

BALLAST

By Babbler

We are taking the liberty to pass the following from the Ft. Worth Telegram. If you read it there, read on, and remember that many of our readers do not see the Telegram:

In addressing a group of fellow writers in Dallas, the eminent critic and novelist, Ludwig Lewisohn, engaged in his usual course of seeking substance within ideas rather than meanings that have sprung up around ideas, clouding their original intent.

Judaism he defined as not a philosophy but as a way of life, which is important for Jews and Christians alike, since the same is true of Christianity. According to Lewisohn, Judaism or Christianity is not merely a system in which one can only profess faith and become a chosen member. Both Judaism and Christianity offer closely similar ways of life which the individual must live day by day. While there is considerable self-exaltation in forming oneself a Jew or a Christian, one practices cruel self-deceit if he fails to make his belief a way of life. Havoc is played with nations enough of its people thereby fool themselves.

The distinction made by Mr. Lewisohn is necessary for the salvation of the individual, the church and all creeds, nations and the entire world today. Mr. Lewisohn explained that Judaism and "its Christian offspring substituted the principles of peace and reason and away for the pagan beliefs in war, unity and the passions." That statement should clarify the troubles among nations and among their peoples today.

We submit the above with our approval, and pass on this comment. The "eminent novelists and critics" are not alone in possession of this knowledge and capacity for insight. The time has come when the American preachers are thinking and talking similarly. Some of the deepest thinking and most extensive research being done in the world today is being done by preachers. That has always been true, but now more and more preachers are in these ranks. Fewer and fewer are engaged in arguing and haranguing. They are thinking and reasoning together. There is the world's best library, and rightly should produce scholars. One bright spot on the horizon of the future is the certain knowledge that preachers are again scholars, thinkers, workers. We need no other guarantee, if we can but make this knowledge universal.

Will Young Bengé has sold out his business in Ozona, and he and Mrs. Bengé and the children have moved back to their old home in Sterling where Will is behaving himself by serving the customers at the W. Y. Bengé Grocery and Market. Everybody in Sterling is glad to have "Old Mack" and his splendid family back again. Will and Rachel are a valuable asset to any town.

Due to extra work, engine and press trouble and the unavoidable absence of help, the News Record has become a "tri-weekly"—tried to issue last week, but did not succeed in doing so until this week. It's been many years since such happened.



Mrs. J. H. Hays Died Saturday

Mrs. J. H. Hayes, 51, mother of Mrs. Roland Lowe of this city, died at her home in San Angelo last Sunday, January 1. Funeral services were held at the Johnson Funeral Home.

Burial was made at the Belvedere Cemetery the following day. She is survived by her husband, J. H. Hayes of San Angelo, six daughters, Mrs. S. E. Farmer, Hobbs, New Mex.; Mrs. Walter Hensley, Iraan; Mrs. Roland Lowe, Sterling City; Misses Doris, Mary and Patricia Hayes of San Angelo; and one son, Billy Hayes of San Angelo.

Mr. and Mrs. Roland Lowe attended the funeral and burial.

I have sold much food for the family during 1938. Your patronage has been generous and our mutual friendship has been most gratifying. In 1939, I hope to merit a continuance of the same. My best wishes and thanks goes with the season's greetings.—J. M. Hornbuckle, Groceries.

The school faculty wishes for all a gloriously Happy New Year! The first half of this school year has been very enjoyable for students and teachers, and with the continued cooperation of patrons, students and teachers the remaining half will be even more enjoyable and productive.

This old institution has operated in Sterling City since Hector was in his youth. During all the years it has operated it has kept everything for the builder and repairman. The conduct of the business has been one of fairness and rugged honesty. 1938 was good to this concern. Your liberal patronage made it so. For this, the Company thanks you. Virgil Bomar, Manager

We thank you for your past patronage and greet you in this good 1939, and wish that every day of this year will bring prosperity and happiness to you and yours. Thank you, come again. Luther Hallmark

THE LABORER

Sometimes at long intervals he would hear the wild geese flying overhead
And think
How close they came, how low over his rooftop—
First just a whispering, a low beating, then loud and close; then far-away again and finally ceasing altogether.
And long afterward he would lie staring into the darkness listening to the old clock's unburied

