## STERLING CITY NEWS-RECORD



## Churches

THE CHURCH OF CHRIST


Here's
ne thing your dollars buy more of than ten years ago!

W than it was ten years ago? It's hard to think of anything, isn't it? But there is one main item that's the low-cost, dependable electric service brought to you by Reddy Kilowatt, your electric servant.

Actually, the average price of a kilowatt hour of electric service to residential users is about one-sixtb LESS than in 1937

And it's less despite the fact that taxes, wages, the cost of materials and equipment are upaway up-to us, which necessitates increased efficiencies in all operations and finance.

Every effort is being made to keep the cost of electric service low so that you can continue to enjoy more of its comforts and conveniences.

## West Texas Utilities <br> Company

## Brand NEW for'48 FORD繕TRUCKS

 RESUIT OF AN ENGINERING PRINCIPIE THAT ASSURES WIDER USE, IONGER LIFE . . . and ONLY Ford Trucks Have It!
$\mathrm{F}^{\mathrm{VERY}}$ single one of the great new Ford Trucks for ' 48 is Bonus Built strength in every vital part! But that's only part of this vital truck engineer ing principle
This extra strength provides WORK RESERVES that pay off for truck operators in two important ways:

- FIRST, these WORK RESERVES give Ford Trucks a greater range of use by permitring them to handle loads Ford Trucks are not limited to doing one single, specific job!
- SECOND, those same WORK RESERVES permir Ford Trucks to relax on the job . . . to do their jobs easier, with less strain and less wear. Thus, Ford Trucks last longer because they work easier!

Only he New Ford Bonus Built Truck Give You All These Big Advancements! NEWI 3 New Engines . . up to 145 b.p..' Brand new Six $\ldots 2$ up to 145
V. 8 's! Packed with new V-8's! Packed with advancementst new
give you real performance! Provat
Ford reliability and thrift!


Yes, Ford Trucks for ' 48 are Bonus Built

built stronger to last longer! That's why they That's why life insurance experts can certify proof that Ford Trucks last up to $19.6 \%$
longer. That's why the record shows there are more Ford Trucks in use today than any ary new Ford Bonus Built Trucks todata!

HEFLEY MOTOR COMPANY Phone 197

Sterling Cify, Texas




## STERLING CITY NEWS-RECORD

JACK DOUTHIT, Publisher
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vertising are charged fo. at regular vertising are charged fou. at regular
rates -ac per word. Display rates are 40c per column inch.

## SWING OF SOUTHWEST

 FARM MARKETS$B_{Y}$ United States Depart
(USDA)-Egg prices dropped, and
products remained generally steady
to strong, according to the Product to strong, according to the Produc-
lion and Marketing Administration, generally lower.
 Generally good demand and light try sold steady to slightly strong. Most sows sold from $\$ 23.50$ to $\$ 25$ worth moor medium and good Generally good demand and light try sold steady to slightly strong.
offerings raised all grain prices. er. Current receipt eggs moved
Wheat advanced about five cents mostly around 40 cents Wheat advanced about five cents mostly around 40 cents a dozen at
to bring $\$ 3.11 \frac{1 / 2}{2}$ to $\$ 3.121 / 2$ per Dallas and Denver, 45 to 47 at bushel in bulk carrots at Texas "North ,and 48 at New Orleans.
common points. Corn gained seven Heavy hens ranger generally from to ten cents and oats seven cents.
No. 2 milo sold from $\$ 4.23$ to $\$ 4.28$

No. 2 milo sold from $\$ 4.23$ to $\$ 4.28$
after a rise of ten cents a hundred Rice maintained a firm tone during the past week. Hay prices renained about unchanged, as feed
and peanuts showed some strength. Spot cotton markets increased ares and neared completion ex
cent in the high plains. Prices decent in the high plains. Prices de-
cline $\$ 1$ to $\$ 2$ a bale. Lower Rio Grange Valley veges
tables found good demand during he week, but citrus remained slow at weaker prices despite very light
track holdings at terminal markets. Heavy cabbage and carrot
loadings moved well at better price-
es, and lettuce loadings moved well at better pric-
es, and lettuce gained volume. Col-
ordo onions sold better, as potatoes os,
ordo onions sold better, as potatoes
slacked off. New Orleans, St. Louis

