

STERLING CITY NEWS-RECORD

VOLUME 58

PUBLISHED EVERY FRIDAY AT STERLING CITY, TEXAS.

"Since 1890"

FRIDAY, September 17, 1948

No. 37

EAGLE FOOTBALL SEASON UNDERWAY

The football season got underway with the Eagles journeying to Grandfalls for a non-conference game last Friday. Sterling kicked off to Grandfalls for them to make three successive first downs, but then the Eagles held them on the twenty yard line. For the first two quarters the battling was done in midfield ending with a scoreless half.

Grandfalls kicked off to Sterling and the Eagles fumbled the ball only for Grandfalls to recover on the ten yard line. Within two plays the Cowboys had made a touchdown and their extra point. Grandfalls again kicked off to the Eagles who fumbled and the Cowboys recovered and after three more plays went over standing up. After kicking off, Grandfalls recovered another Sterling fumble on the 12 yard line only to make their third touchdown. The fourth quarter Sterling took to the air making four successive first downs and having the ball on the 13 yard line at the end.

The Eagles were outweighed 20 to 25 pounds per man, but they played exceptionally well on defense and still need work on their offense.

Christoval To Play Here Tonight

The Sterling Eagles meet the Christoval Cougars on their home field tonight at 8:00. This is the opening of the home season.

The pep squad will have hot dogs, cold drinks, candy, homemade cakes and coffee on sale during the game. Tickets are on sale until noon today.

The Big Spring Army Recruiting staff will furnish a loudspeaking system for the game tonight.

Season's Schedule

The Eagles' season schedule is to be as follows:

Sept. 10, Grandfalls—There
Sept. 17, Christoval—Here
Sept. 24, Forsan—There
Oct. 1, Rankin—There
Oct. 8, St. Joseph's Academy—Here
Oct. 15, Courtney—Here
Oct. 22, Mertzon—There
Oct. 29, Water Valley—Here
Nov. 12, Garden City—There
Nov. 18, Harrold—Here.

P.T.A. Opens Year on September 9

The Sterling P.T.A. met in the local school auditorium on Thursday, September 9, with Mrs. O.T. Jones presiding. Mrs. David Glass program chairman, presented the following program:

Devotional by W. C. Duff, elementary principal; special music by Miss Betty Jane Donalson accompanied by Miss Carolyn Foster. O. T. Jones, superintendent, was the principal speaker, choosing the subject, "Evaluation of Schools."

The group voted to again sponsor the Hallowe'en Carnival, with plans to be completed later.

Regular meetings of the Parent Teacher Association will be held on the second Thursday of each month. The organization invites all parents to attend these meetings.

AT SHERIFF'S CONVENTION

Mr. and Mrs. Henton Emery left Tuesday for Austin, where they are to attend the Sheriff's Convention. Emery is serving his second term as sheriff here.

RAIL HEARING NEXT WEEK

On next Wednesday, September 22, the Texas Railroad Commission will conduct a hearing on the plea of the Santa Fe for the privilege of abandoning the passenger car service from San Angelo to Sterling City. The company maintains that it wants to keep the rail freight service, but drop the passenger service.

As far as Sterling is concerned, if the company will keep the present schedule for freight service, which is three times per week, such will be satisfactory.

Former Resident Dead

Funeral rites for Mrs. S. J. Bishop, 73, were conducted Monday afternoon at the Johnson Chapel in San Angelo with the Rev. W. E. Burks officiating. Burial was in the Fairmount Cemetery there.

Mrs. Bishop was the former Miss Lillie Parramore of Bosque County and she was married there to W. J. Bishop, Nov. 11, 1900. They came to Glasscock County in 1909 and resided on a ranch there until 1926 when Mr. Bishop retired. The family then moved to Big Spring and remained there until 1934 when they moved to San Angelo. Mr. Bishop still retains the ranch.

Survivors include the husband of San Angelo; a son, Raphael K. Bishop of Texas City; three sisters, and one brother.

SATURDAY IS AIR FORCE DAY

The eyes of all Americans will be focused on the United States Air Force as a dominant factor in guarding the peace as they join in celebration of Air Force Day on Saturday, September 18.

On this date, the Air Force will mark its first anniversary of autonomy. In previous years Air Force Day was observed on August 1, since the Aeronautical Division of the Signal Corps, predecessor of the Air Force was established August 1, 1907.

During the past year, the U. S. Air Force has expanded from a total strength of 311,000 officers and enlisted men and women to more than 390,000 approximately 12,000 of whom are stationed overseas.

As a part of the expansion program, Congress has authorized the Air Force to accept up to 15,000 18-year-old volunteers for one year terms of enlistment.

Although the Air Force could turn to Selective Service for draftees to maintain its strength, Secretary of the Air Force, W. Stuart Symington informed Congressional committees that the Air Force was confident it could continue on an all-volunteer basis.

The Air Corps now gives first priority to high school graduates who can qualify for enlistment under the Aviation Career Plan and receive specialized training of their own choice. Married men may enlist only if they are eligible to be accepted for service in the first 3 grades because of former military service, or by having a specialized skill.

Splintered Hip Causes Painful Injuries for Mrs. John Reed

X-rays of Mrs. John Reed's injuries which were result of a fall in her ranch home here last week, showed a splintered hip bone. She suffered much from the injury, it is reported. She is hospitalized in a San Angelo hospital.

Humble No. 1 Foster Shows Oil Below Marvin Pool Pay

Humble No. 1 R. T. Foster oil test in Sterling County was deepening early Wednesday at 4,458 feet in lime after recovered 154 feet of very heavily oil-cut drilling mud on a 75-minute drillstem test from 4,420-40 feet.

It is 330 from the south, 660 feet from the north line of section 19-15-SPRR, south offset to Anderson-Prichard and Vickers No. 1 Miss Marvin Frances Foster, opener of the Marvin field, producing from 4,258-91 feet in the Wichita-Albany section of the Permian.

Phillips No. 1 Miss Marvin Frances Foster, diagonal southwest offset to the discovery, was drillstem testing to 5,066 feet in lower Permian lime. It is 330 feet out of the northeast corner of section 20-15-SPRR.

