## The Cisco American

VOL. II-NO. 38

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CISCO, TEXAS, THURSDAY, MARCH 22,1923


| Visitors Pledge Loyalty <br> To Cisco In Fight For Big Technological School $\qquad$ tors from a adjacent to Cisco, Senator Joe Bur- |
| :---: |
|  |  |


${ }^{2}{ }^{2}$ number

Necessity For Forming Greater
Buying Connections Will Cause
John H. Garner to Locate in Dallas
CISCO'S FIRST STYLE
SHOW WAS BRILLIANT
AFFAIR AND PLEASED
made

Cisco De Molay Pays Fin Compliment to Young Lady
By Making Her First Sister

|  |  |
| :---: | :---: |
| cted the first Sister of the local | n:ost of those arrangement wo |
| apter, which is considered a very | arrangemen vantage to |
| e compliment to a most excellent ung woman. | vantage to the legio land county. There a |
| Mjss Wh | the county, altho |
| part in the social welfare of the | the |
| ing De Molays. She had charge | sho |
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| nstrel and through her efforts |  |
| ogether pleasing musical pro- |  |
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| app |  |
| , | dier membership. |
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|  | anger plans |
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MANY CISCO JURORS

Earle B. Mayfield, Back
From Washington, It Not
From Washington, It Not
Worried About Sen. Sea

## COMPLIMENTS COMMITTEE


ne Richardson.
Gray Hardware: Charles Gray, D
ul Woods, Misses Bess Shelton,

## Announcement

We have bought the Cisco Steam Laundry and wish to begin by getting, ac
quainted with our patrons. We must know each other in order to be able to get along together as we wish to do.

We are going to better our
If you are not getting the kind of collecting or deliverv service that you have a
right to expect, please notify us at once. We are experienced in this work, and know
how to do our work well, therefore
YOU SHOULD EXPECT FIRST-CLASS SERVICE FROM US Hoping that vou ww
ased support, we are

Cisco Steam Laundry
$\qquad$
$\square$

## Many People

And trading with us. You always have the change when the

COME IN AND HELP YOURSELF

## FOLLERTON:

GROCERTERIA DELICATESSEN

## MOBLEY \& JENNINGS

AUTO SERVICE CITY AND COUNTRY TRIPS


Sunday Breakfast and every other occasion, try choice cuts of beef and pork, butchered under e most sanitary conditions. Take a nice steak home

## CITY MEAT MARKET

503 Main Street
Telephone 5

## Your Day at the Style Show

Will not be complete if have have not examined our Pennsylvania or Miller Tires and Tubes, or flled your with Pennant Gas and Oil.

## We Sell These Together With Accessories.

## Pennant Gas Station

Thos. H. Lee C. L. Tune
O. R. Turner Cisco, Texas "SERVICE"



Our display of Easter flowers is a joy to be hold and so wili your home be if you decorate it with any of the scores of potted or cut Spring Flowers we have for your selec tion at exceptionally low prices Potted Cinerarias, potted Easter Lilies, pot ted Geraniums
Cut Flowers, Carnations, Roses, Sweet Peas illies and oth

## Smith Floral Co.

Telephone 494

## A Pound of Trial




A beautifu per. A full line of Sherwin-Williams Paints, Varnishes and Stains, either inside of outside

## Cisco Paint \& Paper Co.

Johnston Construction Company
Phone $497 \quad$ Cor. Ave. E. \& 2nd St.


## The Most Convenient Placein Town

It is so easy to drive in here and get your GASOLINE, OIL, WATER AND AIR We Drain Your Motor and Grease Your Car

Get the Habit of Letting Us Furnish your Auto Accessories and United States Tires and Tube We Serve our Old Customers and Will Be Glad to Serve You

## Carroll Bros. Auto Supply

Main Street and Broadway
Better Merchandise for the Same Money

THE EVIDENCES OF IMMORTALITY

## West Texas Motor Co.

"The House of Service"


THE CISCO AMERICAN

## A. B. O'FLAHERTY

SUBSCRIPTION $\$ 1.50$ PER YEAR IN ADVANCE
THE NEEDS OF THE FARMER
The rural credits bill passed in the last hours of the recent congressional session will make it easier for farmers to secure loans. Other credit facilities, too, are loosen ing up, llow to finnce his business as conveniently as city business men finance theirs.

It has been a legitimate demand. The rural sections deserve better borrowing facilities, and will doubtless profit by them. But mere credit is no panacea for farm trou-
bles. It may be doubted even whether it is the most important remedy. American farms are said to be mortgaged now for $\$ 65,000,000$. Going further into debt may only add to their misfortunes unless other factors are changed.

