seven feet six inches in length and about 250 pounds in weight, probably got lost out in the ocean and wandered into the unfamiliar coastal waters along with a school of fish. The shark was caught on experimental shark fishing gear in 90 feet of water 12 miles out in the Gulf on February 7.

Baughman continues in the article: "Rovers of the ocean, these white sharks are distributed all throughout the seas of the world, and are members of a family to which belongs the greatest of all sharks, a fossil giant in whose mouth teeth are more than five inches long. The length of this shark has been estimated at 80 feet and the weight was enormous, probably over 100 tons. White sharks do not reach this size of course, although occasionally they will reach 40 feet in length and a weight of many thousands of pounds."

"One of the most voracious of all fishes in the sea, the food of the white shark is varied. A 30 footer has been reported which had a whole sea lion in its mouth, and seals, sturgeons, and tuna have been found in specimens no longer than nine feet.



IN A CLASS BY HIMSELF—Four-year old Bobby Vernon Peterson, in Knoxville, Tenn., wears 10-ounce gloves as big as his curly head. He's waiting his turn in a specialweight fight in a boxing tournament sponsored by a local newspaper.

"White sharks have attacked small boats, presumably to get at the people in them, and in Australia where bathing beaches must be protected from sharks by woven wire fences, white sharks or wire-pointers, as the Australians call them, have long been classed as man-eaters. This great fish has long been held in awe by the sea-faring peoples of the world because of its ferocity, and has exercised as great a fascination on the popular imagination as have the great predatory beasts of the land. The idea that a fish may be large enough, strong enough, and so armed as to destroy man, the mighty, is a never ending source of wonder and comment."

that citizens of Cisco treat the home-coming servicemen as good citizens, themselves, and not heroes, to be soon forgotten.

Mrs. Randolph Lee Clark has received word that her grandson, Lieut. Pousal Pond, of Wichita Falls landed safely in England. Pond is pilot on a B-24.

TEN YEARS AGO

The junior and senior classes of the high school will clash in a donkey basketball game at the high school gym Tuesday night. Proceeds of the show will go to the annual Jr.-Senior banquet.

A project providing for the re-indexing of the marriage, birth and death records in the office of County Clerk, R. V. Galloway has been approved, it was announced today by Area WPA Engineer R. Towner Dickinson.

The Cisco Chamber of Commerce board of directors took steps last night to inaugurate a city-wide clean-up campaign by asking that the city beautification committee organized local citizens under the C. of C. auspices.

The Cisco Lion's club devoted its program hour to business today noon, naming committees to work out a soft ball program with the Cisco school board and an "April Fool's" joint meeting with the Cisco Rotary club after having voted to accept the Rotary club's invitation to such a meeting.

THIRTY YEARS AGO

The baseball benefit at the city hall last night was a thorough success, both from the standpoint of attendance and program.

W. D. Herring was referee for all bouts and J. Lee Culey was official announcer and timekeeper.

Theatergoers may now enjoy once more the brilliant performance of William Faversham, who, after an absence of several years from American dramatic activities, appears in the ranks of the motion picture stars under Selznick management. The movie, "The Man Who Lost Himself," starring Faversham, will play at the Victory theater soon.

The first bale of cotton gathered from the 1920 crop reached Cisco today. It was raised by J. W. Dawson, a farmer near Roney.

Pygmies differ from their Negro neighbors not only in size but in skin color, hair, and facial features.

MERCHANTS CREDIT ASSOCIATION State and National Affiliations Lucile Huffmyer SECRETARY Telephone 142

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Beautiful 6-room home on large corner lot. Elegantly appointed, new 2-bedroom home on large corner lot.

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Mostly bottom land in cultivation. Good mesquite pasture. 7-room rock-veneer residence, 3 chicken houses, barn, well & W. mill, tanks, creek and cistern water. A DANDY. \$4000.00 cash will handle.

