WEATHER Fair, hot and
through Saturday

VOLUME XXVIII


## THE CISCO DALLY PRESS



Meaty Facts


Close Out
BARGAINS
1500 M.F.M. Roller Type

## AIR COXDITIONERS

With Pump and Float Regular $\$ 112.50$
For $\$ 86.95$
DAMRON TIRE \& SUPPLY CO 602 Avenue D. CISCO, TEXAS. Phone 195.


DR. R. L. CLINKSCALES optometrist 406 Reynoids Bldz.


## ATTENTION

Bees will increase ýour crop of fruits, veg etables and flowers by pollenizing themand you get a crop of honey. They cause little trouble or expense after they are purchased.

See us for bees and supplies. Cisco is rated as "good bee country."
CISCO LUMBER AND SUPPIY
"We're Home Folks."


BRIEFLY TOLD

## W. L. MOORE

Licensed Land Surveyor. cisco, texas. Phone 587 or 2.

## RADIATORS

Some firaranteed foditars
Acme Automotive Machine Shop



LYDIA E. PINKHAM'S Compoumb
Retail Merchants Association
L. SELF, Secty. The Original Credit Cisco, Texas


## CISCO now makes

 more calls than ever...

## and everycall

 SOUTHWESTERN BELL TELEPHONE COMPANY

costs more to handle

Rates for loal servicen the hand are the same as they were in 1920, while
the value of the service has steadily

With more calls than ever, and each call costing more to handle, an adjustment in telephone rates is necessary. During 1947 ice in Cisco was not sufficient to pay the
actual cost of furnishing the service.

Like any other business, the telephone company cannot continue to furnish service
at less than cost. Prewar rates in Cisco simply are not enough to meet postwar costs.

The earnings of the telephone system in Cisco must be put on a reasonable basis, so the system here can be enlarged and improved to meet the city's needs for more

pos

 Mr. and Mrs. D. D. Jones of Mrs. D. R. Gage of Fort Worth visited relatives in been visiting with Cisco relatives Cisco over the past weekend, this week.
Mrs. C. D. Bransford and child- $\begin{gathered}\text { Miss May Miller of Bluff Branch } \\ \text { community was a business visitor }\end{gathered}$ Dallas are visiting in Cisco this in Cisco today.
Dallas are visiting in Cisco this
week with Mrs. Bransford's par-
ents, Mr, and Mrs. A. R. Day. ents, Mr, and Mrs. A. R. Day. $\quad \begin{gathered}\text { Mr. and Mrs. E. H. Hester for- } \\ \text { mer Ciscoans now living at Spear- }\end{gathered}$ Miss Doris Joe Pyle and Mrs. man visited in the city this week


NWMWWWWWWWWWWM
 FRIDAY
JULY 29-30
Our Delicious aly
"Gentlemans Agreement"

Gregory Peck - Dorothy Maguire This is the Single Most Important Picture to Emerge

From Hollywood in 1947 - S E E IT :

## MONUMENTS

Cisco Marble and Granite Works.


## E. T. THOMAS BURIAL

 ASSOCIATIONProtection for the Entire Family at a coet of Only : Fow Conts Per Month
Office: Thomas Funeral Home

Not So Very Long Ago .