Tick-tock! Tick-tock! Tick-tock!
Forgotten past! Quick present!
Unfathomed time to come!
And feel a strange and lonely stirring in his breast so that he would fling out his arms for deeper breathing
And inadvertently
Touch the good wife who lay in wide-hipped drowsy slumber at his side.
And she would start and cry sharply,
What is it! The children! and he impatient would reply, It is nothing! Go back to sleep!
And she would turn obediently and fall asleep again, while he lay awake long and unmoving.
—Marian Ives Stone

Rev. George M. Sullivan, the local red-headed Irish Presbyterian pastor, showed up at his Bible Class last Sunday morning with a hurt leg, cut lip and scratches about his face. No, he was not in an automobile crash, neither had he attended an Irish wake, but he had played in a football game the evening before. Rev. George is not only a good preacher, but a good sport. This combination is getting him under the skin of the old and young of Sterling City. The youngsters follow him into the Bible class room and he follows them and plays ball with them.

Drs. Wm. J. Swann and W. B. Everitt attended the gathering of medicos at Sanitorium last Tuesday night. The entertainment was sponsored by Dr. J. B. McKnight, Superintendent of the State T. B. Sanitorium. The Sterling doctors report a fine meeting.

Augustine-Green Wedding

J. S. Augustine, Jr., and Miss Joyce Green of Robert Lee were united in marriage at the home of the bridegroom's parents on December 24, Rev. George M. Sullivan, local Presbyterian pastor officiating. The bridegroom is the son of Mr. and Mrs. Lee Augustine and is very popular among the youngsters of Sterling. He is among our best and most promising young men.

Jones-Croslin

The Renderbrook Ranch was the scene of gaiety and beauty Friday of last week high noon when Miss Frances Jones, eldest daughter of Mr. and Mrs. Otto F. Jones, and Mr. Lloyd Croslin of Lubbock were married. Rev. C. E. Hereford, Pastor of the First Baptist Church at Lubbock officiated.

The contracting parties were just a pair of old-fashioned sweethearts who had the wisdom and joy of cementing their love-pact under good old Dad and Mother's roof. They were wise. I like the way they did.—Uncle Bill

Gid Ainsworth, who has been down with his head under him with what the doctors call niritis, was able to come up to this shop last week. Gid said this thing they call niritis, is the same thing that pestered the withers of horses a long time ago. We called it swinney. They doctored horses for swinney by slitting the skin on the withers and slipping a silver dime under the skin. But these days, when a fellow has swinney, they put hot things on where it hurts, and slip the dime in the doctor's pocket. Gid thinks that a doctor's pocket is a better place for a dime than under a horse's skin.

The Sterling County Agricultural Conservation Association elected the members of the County Committee for 1939 at a meeting held on Dec. 28th in the County Agent's office. The three County Committeemen for 1938 were reelected for another year. They are Lee R. Reed, chairman, Riley J. Welch, vice chairman, and L. F. Hodges, member. Two alternates were elected, J. C. Littlefield and J. T. Brannan.

BEEN TALKING ABOUT HITLER

Since Hitler poked a gun in the faces of Austria and Sudeten and forced those people to hand over their lands and goods to him, and since this same Hitler put his goose stepping shoe on the necks of the protestants, Catholics and Jews and relieving them of their goods and money: since he has murdered many, and through his hellish treatment he has caused others to murder themselves, and since he has ordered the names of the Great Jehova and the prophets to be erased from the records, people in England and the United States have been talking about him.

President Roosevelt said he was surprised and the whole world was shocked.

Secretary Ickes left the impression that he thought that Hitler and his pack were as bad as a litter of primordial hyenas.

Secretary Sumner Welles led his hearers to conclude that he thought that Hitler and his bandits, murderers and robbers were descendants of a race in primordial days which killed sheep, sucked eggs, scratched fleas with their hind feet and barked at the moon.

Hitler got mad about the talk that was heard about him from the Atlantic to the Pacific and demanded an apology from Uncle Sam, because he expected Uncle Sam to O. K. what he is and has been doing.

For reply, Uncle Sam's boys, without the velvety terms common to diplomacy, told him to take his choice to either go jump in the creek or gotobell.

Now that no one else will offer an apology, I will; because somebody needs it.

