

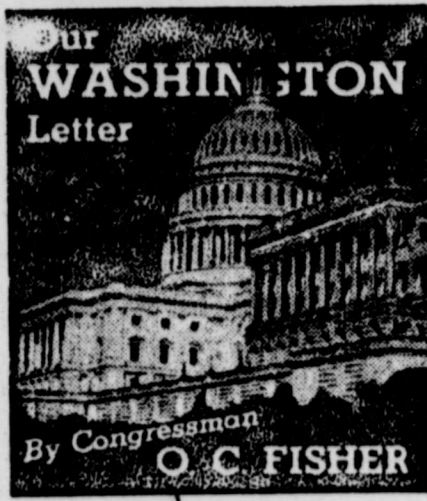
STERLING CITY NEWS-RECORD

VOL. No. 63

"Since 1890" PUBLISHED EVERY FRIDAY AT STERLING CITY, TEXAS

JANUARY 15, 1954

No. 2



Last Thursday President Eisenhower delivered his second State of the Union message to a joint session of the House and Senate. The Constitution requires this, at the beginning of each session. Since the time of Jefferson, it was always done by written messages, read by the clerks of the respective Houses until Woodrow Wilson broke that precedent by appearing personally before the joint session.

By and large, the message was typical of other similar messages by prior presidents of recent years, covering in general terms a variety of subjects with details to be submitted later in special written messages.

One of the first orders of business, where time is vital, is cotton acreage legislation. Last Spring the House passed a bill which set the 1954 acreage at around 22 million acres. But the Senate did not act on it before the recess, and the Secretary of Agriculture had to make allocations under the old law—the limit being a little more than 17 million acres. That was done after the cotton farmers voted overwhelmingly in favor of controls.

On the second day of the session the Senate Agriculture committee did what it should have done last session—it took up the House bill, amended it in some respects, and reported it to the Senate. After the Senate acts the measure will have to be compromised by a conference committee. This should be completed within another week.

Under the House version, several provisions should prove very helpful to our cotton growers in Texas. In cases where a farmer is allotted a certain number of acres but does not desire to plant a less amount or none at all, he may surrender it and let the County Committee re-allocate it to others in that county who desire to plant more than they were allotted. Yet, the farmer who surrenders the acreage will, in computing acreage in future years, be given credit for the acreage even though he did not plant it.

Another important provision in the House bill will permit acreage in a county to be determined by individual history of cotton planted in the past, rather than by the so-called county factor as at present. That should help individual farmers in many instances.

The House bill also permits more flexibility in giving credit in drought areas for the cotton a farmer would have planted had it not been for the dry weather. That should also help in our area.

The Senate committee cut the acreage to 21.3 million acres, whereas the House had set it at nearly 22 million. It will probably be set somewhere between the two figures.

Girl Scouts and Brownies To Sell Cookies Saturday

The Girl Scouts and Brownies will sell homemade cookies here Saturday, said leader Mrs. L. J. Alexander this week. Money made will go to the March of Dimes Drive, said the leader. She hopes for a good showing for the benefit of the MOD Drive.

The sale will start at 10:00 a.m. Saturday morning, and the girls are to meet at the school at that time.

The homemade cookies are to be sold for 25c a bag of a dozen, it was said.

SCHOOL ENROLLMENT NOW 260

Total school enrollment in Sterling City schools was 260 on January 12, with 206 in grade school and 54 in high school.

Enrollment will likely be 275 by the end of January, based upon those who are to return and expected new students, said superintendent O. T. Jones.

Bank Stockholders Met Tuesday

The stockholders of the First National Bank here met Tuesday afternoon and reelected the directors. Reelected as directors were J. T. Davis, J. S. Cole, Claude Collins, Rufus W. Foster and Roy T. Foster.

The directors then renamed the present officers of the bank:—Renamed were J. T. Davis, president; R. T. Foster, vice-president; J. S. Cole, executive vice-president; Hal M. Knight, cashier; Delbert Haralson, assistant cashier and Nan Davis, bookkeeper.

The bank paid a 15 percent dividend the last part of December and paid a 10 percent bonus to employees. The bank is capitalized at \$100,000.00 and has a surplus of \$150,000.00 and undivided profits of better than \$50,000.00.

Bill Green Seeks Sheriff Reelection

Sheriff W. O. (Bill) Green announced this week that he will again seek reelection to the office of Sheriff, Tax Assessor and Collector of Sterling County, subject to action of the Democratic Primaries.

In his announcement, Green says: "I am announcing for re-election to the office of Sheriff, Tax Collector and Collector of Sterling County. In doing so, I wish to thank all of the people of this county for their past cooperation and assistance in helping us to perform the duties of this office, and I ask your continued cooperation, assistance and support."

W. O. (Bill) Green
Pol. Adv.

Murrell Asking For Reelection as Judge

"May I take this opportunity to express my gratitude to the people of Sterling County for the many kindnesses shown my family and me in the past, and for your confidence in entrusting me with the office I now hold. Further enlisting your loyalty and support, I announce for reelection to the office of County Judge with the assurance that I shall endeavor, as in past years, to render service the quality of which will not fall short of your trust."