Amerada No. 1-E TXL, slated 9,500 foot wildcat in western Sterling County C SW SW 37-32-4s-T & P, drillstem tested the Permian from 2,665-2,750 feet for 90 minutes and recovered 60 feet of drilling mud only. It deepened to 2,800 feet, set a packer at 2,746 and drillstem tested for two hours. There was a blow of air at the surface the first 65 minutes but no fluid appeared. The testing tool was being pulled early Wednesday.

Amerada No. 1 Carrie McDonald, proposed Ellenburger wildcat in central Sterling County, 660 from the south, 990 from the west line of section 3-T-T&P, was drilling at 4,445 feet in lime and chert.

Ray A. Albaugh and Progress Petroleum Co. No. 1 Mrs. Nellie Cannon Parramore, northwestern Sterling wildcat projected to the Ellenburger, was making hole at 7,488 feet in black shale. It is in the C NW NW 203-29-W&NW.

Mrs. Purvis's Relative Dead

Funeral services were held in Amarillo Monday for Johnnie L. Fahey, brother of Mrs. John Purvis of Sterling. He died September 11, and was employed at the Blackburn-Shaw Funeral Home in Amarillo at the time of his death.

A brother-in-law of the late John Purvis, N. A. Snell of Dallas, died on September 11. His residence was at Hawley, Texas.

LIONS CLUB

Lion Joe Emery was named on the Community Center committee to represent the Lions Club when the club met for its regular luncheon Wednesday.

Lion G. W. Tillerson told of the football game last week with Grandfalls and the coming game with the Christoval team.

The prize went to S. M. Bailey. Roland Lowe, vice-president, presided in the absence of president R. H. Emery.

NEW CLEANING BUILDING AT BAILEY BROS.

S. M. Bailey, owner of Bailey Bros., is having a new cleaning building built at the rear of his store building to house his cleaning equipment in the future. The boilers, dry cleaning machines, and other cleaning equipment will be housed in the new building when finished. The building is built of sheet iron outside and sheetrock inside, with a concrete floor.

WEEK OF SEPTEMBER 27 BLUE CROSS WEEK

The week of September 27 thru October 1, is "Blue Cross" week here in Sterling County. During that week families residing here in Sterling County will be given an opportunity to join the organization. The Lions Club is sponsoring a drive to secure the plan of hospitalization for Sterling people, and the organization is to open its doors for a week to any and all resident here. If fifty percent of the families sign up then the community is accepted. Literature will be mailed to Sterling people by the club next week giving details, etc. The lobby of the Palace Theater will be used as a registration place.

Following is an article written by Dr. Theodore R. Van Dellen in his column in the Chicago Tribune regarding hospitalization:

HOSPITAL PLANS

Hospital insurance is gaining in popularity and the 91 Blue Cross Plans throughout the United States, Puerto Rico, and Canada are leading the way. Never before in our history has a voluntary, community sponsored measure been so acceptable and proved its worth within so short a time. In ten years the list of subscribers has increased from half a million to 30 millions and today one individual in five has this type of protection.

The plans vary throughout the country and some offer more than others. The cost of membership is not uniform because in certain areas, hospitalization is less expensive than in others. In general, the charges range from 60 cents to \$1.50 for one person per month, and \$1.10 to \$4.10 for entire families. Thus each organization is an independent unit but each must submit evidence to a central organization (Blue Cross Commission) of conforming to approved rules and regulations. In this way, the public is safeguarded as the high standards give maximum service at the least cost. Furthermore, they permit free choice of hospitals and physicians.

Thru a central controlling office, cooperation between the groups is possible and half of the 91 plans now have reciprocal agreements. Thus, should a subscriber require hospitalization while traveling, he stands a good chance of receiving the same benefits as if he were in his home town. Some plans also make allowances for those who become ill but cannot be admitted to a hospital because it is full.

In one city the plan was five years old and a celebration was in order. The first subscriber was invited as a guest speaker but his testimony dampened the crowd because no one in his family had been sick during the interval; he could not honestly state, therefore, that it had been of value to him. On the other hand, he was happy that misfortune had not descended upon his home, and expected to continue his contract since it gave him a feeling of security. Ten days later his wife was injured seriously in a fall and the savings on her hospital bill more than exceeded the expenditure.

A family of three in Oakland enrolled in 1943 and has since had a total of 20 hospital admissions. The Plan contributed a total of \$1,464 toward their hospital bills; the premiums had been \$138.60. In this case, the Blue Cross paid out 11 times more than they received, or an annual interest of 301.85 percent for three years. There are numerous illustrations such as these. The money contributed is really a savings for that proverbial rainy day. It helps to restore our most precious possession—health.

In many cities, the service is available only to employees of factories, stores, and other companies who sign up together. This is a sound business proposition because if it could be purchased outright people might buy it only hospitalization is necessary. Should a large number subscribe at once, the risk is spread more evenly as some members will need it sooner, others later. In Rhode Island, for example, it is open to any one in the state but can be purchased only during one week of the year. (Copyright 1948: Chicago Tribune.)

LEFT ESTATE BY COUSIN

Jasper Hamilton, front boy at the Raney Humble Station here, has been notified that he is the beneficiary of an estate left to him by a cousin who died recently in California. Jasper will receive a 1946 Cadillac, some property and money it is said.



J. HOWARD WILLIAMS

CONCHO VALLEY BAPTIST ASSN. HERE THIS WEEK

Baptists of twenty-four churches in this area are convening here on Thursday and Friday of this week for the annual meeting of the Concho Valley Baptist Association.

Dr. J. Howard Williams, executive secretary, Baptist General Convention of Texas, will present to the group the largest financial missionary and educational programs ever launched by Texas Baptists. He will stress particularly the importance of every church's responsibility in meeting the ten-million dollar budget recently adopted by the executive board of the convention.

Representatives from the churches are to report on the progress of their various organizations and departments during the past year and make plans for the coming months.