It is evident that what the farmers need most is bette prices for their products. Uniess they can sell at prices buy, they cann
erative ma
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Marketing
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ha
ons' b
can farmer's prosperity.
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## SIR ARTHUR IS COMING BACK

other le
comment would be uncalled for. The world ha
feited with shallow quests for spirit phenomena
feited with shallow quests for spirit phenomena,
nowhere either scientifically or religiously,
based true religion and upset weak minds.
But Sir Arthur is coming, he says, to tell the public about his "ectoplasm," and is bringing "indisputable ev dence" in the form of photographs and other data from
which he says more than 100 leading German scientists have be
which ca
otherwis
$\qquad$
GETTING A START IN LIFE

## thing. <br> Binish find woul Bill <br> that

ness men
ting their
prominen
but Bill couldn't have a car unless he earned it. Soon
was promoted from the mechanical force to the sales force
Then business went bad, and the demand for tracto
slumped, and Bill couldn't make a living at it, so he qu
"What are you going to do?" father asked.
"Never mind-I'll find another job," said Bill.
Soon father went away on a business trip. When
got back, Bill was working in the bank. He had taken
place on the bench with other applicants, and got and he
the job on merit, and his identity was discovered only
accident. He is given no favor. If anything, he is discrim
nated against. But something seems to tell us that Bill will get along.

THE POSTOFFICE AND POLITICS
Dr. Work, retiring postmaster general made and sane recommenda of the postoffice is a business enterprise and taken from politics. Similar pleas have congres

## gressman has

within his recommendati
Dr. Work would have the postoffice department and without subjecting candidate o civil service examination. His reasons for suggesting Ee change are given in a terse paragraph. He says
"The postoffce department is a strictly business organization and it ought to be aided in putting the right man
in the right place, as any private business concern would ?ndeavor to do for its own advancement, and net be handicapped by either political consideration or the restrictions entailed in the present plan requiring examination by the civil service commission which does not require civil service status."

A congress which insists upon its pork, as has the expiring one in refusing to reduce the rivers and harbors appropriations, scarcely could be expected to waive its right to man the postoffices.

## Announcing

-The opening of our new Reading Room in connection with our Magazine and Book Department.
Sheet Music at popular prices.
atest Records for your Graphonola or othe nachines
Morris Malberg News Company
Phone 337
Main at Fifth


Ford parts, like almost everything eise worth while, are counterfeited. Imitation parts are manufactured to SELL at the highest possible rate of profit and the grades of steel used are consequently not the same high quality, specially heattreated alloy steels specified in Ford formulas for the manufacture of GENUINE FORD PARTS.

Don't be misled-Insist upon GENUINE FORD PARTS made by the Ford Motor Company. By so doing you will get from 35 to 100 per cent more wear from them, and you will pay t
$\mathbf{5 0} \%$ OF GENUINE FORD PARTS RETAIL FOR LESS THAN 10c EACH Ask for Parts Price List

When your Ford car, or Fordson tractor needs attention, call on us. For remember we are properly equipped, employ competent mechanics, and
use Genuine Ford and Fordson parts in all repair work:
Blease Motor Co.
a year to pay

"While Paris
Sleeps

Monday and Tuesday
tional Drama. A pictur

Wavering Wives ATTENTION:


WHICH DO YOU VALUE MOST?
HOME? FAMILY?
For FRIDAY AND SATURDAY Will See
"WHAT'S WRONG WITH THE WOMEN?"
The Picture astounding. The Big Photo-Dramatic
iss it is a catastrophe
$\underset{\text { Libad } 20}{\text { Liberty }}$ Theater

## Announcement

We wish to invite your inspection of our new car, the "Gray," made in five models, ranging in price from $\$ 490$ to
$\qquad$
A carload of these splendid new cars will arrive by March 25 th.
We feel that we have something that s worthy of your consideration, in price as well as in quailty. We will be glad

## Hohhertz Motor Company

## CISCO AND ABILENE

212 W. Broadway Cisco, Texas

##  Judia Theater

THURSDAY AND FRIDAY
William Farnum as the Reformed Bad Man in "MOONSHINE VALLEY"
Back to one of the roles that made him famous. Also scenes taken by professionals of

CISCO'S MILLION DOLLAR DAM SATURDAY Cleo Ridgeway in
THE BRANDED MAN"
ill, Mutt \& Jeff and Sunshine Comedy Monday and Tuesday
'NIGHT LIFF, IN HOLLYWOOD' Featuring J. Frank Glendon, Josephine Hill and Gail Henry, and introducing Wallace Reid, Theodore Roberts, Warren Kerrigan, sessue Hayakawa, Wil-

A story of the most talked of city in



We can not understand it all,
We can not know why this is so.
From dawn until night's curtains fall We see the people come and go,
Hope lights the eyes of youth today,
Tomorrow care has left them dim,
Once this man proudly walked this
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$\qquad$

city Saturday.
Mrs. C. H.
$\begin{aligned} & \text { neighborhood, } \\ & \text { co Saturday. }\end{aligned}$
G. W. Pence of Moran, route
was in Cisco Saturday, and while here
subscribed for the Cisco Amrerican.


