

# STERLING CITY NEWS-RECORD

VOLUME 59 PUBLISHED EVERY FRIDAY AT STERLING CITY, TEXAS. "Since 1890" FRIDAY, FEB. 11, 1949 No. 6

## Places Top in Wool 'Style Show' Contest

Miss Betty Jane Donalson, daughter of Mr. and Mrs. Horace Donalson, took top honors in the senior division of the "Make It Yourself—With Wool" contest that was sponsored by the National Wool Growers Association. She won the top award for her original suit at the national, final judging at the convention in San Antonio last week.

Miss Donalson, who teaches music in the public schools here, won the \$100 first prize, as well as \$100 award from the pattern company, and two other awards of suit wool from mills.

Accompanying Miss Donalson to the finals at San Antonio were her parents, Trinabeth Reed and Bill Barbee.

## Dessert Bridge Party At Legion Hall Tuesday

Mrs. A. T. Bratton and Mrs. Roland Lowe were joint hostesses at a dessert bridge party at the American Legion Hall Tuesday afternoon.

The valentine motif was carried out. The tables were decorated with flower nosegays of red carnations.

Mrs. Bill Reed won high score. High cuts for each table (the nosegays) were won by Mrs. Martin Reed, Mrs. Foster Sims Price, Mrs. Chapple Murrell, Mrs. Ruel Brown, Mrs. Ray Lane and Mrs. Fowler McEntire.

Others present were Mrs. Alvie Cole, Mrs. Fowler McEntire, Mrs. Bill Reed, Mrs. Lee Augustine, Mrs. Earl Bailey, Mrs. Rufus Foster, Mrs. E. B. Butler, Mrs. Lester Foster, Mrs. Nelson, Mrs. G. W. Tillerson, Mrs. W. B. Welch, Mrs. James McEntire, Mrs. W. J. Swann, Mrs. Robert Foster, Mrs. Sterling Foster, Mrs. H. A. Chapple, Mrs. Ruth Allen, Mrs. George Blackburn, and Mrs. Nick Reed.

## Methodist Ladies to Serve Dinner February 19

The ladies of the Methodist Church will serve dinner at the Church basement on the day of the boys fat stock show, February 19. The price will be 85c per plate, announced Mrs. Roy Foster.

You are urged to eat with the ladies that day. A good meal is promised.

## School Board Re-elects Four Teachers

The Sterling School Board met Monday night and acted upon the reelection of the four administrators of the local school.

Superintendent O. T. Jones was reelected for the fourth year since the war. G. W. Tillerson was, for the third year, reelected high school principal and head coach. Walter Duff was reelected grade school principal and junior coach for his third year. George Blackburn was reelected as assistant coach and shop teacher. He has been here two years.

## Jones Tells Lions of Gilmer-Aiken Bill

O. T. Jones, superintendent of the Sterling Schools, told the Lions Club members and guests about the controversial Gilmer-Aiken bill to revamp the state school set-up, at the regular luncheon Wednesday at the community center.

Mr. Jones had been to Austin twice last month concerning the bill, which is now before the Texas Legislature for action by that body. One feature he mentioned was the idea to give every child in the state of school age a nine-month school year each year.

Lion Roland Lowe reported that a little over \$500 was raised for the March of Dimes this year. Lion H. A. Chapple told of the Independent basketball tournament that will be here on February 23, 25, and 26.

The club voted to give the new Garden City Lions Club a new gong and gavel.

Guests at the luncheon were O. T. Jones, Guy Rutherford, Andy Anderson, Ted Nelson, and Bro. Vic Mason.

## Daughter To The Tommy Augustines

Marjorie Diane is the name of the daughter born to Mr. and Mrs. Tommie Augustine at 11:30 Tuesday night. The baby weighed six pounds and ten ounces at birth.

Paternal grandparents are Mr. and Mrs. W. D. Augustine. Maternal grandparents are Mr. and Mrs. Tommy Humble.

The baby's great grandmother is Mrs. Ella Ligon, and Mrs. W. J. Bugg is the baby's great-great grandmother.

## "Covering the County"

By Byron W. Frierson, Sterling County Agent

Lamb losses from eagles have caused some trouble recently. The heaviest damage appears to be in the south side of the county where lambing is in progress. A group of ranchmen met Saturday night and made plans for hunting them out by plane. Ray Baumgardner of Ft. Stockton has been contacted and expects to be here the latter part of this week to start hunting. Ray needs volunteer gunners, so here is your chance.

Foster S. Price was "railroaded" into handling the secretary's job for the group. If your country has not been included in the planned hunt, and if you are having eagle troubles, contact me or I as soon as possible. The hunt will probably be in progress about the time this paper comes out.

The boys show will be held February 19, south of the Legion building. W. I. Marshall, District Extension Agent, will judge the show. The Methodist ladies will serve lunch in the basement of the Methodist Church during the noon hour.

Lambs being fed by some of the club members took a set back during the recent bad weather. Water difficulties seemed to cause the most trouble.

Ed Heller of Dundee, Texas, has been invited by officials of the Sterling City Horse Show to act as judge this year. Mr. Heller has accepted and the one judge system will be used. Officials have changed the tentative date for the show from April 23 to April 30 to avoid conflict with the preliminaries of the Futurity at Big Spring. This will precede the Angelo horse show by about two weeks.

Forms are being prepared here in the office to be mailed in the near future to ranchmen in the county, concerning organization of a Game Management Organization. Such an organization should be a benefit to the county in propagating desirable species and in controlling predatory species. More details will accompany the forms.

Vern Davis sprayed some pecan trees for scale this week. The supply of spray material is being replenished by local merchants. This job should be done during this month. Some trees have it very bad here in town. If you are in doubt about yours, I will examine them for you.

Charlie Speck says they are going to experiment a little concerning the practicability of spraying bitterweed with an airplane, down on the Jackson ranch. We will be watching the results.

A. T. Bratton and Roy Foster recently ordered a few of the Inbred-Hybrid chickens which are being introduced in Texas. I don't imagine they will lay over one egg a day, but they do show excellent promise as egg producers.

## HEREFORD SHOW AND SALE MONDAY AT BIG SPRING

Big Spring, Feb. 9 — Thirty-two outstanding breeding animals will go on sale here Monday at the 5th auction of the Howard County Registered Hereford Breeders Association.

Included in the consignments are 25 bulls and seven cows. The animals will be judged at a special showing at 9 a. m. on the announced date, and the sale will begin promptly at 1 p. m. at the former Big Spring Army Air Field. Bill Reed, Sterling City rancher and a Texas A&M graduate in animal husbandry, will be judge, while Walter Britten, College Station, will be auctioneer. The animals will be on exhibit in the show bar at the air field throughout the day on Sunday.

Sam Buchanan is president of the Howard County Registered Hereford Breeders Association, while Tom Roden is vice-president, and C. A. Walker is secretary-treasurer. Ten members of the association have consigned animals to the sale.

Neal J. Reed, son of the Nick Reeds, and a student in Texas Tech at Lubbock, spent last week end here at the home of his parents. He was accompanied by Miss Jo Goddard, also a student there.