Dr. Williams will urge the association, which has a total church membership of 10,000, to give emphasis to the stewardship crusade being conducted throughout the state this fall. He will also display the new literature offered to the churches for use in the current campaign.

The local church, under the direction of C. D. McEntire, pastor, is being host to the assembled group by feeding them in the church basement, and furnishing bedrooms for those who stayed over night.

The ladies of the women's organization of the church, is tending to the meals and plans.

4-H CLUB MEMBERS TO LEAVE SATURDAY FOR TRIP TO THE CARLSBAD CAVERNS

Twenty-one 4-H club members will leave Saturday, September 18 for a three day trip to the Carlsbad Caverns. Originally scheduled as a summer trip, the visit to the Caverns was postponed due to vacations, the rodeo, and other obstacles.

Club members raised most of the necessary finances with their scrap iron drive, which netted \$124.11, and their rodeo concession, which netted \$82.50.

The club members will be accompanied on the trip by Mr. and Mrs. Fred Hodges and Mrs. Byron Frierson, who will travel in the Hodges car. The boys and County Agent Frierson have rented a truck in which to travel and carry bedding.

The party plans to return to Sterling City, Monday evening, September 20.

WEST TEXAS EXPOSITION TO HONOR COUNTIES

Runnels, Coke, Sterling, Glasscock, Reagan and Irion Counties will be honored at the West Texas Exposition and Race Meet, Saturday, September 25, according to Fair officials Monday morning in San Angelo. This day has been designated as the day for which the Fair will set aside everything in honor of the people of those counties.

The gates will open at 10 o'clock that morning. The exhibit barn containing county, community, individual agricultural exhibits, commercial and women's division exhibits will be open all through the day. The first free show will be at 1 o'clock, the second at 7 p. m. The races will be run at 2 o'clock and the Water Follies will start at 8 p. m. The carnival will be operating continuously and the fireworks will complete the day at 10 p. m. The gates will close at 11 p. m.

Confer On Crisis



FRANKFORT, GERMANY — (Soundphoto) — Gen. Lucius B. Clay, Military Governor of the U.S. zone of Germany, welcomes a group of Army brass and diplomatic luminaries on arrival at the Rhine-Main airport. The new arrivals will take part in a conference with British and French authorities in connection with the Berlin crisis and the over-all situation in Germany as affected by the Russian declaration ending four-power government. Left to right are Gen. Clarence Huebner; Gen. Clay; Gen. Robinson E. Duff; Gen. Albert C. Wedemeyer; Undersecretary of State William Draper and W. Averell Harriman, roving ambassador of E.R.P.

MOTORCYCLISTS TO STAGE 4-STAR RACES SUNDAY AT BIG SPRING

With the prospect of top riders in two states participating, the Big Spring Motorcycle Club is all set for its four-star AMA races in Big Spring Sunday.

Club officials anticipate about two score contestants, including some of the hottest riders in the Southwest. The \$500 purse is attracting some of the name cyclists for the event.

Entry blanks have been sent out to all the recognized motorcycle riders in Texas and New Mexico, according to Cecil Thixton, one of the club officials. He said that more than a score of hot rodders here for the successful Aug. 8 two star event will return.

"We've been to several other races," said Thixton, and our track on the old San Angelo highway just west of the city park entrance is in much better condition than any we've seen—and riders know about it."

Time trials are set to begin at 1 p. m. next Sunday with regular

FUCHER'S DAUGHTER IS MARRIED

Betty Jean Fulcher, daughter of Mr. and Mrs. A. H. Fulcher, was married on September 4 to Hamilton Robertson in Las Cruces, N. M. The Fulchers were present at the wedding of their daughter. The ceremony was performed in the pastor's study of the Baptist Church there. The couple will live in El Paso where Mr. Robertson is connected with the Lindy Air Products. The bride has been attending the School of Mines in El Paso.

The Fulchers visited their other daughter and her family, the Frank Stroms, in El Paso.

"THE HIDDEN COST OF EYE GLASSES." * * * * * Are you wondering why eye-glasses cost so much? Read how the government will prove that vicious kickback policies infest the optical industry. Don't miss this expose in the American Weekly, that great magazine distributed with next Sunday's Los Angeles Examiner.

racers booked for 2 p. m. The American Motorcycle Association has sanctioned the race and is due to send an official to be AMA referee.

Thixton said that the club not only was expecting to produce its best races to-date, but also that the turnout of fans would set a new record.

Singer electric portables, round bobin, from \$89.50; Consoles, round bobin from \$139.50. Write for date service man and machines will be in Sterling. Buttonhole workers for \$11.50. HANK'S SEWING SUPPLY, 2021 North Pecan, San Angelo.

WM. J. SWANN

PHYSICIAN and SURGEON

Office in Deal Drug Co.
Residence Phone 167
Sterling City, Texas

"Covering the County"

By Byron W. Frierson, Sterling County Agent

The heel fly grub is some where about the gullet of your cows now, and will make his way to the animals back in a few weeks. Make your plans now to work on those grubs when they come up in the cow's back. Rotenone is the best stuff available to get these grubs.

It is surprising to see how many people are still shearing and using old methods to combat fleece worms. There is a product available at most livestock supply houses called MS 793F Fleece Worm Remedy. It kills the worms quickly, provides satisfactory protection from reinfestations, and wounds treated with it heal quickly. No shearing of the infested area is necessary. Just pour it first around the worms, then in the center of the infestation. That is all that is necessary.

The following demonstrations are being planned and put into operation in connection with the 4-H club work: Charlie Davis will fatten one pig, Kent Jones will fatten two pigs, Billy Humble will fatten 10 fine wool lambs, Mims Carl Reed will fatten three lambs, Billy and Bobby Blair will fatten four lambs, Clinton Hodges will continue his registered Rambouillet breeding work, Quentin Welch has 45 Angora mutton kids for his demonstration, Billy and Donny Davenport will each feed one lamb, Jimmy Neal will feed two lambs, Dennis Reed will feed two lambs, and Gene Smith will feed two lambs. A few of the boys have not completed plans for their work yet. Three and one-half tons of feed have been purchased in bulk for club members.