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ALCOHOLICS ANONYMOUS - for problem drinkers; strictly confidential. Box 144, Eastland. Phone 544-M. 91

NOTICE — Baby Chicks that live, grow and lay. Satisfaction is guaranteed every customer. Could you ask for more? Frasier Poultry Farm, 1500 Beech St. tfe

NOTICE — Bulldozer work by the hour or by contract. Specializing in digging slush pits and cleaning fence rows. Ray Wilbanks, Phone F-3, Putnam, Texas. 93

CHIEF STATION Texaco Service. Washing, greasing, polishing, also light hauling. L. C. Etheridge, owner. Phone 9541. 8th St. at Ave. F. 82

Our Refrigerator campaign has been extended for the month of March. \$3 down and \$3 per month for two months will deliver a Leonard Electric Refrigerator to your home. 26 months to pay. White's Auto Store. 94

PARA CRYSTALS — Kills the clothes moth and larvae—wonderful for rugs. Easy to use thru vacuum cleaner. Very inexpensive. 3 lb. can \$1.19. Cisco Lbr. & Supply Co. 83

NOTICE — Metal initials attached to purses, luggage, Bibles, etc. Commercial Printing Co. 84

NOTICE — J. E. Smith, Agent for the Abilene Reporter-News. Daily only 85c per month. Daily with Sunday, \$1.25. Phone 425-W. 85

WANTED

SALES HELP WANTED — Ten men and women in Cisco and surrounding towns. High earnings with good product and repeat business. Small initial investment. Personal interview will include showing of two movies. Write Box A. Daily Press. 84

WANTED — Work with tractor, truck and fence contractor, with tractor and equipment. James Havner. General Delivery, Cisco. 86

TODAY is an occasion for somebody! We deliver bouquets, corsages and potted plants to your loved ones. And the cost is so low! Hillcrest Flowers MRS. W. W. FEWELL Phone 218 — 1206 Ave. L

FOR RENT — 2 room furnished house. Electrolux. 401 W. 17th. 83

FOR SALE — Three-quarters size roll-away bed and inter-spring mattress. Practically new. Phone 212. 82

FOR SALE — '45 model GMC truck '49 model 270 motor, 50-die tanks, air horn, 920 tires, army body or 5th wheel or both. F. J. Nuckols. 610 W. 2nd. 83

FOR SALE — 105 Good Quality Jersey Cattle. Every kind you want. Priced right. Jim Ray Cox, Okra, Texas. 84

SPECIAL Seat covers tailored to your car — Plastic with Bolta Flex Trim — Most small cars \$30.00 and \$35.00. Frank Wood, 709 Ave. F, Cisco. 94

FOR RENT — Unfurnished house. See Mrs. W. H. Jacobs — 901 McCarthy Ave. North Side. 85

FOR RENT — Four room furnished apartment, 307 W. 3rd. 85

FOR RENT 3 room and 4 room furnished apartments, electric refrigerator; also 3 room unfurnished apt. Tom B. Stark, Phone 87. 89

FOR RENT — Unfurnished, with three rooms and bath, home. 605 West 14th St. See W. W. Harris at 904 East 17th St. 82

LAWSON REST HOME — 24-hr. nursing service for elderly people, invalids, and convalescents. Nice rooms for elderly couples. Prices reasonable. 1217 Ave. B, Brownwood, Texas. Ph. 9324. 84

FOR BIGGER CHECKS by better chicks — started chicks are our specialty. See us now. Frasier Poultry Farm, 1500 Beech St. tfe

FOR SALE — Assorted baby chicks every Tuesday \$10 per 100. A. F. Bauer, West 24th St. 83

FOR SALE — Ideal lawnmower sharpener. Practically new and in perfect condition. This is a money maker. For estimates see H. L. Thompson at 800 West 9th or Cisco Peanut Co. Call 203-W after five o'clock. 84

FOR SALE — Several pieces broiler equipment, consisting of brooders, developers, and finishers. F. J. Nuckols. 610 W. 2nd. 83

LOST

LOST — SMALL, RED, short haired, bobtail, female dog. Reward. Sonny Besworth. Phone 1036-W or 194. 82

SPIRELLA — Brassiers — Bandeaux — Corsets — Health Belts — Briefs — Are made to your individual measurements. 406 W. 9th. Phone 420-W

FOR RENT — Small furnished house. Apply at 913 West 10th 82

FOR RENT — 4 room nice unfurnished apartment. Private bath. 801 E. 8th. 84

FOR RENT — Upstairs bedroom, private bath, private entrance. Men referred. 508 W. 7th. Phone 770-J. 69tc

FOR RENT — Furnished apartment, modern. Three nice large rooms. Private bath. Close in. 700 Ave. G. 63tc

FOR RENT - Unfurnished house. See Mrs. W. H. Jacobs — 901 McCarthy Ave. North Side. 85