## THE AMERICAN WAY



The Un-Streamlined Model

## Announce Engagement Of Daughter

Mr. and Mrs. T. H. Humble announce the engagement and approaching marriage of their daughter, Lora Mae, and T. C. (Tom) Rawlings, son of C. T. Rawlings of Water Valley. The wedding will take place in the spring.

The bride-to-be is a graduate of Sterling City High School and attended Texas Tech.

Mr. Rawlings is a graduate of Water Valley High School and attended John Tarleton College. He served three and one-half years in the Air Corps.

## MRS. HUBERT WILLIAMS HONORS LITTLE SON ON HIS SECOND BIRTHDAY

Mrs. Hubert Williams entertained last Friday afternoon honoring her little son, "Crisp", on his second birthday at the Legion Hall here. She was assisted by Mrs. Fred Allen.

Ice cream and cake was served to the guests and balloons were given out as favors.

Guests were Bill Foster, Mike Foster, Marshall Murrell, Jerry Hennigan, Jackie Bratton, Mary Lee Douthit, Jody Frierson, Ricky Green, Ronnie Allen, Cecilia McDonald, Joanna Murrell, Janet Westbrook and Reynolds Lee Foster.

## TO CALIFORNIA

Mr. and Mrs. Horace Donalson left last Friday on a vacation trip to Hollywood, California. They have passes to three movie studios and plan to watch some movies being made.

Horace is owner of the Palace Theater here, as well as the Santa Fe agent.

## Car Body Work and Re-upholstering

H. E. Akins, now with the Chevrolet Body Shop here at the Walraven Service Station, is well qualified as a body man and re-upholsterer. Akins worked for years in the Ford Company plant in San Angelo. He then worked as body man in the Big Lake Ford Company. For several years he operated his own shop in San Angelo.

Akins does expert body straightening and re-upholstering on all makes of cars. He soon will be ready to wax and finish cars for the public.

If you car needs body work, you can have it done here at the Chevrolet Body Shop as well and as reasonable as in a larger town.

DONKEY Basket ball game at school Saturday, February 19.

## Stanton Players Were Here Tuesday Night

Two of the best games seen here this season were unveiled Tuesday night with the Stanton Buffaloes.

In the opening contest, the Stanton girls pulled out in front during the 1st half and left the court with an 11-1 lead. The Sterling girls came back the 2nd half with more spirit and outscored the Stanton girls the 3rd period. The final score was 14-3, Stanton.

In the second game the Sterling boys pulled out in front and held a 4-1 lead 1st quarter. In the 2nd period the Stanton team took the lead and had a 7-4 halftime lead. The Sterling boys came back and with the fine playing of Heacock, pulled up at the end of the 3rd quarter with a 13-13 tie. Stanton began to hit their shots in the final quarter and won 26-17.

## EAGLES TO DISTRICT TOURNAMENT

The Sterling Eagles will meet the Garden City Bearkats in opening district tournament at Stanton Friday night at 7 o'clock. Coahoma meets Knott at 8 o'clock and For-san meets Stanton at 9. Semi-finals and finals will be played Saturday.

DONKEY Basket ball game at school Saturday, February 19.

## TEXAS HISTORICAL CLUB

Two weeks ago the Texas Historical Club had their regular meeting of the club. The minutes were read and it was voted to have refreshments. The first refreshment committee named includes Ruby, Joyce, Larry, Madell, Celia Ruth, and John.

For the program Dan asked history questions. Billy Joe and Betty read from Wilbarger's Indian Depredations in Texas.

Last week the meeting was called to order at 1:15 p. m. There was no business so the program was turned over to Mrs. Davis. Everybody sat on a coke bottle and threaded a needle. John, Larry, Ruby and Celia served refreshments. A valentine box was voted upon; Jerry Ann and Bobby are to make it.

Hal Knight, Jr, reporter.

## AMERICAN LEGION NEWS

Fred Hodges recently donated a fine registered Rambouillet ewe lamb to be auctioned in the afternoon of the 4-H Club show. Nelson Johnson, wool buyer and dealer of fine sheep, will be the auctioneer. Money raised will be used to maintain the newly built Legion Hall.

Billy Vern Davis and Jackie Tweedle enrolled in Sul Ross College at mid-term.

## OUR DEMOCRACY — by Mat



"The legitimate object of government is to do for a community of people whatever they need to have done, but cannot do at all, or cannot so well do for themselves in their separate and individual capacities. In all that the people individually can do as well for themselves, the government ought not to interfere."

ABRAHAM LINCOLN



## SWING OF SOUTHWEST FARM MARKETS

By United States Department of Agriculture

(USDA)—Southwest farm markets showed generally declining price trends during the past week, the U. S. Department of Agriculture's Production and Marketing Administration reports.

Corn lost 14 to 16 cents a bushel for the week, and sorghums 18c a hundred pounds. Oats and barley also trended lower, but wheat netted a slight gain. Based on No. 2, white corn closed Monday at \$1.57 1/4 to \$1.60 1/4 in bulk carlots at Texas common points, and yellow corn \$1.43 to \$1.44. Milo sold from \$2.45 to \$2.50.

Rice markets held firm, as adverse weather slowed trading last week. Feed prices continued to decline at the wholesale markets. Hay strengthened under emergency demand for snowbound livestock. Peanut hay improved at firm prices.

Wholesale meat prices at New York dropped \$1 to \$3 a hundred pounds on all classes except veal and mutton during the week ended Monday. Clearing weather saw increased livestock receipts at the principal markets early this week.

All hog classes fell \$1 to \$1.50 during the week. Top butchers sold Monday at \$19.75 at San Antonio, \$19.50 at Fort Worth, and \$20 at Oklahoma City and Denver. Sows ranged from \$15 to \$16.50 in Texas and Oklahoma, and pigs \$10 to \$18.

Cattle and calves sold generally 50 cents to \$1.50 or more lower for the week. Steers, yearlings and heifers lost the most, and vealers the least, Fort Worth's market held up better than most terminals and showed some net gains.

Slaughter lambs declined 50c to \$1.50 in the southwest, although ewes and feeder lambs changed little. Best lambs brought \$21.50 at Oklahoma City, \$22.50 at Fort Worth, and \$21.25 at San Antonio. Goats sold about the same as a week ago.

Cold, snow and ice delayed shearing in much of the sheep and goat country. Some 8-months Texas wools were contracted in the Del Rio section at 60 cents per grease pound, and 12-months wools in West Texas at 70 to 71 cents, f. o. b. A fair volume of mohair sold in Texas at 38 cents a pound for adult hair and 58 cents for kid.

Eggs sold a little higher last week as unfavorable weather cut receipts, but clearing skies brought heavier offerings and weaker markets Monday. North Texas dealers paid 40 to 43 cents a dozen for current receipts. Fryers lost 1 to 3 cents for the week. Dallas paid 28 to 30 cents a pound, and Fort Worth 30 to 32.