Sincerely,
G. C. Murrell

Pol. Adv.

Will Durham Seeks Reelection as Clerk

This notice is to place before you my candidacy for reelection to the office of your County and District Clerk, the "BIGGEST LITTLE OFFICE IN THE COUNTY".

I want the job and again respectfully request your vote and influence.

Efficiency in the conduct of the affairs of this important county office, the rendering to you the type of personal service which you as citizens have a right to expect; and to give you an accurate accounting of the County's business is my desire.

A continuation of efficiency and service to you constitute my pledge.

This statement is with humility, yet with sober confidence in my ability to serve you well that I submit to you again my candidacy for re-election.

Your interest, your support, your advice is sincerely solicited.

W. W. Durham

Pol. Adv.

Dearen Asks Reelection

TO THE VOTERS OF STERLING COUNTY:

I again announce for the office of Justice of the Peace in this Precinct No. 1. Please let me thank each and every one for your past support, and also your continued support for this office. Thanking you in advance for your vote

Sincerely yours

A. W. Dearen

(Signed)
Pol. Adv.

Today is what we were all looking forward to yesterday.

There's more hard work than luck in most success stories.

To State Cancer Meeting This Week

Miss Ethel Foster will attend the annual meeting of the American Cancer Society, Texas Division, in Austin this week. The directors will hold the meeting, formulate plans for the coming year, and attend to other matters. Giving a talk to the women of the executive committee will be Mrs. Lucy Milligan of New York, a member of the National Board of Directors of the society.

To Texas Tech Foundation Board of Directors Meeting Next Week

Next week, Miss Foster will attend a meeting of the Foundation Board of Directors of Texas Technological College at Lubbock.

Attends TFWC Board Meeting

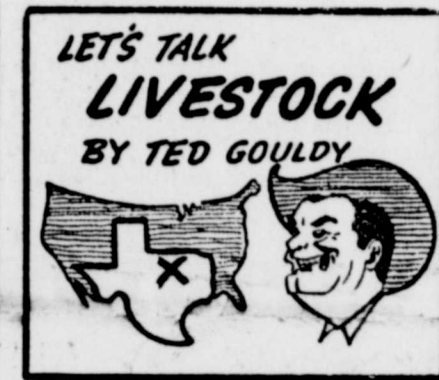
Miss Foster attended a Board of Directors meeting of the Texas Federation of Womens Clubs in Austin last week. She was accompanied by Mrs. Ruth Allen.

Only 56 Cars Inspected Here on January 1

Out of 746 vehicle registrations in Sterling County, only 56 cars or trucks had been inspected on January 1, it was revealed this week.

The deadline for car inspections is April 15, reminds Highway Patrolman Doug Womack.

The official inspection station for this county is the R. T. Caperton Chevrolet Company. Caperton urges car owners to not wait until the day before the deadline.



Fort Worth—The stockyards at Fort Worth has been the scene of visits by some groups of young people lately that showed a very great interest in the study of livestock marketing. The sharp drop of farm prices of the past couple of years has made market know-how of much greater importance to everyone.

On Monday a class of young men from Texas A & M College under Ike Dahlberg were here and made an on-the-spot study of the Fort Worth market. They came on a good day, from the market standpoint, since all classes of livestock staged brisk rallies on that day.

Cattle were 50 cents or more higher, and calves were 50 cents to \$1 higher. Fat lambs were around 50 cents higher and slaughter ewes were strong to 50 cents up. Other sheep were fully steady to stronger.

Hog prices were 50 cents to mostly \$1 higher and the top was \$26. Sows were \$1 to \$1.50 higher at \$19 to \$22.50.

Another group of young men on the market last week and they were the youths engaged in the Economy Beef Production Program sponsored by the Waco Chamber of Commerce and business men of Waco.

This program offers development of the rich central Texas farmlands as a diversified farming-livestock producing area that will be increasingly important since severe acreage allotments are upcoming next. The need for new revenue producing plans for farmers is apparent, and combining farming with livestock growing brings better balance to the operation.

In the Waco group were George Logan, First National Bank, and Leon Thompson, Citizen's National Bank, Waco; Othel Neely, C. of C.; James Eppright and Jimmy Simons, Texas Power & Light Co.; J. C. Fox, ag instructor at Moody; O. I. Boyd, ag instructor at Waco; O. L. Nedbalak, ag instructor at West.

The boys had steers that sold all the way from \$14 for a Jersey steer, up to \$22 for some choice fat cattle.

The Peaster FFA was on hand with some top hogs late last week and along with instructor Sanford White were Robert Deal, Clifford Harris, James Stultz, Lowell Yates, Raymond Yates, Tommy Ray, Hue- (Continued on Back Page)

4-H Club Livestock Show January 23rd

Lions See Film at Luncheon

The members of the Lions Club were shown a film Wednesday at the regular luncheon meeting held in the Community Center. Dean Johnson of KTXL Television, San Angelo, brought the film up for the program. The film was "The Celebrated Jumping Frog of Calaveras County." Johnson spoke briefly on television advertising.