FOR RENT — Four room furnished apartment, 307 W. 3rd. 85

FOR RENT 3 room and 4 room furnished apartments, electric refrigerator; also 3 room unfurnished apt. Tom B. Stark, Phone 87. 89

FOR RENT — Unfurnished, with three rooms and bath, home. 605 West 14th St. See W. W. Harris at 904 East 17th St. 82

JOLLY TIME Grand for PARTY TREATS IT'S SURE-TO-POP! GORN Guaranteed by Good Housekeeping

AUTO OPINIONS

Stranger In Town Next time someone inquires the way to the city hall, you'll show him, of course. Then, do him a real favor! Tell him about A-G Motor Co. and where to find us. We can add to Cisco's reputation as a friendly and hospitable city by being as helpful as possible to strangers in town. Good idea, eh?

A-G Motor Co. Ave. D & 6th St. Phones 51 & 52 AUTO REPAIR at its BEST

HANDY REFERENCE BUSINESS AND PROFESSIONAL DIRECTORY WHERE TO FIND IT SAVE TIME - SAVE TROUBLE - FIND IT QUICK IN THIS DIRECTORY

Advertisement grid containing various services: Ambulance Service, Bowling, Insurance, Real Estate, Contractor-Building, Accounting Service, Farm Equipment, Painting-Decorating, Attorneys, etc.

Coca-Cola advertisement featuring a man drinking a bottle of Coke and the slogan 'Refresh...add zest to the hour'. Includes text: 'hospitality... so easy, so welcome', 'Coca-Cola "Coke"', 'Texas Coca-Cola Bottling Co.', 'BOTTLED UNDER AUTHORITY OF THE COCA-COLA COMPANY BY', '© 1950, The Coca-Cola Company'.

SOCIETY AND CLUBS

AND NEWS OF INTEREST TO WOMEN

Albert Hansen Wesleyan Guild Wesleyan Guild

Wesleyan Guild met Monday afternoon in the home of Mrs. Hansen at 1205 West 9th with the president, Mrs. Tipton, in charge.

Business session was held during the last meeting, by Mrs. R. C. Crawford, approved and routine business transacted.

Study of the book, "Japan Again," was finished, and the Five, "What Have They Thinking?" was given by Allen R. Withee. Chapter "How Have They Been Living" was presented by Mrs. Bill

During the social hour a nice plate of sandwiches, cookies, and jello was served to the following visitors: Mrs. Ella Crawford, Iowa City, Iowa; Mrs. Clark, Mrs. Blanche Miller, Mrs. Sterling Drumwright, Carl Gorr, Mrs. Bill Mitchell, Mrs. Chesley Tipton, Mrs. R. E. Withee, Mrs. C. H. How, Mrs. Bob Isbell, Mrs. R. E. and the hostess, Mrs.

Ambassadors Monday P. M. Mrs. McCord

Royal Ambassadors of Cisco Baptist Church met Tuesday afternoon in the home of Mrs. E. McCord for the week-session and recreation. Billy Reeves, president, had charge of the session.

During the recreation, a jello contest was held. J. W. Reeves won first place; Farmer, second, and Charles, third.

Present were James, Billy Morris, C. L. Thayer, Wayne Smith, Billy Lester, Joe Reeves, Max Farmer, Dryden, Billy Joe Whitford, Billy Hamilton, Jackie, Lay Grider, Rev. Paul, and Mrs. McCord.

Reports Heard Meeting Tuesday

Women of the church of the presbytery met Tuesday afternoon for the business meeting with the president, Mrs. P. Grack, in the chair. Mrs. Rachel, secretary was present and had charge of the minutes. After the meeting was open reports were heard from various chairmen.

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SCRIPTION TO US

Huey, Mrs. J. G. Rupe, Mrs. Sarah Winchell, Mrs. James E. Stancell, Mrs. W. B. Dunn, Mrs. F. E. Harrell, Mrs. A. J. Olson and Mrs. J. E. Coleman.

City Federation Meets Monday For Program And Meeting

The City Federation of Women's Clubs met Monday afternoon at 3 o'clock at the Club house for the regular meeting of the month with Mrs. H. N. Lyle presiding. The program was given first and Mrs. Lyle presented Mrs. E. J. Keough, president of the Garden Club, who in turn presented Mrs. Lonnie Shockley and Mrs. W. D. Johnston for musical numbers. Mrs. Shockley sang "Springtime" as a vocal solo; and Mrs. Johnston with Mrs. Shockley sang "Bluebonnet Time" as a duet. They were accompanied by Miss Jane Huestis at the piano.