Severe freezes a week ago wiped out all tender vegetables in South Texas and damaged hardy vegetables and citrus fruits. Practically no harvesting took place during

### NEW MAN AT SOIL CONSERVATION OFFICE

Calvin Boykin of Midland, a recent graduate of Texas A.&M., is now spending his training period in the Soil Conservation Service, here in Sterling office. Boykin has a degree from A&M in range management.

After a new man spends his training period in the service, then he is placed in an office where work of a like nature is done.

### MEDICAL PRICES WILL INCREASE

Shortages always raise prices. The Texas Medical Association, by restricting enrollment in Texas medical schools to barely enough to replace deaths and retirement has cut down our supply of doctors, especially in our rural areas, thereby causing a shortage and higher fees for services, while 3,000 pre-med students find the gates barred against them.

This same medical association now plans to get control of the supply of all competitive healing professions, so they can cut off replacements in these healing professions and make the shortage even more acute and thus raise the prices higher than today.

The Basic Science Bill (S.B. 63) is designed to give the Medical Association complete control of all branches of the healing arts and it is being pushed by unlimited funds and a high-priced lobby. If we, the people, do not write, phone or visit our senators and representatives, we will have this legislation forced upon us.

This is a call for action. If you want to know the names of your legislators, phone this newspaper. Address letters to them at Capitol Station, Austin. Stop that Basic Science bill. Write, wire or phone today. (Paid adv.)

the rest of the week. A few cars of best domestic round type cabbage rolled during the week-end at \$1.15 to \$1.25 per 50 pound sack compared to 55 to 65 cents a week

earlier. Some carrots also began to move in unsettled trade. Mostly medium size carrots in Los Angeles crates of 6 dozen bunches load-

ed at \$3 to \$3.50, as against a price of largely \$2.50 the previous week. Few other products sold. Cotton lost \$3.75 to \$5 a bale.

Spot middling 15/16 inch closed Monday at 31.80 cents a pound at Dallas, 31.95 at New Orleans, 32.00 at Galveston, and 32.05 at Houston.



They said,  
"Rich man's toy!"

THAT'S what "wise guys" of the 1880's called the newfangled electric service. And that's all it might be today... IF...

IF people hadn't risked their savings to start electric companies such as yours, and to keep them growing.

IF others, often against expert advice, hadn't poured out their energy and time—to extend the wires farther and farther, make the service better and better, bring rates lower and lower.

They took the risks—they developed the skills—and everybody benefits. That's the way the American business system works. Rich man's toy? Today, electric service is every man's good right arm!

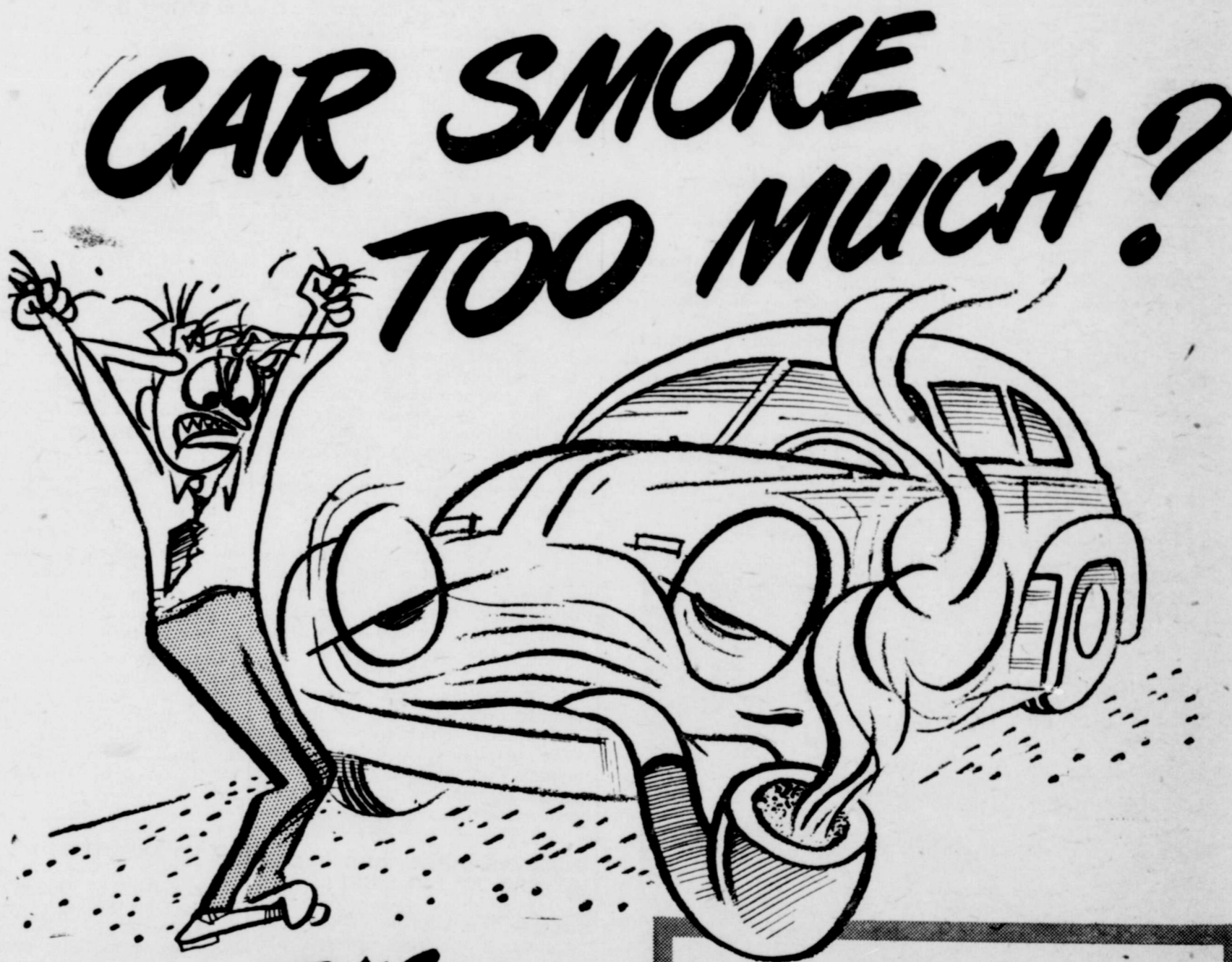
**West Texas Utilities Company**



THOMAS A. EDISON, father of the Electric Age, was born February 11, 1847, and died October 18, 1931.

There is no monument above his grave. It is unmarked to this day. Somehow that seems quite fitting—because, after all, the real monuments to Edison's greatness are found all around us.

We at the West Texas Utilities Company pay special tribute to his memory, for Edison founded the first business-managed electric service company 67 years ago.



GET THIS  
**FORD PISTON RING SPECIAL!**

#### HERE'S WHAT WE DO:

1. Replace all piston rings
2. Replace connecting rod bearings
3. Clean carbon from pistons, cylinder heads
4. Clean oil pump and screens
5. Install new gaskets where necessary
6. Five quarts of oil

**IMMEDIATE SERVICE— BUDGET TERMS**

**We Ford dealers know Fords best!**

Your Ford Dealer invites you to listen to the Fred Allen Show, Sunday Evenings—NBC Network. Listen to the Ford Theater, Friday Evenings—CBS Network. See your newspaper for time and station.