The 4-H club members netted \$124.11 from their summer scrap drive and \$82.50 from their rodeo concessions. I want to thank each individual who assisted the boys on both of these undertakings.

The rodeo profits have boiled down to about \$500. After all bills were taken care of. If you know of

any unpaid bill, please see that it is turned in to Hal Knight at once. The directors of the associa-

tion will probably meet in the near future to review the books and plan future improvement work.

A Complete Service For Ranchmen

Bonded and Approved Wool Warehouse
Ranchmen's Supplies Stock Medicines
Complete Facilities

**MARTIN C. REED
WOOL WAREHOUSE**

West Texas Exposition and



**RACE MEET
San Angelo
SEPTEMBER 21-26**

• RACES • WATER FOLLIES
AGRICULTURE, COMMERCIAL
LIVESTOCK EXHIBITS

Admission To Grounds

Children 25c Adults 50c

**Children Free Tuesday & Friday
RACES EVERY DAY**

6 Purse Races And Match **6**
Races Each Day

Water Follies 8 P. M. NIGHTLY
SEPTEMBER 21-25

World's Finest Musical Revue In Water
PRESENTED IN WORLD'S LARGEST
PORTABLE POOLS



**Dr. Allen R.
Hamilton**



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Big Spring



"Yes, I sure am a popular guy these days," says Reddy Kilowatt. "They are calling on me for more and more electric service for cooking, cooling, water heating, lighting and a lot of additional uses in industries and stores...in fact, the demand for my services is at an all-time high.

"In keeping with its policy of anticipating future needs, the West Texas Utilities Company is now engaged in an \$18,000,000 construction program to build new facilities and to enlarge and improve existing ones. This vast program, which has been under way many months, will provide more and better electric service for more and more people.

"Eighteen Million dollars! Each of those dollars is a vote of confidence that electric service knows no limits in making life healthier, happier, and more productive for us all!"

Reddy Kilowatt
Your electric servant

**West Texas Utilities
Company**

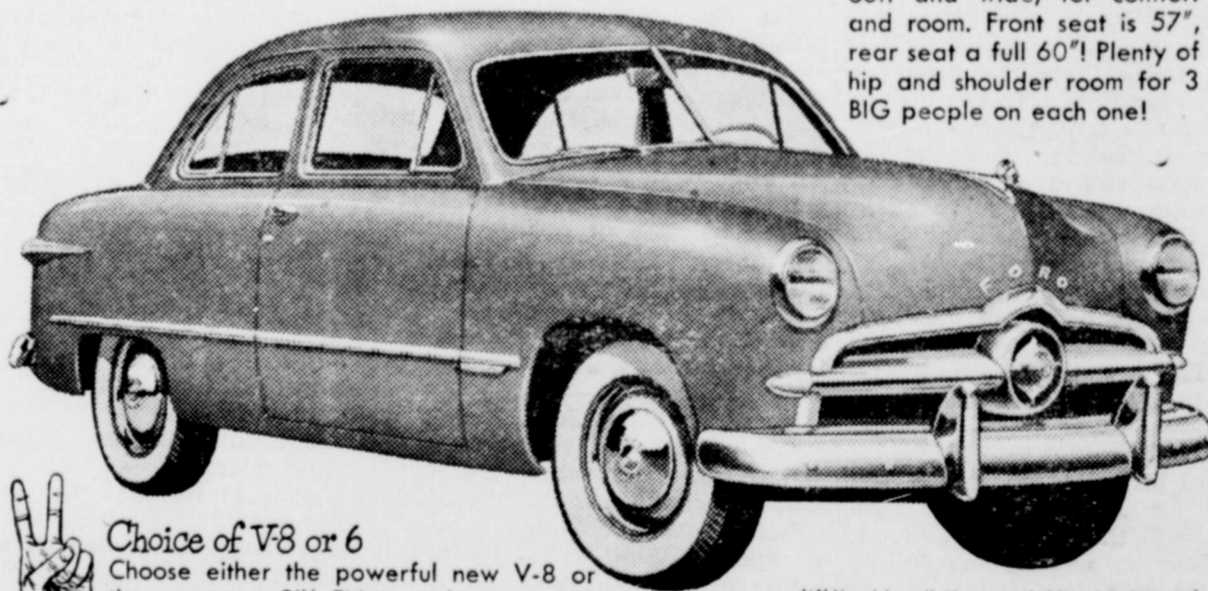
See The Car Of The Year...

It's here! We've got the car you've been waiting to see . . . the car we've been itching to show you. The car pictured here is a picture of beauty. But we're sure you'll agree with us that it's even more beautiful, in person! So come in to our showrooms, today, and see for yourself! Come in for the thrill of it!



Seats like your sofa

Soft and wide, for comfort and room. Front seat is 57", rear seat a full 60"! Plenty of hip and shoulder room for 3 BIG people on each one!



Choice of V-8 or 6
Choose either the powerful new V-8 or the great new SIX. Either one's a smoothy. Up to 10% increase in gas economy!

White sidewall tires available at extra cost.

THE '49 FORD—



'Mid Ship Ride

You travel in the level center section of Ford's "Lounge Car" Interior.



At our showrooms
NOW!

There's a Ford in your future

HEFLEY MOTOR COMPANY

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Have Your Radiator Fixed Before Winter.