Secretary Welles said that for pure and unadulterated cusidness and bestiality, we would have to go back to medieval days to find a comparison.

I apologize to the beasts, for no beast since the Creation, not even a polecat, was ever guilty of treating innocent human beings as Hitler has done.

They have compared Hitler to a bloody wolf among the human sheep of Austria and Czechoslovakia and wantonly cutting their throats because he hated them. I apologize to the wolf and say that no wolf ever killed and maimed because of hate. The wolf kills only in defense of itself, its progeny, or to satisfy present hunger.

When Hitler's Fridays robbed the poor Jews and made them pay for robbing them, then after murdering some, dragging others to concentration camps and there with hot irons branded them with the cursed Swastika, causing them to suffer the tortures of the damned, I said in my heart that Hitler was a puking, pusilanymous buzzard escaped from hell to gorge himself on the bodies and souls of human beings on earth. I am sorry that my indignation and wrath led me to make the comparison, because a buzzard would consult the dignity of his bill before he would contaminate it with Hitler's putridity. I apologize—to the buzzard.

A vicegerent of the devil! Hated and feared by all mankind and loved by none, Hitler is allowed for a season, to pester all humanity until Justice chains him up and forces him to cease from troubling. I apologize by saying that I am sorry that he is such a beast.—Uncle Bill

Sterling City News-Record

W. F. Kellis,
Editor and Owner

NEWS Established in 1890
RECORD Established in 1890
Consolidated in 1902

Entered Nov. 10, 1902, at the Sterling City postoffice as second-class matter
ISSUED EVERY FRIDAY AT STERLING CITY, TEXAS.

Subscription: 1.25 per year; 6 months 65 cents; 5c per copy

Subscribers failing to receive their paper will confer a favor by reporting same to us

A few weeks ago when I appointed myself as advisor to Governor O'Daniel's 29 advisors, among other things, I advised the advisors to advise Lee O' to pay his poll tax because the school kiddies needed the money.

Whether they advised him or not, Lee O' has paid his poll tax at Fort Worth last week and is now a man of standing in the community in which he resides.

He can now vote in the coming elections of this year. In this respect, he has joined the ranks of good American citizenship and it cost him only a dollar and six bits to join.

I believe that Lee O' is going to make us the best governor he can, and I am going to be up by his warm side in doing it. Maybe I will try to prod him away from trying to do the impossible—pleasing everybody.
—Uncle Bill

Fred Gipson, the San Angelo Standard's philosopher-humorist writer was a most welcomed caller at this shop last week. Fred was extremely interested in the story about the "wolf sign and painter tracks, the ground tore up and the bushes bit" in W. L. Foster's Coke County pasture. Fred expressed a keen desire to be in the rear of a pack of hounds in chase of that panther. It is easy for Fred to be out of Mason County, but it is hard for Mason County to be out of Fred.

"Aunt" Helen Lyles called to greet us last Tuesday morning. The fact that "Aunt" Helen has been my neighbor for nearly forty years, has made life seem more worthwhile living. She is good, "Aunt" Helen is. No, she is not old. Just been here a "long time." She has worked at the job doing good. She is still at it. Bless her heart.

Presbyterian Church

Sunday School 10:00 a. m.
Church Worship 11:00 a. m.
Evening Worship 7:00 p. m.

Church of Christ

* Ozwin T. Deaman, Minister

Sunday
Bible Classes 10:00 a. m.
Preaching 11:00 a. m.
Communion 11:45 a. m.
Evening preaching 8:30 p. m.

Monday
Ladies Bible Study 4:00 p. m.

Wednesday
General Bible Study 8:30 p. m.
Come let us reason together.

Methodist Church

Bruce M. Cox, Pastor
Church school 10 a. m.
Worship services 11 a. m. and 7 p. m.
Young People's Service 6:15 p. m.

Patronize your home town, yours will be appreciated at the R. P. Davis Barber Shop.