**Hefley Motor Company**  
Sterling City, Texas  
Phone 197





FOR THE LATEST MODES OF  
**HAIR STYLING**  
Call 123 for Appointment  
**Vanity Beauty Shop**  
RUBY BOATRIGT, Owner  
Sterling City, Texas

**WORTH B. DURHAM**  
Lawyer  
Sterling City, Texas

**Washington News-Letter**  
By Congressman O. C. Fisher  
**REA VISITORS**

The annual REA convention held in New York last week attracted some 350 Texans who made the trip via special trains. A varied program featuring subjects of vital interest to rural electrification was presented to the 3700 visitors from all parts of the country. Among the top speakers was Rep. Bob Poage of Waco, an outstanding REA leader. I was able to attend a part of the session.

Many of the Texans made a stop over in Washington. Among those from our district were—Mr. and Mrs. Arthur Stehling, Mr. and Mrs. Paul Stehling of Fredericksburg; Willis Hill of Goldthwaite, Mr. and Mrs. Tom Garr of Kerrville; Mr. and Mrs. Babe Smith, Mr. and Mrs. Clyde Fretwell of Lampasas; Victor Neimer of Knippa, Uvalde County; Mr. and Mrs. Luke Moss, Mrs. Ben Donop of Llano; W. W. Cardwell, Manager of the Bandera Coop; W. G. Ankele of Bandera; Henry Buss of Medina; Mr. and Mrs. P. L. Garrison, also of Bandera. Other Managers included Sam Lanham of the Medina Coop; Martin Hyltin of the Perdenales; and Weldon Groves of the Hamilton group.

Other visitors last week includ-

ed, Ensign and Mrs. Aubrey Loeffler of Sonora; Harry Bengé Crozier of Paint Rock and Austin; B.F. Vance, P&MA Chief of College Station; Major Harvey Lynn of San Angelo; Col. Douglas Smith of San Saba, now secretary-general of the Inter-American Defense Council; Mary Love Oliver of Uvalde; Capt. H. C. Davis of San Angelo; Mr. and Mrs. Edwin Dalrymple of Llano. Mr. Dalrymple is now with the FBI in Washington.

**TELEVISION EXPANDS**

Television is growing by leaps and bounds. A few days ago I appeared on a one-hour televised program which originated in New York and which was carried over the Dumont network to cities as far away as Chicago and St. Louis. It is said that within another year or so this coverage will include most of the big cities of the nation.

I also took part in a radio forum program in Washington last week. The topic was, "Should the State or Federal Government Handle Questions of Civil Rights?". I defended the right of the states and was ably assisted by Congressman Dixie Gilmer, a new member from Tulsa. On the other side were Rep. McCarthy of Minnesota and a Mr. Levy.

Your printing dollar goes further right here at the News-Record.

**CYCOCLOGY SEZ!**



IT'S EASY TO WIN AN ARGUMENT IF YOU CAN GET THE LAST WORD IN FIRST

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

**City Barber Shop**

H. F. MERRELL, Prop.  
"Satisfaction Guaranteed"

**Palace Theater**

Sat., Feb. 12  
"MONTANA MIKE"  
Sun., Mon., Feb. 13-14  
"The Search"  
Montgomery Clift, Aline McMahon.  
Tues., Wed., Feb. 15-16  
"Four Faces West"  
Joel McCrea, Frances Dee  
Thurs., Fri., Feb. 17-18  
"So Evil My Love"  
Ray Milland, Ann Todd  
Sat., Feb. 19  
"Devil's Playground"

**Sold to Swift for \$1,883,823,473.00**



**Quick Facts on Swift's Business in 1948**

Total Sales	\$2,361,114,041
Swift's average sales dollar was spent as follows:	
For Livestock & Other Agricultural Products	79.8 cts.
For Employees' Wages & Salaries	9.6 cts.
For Supplies	4.0 cts.
For Transportation	2.0 cts.
For Taxes	1.5 cts.
For Other Business Expenses	1.9 cts.
Total spent out of each average dollar	98.8 cts.
Remaining as Earnings for Swift	1.2 cts.
Total	100 cents

Because your business of farming and ranching is so closely related to our business of meat packing, we believe you are interested in an accounting of Swift & Company's operations in 1948. On this page we tell you how much money we received, how we spent this money, and how much we earned for services performed.

The past year was reasonably profitable to both producers and Swift & Company. That's the way it should be in America. A fair profit to producers means better living and insures a sound program on farms and ranches. A fair profit to



Wm. B. Traynor

business in cities and towns helps maintain purchasing power and markets for the products which you and Swift have to sell.

In 1948, Swift & Company paid nearly two billion dollars for agricultural products. We processed and distributed nationwide this output of your land and labor... cattle, calves, hogs, lambs, dairy and poultry products, soybeans, cottonseed, peanuts and other products of agriculture. For these we paid out 79.8 cents from each dollar we received from the sale of our products.

**HOW THE DOLLAR WAS DIVIDED**

In America a business is operated to serve the public, and to earn a profit for its owners. In 1948, Swift earned \$27,889,210 net profit. That was an average of 1.2 cents out of each dollar we received from the sale of our products. Who got the balance of 98.8 cents? It went to people who work directly in the livestock-meat industry, to additional thousands in other businesses.



O. R. Johnson

**Management's Role in Modern Farming**

by O. R. Johnson  
University of Missouri, Columbia

Better farm management can give startling results. If managed as well as the best 20% of the farms are managed, output of the average acre could be doubled. In most areas the output of pasture land could be increased three or four times. Our cleverest feeders get 60% more out of their feed than do average feeders. Production per cow, sow or hen could be increased 50% to 100% if animals and methods as good as those used by the top 20% of our farmers were employed by all farmers.

There are two ways of achieving higher production per acre without increasing costs. The most practical method is to raise the level of management efficiency without increasing present working forces per farm. The other method is for the farm family, with modern power and machinery, to farm more acres. This second method has obvious limitations. For there would not be enough acres to go around without eliminating many farm families. Do we want larger farm units and reduced farm population? Many think not.

However, many farmers are now faced with adopting either one or the other of the above methods. Farmers must meet today's high operating costs and still maintain living standards without forcing prices beyond the reach of the average consumer. Consumers cannot be expected to support, indefinitely, inefficient farm output by paying the high prices such inefficiency demands.



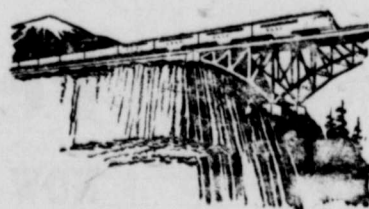
**1. The major cost of meat packing** is the purchase of livestock and other agricultural products. Swift paid \$1,883,823,473 to farmers and ranchers last year. You, the producers, received 79.8 cents out of each average dollar we took in from sales.



**2. Swift & Company employs 73,000 men and women** to provide the services producers, retailers and consumers demand. The employees look to their company for regular, gainful employment. They earned \$226,154,019 in wages and salaries in 1948... or 9.6 cents of each average sales dollar.