EXPERT WORK

Located in Back of old Texaco Station

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Complete Line School Supplies

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FUNERAL DIRECTORS

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CYCOLOGY SEZ



A BRAIN IS ONLY AS STRONG AS ITS WEAKEST THINK -

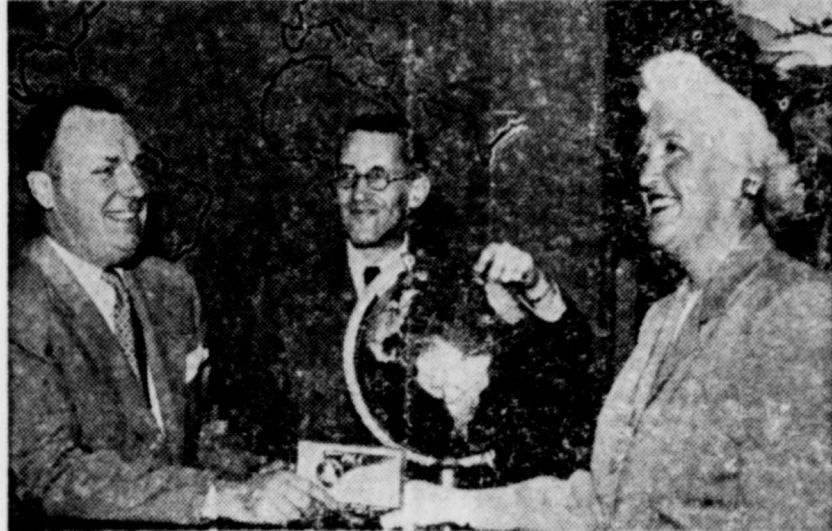
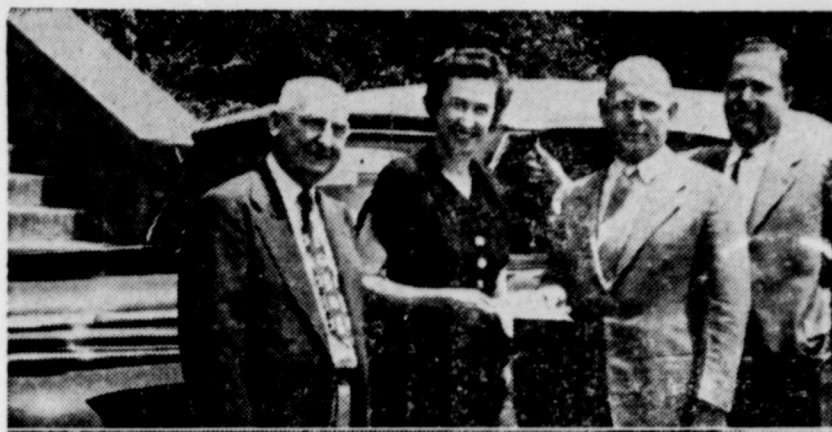
We want to prove to you the value of the complete satisfaction we can give you. Wise motorists bring their cars here regularly:

C.C. AINSWORTH SERVICE STATION
Phillips 66 Products
Firestone Tires
STERLING CITY, TEX.

Palace Theater

Saturday, Sept. 18
"SOUTH OF CHISHOLM TRAIL"
Charles Starrett, Smiley Burnette
Sun., Mon., Sept., 19-20,
"TREASURE OF SIERRA MADRE"
Humphrey Bogart, Walter Huston, Tim Holt
Tues., Wed., Sept. 21-22
"PANHANDLE"
Rod Cameron
Thurs., Fri., Sept. 23-24
"TO THE VICTOR"
Saturday, Sept. 25
"SONG OF THE DRIFTER"
Jimmy Wakely

Lucky Jingers



As first prize winner of a 1948 De Soto in the American Sweepstakes, a national jingle contest sponsored by the American Burlington Buslines, Mrs. Adelyn Curphey of Columbus, Ohio, has reason for her smiles as she accepts the title to the car (top picture) from Professor N. N. Luxon, Assistant to the President of Ohio University. Others witnessing the award are Mr. James Wilson on the left and Mr. Elmer W. Hinkleman of the buslines, far right. In the lower picture, second prize winner Mrs. Harvey B. Richards of Lake Bluff, Ill., is presented with two tickets to Switzerland by Mr. John Burton Tigrett, executive vice president of American Burlington Buslines. Albert Greutert, Consul of Switzerland, points to his country, which she will visit.

BUSINESS AND PROFESSIONAL GUIDE TO

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And Receive One 5X7 Portrait FREE.
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Everything for the Home
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119 East 2nd St.

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Commercial & Domestic Sales & Service. Motors—Magnetos—Light Plants. We Repair and Rebuild All Types
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Servicing All Makes and Models.
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A Hearty Handshake Awaits You
And Your Friendship is Valued.
Your Neighbors Up the Highway.

Big Spring Hardware Co.

T. D. ATKINS
Your Friendly Hardware Store
In Big Spring



another **Extra**
Humble Football
Broadcasts

Again this year the Humble Company will broadcast Southwest Conference football games, with Kern Tips, Ves Box, Charlie Jordan and Bill Michaels to describe the thrills for you... Go to the games with Humble!

Extra Your Southwest Conference school colors for windshield or window. Free at any Humble sign.
Extra Your Southwest Conference pocket Schedule. Free at any Humble sign.

HUMBLE

Esso
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SOMETHING EXTRA FOR YOUR MONEY

HUMBLE OIL & REFINING COMPANY

GET YOUR SCHEDULES AND PENNANTS FROM US

RANEY HUMBLE SERVICE STATION
Sterling City, Texas

Try That "EXTRA" Good Esso Gas and See the Difference In Your Car's Performance. Your Motor Will Run Cooler.

Jacqueline Everitt, daughter of Mr. and Mrs. Herman Everitt, left Sunday for Waco, where she is enrolled as a freshman in Baylor University.

The Nick Reeds returned recently from trip that took them to New Mexico, Arizona, Colorado, the Yellowstone National Park, the Black Hills of South Dakota and other points of interest in the west.

The Blue Cross Is Coming!

WILLIAMS TRUCK LINE

C. T. (Boots) WILLIAMS, Owner
DAILY RUN TO SAN ANGELO AND RETURN. PHONE IN YOUR ORDERS FOR PICK-UP SERVICE ON THE EVENING BEFORE.

Phone 152

Rev. B. B. Hestir, pastor of the Presbyterian Church, announced this week that his evening services would begin at 7:45 on Sunday evenings from now on.

James Black, pastor of the local Church of Christ, announced this week that his services on Sunday evenings from now on would begin at 7:30 p. m.

Billy Lee Smith enrolled and entered the Southwestern State College at Durant, Oklahoma last week as a freshman. He is the son of Mr. and Mrs. Clevis Smith.

Some Irish sayings:
Even contention is better than loneliness.