Mrs. Keough next introduced Mr. Butler, Secretary of the Cisco Chamber of Commerce, who gave a splendid Texas Day address using an acrostic of the name T-E-X-A-S to present his talk. First the letter T, represents the traditions and heritage which Texas has; surpassing that of the other states of the union; E represents the Empire of Texas, which affords a variety of industries, including farming, fishing, lumbering, cattle raising, oil production, manufacturing, and many others that are offered in Texas; X, the central letter in the name, represents the central interest and was discussed after the others; A, representing the area of the vast empire, and her

wonderful geographical location. S, the spirit illustrating a bond of unity and brotherhood which is needed by every group for the best functioning and the success of any enterprise. In concluding, Mr. Butler used X to represent the future of Texas. The ideas and principles for which each individual stands will determine his own future. He told how the men who won the battles for Texas in her early history had the courage to stand by their convictions for freedom although they were few in number; their time is now passed; and the future of Texas will depend on the real spirit of Freedom we possess; and the interest we have in others which can be used to give them inspiration and courage.

The address was followed by the business session. Minutes and membership roll were read by Mrs. W. D. Hazel; an invitation from the Rising Star club was read announcing that the meeting of the County Federation will be held in Rising Star at 2:30 next Saturday, March 18, and all members of the Cisco Federation were requested to be present, and to bring a sample of needlework. The meeting then adjourned.

Twenty-two members were present at the meeting.

Harvesters Class Meets Monday Night With Mrs. Collins

The Harvesters Class of First Baptist Sunday school met Monday night in the home of Mrs. T. G. Collins for the business meeting and social. Mrs. M. F. Underwood, class president, opened the business session with prayer by Mrs. C. H. Hammett. Minutes of the last meeting, read by Mrs. W. L. Hussey, were approved and other reports were heard.

The nominating committee made report which was accepted and the following new officers were elected: President, Mrs. W. L. Pippet; first vice president, Mrs. W. L. Baum; second, Mrs. C. H. Hammett; third, Mrs. M. F.



JUST LOOKING ON—Beauty at a polo match in Havana, Cuba, is represented by these four lovely ladies. Left to right are Mary Ruth Vaccaro; Rosa Castillo Soldana, a Mexican beauty queen; Violet Casares, queen of the Latin American Fiesta of Tampa, and Laura Ezer. The girls saw Cuba beat Venezuela in the first game of the International Polo Series among Latin American teams.

Underwood; fourth, Mrs. Inez Doris Joe Pyle; assistant, Mrs. Blair; secretary-treasurer, Miss Grady Laws. During the social hour a number of games were enjoyed by the members. Refreshments of coffee, doughnuts, cookies and mints

were passed by the hostess to the following: Mesdames W. W. Fessel, C. H. Hammett, J. H. Hyatt, W. L. Hussey, Ben Kay, Burton Phipps, Doris Joe Pyle, M. F. Underwood and Jay Warren.

The Moors of North Africa have a breed of donkey developed centuries ago, which is as large as the Percheron or Clydesdale draft horse.

The quetzal, "bird of freedom," is the national bird of Guatemala.



Prepared
By Johnnie Miller
Every
Tuesday And
Friday
EVENING FROM
6 TO 10
— AT —
Downie's Coffee Shop

BECAUSE THE 1940 CENSUS TOLD THIS...



our town did this!

- It's a wonderful new playground to keep our kids off the streets... and we got it because the 1940 Census figures showed our children needed it.
- That's the way the Census works... that's the way it's been working since the first Census in 1790. Leaders in industry, business, labor and civic groups use Census facts in planning playgrounds, parks, schools, roads, housing; a better distribution of services like gas, electricity, water, and telephones; better transportation systems. Even our representation in Congress is determined by the Census.
- A new Census will begin April 1. When the Census-Taker calls, give him straightforward, honest answers. That's one way you can help make this community of ours a better place to live in.



Like other American business firms, we believe that business has a responsibility to contribute to the public welfare. This advertisement is therefore sponsored by

Cisco Gas Corporation

"HOME OF HI-HEAT GAS"

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713 AVENUE D.