**3. Supplies of all kinds**—sugar, salt, spices, containers, fuel, electricity cost us \$94,809,928. These supplies are furnished by other businesses. Our purchases from them created work and wages for many more Americans. This took 4 cents of our average sales dollar.



**4. Transportation charges** are a necessary item of expense, and a large one, too. Meats are moved an average of 1,000 miles from farm and ranch to market. During 1948, in distributing our products to cities, towns and villages, Swift & Company spent \$46,702,457 for transportation by rail and motor. This amounted to 2.0 cents of each average dollar of sales income.



**5. Government expenses**—fire and police protection, national defense, roads, social security, public education, etc.—are all paid out of taxes. Swift's tax bill for the year was \$35,220,291. The Federal Government and each of the 48 states collected some of this amount. And taxes were paid in hundreds of municipalities where our plants and properties are located. Federal, state and local taxes took 1.5 cents of our average sales dollar.



**6. More than 200,000 retail store operators** look to Swift for a regular supply of meats and other Swift products. We help build retailers' trade by developing nationwide consumer markets. Our research laboratories and test kitchens also help create consumer demand. Depreciation, interest and other expenses common to every business, add to this total. All these cost \$46,514,663 or 1.9 cents of the average dollar of sales.

That's the story of the division of Swift's average dollar received from sales. Of that dollar, 98.8 cents went to other people or businesses. The 1.2 cents left is our return for processing, marketing and distributing meats and other products for millions of American families. Out of this return—or net earnings—our 64,000 shareholders, men and women who invested their savings in the Company, received dividends which took 7/10 of a cent of the average sales dollar. The balance of 1/2 cent was retained to provide for future needs of the Company.

*Wm. B. Traynor*  
Vice President and Treasurer  
Swift & Company

**Swift & Company**  
UNION STOCK YARDS, CHICAGO 9, ILLINOIS  
Nutrition is our business—and yours



# Big Spring Merchants and Ranchers Review Big Spring Merchants Invite You to Trade With Them

## JONES MOTOR COMPANY

The Jones Motor Company is your authorized Dodge-Plymouth dealer in Big Spring, located at 101 Gregg Street.

When your automobile is in need of repairs, do not take chances by having it worked on by inexperienced workmen. Take it to the Jones Motor Company and you can be assured the personnel here are acquainted with the parts in your automobile and they can repair it without unnecessary delay.

You can save money by having a minor repair attended to when you first notice it; by waiting, the result may well be a major repair job that will require more labor and parts to fix.

Keep your automobile in good running condition so you can have the best trade-in value when you are able to buy that new Dodge or Plymouth. Remember, your car is your transportation, and let the Jones Motor Co. in Big Spring help you keep it in top condition.

## BIG SPRING CHIROPRACTIC CLINIC

Dr. Wm. L. McLaughlin, Chiropractor, has his office at 409 Runnels Street in Big Spring. Phone 419 for an appointment. Dr. McLaughlin is a graduate of Palmer Chiropractic College.

For more than 50 years chiropractic has been accomplishing wonderful things. That it has endured for that length of time is proof of its worth and merit. It has saved thousands of individuals from a premature grave and has put millions on the road of health and enabled them to become useful members of society.

The practice of Chiropractic is based on the principal of correcting the cause of disease in the body.

Disease is effect and every effect must have a cause. Chiropractic contends that the cause of disease in the body is the vertebral subluxation which creates pressure upon nerves and interferes with the normal transmission of vital nerve energy. The Chiropractic objective is to locate the place in the spine where the nerve pressure exists, due to vertebral subluxation, and by proper adjustment, to restore the subluxated vertebra to its normal position. Correct adjustment releases the pressure on nerves and thereby removes the real cause of disease in the body.

If Dr. Wm. L. McLaughlin cannot help you, he will tell you so.

## Peurifoy Radiator Service

The Peurifoy Radiator Service, located at 901 East 3rd in Big Spring can be depended on to give you first class Radiator Repair Work. They are specialists in this line and have the equipment and experience to repair your radiator so that it will stay in good condition.

The cooling system of an automobile is a vital part in the function of the motor. The burning of the gasoline creates terrific heat in our automobile or tractor motor. The heat must be dissipated in order that the motor can be operated efficiently. The cooling system must be kept clean if we are to expect the maximum cooling effects of the radiator. Don't be satisfied with inefficient operation of your motor because your radiator does not cool properly. Take it to the Peurifoy Radiator Service at 901 East 3rd in Big Spring and have them clean and flush it properly. They are experts in repairing and recoring radiators of any make and size.

They also have new and used radiators for sale, for all automobiles, trucks, tractors and units.

## Lee Hanson Men's Store

This is the store for men's furnishings. Giving you the best in service, this store is located in Big Spring at 126 East 3rd.

Drop in any time and see their stock of men's slacks and sport clothes. This popular establishment meets the needs of any and every man in the community at a moderate price that is reasonable.

No matter what your clothing needs may be, this is the store that will take care of you. The same high quality merchandise is to be found at this store at a reasonable price. When on your next shopping tour in Big Spring don't fail to include Lee Hanson Men's Store.

We, in this "Merchants and Ranchers' Review", wish to compliment this store on their efficient business endeavors.

## Big Spring Venetian Blind Co.

The Big Spring Venetian Blind Co. is located at 1010 Gregg Street in Big Spring. Phone 2315 for free estimates without obligation. This firm in Big Spring features custom built steel, wood and aluminum blinds.

Venetian blinds are rapidly becoming more popular for home and business places. They are beautiful as well as offering you that utility value of keeping the direct rays of the sun out, or letting them in, as you wish. Darken or lighten the rooms as you desire with high quality venetian blinds from the Big Spring Venetian Blind Co. in Big Spring.

This "Merchants and Ranchers Review" feels that it can recommend this enterprising firm in Big Spring for venetian blinds of all types. Be sure to call them for an estimate before you buy. Remember, "Your Blind Men" of Big Spring is the Big Spring Venetian Blind Co.

## C.F. Morris Fuel Yard

Why not gather up all that old junk lying around the yard and turn it into dollars in your pocket. That's just what you can do because C. F. Morris Fuel Yard, located at 403 East 1st Street in Big Spring will pay you the highest prices for your junk, iron, steel and cast. Phone 1168 for information.

We all have junk around our house or farm that is useless to us. It is not only useless but detracts from the appearance of the yard. With very little effort, you can gather this up and on your next trip to Big Spring bring it in to the C. F. Morris Fuel Yard, and they will sort, weigh and pay you for it while you wait.

Any piece of metal that is junk can be sold. Copper, brass, leads, bronze, and aluminum will bring the highest prices. Old motors bring a lot of cash to folks in this section who take them to this firm. The C. F. Morris Fuel Yard has built a fine reputation for reliable dealings and this Review recommends them to all in this section who have junk to sell.

## Joseph Edwards Real Estate

Leaders in Real Estate and gas and oil properties at Big Spring is Joseph Edwards, located in the Petroleum Building. Phone 920.

He is altogether familiar with all details indispensable to the real estate and oil properties business. He has developed an acute sense of values through his experience in buying and selling real estate and gas and oil properties.