SEIPERLING
The Sign of Lorg and Satisfactory Service in Tires. Seiberling Tubes are Better Tubes City Garage and Battery Co. East Seventh Phone 49

## Light Up!

## Which store windows

 make you stop?AT Night it's the well lighted windows, of course! They attract your eye and the goods are shown to their best advantage. Good window lighting is the mark of a modern store.

## Mr. Merchant.

If you want your windows to - stop more people, we will be glad to plan the lighting accord-

West Gexas Utilities Company Cisco, Texas

WE HAVE ALWAYS SET THE PACE FOR QUALITY and PRICES.
DURING THIS SALE YOUR PRICES ARE OUR PRICES.
Kleiman's Gigantic Sale

## Starts With a Rush Friday, March 23, 9 a. m.

500 Yards of Lace Insertion at
$2 c$
per yard

This is a Sale with a Reason---We Are Forced to Do It. We had all arrangements made to increase the size of our store-- we bought thousands of dollars worth of Spring and Summer mer-chandise---our deal fell through and now we have no room for the huge purchase made. We must sell at any price---this means a massive merchandise movement that will mean thousands of dollars saved to the people of Cisco and vicinity. Space will not permit the mention of every item. You know Kleiman's prices are always the lowest. Come and investigate the keen price cuts in effect during this sale. All of our leading brands of shoes, Queen Quality and Packard, are included in this sale. Sale positively closes Saturday, April 7 th.
Kleiman Dry Goods Company, Cisco, Texas



We have just received a shipment of porch furniture, swings, rockers and settees. Let us show you our porch shades.

REFRIGERATORS
Our refrigerators are here. The well known "Blue Ribbon." We have the size and price for every need.

Our stock of assorted patterns and grades enables you to get just what you want here. See us before you buy. We can and will OUR CUSTOMERS MUST MUST BE SATISFIED

## Barrow Furniture Co.



THE CISCO AMERICAN


Blue Wagon Staple Cotton
A MEBANE STRAIN
Is a heavy producing, early maturing, drouth-re sisting, high-linting, big boll, premium staple cot ton,-a well balanced, combination of characteris tics essential to a profitable production.
Bulk Garden seeds are best. We have a full line o all Field and Garden seeds.
Baby Chick Chow Grain, Baby Chick Startena wit Buttermilk and Chowder for all the chickens. He Chow Grain for the large chickens. FLOUR FEED HAY
Boon \& Swindle
East Ninth St CISCO,

Phone 426 TEXAS

## We Figure That This Is GOOD BUSINESS

## EVERYBODY WE TALK TO

it is Good business:
EO cases.
To advise and make repairs only when we know repairs will pay
To recommend the purchase of a new battery only when repairs
the old one would not be a good investment,
To speak frankly, plainly, and with a thought of the best interests

## Cisco Battery Co

## Eusene Ford, War.

 Willard Storage Batteries

These things suggest to you that your car needs a NEW COAT OF PAINT. Let us apply it. You will be satisfied.

## Cisco Paint Shop

In Connection With Southwestern Motor Co.
910 Main Street
Telephone 487
ng new
one-balf do
sidence. Mrs


CLASSIFIED ADVERTISING

SALE, TRADE, WANT TO BUY, LOST, STRAYED, STOLEN)

11 rooted No. 1 Concord
POR SALE -Two $23 / 2$ ton truck
prepaid, $\$ 1.00$. Litera-
two Spencer trailers, one D-20 War eenland Nursery, Green- $\begin{aligned} & \text { two spencer trailers, one D- } 20 \text { War } \\ & \text { ner trailer, one } 3500-1 b \text {. Warne }\end{aligned}$

$\qquad$

'hy not use lthe things of that are free--
on which no man has a lien of mortgage, but which you have an equal right to tise with no restrictions. Are you still carrying water from the tank or hauling it from the well? Remember, when you let us install one of the New Sampson Windmills, which have the famous Hyatt Roller Bearings running in cup grease, it will pnly need grease once a year. We know that when we install one of these up-to-date mills your water troubles are ended and nothing adds more to comfort and pleasure than plenty of running water about the farm or rural home.

## John C. Sherman

Cisco's Only Merchant Plumber
Plone 155
709 Main

## "Carrington, the Radiator Man"

See me about your radiator. If it's beyond repairing let me install a new "Quality Core." There are many reasons why this core is superior to others. They are: More water space, Staggard water flow instead of straight fall, locked seamed header, straight fin? that braces the core and at the same time gives sufficient air space, dipped full half inch in $50-50$ solder, made of best material that money will buy and sold on a money-back guarantee by a firm that has
spent years in the line of automobile radiator repairing and building.
L. H. Carington's Radiator Shop 109 West 6th

Cisco, Texas