NEW YEAR GREETINGS

Many is the time you came to this Confectionery and regaled yourself with cooling drinks and the sweets of the land. When you did it, the mutual friendliness of your eyes was notice to me that my efforts were not in vain. As the days allotted to us in 1939, I shall each day appreciate what you have done for me. Wishing one and all a happy and prosperous New Year. With gratitude—Trison Revell

New Year Greetings to every one of you who came in with long hair and whiskers to harvest and went out feeling like a thousand dollars. Your loans showed that you liked our work and we are sure that we appreciated your patronage. In this good year of 1939, we wish you all the happiness that every day may bring you—Henry Merrell

The cup of hot coffee, the glass of milk, the bottle of cold beer with the meals served you during the past year, have served to make us closer friends. When the days of 1939 are finished, may these ties that good service has freely rendered, serve to make the ties of friendship stronger. Thanks to everybody.
Oscar Findt

The best groceries that the land affords and money can buy, are none too good for our customers. In the past as in the future, if better groceries are to be had, Cole Brothers will have them at a price that will enable you to repeat your purchases and enable us to live. We wish everybody a heaping measure of happiness that 1939 can bring. Many thanks to all.
Cole Bros.

Hello, Everybody! This is Rogers Hefley speaking for the Sterling Motor Company. Christmas has come and gone with all its joys and sorrows and are with the things that were. (Wait. Hold the line a minute. Tell Joe he can have that new Ford today if he wishes. Yes, one of the boys will be right out with it all fixed up and ready to go.) Hello! Yes, as I was saying, New Year came last Sunday and Providence has dealt us a flock of golden days for 1939—days, maybe with sorrow and discontent—but days of golden joy and prosperity. In 1938, everybody was good to us for the service we gave. In 1939, we expect, and are prepared to continue this good service to all. We thank you and wish you all the prosperity and joys which 1939 can bring you.—Sterling Motor Company.

1938 was full of good days in which you came to our store and bought raiment for your loved ones, your dependents as well as yourself. We feel that you feel that you got value received in the deals. Now that 1939 will be full of days of profit, we crave that our mutual friendship will continue with profit to you and us. We thank you.
Sharp & Bailey

To those who have helped us to carry on; to those who read the paper and think that they could make it a bigger and better paper; to those who never think or read, and to every human creature within the range of this writing, we greet you and wish you a full measure of all the good things that are stored in the remaining golden day of 1939, which a kind Providence has allotted to us. With hearts devoid of ill will or anything that hurts any human heart, but full of good will and gratitude to ward all, we are thankful

Uncle Bill
Pat
Bob

THE Sterling Wool & Mohair Co.

Invites you to come in and see us. It will be some time before shearing time again, but in the meantime we will be buying dead and pulled wool, clippings, tags, and also furs.

Located in the old Ford Building

STERLING CITY, TEXAS

PHONE 70

OUR January Clearance Sale

(January 6th to 14)

IS NOW ON!

Store-Wide Reductions

COME SEE

Sharp & Bailey Dry Goods Company

FEEDMILLS—New and used "JAY BEE" all-steel Hammer Mills. Very attractive prices and terms. Go into big paying business for yourself with "JAY BEE" Portable. Best, strongest, biggest capacity. Mounts on any 1½ ton truck. "JAY BEE" Cracker Jack home grinding. Grinds every grain—roughage grown. Biggest capacity with any farm tractor. Saves 30% to 50% on feed bill. Write quick. "JAY BEE" of Texas, 302 So. Houston, Dallas, Texas.

Dr. W. B. Everitt
PHYSICIAN AND SURGEON
EYES TESTED—GLASSES FITTED
OFFICE AT BUTLER DRUG CO.'S
STERLING CITY TEXAS

Wm. J. Swann
Physician and Surgeon
OFFICE AT BUTLER DRUG COMPANY
Residence Telephone No. 167
Sterling City, Texas

Geo. T. Wilson
Worth B. Durham
LAWYERS
205 Central Nat. Bank Bldg.
San Angelo, : : Texas

Charles Gibbs Glen R. Lewis
Gibbs & Lewis
Attorneys at Law
Western Reserve Building
San Angelo, - - - Texas

See Us for your **F H A** Loan
D. C. DURHAM
Sterling City, Texas

FIRE, FIDELITY, AUTOMOBILE INSURANCE
Let Us Protect Your Property
D. C. Durham
Insurance Agency
Sterling City, Texas

For flowers see or phone Mrs Rufus Foster.