Both city and rural properties have been listed for your convenience. Suppose you are living in the rural district and wish to move into town, just get in touch with this concern. He has a very attractive list of city and oil properties and it will be to your advantage to get in touch with Joseph Edwards in Big Spring.

When you wish to buy or sell real estate or gas and oil properties, you can be assured of personal attention of Joseph Edwards.

## Franklin Stores Corp.

Located at 220 Main Street in Big Spring, this well known store has served the people of this community for years. This is an institution of which we can justly be proud.

This store carries a complete line of clothes for ladies. Quality material and expert workmanship make their clothing hard to beat anywhere at any price. Many women have found by pleasing experience that clothes bought here are an investment in economy.

They carry a comprehensive stock of ladies dresses, lingerie, and are well known for proper fitting. No matter what your needs may be along this line, you can find it at Franklin's.

In this "Merchants and Ranchers Review" we take pleasure in directing the attention of our readers to such a reliable establishment and suggest that you drop in to see them for anything in the clothing line.

## Big Spring Livestock Commission Co.

A.L. Cooper, John Poe, Owners  
The Big Spring Livestock Commission Co. is located on North East 2nd Street in Big Spring, and the phone is 1735.

This old and reliable firm features adequate pen room, capable and experienced hands, ample feeding facilities and a host of buyers from all sections who are in the market for all and any type of cattle. Big Spring prices are comparable to terminal market prices, when considering freight rates and weight loss shipping.

The commission rates on cattle sold here are the same as they were when this firm first opened. Their popularity is evidenced by the fact that their sales are ever increasing.

This "Merchants and Ranchers Review" highly recommends the services rendered by the Big Spring Livestock Commission Co. You can be assured of a square deal by patronizing this firm in Big Spring.

## Big Spring Glass Co.

The Big Spring Glass Co., located at 608 East 3rd in Big Spring, offers the people of this community glass for every occasion. They feature a full line of glass for windows, desk tops, coffee tables, pictures, mirrors, and auto glass. Regardless of what item you have that needs glass all you have to do is take the measurements and give them to the Big Spring Glass Co. and they will cut it to your exact specifications. They specialize in auto glass.

If you have a desk and want to preserve it and have it keep that new look, have a glass top put on it by this firm.

Take an inventory in your house today and see what furniture you have that needs a glass top. Take the measurements and on your next trip to Big Spring drop by and let the Big Spring Glass Co. give you their estimates.

They also have a most complete auto upholstery shop. So bring the old car in and let them upholster it and replace those cracked and broken windows.

## Motor and Bearing Service Co.

This prominent firm in Big Spring is located at 308 East 3rd. Phone 1404 for information concerning any automobile part or machine shop work. They supply garage owners and filling stations with a wide variety of auto parts such as: rings, fuel pumps, gears, gaskets, bearings and bushings. Be sure to see the Motor and Bearing Service Co. in Big Spring for all auto parts. Their stock is large and as complete as possible.

The Twentieth Century has often been referred to as the "Machine Age." The modern machine shop is an integral part of this age. This well-known machine shop has had years of experience in machine shop work and can be depended on to give you excellent workmanship. They can grind crankshafts, reface valves and have bearings that will fit any shaft you have. These are just a few of the many jobs they are able to do in their completely equipped machine shop.

In this Review, we highly recommend this dependable firm in Big Spring.

## Quality Body Co.

At this firm are specialists in body and fender work, as well as auto painting, wheel aligning and upholstery. In fact the place to have that old car rebuilt is at the Quality Body Co., on the Lamesa Highway in Big Spring. Phone 306 for wrecker service.

The owner fully understands this business, and is an expert in the work. Whether it is a small or large repair job, you will receive the same courteous treatment at the Quality Body Co.

By reason of excellent workmanship and service, it is small wonder that his is one of the best known institutions in this section for the repair of automobiles. They use only high grade materials that will give long-wearing service. It will be worth your while to let this firm take care of your body and fender needs.

Their body and fender work surpasses anything done in this section. They have the "Know-how" that puts this work in a class by itself.

For wedding invitations, announcements, at-home cards, etc., see the local News-Record shop.

For typewriter ribbons, adding machine paper, and stationery supplies, see the News-Record.

# STOP Body & Fender Work

Body and Fender Straightening  
Re-upholstering Done  
Top Quality Workmanship.  
Reasonable Prices.

## CHEVROLET BODY SHOP

H. E. Akins

Walraven Station

# Your Personality PORTRAIT

Finished in Beautiful  
KASHMIR SILVERTONE (8x10 Size)

TOTAL COST ONLY \$1.00

Monday, February 14, 1:00 to 7:00 p. m.

At the STATE HOTEL, Sterling City, Texas

CULVER STUDIO OF BIG SPRING

## RUPTURE

SHIELD-EXPERT, H. L. HOFFMAN of Minneapolis, Minn. will demonstrate, without charge his "Rupture Shields" in SAN ANGELO—HOTEL NAYLOR WED. FEB. 16

From 10 A.M. to 3 P.M. Please come early. Mr. Hoffman says: "I have specialized in the field of Rupture Correction since 1928 and personally fitted well over ten thousand cases. When skillfully done most Rupture openings will contract in a short time. Above all you can go to work immediately without fear or pain. There are many of my satisfied customers right here in this community. Special lady attendant for WOMEN and CHILDREN. Ask for Mrs. Hoffman.

CAUTION: If neglected, rupture may cause weakness, backache, nervousness, stomach and gas pains. People having large ruptures, which have returned after surgical operations or injection treatments, are especially invited. "If you want it done right, don't experiment. See HOFFMAN." If unable to see him at this time address:

HOFFMANN'S SURGICAL APPLIANCE CO.  
933 Andrus Bldg., Minneapolis 2, Minn.

## QUALITY FURNITURE

KROEHLER LIVING ROOM SUITES  
SIMMONS SPRINGS and MATTRESSES  
ARMSTRONG LINOLEUM  
FLORENCE STOVES

HOUSEHOLD FURNITURE COMPANY  
SAN ANGELO, TEXAS

## Robert Massie Co.

"Everything in Furniture"

AMBULANCE SERVICE

FUNERAL HOME

San Angelo, Texas

# Pecan Trees Sprayed

NOW is the time to spray your pecan trees for scale. We have the equipment and machinery to do the job. Call us for your spraying.

## LOWE HARDWARE COMPANY

Your "SerVess" Store  
The Buying Power of 150 Hardware Stores

## FUNERAL DIRECTORS

Ambulance Service Phone 64



**STERLING CITY NEWS-RECORD**

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 42c per column inch.

**Notice for County Depository**

Notice is hereby given that the Commissioners Court of Sterling County, Texas, at the February Term, 1949 of said Court, beginning on the 14th day of February, 1949, will receive sealed proposals from any banking corporation, association or any individual banker of Sterling County, Texas, that may desire to be selected as the depository of the funds of such County. All proposals shall be in compliance with Article 2545 of the Revised Statutes of Texas and all other laws pertaining thereto.