The covetous man is always in want.

The losing horse blames the saddle.

He who is bad at giving a lodging is good at showing the road.

An Irishman is never at peace except when his's fighting.

NOTICE!!

Sterling Chapter No. 29 O.E.S. is already presenting a new and increased line of Christmas Card assortments, Christmas gift wrapping assortments, all occasion cards, every day gift wrappings, gift enclosure cards, correspondence notes and stationery. See our sample folders and imprint Christmas card lines. Make your selection from our great variety of assortments—early!

Our every day cards, correspondence notes and stationery make ideal, appreciated and useful gifts. We can assure you our cards are equal to any and superior to many. But you really must see them, as words fail to describe their beauty. The individuality of our cards, plus the artistic designing and other embellishments are beyond description. You will be pleased with our low prices, too, so see our samples NOW

Sue Nelson
Mrs. Tommie Johnson
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JACK DOUTHIT, Publisher

Entered Nov. 10, 1902, at the Sterling City postoffice as second class matter. PUBLISHED EVERY FRIDAY

SUBSCRIPTION RATES
\$1.50 a year in Sterling County
\$1.75 Elsewhere in Texas
\$2.00 Outside State of Texas
NEWS established in 1890
RECORD established in 1899
Consolidated in 1902

All classified ads, public notices, cards of thanks, legals, and such advertising are charged for, at regular rates—2c per word. Display rates are 40c per column inch.

COLD FACTS ON OUR SOIL AND WATER PROBLEMS

Here in the United States most of us think quite a bit about getting money to buy food, clothing and many other essential needs—BUT how many of us have stopped to think what a tragedy it would be if we did not have a vast production of foods, fibers and minerals from which we live.

Food consumption in the United

States has increased substantially. On the average, each person eats 1,650 pounds of food a year—17% more than before the war.

Only about 350 million acres of cropland are harvested in the United States each year, or about 2½ acres per person. The population has increased 13 million since 1940. We lose ½ million acres of cropland each year, which is equal to 2½ acre shares of 200 thousand people. By drainage, irrigation, and clearings we can add about 80 million more acres. This is still TOO LITTLE LAND with our ever increasing population. They figure population will increase to about 160 million by 1970. Around 2½ acres of land can still be harvested per person IF WE KEEP WHAT WE HAVE and add what we can.

BUT unless we stop this ½ million acre loss a year and start rebuilding our soil we cannot hope to maintain our standard of living.

In the world we have 2½ billion people. The world has about 4 billion acres of cropland. That's 1¾ acre per person. World population is increasing about 20 million a year. Cropland expansion can't keep pace. The tropics offer little hope. Under cultivation, land deteriorates there with incredible speed. Temperate zones are pretty

well developed.

The world is permanently and desperately short of good land. In 25 years there will be only 1½ acre of land per person. Hunger and malnutrition already claims millions of victims each year.

These facts are the reasons why it is every person's responsibility to see to and help keep our land productive.

In the United States the Government has set up conservation programs to assist and educate our people on the need of soil and water conservation. Here it is still a voluntary program. Financial aid and technical assistance if offered any person willing to carry out conservation measures. In other countries they are developing the same type of government programs with the exception—that it is compulsory for every farmer and rancher to operate under conservation measures set up by the government.

Have you stopped to think—IS YOUR 2½ ACRES BEING TAKEN CARE OF?

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The BLUE CROSS Is Coming!

Advertisement



From where I sit... by Joe Marsh

"Farming" Versus "Ranching"

Talked to some editors who run my column in their papers—in states where there's mostly cattle and sheep raising—about the differences there might be between farming and ranching.

And they told me: "Joe, there's no real difference between cattlemen and farmers. We make our living from the land like your folks do; we have the same 4-H Clubs and Granges; the same problems of prices and marketing.

"When it comes to recreation, we have the same liking to get to-

gether now and then for a barbecue and a friendly glass of beer."

And from where I sit, that about sums it up. Ranchers may have different names for things or grow different crops. But all over America folks who work the land share those common traits of hard work, sober moderation, and good fellowship, whether they're growing cattle for beef, or barley for good American beer and ale.

Joe Marsh

Copyright, 1948, United States Brewers Foundation

A Crop to Cultivate

America is famous for good crops. But finest of all is the bumper "crop" of 11,000,000 boys and girls growing up on our farms and ranches.

Trained teachers and leaders are helping cultivate this bumper crop. Vocational agricultural teachers in over 7,000 high schools do their part. Most of these schools have Future Farmers of America chapters. Membership of F. F. A. is 250,000. In their "outside classroom" work they receive additional on-the-job training from their vocational agricultural teachers. They learn to accept leadership responsibility. On graduation, many go directly into farm or ranch management. Others go on to agricultural college.

County agents and over 180,000 unselfish volunteer leaders do another great job through the 4-H Clubs. Through 85,000 local 4-H Clubs, more than 1,750,000 boys and girls get invaluable training. Advice, encouragement, know-how from practical experts. Their projects keep them abreast of what is new in agriculture. They learn through doing. Achievement and leadership become habits.

It is well that American agriculture has these leaders and teachers. By teaching the business and science of farming, they are helping make life on farm and ranch rich and profitable for a new generation of Americans. They are showing them the way to economic security and a good way of life. Better farm planning; power machinery; scientific modern methods; control of weeds and plant and animal pests. All these our farm and ranch youth are learning. In many ways they are qualifying themselves to be better managers of land and better businessmen. They are increasing their knowledge of science and selling—of machinery and markets—of costs and conservation.

Swift & Company has always been proud to encourage farm youth activities. We shall continue to do so. We have no doubt or fear for the future of America. For, properly cultivated, this crop will ripen surely into our nation's richest harvest.