Georgia Crystalline Marble
Varieties to Please All

Georgia Blue Granite
"The Stone Eternal"

In erecting a monument as a final tribute to the memory of your loved ones, have the satisfaction of knowing your expression of love will endure throughout the ages

For Monuments of this kind see

T. E. (Gene) CARR

Undertaker's Supplies

Ambulance Service
Embalming on short notice
Lowe Hardware Co.

Men Wanted

The Business Men's Bible C invites you. Meeting at the She Office, 9 o'clock Sunday morn We dismiss in time for attend at Sunday school anywhere in t Geo. M. Sullivan, Tea

THE TEXAS CO.
Petroleum & its Products
R. P. Brown, Agen

The R. P. Davis Barber Shop
(Formerly the Garrett Shop)

Sanitary Courteous Registered Barbers

Patronage solicited on basis of Merit—We want to meet you

R. P. DAVIS, PROP.

Posted All persons are by forbidden to hunt, fish, g pecans, haul wood, drive stock otherwise trespass upon any l owned or controlled by me.
GEORGE MOE

Local
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Local Items

Lois Stone of Redford, Texas visited her mother, Mrs. W. H. Stone during the holidays.

Sam Chumley of Bronte was a Christmas guest of his daughter and son-in-law, Dr. and Mrs. Wm. J. Mann.

F. T. Barker of San Saba visited his son and daughter-in-law, Mr. and Mrs. Carley Barker during the holidays.

Dr. S. Kellogg makes a specialty treating all kinds of skin diseases, including exzema without drugs or surgery.

Mr. and Mrs. Ruel Lowe of Andrews, were Christmas guests of Mrs. Lowe's parents, Mr. and Mrs. G. Alneworth.

Mrs. Irving Grigsby of Sanderson spent the holidays with her parents, Mr. and Mrs. J. L. Glass and her relatives here.

The home of the H. M. Mills' is a glad place to be when the little boys and girls from their various callings, schools and colleges gathered in the parental home at Christmastide. You will see the names of the members of this fine bunch family at the top of the honor rolls.

Rev. Bruce M. Cox visited relatives at Mason, Texas, during the holidays, and while there he bagged a large nine point buck.

Miss Babe Cole of Kilgore spent Christmas with her parents, Mr. and Mrs. F. W. Cole. Miss Cole has charge of a clinical laboratory at Kilgore.

Miss Annie Lee Durham, member of the Austin public school faculty spent her holiday vacation with her parents, Mr. and Mrs. D. C. Durham.

Miss Ruth Cole, faculty member of the public school at Gladewater, was a Christmas and New Years guest of her parents, Mr. and Mrs. F. W. Cole.

Mr. and Mrs. George Case went to Sweetwater, Christmas where they visited Mrs. Case's parents, Mr. and Mrs. W. V. Churchill of that City.

Mr. and Mrs. Henry Davis, in company with their son, Dee Davis, spent Christmas with their daughters, Mesdames R. M. Neill and Floyd Amburgey at Odessa.

Dr. S. Kellogg, Masseur, has located his office at the residence recently owned by C. M. Sparkman. Anyone needing the services of an experienced masseur will find Dr. Kellogg at the above address.

Royal Thomas Foster, Don Bowen, H. M. Mills, Jr., were among those who returned to the A. & M. College last Tuesday, after spending the holidays with their home folks here.

Joe Conger of near Big Lake, spent the Yuletide with his mother, Mrs. W. T. Conger, his two sons, Joe Emmerson and Roland, and other relatives here.

The Sterling Flower Shop, located at Mrs. Joe Fuller's, solicit your business for cut flowers, plants and bulbs.

Phone 6 or 4003
Mrs. J. A. Askey, Florist

Mrs. C. P. Kendall and son, Iwing Kendall of Ennis, were holiday guests of Mrs. Kendall's sister, Mrs. W. L. Foster. Mrs. Foster had been ill, and her sister was here to be at her bedside, as well as a guest.

Baptist Church

J. A. Hall, Pastor
10:00 a. m. Sunday School, C. T. Sharp Supt.
11:00 a. m. Worship Subject:
6:15 p. m. B. T. U. Meeting.
7:15 p. m. Evening Worship;
7:00 p. m. Wednesday; Sunday School Officers and Teachers Meeting.
8:00 p. m. Mid-Week Prayer Meeting. Study in the Book of Romans.