Given under my hand this 17th day of January, A.D., 1949.

(Seal) G. C. MURRELL,  
County Judge, Sterling County, Texas.

**A. W. BROWN DEAD**

A. W. Brown, husband of the Mrs. Brown that brings the mail daily from San Angelo to Sterling City, died in a San Angelo hospital last Saturday morning. He had been ill several months.

Funeral services were conducted Monday afternoon from the Johnson Funeral Chapel in San Angelo.

Survivors include the widow, three daughters, two stepdaughters, and six grandchildren.

Mr. Brown was the owner and operator of the Brown Taxi Co. in San Angelo, a concern he had operated since 1919.

"FINDING THE WHY IN DELINQUENCY." \* \* \* \* Why did Larry steal candy? Why did Ruth play truant? Read how Ohio's clinic for teen-agers learns why a child is delinquent—then does something about it. Be sure to read this interesting article which appears in the American Weekly, that great magazine distributed with next Sunday's Los Angeles Examiner.

Quality Job Printing, News-Record.

"CINDERELLA OF THE UNDERWORLD." \* \* \* \* Who killed Bugsy Siegel? Who controls our sports, motion picture and union rackets, Gorgeous Virginia Hill knows—and spends \$200,000 a year trying to forget! For the daring story of this mysterious darling of the syndicate, read it in the American Weekly, that great magazine distributed with next Sunday's Los Angeles Examiner.

**HELP WANTED MALE**

Man with car wanted for route work. \$15 to \$20 in a day. No experience or capital required. Steady. Write today. Mr. Sharp, 120 East Clark Street, Freeport, Illinois.

LOST—My Gulf invoice book. Please pay for this ad and return book. Thanks. Marvin Churchill.

FOR alterations, cutting, fitting, sewing, dressmaking, embroidery or crocheting, see Mrs. Brown between the hours of 1:00 o'clock to 3:30 each day. At Mary Belle's home, Sterling City. Phone 214.

WILL DO ironing in my home. Ph. 180. Mrs. Gordon Daves.

FOR SALE—My home. Close to town, close to school. Delbert Dear-en, Phone 163. 2tc

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.

You can have personal calling cards, informal notes, and personal stationery printed at the local News-Record shop.

Rubber Stamps at News-Record.

**Garrett Barber Shop**

D. D. GARRETT, Owner

Levi Garrett Treats You Right

**WM. J. SWANN**

PHYSICIAN and SURGEON

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

**Insurance & Abstracting**

Reliable Abstract Work  
Fire and Automobile Insurance  
DURHAM ABSTRACT CO.  
DURHAM INSURANCE AGCY.  
Worth B. Durham, Mgr

**Mary Is Lucky**



Little Mary Christine Dunn has a good start toward dental health all her life. At the age of two and one half, she has learned to brush her own teeth. And she is receiving regular examinations and necessary treatment from the family dentist.

Unfortunately, Mary is the exception rather than the rule. Less than half of American children are following simple dental health habits which could prevent the disability and discomfort which dental diseases afflict on most adults today.

To stimulate public interest in the importance of dental health for all children, the American Dental Association is sponsoring such a program beginning with National Children's Dental Health Day on Monday (Feb. 7).

Dental authorities declare that by following three simple dental health rules from early childhood the average person can be assured a lifetime of dental health. These rules are: (1) regular dental care, (2) brushing the teeth after eating, and (3) minimum consumption of all forms of sugar.

**Kitchen Appliances**

Servel Electrolux Magic Chef Range  
Thor Washers Water Heaters Stoves

See Us for Special Prices

JOE EMERY BUTANE CO.

See Us for NEW SEAT COVERS, HEATERS, CAR RADIOS, FLOOR MATS, etc. to Dress Up Your Present Car.

New Seat Covers Now In  
We Have 12 Mechanics to Serve You—Also a Large Body Department and 4 Body Specialists to Serve You

Bear Machine—Wheel Alignment and Front End Correction

**Lone Star Chevrolet**

"When You're Pleased, We're Happy"—Cliff Wiley  
BIG SPRING, TEXAS

When in BIG SPRING, Bring Your Car in for A WINTER TUNE-UP. We Will Put in Winter Lubricants, etc.

**Oldsmobile**

**Shroyer Motor Co.**

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424 East 3rd St.

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Big Spring

**Garrett & Bailey**

Everything in Dry Goods and Notions

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For That "Friendly Service" With a Smile, Trade at The Raney Station. Your Trade and Friendship Is Appreciated.

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STAPLE AND FANCY GROCERIES

"Your Patronage Appreciated"

**A Complete Service For Ranchmen**

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

MARTIN C. REED  
WOOL WAREHOUSE

**Auto-Life-Fire Insurance**  
FOR SUBSTANTIAL SAVINGS ON INSURANCE PREMIUMS  
SEE  
**G. C. Murrell**

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106 WEST THIRD

Big Spring

Teele's Beauty Shop  
STATE HOTEL  
Sterling City, Texas  
Mrs. Floyd Teele  
Manager



Phone 120, Sterling City  
For Appointment



From where I sit ... by Joe Marsh

**Duke Gets His Tractor**

Duke Thomas bought a farm with the money he'd saved in the Service, but he couldn't get a tractor. He needed it badly, but was tenth on the local dealer's list.

"Tell you what," old man Peters says. "If those nine fellows ahead of you agree, you'll get the next one I get in." "No, thanks," says Duke, "I'll just take my turn."

But old Peters mails out nine postcards. And the other day he tells Duke his tractor will be in next week. "I simply wrote the facts to the fellows ahead of you. They decided it."

From where I sit, it's that spirit of understanding that helps make our democracy so great. Understanding for the other fellow's problems and respect for the other fellow's rights—whether it's his right to earn a living, his right to cast his vote against your candidate, or even his right to enjoy a moderate, friendly glass of beer or ale—if and when he chooses. Let's always keep it that way!

Joe Marsh

Copyright, 1949, United States Brewers Foundation

**Feb. 14 Valentine Day**

Buy HER Candy from Our Selection of—  
Whitman's, Pangburn's, and King's Candies.

**DEAL DRUG CO.**

"Your Hometown Druggist"



**North Concho River Soil Conservation News Column**

Jeff Davis is grubbing and kero-

sening mesquite trees in an old field just below his house. Bill Durham is planning to get rid of this invading woody plant on part of his country. The moisture taken for the growth of mesquite trees produce very little usable livestock

feed. Besides, the trees make a pasture difficult to work and shade out the summer grasses. A mesquite tree uses 1900 pounds of water in producing 1 pound of dry matter (stems, bark, leaves, and beans.) Sideoats grama uses 500 pounds of water in producing 1 lb. of dry matter. Much precious water can be wasted on mesquite production.

Worth Durham says the white stuff on the north side of his hills was water.

The Farm and Ranch Magazine is planning a series of articles this year on Range Management and Grass Judging contests for 4-H Club and F.F.A. boys. The stories are to be turned in by the boys to the Soil Conservation District Supervisors and submitted by the supervisors to the magazine for publication. All County Agents and Vocational Agriculture teachers in the North Concho River Soil Conservation District have been sent a suggested subject for the first article requested from this district. The subject is "Composition of Range Vegetation by Sites on My Father's Ranch." About 600 word length is suggested. The Farm and Ranch Magazine is offering attractive prizes for stories accepted for publication.