A HUNDRED CENTS MAKE A DOLLAR

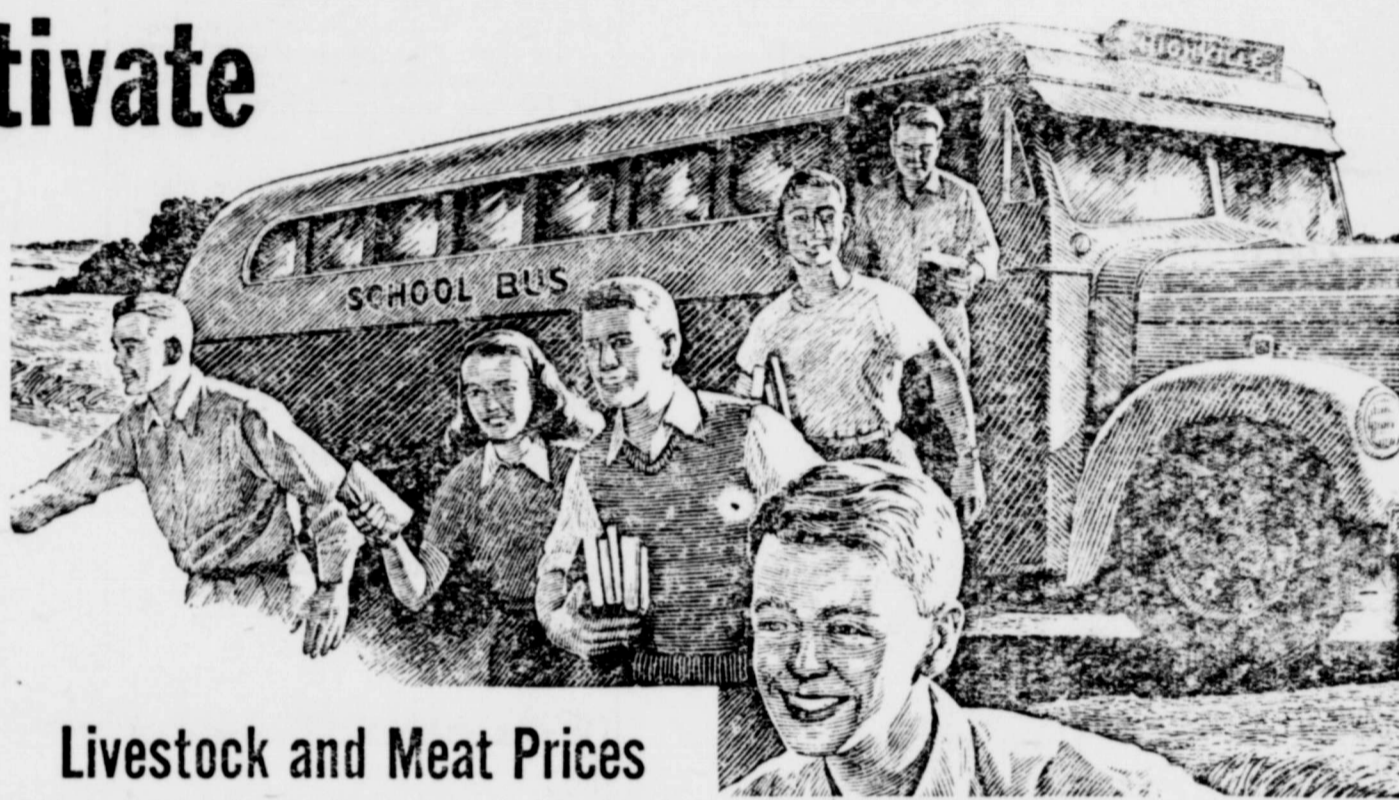
Have you sometimes wished to know Where meat dollars really go?

Of each wholesale dollar spent, You get seventy-nine per cent

For your livestock, wool and hides, And all by-products besides.

Wages, operating cost a-plenty... Take another even twenty.

After all the rest is spent The packer profits just one cent.



Livestock and Meat Prices

Livestock is marketed when it is ready. The supply of animals coming to market at any one time is controlled by your decisions as producers. These decisions may have been made months previously, depending on your breeding and feeding program. The weather—blizzards, storms and droughts—also have a bearing on when you market your animals.

Meat packers have no control over the supply of livestock. The meat packer must sell meat and by-products for what they will bring. When people have to economize, they spend less money for meat. Consumers, retailers and meat packers reduce their bids. The prices of both meat and livestock fall accordingly. But when people make more money, they are eager to buy meat. Then buyers all along the line increase their bids. And the prices of both meat and live stock rise accordingly. For each meat packer and each retail meat dealer knows that if he does not pay a little higher for the livestock or meat he wants, somebody else will—and get the business.

Thus the old law of supply and demand—plus competition in buying livestock and selling meat—forces price changes in meat to be reflected quickly all the way back to the livestock on the hoof. At all times the market price is a balance between the supply of livestock and the demand for meat.

OUR CITY COUSIN

Wow! Look at City Cousin's arm, He spent the summer on the farm.

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"Cows and Chickens... USA"

Five informative films about the livestock-meat-packing industry. A few open dates remain for September and October. We'll be glad to send a descriptive folder which gives all details. Write Agricultural Research Dept., Swift & Co., Chicago 9.

Martha Logan's Recipe for DINNER SIZE HAMBURGER

- 1 pound hamburger
- 1 ¼ cups soft bread crumbs
- 1 egg
- ¼ cup chopped onion
- ¼ cup milk
- 1 ¼ teaspoon salt
- ½ teaspoon pepper
- 1 tablespoon fat

Mix together all ingredients until well combined. Form into 4 large patties. Heat fat in heavy frying pan. Brown patties slowly on each side. Cover pan tightly, lower heat, and cook ten minutes longer. Serve with horseradish sauce, barbecue sauce, or tomato sauce. (Yield: 4 servings).



—Soda Bill Sez:—
Words are handy tools to explain experiences—but they're no substitute for experience.

New Idea in Junior Feeding Projects

by T. W. Thompson
State 4-H Club Leader, Montana

Boys and girls are trying out a new kind of livestock feeding project. In several states—including Montana, Nebraska, Colorado and Indiana—people are enthusiastic about it. Here is how it works. The boy or girl buys an average lot of feeder steers or lambs, from a uniform herd or band. The number bought is usually 3 or more steers, 15 or more lambs. That depends on finances, feed supplies and equipment available.