FURS

WE WANT TO BUY
Your catch when ready to sell

Sterling Wool & Mohair Co.
STERLING CITY, TEXAS



THIS IS A THERMOMETER.
Its head is Splitting
With the Heat.
But its Owner, Mrs. Smith,
Is Cool as
The proverbial Cucumber
Because she stays In
And goes Places
And Does Things.
And talks to People
By Telephone.
Poor Thermometer!
Smart Mrs. Smith!

If you have no telephone in your home
order one today.

OUR 21ST SALE!

Friday, January 6, to Saturday, January 14, inclusive

For the twenty-first time since we have been in business in Sterling City we are giving our customers an opportunity to save money in purchasing needed goods.

BIGGER AND BETTER THAN EVER BEFORE!

<p>Men's Suits</p>  <p>\$35 value \$22.45 28.50 " 19.45 27.50 " 18.45 All have 2 pr. pants</p>	<p>Men's Work Clothes</p> <p>1-4 Off</p>	<p>MEN'S TOP COATS</p>  <p>\$27.50 Values at \$18.45 25.00 Values for 17.45 15. Values at 11.45</p>	<p>LADIES HOSE</p> <p>1-5 Off</p>	<p>Dress Shirts</p>  <p>\$1.50 to \$1.95 values, at \$1.00</p>
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All Work Shoes
1-5 Off

1-4 off

Dress Shoes
All Gloves
Luggage

500 HATS, EACH
\$3.45

SALE PRICES ARE FOR CASH, ONLY

Men's and Boys' Wear

BAILEY BROS.

Super Hi-Tone Tailoring

NEW YEAR GREETINGS

Entertainment is a necessary element of life. In 1938 I brought you, in my judgement, the best pictures that could be had, and I trust you have enjoyed and profited by them. In 1939 I expect to keep right on doing my best in every detail to make the Sterling Theatre the pride of the town and county. Wishing everybody a lot of good luck on every day of 1939.—Hal M. Knight

Very few tables in Sterling City, that has not been graced with "Sterling Maid" bread. During 1938, we have done our best to give the public the best of bread. The fact that everybody is nice to us is a sure sign that we have been making good. For this we are truly grateful.—Gene Carr

We have suffered a few setbacks during 1938, but not enough to make us holler. Larkin got sick and down with his head under him for a time, but Joe was on the job and kept things going. Then Joe got married to one of the best girls in town, but Larkin was well enough to keep things moving. All in all, we have done well. But if you had not come and let us service your cars, we would have been in a hole. We thank everybody and wish them the best of everything.—Loughshore & Emery

Folks, this is Clel speaking at the Texaco filling station. I want to tell you and yours how grateful I am for the liberal patronage that you have given us. Drop around again when you need your car serviced. We will give the best in the shop. Wishing you prosperity in 1939 and a full measure of happiness.

C. C. Ainsworth

Our trade in the thousand and one things in the hardware line during 1938 has been most satisfactory, and leads us to conclude that you are loyal to us. For these favors, we are truly thankful to all. We wish everybody the best of everything in the days of 1939 to come. Thanking you, we are ready to serve you.—Lowe Hardware Co.

I, John Walraven, filling station man, seller of ice, Nehi products, tires and automobile accessories, with Porter Finney as repairman and Joe Walraven as iceman, do hereby thank everybody who has favored us with their trade, and wish that happiness and prosperity will come their way during 1939.

John Walraven

The seasons greetings to every man, woman and child in Sterling City and vicinity. We sold lots of groceries during 1938 and we hope to continue the best of service to our friends and patrons. We certainly do appreciate the splendid trade given us during the past and will strive to merit it during 1939. Wishing everybody the most of good things and the least of bad things during the coming year, we are yours to serve.—A. E. Ballou & Son.

There were 365 days, 5 hours and 24 minutes during the year 1938, and some of us was on the job every minute during the year to serve in the capacity of druggists or accessories. Of course some of us slept, but we slept with an ear to the phone to prepare the medicines which the doctors said you must have. The look of appreciation on your faces told us that our efforts were not in vain. Your loyal support of your drugstore has put gratitude in our hearts and determination in our souls to push on. We thank you. Butler Drug Co.