Marshall Cook of Garden City has been using his sharpshooter for checking moisture penetration following the recent snow and ice storms. One inch of moisture on deep heavy clay soil will penetrate approximately six inches. Two inches will go about twice as deep if none is lost from runoff or evaporation. Cook knows that moisture in the ground now will insure early growth of grass in the spring. Soil moisture is one of the guides which ranchers use to estimate future production of range grasses. Another guide used by Cook and many conservation ranchers is the kind of grasses growing (range condition) and vigor of those grasses. Other factors contributing to range conditions are soil litter, grass density, and past and present erosion of the soil.

Soil temperature one fourth inch below the surface did not go below freezing under good grass cover Monday of last week. Bare soil at one fourth inch was 28 degrees F and frost penetrated 5 inches. Soil under heavy sideoats grama at one fourth inch was 32 degrees F. Scattered frost crystals could be seen to 1 1/2 inches. Frost penetrated to 3 inches in buffalo grass. The snow checked 20 degrees F.

Mrs. Marvin Churchill has gone to Iraan to be with her son and family, the Charles Churchills. Mrs. Charles Churchill is ill.

**BAPTIST CHURCH**

Rev. C.D. McEntire, pastor of the First Baptist Church, announces his sermon subjects for Sunday will be as follows:

Morning: "Don't Take Less Than the Best. (Apologies to the Lee Hat Co.)"

Evening: "The Globe Girdling Gospel."

Miss Mallie Carter will direct the young people's fellowship hour after services.

Mrs. Teddy Johnson, the former Peggy Jean Hinshaw, underwent a tonsilectomy recently, and is now back at work as a nurse in the Shannon hospital in San Angelo.

Mrs. W. B. Atkinson left Wednesday for Gonzales to visit the John Clarks for several weeks. John is Mrs. Atkinson's son. Aaron Clark took his mother in her car and returned by bus.

Dale Hall, son of the D. Halls, has enrolled in the School of Mines at El Paso. Another student in the school there is "Scooter" Carr, son of the Gene Carrs of Garden City. Gene Carr is now the County Judge of Glascock County.

For wedding invitations, announcements, at-home cards, etc., see the local News-Record shop.

**HENNIGAN'S FOOD MARKET**

"We Not Only MEET Competition — We BEAT Competition."



1 lb. 53c  
3# jar 1.59

TIDE, pkg. 31¢

BREEZE, pkg. 27¢

SWEETHEART SOAP, 4 bars 34c

GRAPEFRUIT JUICE, Jack Sprat, No. 2 9c

"Tuffy" Dog Food 9¢

**PRODUCE**

AVACADOS, each 15c

LETTUCE, head 10c

CARROTS, 2 Bunches 15c

GRAPEFRUIT, Ruby Red, each 5c

BANANAS, pound 10c

SPUDS, 10 lb. Purple Bag 59c

**HOME KILLED MEATS**

Sirloin Steak, lb. 79¢

Ground Meat, lb. 49¢

Armour Star Bacon 69¢

LINK SAUSAGE, Armour's Pure Pork, lb 49c

Oleo Colored, lb. 45c

Oleo Uncolored, lb. 35c



**The Sox For Men That Women Appreciate!**

It takes a smart woman-shopper to know a "good buy" in men's sox when she sees one! These sox guarantee a half year's satisfactory wear... assure faultless fit... offer more for the money!

- Buy SIX PAIRS and get the Guarantee Certificate.
- Knit proportioned to fit small, average and large size man.
- 6 months' wear or six new pairs free.
- Laundry tested and approved.

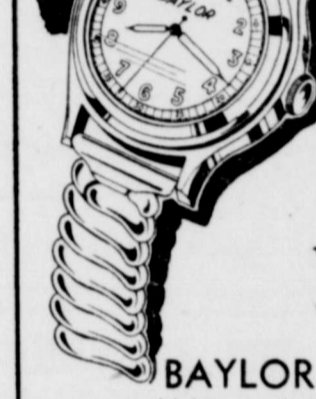
BE SURE To Buy His Socks According To The Size Shoe He Wears. 45c and 50c per pair

**BAILEY BROS.**  
STERLING CITY, TEXAS



**NO CASH REQUIRED**  
Use your old watch as big down payment!

**Zale's TRADE-IN WATCH SALE**



**BAYLOR**  
Moisture-resistant  
**\$1975**  
See this amazing value — ideal for the sportsman. 17-jewel movement, shock-resistant, stainless steel.  
\$1.00 Weekly

**LIBERAL ALLOWANCE FOR YOUR OLD WATCH REGARDLESS OF AGE, MAKE OR CONDITION**  
No need to wait... this is the big Watch Sale you've wanted. You can own the finest... accurate, new 1949 models. Just bring in your old watch. Zale's liberal allowance will more than take care of the down payment. The balance can be paid in easy weekly or monthly installments.  
Choose from famous makes  
BULOVA • BAYLOR • GRUEN  
ELGIN • LONGINES • WALTHAM  
MIDO • BENRUS

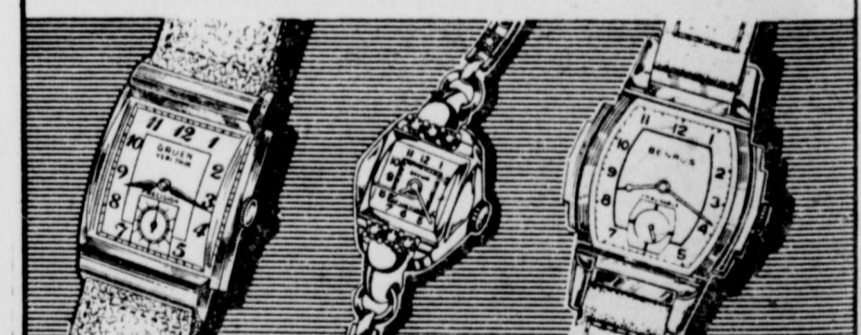


**WALTHAM**  
Charming lady's watch — 17-jewel movement, yellow gold-filled case.  
\$1.50 Weekly **\$6250**

**BULOVA**  
For him — this 17-jewel watch, gold-filled case and expansion band.  
\$1.00 Weekly **\$4950**

**ELGIN de luxe**  
Select this dainty watch, 17-jeweled movement, Dura-Power mainspring.  
\$1.50 Weekly **\$5500**

TERMS AS LOW AS \$1.00 WEEKLY AT ZALE'S



**GRUEN**  
Veri-Thin model — rugged 17-jewel watch with gold-filled case.  
\$1.50 Weekly **\$5950**

**BAYLOR**  
Exquisite ruby-studded watch and band, 17-jewel movement.  
\$1.00 Weekly **\$2975**

**BENRUS**  
15-jewel watch with new ENDURABLE shock-resisting movement.  
\$1.00 Weekly **\$3975**

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**No Interest -- No Carrying Charge**