Wool activity fell off following
he first flush of new year buying, the first flush of new year buying,
but some average staple Texas 12-
months grease wools months grease wools sold. Spring
lip contracting remained slow One verage staple fine wool clip was
vip 43 cents a grease pound, esti-
anted to shrink 63 per cent hearing time.
Most sheep sold strong to \$1 roped 50 cents to $\$ 1$ at Wichita
at nd Denver. Wichita bought good nd choice at $\$ 24$ to $\$ 24.50$, as Den-
yer paid $\$ 24.75$ to $\$ 25.25$, Oklahoma paid $\$ 24.75$ to $\$ 25.25$, Oklahoma
city $\$ 24.50$ to $\$ 25$, and Fort Worth
4 to $\$ 25$. San Antonio m and good grades at $\$ 19$ to $\$ 20$ Hogs scoot grades at $\$ 19$ to $\$ 20$.
gains at Oklaand Kansas City reported lettuce hama City and Wichita, but los
tomatoes and onions in light sup-
ground at other southwest terming

## A Complete Service For Ranchman

Ranchman's Supplies Stock Medicines

MARTIN C. REED WOOL WAREHOUSE

## Take time to save time

Have you ever mapped -with pins and thread, or
$t \mathrm{~h}$ pencil on paper - the daily "chore route" of your farm or ranch? Have you figured how much st ps you walk in a day? Have you taken time to st ps you walk in a day? Have you taken time to
save time, and steps, and labor? A number of agricultural colleges and experiment
stations have made practical work studies on farms and ranches, with some astounding results. For and ranches, with some astounding results. For pretty efficient) adopted improved rachine milkand tine in feeding and watering. He saved him-
self two miles of walking per day, cut his daily chore time by two hours and five minutes. That's 730 miles of walking and 760 hours of work in a year. In making the changes, he spent less than their work, are raising hogs with one quarter their formir hours of labor... There's a report of men mak-
ing hay in 90 man-minutes per ton; while others ing hay in 90 man-minutes per ton; while others
using similar equipment-but older, harder ways of working -spend twice that time... There are scores of other examples.
Perhaps you cannot make such great savings in
your operations. Maybe you can make more. It's your operations. Maybe you can make more. Its
certainly worth looking into, for even little savings certainly worth looking into, for even little savings
are important. Five steps saved a day makes a
mile in a year. Five minutes a day gives you three mile in a year. Five minutes a day gives you three
extra days a year. because no two are exactly the same. You have to work out your own plan of improvement. But the
time it takes may well be the most profitable time you've ever spent. A four-step scheme is suggested. First, consider
each job or chore separately. Break it down into s parts. Check each part with a watch or tape Second, compare your work methods with those of your neighbors. Third, examine and check the de-
tails of your work methods. Fourth, develop and tails of your work methods. Fourth, develop and
apply the new method. In a nutshell, "Plan your work and work your plan." Time studies and job analysis have helped Swift \& Company increase efficiency and make important
savings. That's why we so confidently suggest similar studies in your operations. One excellent bulletin on the subject is Number 307, published by Purdue University, Lafayette, Indiana. It's interesting read-
ing and well worth writing for. Your county agent or state agricultural college can tell of other bulletins on the same subject.


The American Way
In the livestock-meat industry, as in all American business, profit
provides the basic incentive for work, enterprise and action. Profit makes the mare go for live-
stock producers, meat packers stock producers, meat packers
and retailers. Too little profit by ne section creates an unbalance in the indusone section creates ane if one part of the livestock-meat industry
try.
long run.
However, a margin of profit fair to one section of the livestock-meat industry might be quite unfair to another. For instance, we
at Swift \& Company know perfectly well that at Swift \& Company know perfectly well that a higher margin of profit, because of their relatively small volume. On the other hand,
nationwide meat packers must build up a trenendous volume of sales to make up for a very small margin of profit per unit-a margin that has been consistently lower than that earned
by any other manufacturing industry in America. by any other manufacturing industry in America.
Over a period of years, Swift \& Company has earned, on the average, less than two cents on each dollar of sales (a fraction of a cent per pound of product handled). Over the same ducers for agricultural raw materials, including livestock, wool and hides, has been 75 cents out of each dollar we received. This is not a
profit. Out of this 75 cents producers must pay the cost of production.
Whether livestock prices are high or low or
whether meat is high-priced or inexpensive whether meat is high-priced or inexpensive-only by adding tog
a large vol
of business.
er many tiny savings on $V$ oo-Providomb, Swift 8 comp