FREE
All This Week
WITH EACH
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Wallpaper

We will furnish the ceiling paper without charge. Brighten up those rooms now while we have a good selection of patterns to choose from. Ask about our Easy Payment Plan.

ROCKWELL BROS. & CO.
107 East 5th St. Phone 4

It's Gratifying To A Business Man -

... to feel that he has in stock what the customer wants, when he wants it, and a product of quality that he knows the buyer will like when he gets it. And making the application to our own business, we feel we have just that. Records by the thousands since the County was organized back in the '70's down to the present time are to be found in our modern plant, all catalogued, indexed and classified ready for immediate use. Try us soon for dependable title information.

EARL BENDER & COMPANY

Eastland, (Abstracting Since 1923) Texas.



YOU
Won't Be
Sticking Your
Neck Out

When You Trade With Us
We're "Long" On
- Quality - Service
- Friendliness

Shop At Your Neighborhood Store
E. J. Poe Grocery & Mkt.
900 W. 8th. Phone 423

BRIEFLY TOLD

PHONE 37

Mrs. Mary Abbott is ill of influenza and was taken to Graham sanitarium for a few days treatment.

Mrs. C. E. Whitaker and Mrs. R. W. McCauley were among the Cisco teachers attending the district meeting of the State Teachers' Association which convened the past weekend in Abilene.

Mr. and Mrs. Bill Jackson of weekend with her parents, Mr. and Mrs. W. M. Isenhower.

Mr. and Mrs. Calvin Ramsey, formerly of this vicinity, now living near Lubbock, were visiting former friends near Cisco last week.

Mr. and Mrs. Sutton Crofts and children Dot and Dash left Saturday for Denton where they attended a concert Sunday at NTSC. Miss Carolyn Crofts, daughter and sister of the Ciscoans, is a member of the orchestra, playing the clarinet. Miss Crofts was scheduled to leave with the organization on a tour through several states, beginning with

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PALACE THEATER

TUESDAY AND WEDNESDAY



WHEN A MAN GETS MIXED UP WITH HER KIND
TENSION
Starring RICHARD BASEHART - AUDREY TOTTER
CYD CHARISSE - BARRY SULLIVAN

NEW ADMISSION PRICES
Adults — 38c Children — 14c

FEATURE PLAY DATES: Sun. and Mon.; Tues. and Wed.; Thurs. and Fri.; Saturday only.