We have tried to give you the best quality of gas and oil in just and full measure. That is the reason you have come and come again. Let us hope that you repeat your calls during the good year of 1939. We thank you. Call again.

Magnolia

During the past year, we have helped to stock your larder with the best meats the land affords, at prices which have enabled you to buy and at the same time assured a living for us. Our other foods are the same way. In not complaining, we are assured that you like us, and be assured we like you and wish you a prosperous, money making 1939. Many thanks.—W. Y. Bengt

Stoves, piping, sheet metal work, windmills and other things for the home, have brought us in a most pleasant contact. Your trade with me has been truly appreciated. 1939 will see me every day in every way striving to make my service better and better. I thank everybody for what they have done for me. W. H. Sparkman

Your money has been safely kept. While you in comfort securely slept, With never a thought that a thief might steal

Your sayings locked up in a box of steel.

The old bank with millions and rugged honesty to back it, is as safe as the Rock of Gibraltar, greets you and wishes you a prosperous and happy 1939.—First National Bank of Sterling City.

NEW YEAR GREETINGS

May each day of the New Year bring a full measure of Health, Joy, and Contentment to each of you is the wish of

COX-RUSHING-GREER COMPANY

"San Angelo's Best Department Store"

When you were hungry and thirsty, we regaled you with the fat of the land and quenched your thirst with milk, tea, coffee, Coca Cola, and if needs be, a bottle of cold, foaming beer to make your heart glow with good will. Your patronage has enabled us to carry on and help to perform the duties of good American citizenship. We thank everybody and wish them a full measure of joy and prosperity during every day of 1937.—Fred Allen

The gas of Texaco Co. has made your wheels go round and round. The oils of Texaco have made the gudgeons run smooth and true. You and I have been business as well as personal friends the past year through and through. Now let us continue as in the past in mutual friendship, working, working for the betterment of all. We greet you in 1939 and wish you all the good things this year can give.—R. P. Brown.

During 1938, your cows, sheep and horses have been fed from products of our store. Your hoes have been warmed by the fuel in your yard. Only for your generous patronage we could not have relied on. In the coming days of 1939 we solicit a continuance of your trade. We thank you and wish happiness and prosperity every day of 1939. M. C. Mitchell.

In the few months that we have been in business in Sterling City our relations with people in Sterling City and vicinity have been the most pleasant and profitable. We greet you as the New Year comes and go and may we wish you to your profit and happiness. Sterling Wool and Mohair Co.

The patronage accorded the Hotel during 1938, has made us appreciative of our numerous guests who have sojourned with us. We have tried to make it a pleasant home for the weary traveler, as well as a peaceful resort for the local people. We thank one and all for the loyal support they have given us. Everyone has our thanks. F. M. Williams

During 1938 the Men's Store was a popular place in Sterling City. We men to outfit themselves in things peculiar to men's wear, such as apparel as well as cleaning, repairing and pressing. Your generous patronage has been very gratifying. With Holiday greetings, we wish everybody a full measure of happiness that 1939 can bring. Thanks. Men's Store.



REDDY KILOWATT reminds you that this is the time for making resolutions. He urges that you resolve to live in the comfort and convenience afforded by Electric Service. "Use it freely — it costs so little," he says. "You needn't be a switch-snapper — rates are low." And that is true.

Consider your monthly statement for years past. Nothing else in the household budget is so small in comparison to value received. Cleaning... washing... cooking... radio... lighting... small appliances... and refrigeration. It all adds up to a tremendous service, at low cost. The biggest bargain in your home!



YEAR IN AND YEAR OUT Electric Service is the Biggest Bargain in YOUR Home



Your Own Electric Servant

Serves Best for Least



These Electric Servants Will Do the Work... Make Home Happier in 1939

Over \$453,000
in Taxes...
\$1,200,000 in
Wages
Paid in 1938

We, the employees of the West Texas Utilities Company here in town, wish you a Happy and Prosperous New Year. We are anxious to serve you to the best of our ability and we invite you to call on us whenever we can be of greater service to you.

(Signed) Your Friends

West Texas Utilities Company

Your Electric Servant now begins its 23th year in West Texas
★ ★
Rates Reduced Almost THREE-FOURTHS Since 1911