Soda Bill Suez: .
Soda Bill Ser: . . . the man with a dull
hoe is wasting nobody's time but his own


Míailla Logan's Recife for HAMLOAF

## 



Farmer's Choice -When I was in high school, I spent a summer vacation on my grandfather's farm in Indiana
From my city-bred standpoint his seemed a particularly dull and unrewarding life. Rising before dawn and working till after dusk, with little or no opportunity for urban
pleasures, he was an object of pity to my adolescent pleasures, he was an object of pity to my adolescent eye,
Why didn't he sell his farm and move to town? How did he ever get into this rut in the first place? "Grandpa," I asked one evening at milking time, "Why did you become
a farmer, anyway?" a farmer, anyway?
He paused a m
He paused a moment, leaned back on his stool and
looked slowly around the barn-at the livestock, at the huge haymow in the east corner, at the farm tools, at the
broad beams that supported the roof. What he saw seemed broad beams that supported the roof. What he saw seemed
to reassure him, and I shan't forget his answer: "Just to reassure hi
lucky, I guess.

Controlling Roundworm in Sheep Un Walter Armer
University of Arizona The control of roundworm on sheep ranches
has been successfully tested by Dr. W. J.
Pistor, University of Arizona Animal Path. oologist. It consists of feeding a mixixture of
1 part phenothiazine with 9 parts of ordinary 1 part phenothiazine with 9 parts of ordinary
granular salt. Roundworm, a serious plague
especially to sheep grazed on irrigated pas especially to sheep grazed on irrigated pastures checked by phenothiazine and salt. Of course, it is not a
cure-all. Badly infected sheep may still have to be drenched
But But feeding the mixture throughout the pasture period will prevent the worm population from reaching the dangerous
level in the majority of cases.
Phenothiazine, alone, is but one of a number of drugs Phenothiazine, alone, is but one of a number of drugs
known to aid in controlling roundworm in livestock. But
during World War II, animal husbandmen discovered its during World War II, animal husbandmen discovered its
effectiveness was greatly heightened when used with salt
and fed throughout the pasture season. effectiveness was greatly heightened wi
and fed throughout the pasture season.
Experiments begun in Experiments begun in 1943 with sheep grazing on irrigated
pastures in Arizona p roved the remarkable value of the new
mixture. It resulted in cutting mixture. It resulted in cutting down loss of sheep and in
marketing lambs in better condition. Today a high per
centage of marketing lambs in better condition. Today a high per-
centage of sheep on Arizona farm lands receive the 1-9
phenothiazine and salt mixture. phenothiazine and salt mixture.
This new treatment is econom This new treatment is economical as well as effective. It
practically eliminates the necessity of drenching each animal
individually to control roundworms-a costly practically eliminates the necessity of drenching each animal
Individually to control roundworms -a costly and possibly
dangerous practice.

## Track Down the Facts

A great family "man" is Fiber
Zibethicus, better known to Amer-
can farmers as the muskrat. He can farmers as the muskrat. He
raises his many offspring in
marshes, and about streams, lakes
easily recognized by the d
shows up well in soft mud
The win soft mud. The muskrat-trapper works hard to make a living out of
marat skins, and generally his efforts are rewarded. But there is one fact about his business that he tracked down
long ago. He knows the price he can get for long ago. He knows the price he can get for muskrat skins
depends on the popular demand for finished pelts. In the business of processing livestock into meat for peaple's use, we at Swift \& Company have to heep track of the
demand for meat everywhere in the nation. We must know, demand for meat everywhere in the nation. We must know,
too, the weights and grades of cuts preferred by housewives. too, the weights and grades of cuts preferred by housewives.
Experience has taught us that the price the producers
receive for their livestock is governed by what the meat


SWIFT \& COMPANY
UNION STOCK YARDS
CHICAGO 9, ILLINOIS
NUTRITION IS OUR BUSINESS=AND YOURS Right eating adds life to your years-and years to your life