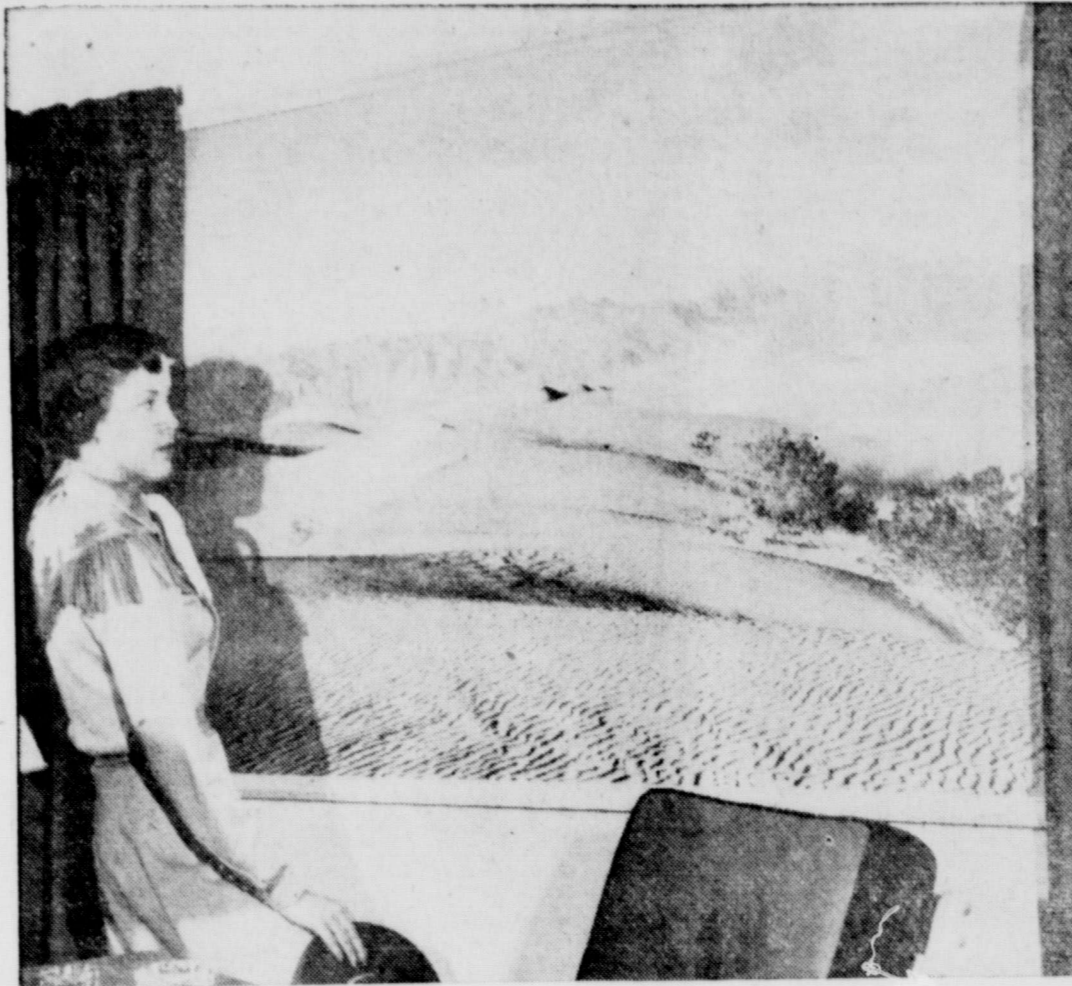
Retail Merchants Association

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Services used by some of the most outstanding business men in Eastland County and over the Nation.

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MAKE YOUR OWN SELECTION—Woody Townson, in western togs, studies a desert scene, in keeping with her costume, in Los Angeles, Calif. This view is a full-color, window-size print of a landscape photograph. Such reproductions were once very expensive but, due to a newly developed photographic process, are now available at reasonable prices.

Louisiana, going through Mississippi, and extending to Indiana and Illinois, presenting programs in all of the states en route.

Mrs. Ernest Schaefer has returned after having spent the weekend in Dallas with her mother, Mrs. Rosa Amsler, and other relatives. She attended a birthday party while there, given in her mother's honor on Friday, March 10.

Mrs. J. W. Coats and son Lon-

nie of Abilene, have been visiting her mother, Mrs. N. S. Kinard, for a few days.

Miss Betty Dean Lennon left Sunday for Austin after a week end visit here with her parents, Mr. and Mrs. E. E. Lennon. She was accompanied to Brownwood Sunday by her parents.

Mr. and Mrs. F. J. Harrelson and daughter Sue, accompanied by their niece and nephew, Bettie and James Brogdon, visited Tuesday evening at Gorman with Guy Brogdon, a patient in the

hospital there. Mr. Brogdon, a car wreck victim, is reported doing well at this time.

C. B. Midkiff and Roy Killingsworth, principals of West Ward and Grammar schools, attended a meeting of public school principals last Friday in Abilene.

Mr. and Mrs. A. C. Stanton of Clifton, Arizona, spent Saturday here with Mr. and Mrs. Bill Me-

JOY DRIVE-IN

— 2 Shows Nightly —

TUES.—WED.—THURS.

'South of St. Louis'

with JOEL McCREA ALEXIS SMITH

New Admission Prices
Adults 38c — Children 14c

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1 8x10 Regular 4.00 Special \$1.95
5 Billfolds Regular 2.50 Special \$1.50

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ANNOUNCEMENT

The Gift House

IS NOW

OPEN FOR BUSINESS

At Our

NEW LOCATION

Mrs. George P. Fee

710 Avenue E

Elmer THE HICK IS COMING TO TOWN

HE



WILL

BE

AT

Curry's Grocery & Market

414 Ave. D.

Cisco

Saturday, March 18

From 9 a. m. until 6 p. m.

Call and Charlie Hartman. They were on their way home from Fort Worth where they had visited his brother, Will Stanton, who has been seriously ill, but is now somewhat improved. The Stantons were reared in Cisco.

Mrs. G. W. Brabbin has been seriously ill in her home on Ave. F. She has been taken to Fort Worth by her children where

they can be with her. She receives her mail at the home of her daughter, Mrs. Ruby Ricker, 3115 North Main St., Fort Worth.