T. W. Thompson

These lots of animals are bought at a central market. They are taken home and fattened. Careful records are kept of feed costs and rates of gain. At the end of the feeding period, they are shipped back to market. They are sold on Junior Marketing Day. Boys and girls consign their animals to commission firms of their own choice. Upon arrival the animals are penned separately, according to ownership. Each lot is graded and weighed separately. Then all animals are assembled in pens according to grade. They are sold for slaughter in the usual manner used on that market. The boys and girls profit according to the market value of their animals.

Sponsors claim the following benefits: (1) It is practical. (2) It promotes better farm feeding methods. (3) Boys and girls learn about market grades of livestock. (4) They learn about central markets and their operation. This new idea in junior feeding is not intended to take the place of feeding for show. It is a separate project, to give youngsters practical experience in feeding for market.

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It's a Two-Way Road

In my work with farmers and ranchers I have visited just about every part of this country. I can't begin to count the number of times I have traveled out of Chicago and back

—to the range country of the West... through the Corn Belt states... the wheatlands... the cotton country—Florida, Maine, Washington, California and all the other states in between.

I do not know how anyone who travels much can help being impressed with the need for team play in America. As farmers or ranchers, your prosperity depends to a large degree on the ability of workers in industry to purchase the food and fiber you produce. Likewise, city businessmen know that your power to purchase their products is equally important to them. And all of us depend on the men in the mines, in the forests, in the steel mills, and oil fields.

But what we are apt to overlook is the fact that it is the earning of a reasonable profit which keeps all these businesses going, and all of us at work. Of course, profit rates vary. That depends on many things, including volume of

business done. For example, here at Swift & Company we process millions of pounds of agricultural raw materials each year. On each pound handled, we earn an average profit of a fraction of a cent. Few could stay in business on the margin we meat packers earn. But whether one's business volume is large or small, some profit is essential to any individual or any enterprise.

And here's another thing. Often I hear someone say—"Those farmers are the lucky ones—completely independent!" I can't agree with them. I know, and you know, that you on the land are independent—but only to a certain degree! Of course, cities couldn't exist without the products of farm and ranch. Maybe you could produce your own food, clothing, shelter and fuel. But country living would be pretty grim without cars, telephones, radios, fences, tractors, windmills and modern labor-saving, comfort-giving equipment. It is a two-way road! Our standard of living in America is something we are all proud of. It is the result of the profit system and of good team play.

F.M. Simpson.

Agricultural Research Department

Winston Churchill left Monday morning for Lubbock where he enters Texas Tech for his senior year. He is a representative on the Student council of Tech this year, from the arts and science division.

SWING OF SOUTHWEST FARM MARKETS

By United States Department of Agriculture

(USDA)—Most southwest farm products sold steady to strong during the past week, but some products brought lower prices, the U. S. Department of Agriculture's Production and Marketing Administration reports.

Cotton closed Monday 75 cents to \$1 higher than a week earlier. Spot middling 15/16 inch brought 31.10 at Dallas and 31 cents at Houston and New Orleans.

Grain markets showed strength during the week. Corn led the way with gains of 12 to 13 cents a bushel. White corn closed Monday around \$2.35 a bushel, and yellow corn \$2.05 in bulk carlots delivered to Texas common points. Sorghums advanced 12 cents a hundred to sell Monday at \$2.60 to \$2.65. Barley went up 9 cents to bring \$1.37 to \$1.42. Oats rose two cents and wheat 2½ cents for the week.

Rough rice prices dropped to support levels during the past week. Active inquiry for oilseed meals for immediate shipment turned prices \$4 to \$7.50 higher. Most other feedstuffs drifted lower in slack demand. Limited supplies of top grade hay met good demand but plentiful lower grades moved slowly. Peanuts weakened, especially for future delivery. Wool and mohair remained quiet.

Most fruit and vegetable markets reported active trading during the week. Largely steady to stronger prices prevailed on many products in fairly liberal supply. Colorado potatoes sold 10 to 25 cents higher, reflecting an increase in the government support price. Louisiana sweet potatoes found improved demand.

Cooler weather stirred interest in eggs and poultry this week. Molting flocks cut egg production, and top quality offerings cleared promptly. Poultry markets struck a firmer tone, with roasters and bakers in especially good demand.

Cattle prices had their ups and downs during the week, but Mon-

day's strong markets showed the most consistent gains. Medium and good calves ranged from \$20 to \$26 at Texas markets, while good and choice heavy calves took the same spread at Wichita and Kansas City. Oklahoma City and Denver paid \$25.50 to \$28.50.

Sheep changed little at Texas markets but sold 50 cents to a dollar or more higher at most other terminals. San Antonio bought nanny goats unchanged at \$6 to \$6.75 a hundred and kids at \$4 to \$4.40 each. Cull ewes sold down to \$6.50. Ewes ranged from \$8.50 to \$10.50 at most markets and reached \$11 at Kansas City.

Slight gains on Monday's hog markets failed to overcome earlier losses which amounted to mainly 50 cents a hundred on butcher classes and stockers and feeders. Sows changed little. San Antonio moved good and choice feeder pigs at \$23.50 to \$24.50. Stocker pigs sold from \$26 down at Fort Worth and Oklahoma City.

Delicious apples from New Mex-

Fall Breaks Hip

Mrs. J. A. Thomas, mother of Mrs. Claude Collins, Jr., fell at their home in San Angelo last Saturday afternoon and suffered a bad break of her hip. She fell on the back porch and as no one was at home, remained there until the family returned about three hours later. The long delay in attention, made the injury more painful and added to shock.

The Jack Mimses, who now live on a ranch out near Marfa, were visitors here the first part of the week. They visited the C. M. Everitts and the Martin Reeds.

Visiting Winston Churchill over the week-end were Ted White and Andy Griffin from Brownfield, and Andy Willingham from Rotan.

The Blue Cross Is Coming!

ico appeared at Fort Worth, while Kansas Jonathans went to Kansas City. Oklahoma watermelons sold a little lower at most southwest markets.

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*As seen in Woman's Home Companion.

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