Mr. and Mrs. Marvin Spoon of Breckenridge visited here over night Saturday with his parents, Mr. and Mrs. W. C. Spoon.

Rev. Otis Strickland, Mrs. Strickland, Rev. Chas. W. Jones,

and Rev. H. D. Blair attend the Workers Conference of the Baptist Association Tuesday Eastland.

Ed Townsend, who has been in Chicago attending a convention, returned Saturday his home in the Nimrod community.

Political

Announcements

The Press has been authorized to announce candidates for office in Eastland County, subject to action of the Democratic primaries, as follows:

County School Superintendent
H. C. (Carl) ELLIOTT
(Serving an unexpired term; candidate for first full term)

County Judge
C. S. ELDRIDGE
("If at first you don't succeed, try, try, again.")
LEWIS CROSSLEY
(Re-election)

County Treasurer
H. A. (Hiram) McCANLIE
JOE COLLINS (re-election)

County Commissioner
ARCH BINT
J. E. (Ed) McCANLIES
JOHN S. HART

Eastland County Sheriff
J. B. WILLIAMS (re-elected)
JOHN C. BARBER
J. F. (Frank) TUCKER

County Attorney
ELZO BEEN
(for elective term)

Tax Assessor-Collector
STANLEY WEBB
NEIL DAY
(2nd Elective Term)

CITY ELECTION

(Three to be elected April 4)
City Commissioner
JOE BRITAIN
HUGH (Chief) BROWN
J. W. SLAUGHTER
J. L. STAFFORD
O. J. (Joe) BROWN
C. H. (Chief) JONES

SCHOOL ELECTION

(Three to be elected April 4)
School Trustees
G. R. NANCE
HOMER FERGUSON
W. C. HOGUE
TRAVIS PARMER
WALLACE SMITH
RONALD RHODES

Business as usual

...while you install a **FRIGIDAIRE** self-contained AIR CONDITIONER

And it'll be **BETTER** business—after installation! This new Frigidaire Air Conditioner with exclusive Multipath Cooling can be easily installed without your having to close up shop. It takes little floor space, is good looking, quiet, safe and dependable. 4-way outlet grilles deliver conditioned air wherever desired. And it's Frigidaire-built throughout—no motors or extra parts to buy. 3 or 5 ton units may be used singly for small shops, or in multiple for larger areas. Heating coils available for year 'round use. Larger size units are also available.

Free Survey

We will be glad to survey your needs to enable you to judge accurately the value of Frigidaire Air Conditioning in your business. No obligation. Ask about easy terms, too. Phone today!

Also Window Type Units,

West Texas Utilities Company

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INSULATE YOUR ATTIC NOW!

Your family will enjoy a cooler home—sleep better—feel better. Next winter your home will be warmer, easier to heat. Do this quick, easy job now while the attic is comfortable for working. It costs little—phone us for estimate today!

CELOTEX
ROCK WOOL BATTS
TERMS — Up to 36 Months to Pay.

CISCO LUMBER AND SUPPLY
"We're Home Folks" Cisco, Texas
Phone 196

"I'M SO GLAD YOU CALLED!"

"Our telephone is a real family friend," said Mrs. K. L. Davidson of Chelsea, Oklahoma, recently, after keeping a five-day record of all telephone calls made and received at her home.

"Our telephone not only keeps us 'in touch' with the family and friends, but is a time-saver and step-saver in running the house—helps me in my dressmaking as well! All this service—at an average cost of 2¢ for every call made and received!"

Each year brings greater progress in your telephone service; new telephones added—greater improvements made! The result: quicker, more trouble-free service for more people! It's a real budget value—that grows in value every year! Southwestern Bell Telephone Company.

What else gives so much for so little?

Nine-year-old Tommy, my nephew, called to tell me all about his new bike.

Husband called to see if I needed anything from store. Saves me a trip!

Enjoyed hearing from my sister-in-law and her folks. They're in town, but no time to come around—so they visit by phone!

Mrs. G. liked her dress—appreciated my reasonable price!

Forgot to ask Goldie about sleeves in dress I'm making for her. Dressmaking is just a side line, but it gives me a little "pin money"!

Cisco Steam Laundry
DON'T RUB, RINSE and WRING
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