R. T. Caperton reported on the road committee that had been working on road matters to the Johnson oil field north of here. He reported that everyone was in accord and things would be performed to the satisfaction of the companies if and when the field justified it.

Dr. Swann reported that a number of pupils were to be taken to an optometrist in San Angelo on Wednesday afternoon in the sight conservation movement. Sheriff W. O. Green was to take the children.

It was announced that the Upper Colorado Authority was to hold a meeting here soon, and several of the club members had been invited to attend. Caperton remarked that in the years to come we might need the help and cooperation of the UCRA if our underground water supply should fold up here.

Doug Womack and H. L. Hildebrand reported on their new member contest set-up. Six new members were present Wednesday. They included Boots Williams, Louie Alexander, H. W. Smith, W. W. Durham, Gene Carr, W. R. Hudson. Guests were Dean Johnson and J. N. Percifull.

SALES CONTEST WINNER

DALLAS, Texas—Mr. and Mrs. Herbert Smith of Sterling City, are still telling their friends about spending the New Year's holidays in Mexico City.

Mr. Smith, of the Sterling Motor Company, Ford Dealership in Sterling City, won the six-day, expense paid trip for himself and Mrs. Smith as prize in a sales contest conducted by the Dallas Ford Sales District.

He was top salesman in his zone, and one of the 18 winners among 188 Ford dealerships in the district in sales competition on cars and trucks from Oct. 1 through Dec. 10.

Mr. and Mrs. Smith flew to Mexico City from Dallas on Dec. 30 with a group of 35, and returned Jan. 4. They took side trips to Taxco, Cuernavaca, and other Mexican cities.

The Annual Sterling County 4-H Club Boys Livestock Show will be held here Saturday, January 23, announced County Agent Fred Campbell this week.

The show will be held just south of the Legion Hall here as in past years. Thirteen 4-H Club members will exhibit 75 lambs, said Campbell. Twenty-two of the lambs are crossbred and 53 are fine wool.

The lambs were bred by J. G. Bird, J. C. Reed, Leo Radde, E. F. McEntire & Son, Billy Ralph Bynum, Lester Foster, W.N. & L.R. Reed, Riley King, Foster S. Price, Worth Allen, T. H. Humble and T. F. Foster.

Club members feeding the lambs include Delmar Radde, Bill Davis, Alfred Chapple, Jodie Green, Tony Allen, Lynda Allen, Bill Humble, Bobby Dunn, LeRuth Reed, Jodie Emery, Marvin and Melvin Foster and Don McDonald.

Show officials are Ewing McEntire and Clinton Hodges and Ross Foster. Members of the show committee are Foster S. Price, Clinton Hodges, L. F. Hodges, Neal J. Reed, Ross Foster, Ewing McEntire, Chesley McDonald and Ralph Davis.

Upton County Agent to Judge

The judge of the show will be W. M. (Dub) Day, Jr., County Agent from Rankin (Upton County). Judging will begin at 11:00 a. m. Lunch will be served by women of the Methodist Church. The concession stand will be operated by the members of the senior class. The sale will be held after lunch, said Campbell.

Money for the show has been raised through two turkey shoots held in November and December. The club and sponsor would appreciate the support of local ranchmen and business houses at the auction sale of the fat lambs. Boys are allowed to sell only one lamb each at the sale, said Campbell.

MISS ETHEL FOSTER HONORED AT TEA IN BRACKETVILLE

Miss Ethel Foster of Sterling City discussed "Women's Clubs in Foreign Lands" on Wednesday of last week for the New World Study Club at a tea in her honor at the Fort Clark Ranch near Bracketville.

Miss Foster, who is treasurer of the General Federation of Womens Clubs, lauded the accomplishments achieved by contacts of foreign women with the American women.

Mrs. Ruth Allen accompanied her on the trip. Following the Bracketville meeting, they went on to Austin where Miss Foster attended a TFWC executive meeting.

When you stop to think, don't forget to start again.

Prescription to be Filled



North Concho River Soil Conservation News Column

On Friday, January 8, George Skeete of Water Valley held a range pitting demonstration on the old Harcin place just west of Water Valley on the San Angelo Highway.

George recently purchased the pitting plow to get his range land in shape to hold some moisture when it does rain.

There were about twenty-five interested ranchers present and much interest was shown for using this kind of operation on the bare spots and other places where the turf is short on range land in the vicinity. It was pointed out that by pitting on the contour that much water could be stopped from running off and held up to re-establish a turf on bare ranges. The pits also offer a very good seed-bed for planting range grasses.

Mr. Skeete pointed out that the extra moisture put in the ground by pitting would easily offset the cost of doing the pitting, since the plows are relatively inexpensive and do not require much power to pull.

CONGRESSMAN O. C. FISHER NAMED CHAIRMAN OF THE TEXAS DELEGATION

Rep. O. Clark Fisher of the 21st district has been elected chairman of the Texas delegation in Congress for 1954, according to word from Washington. He succeeds Paul Kilday of San Antonio who headed the Texas lawmakers in Washington last year.

The Texas delegation, now composed of 24 members, including the two Senators, is one of the larger state groups. Fisher serves on the House Armed Services Committee and a number of subcommittees which handle legislation concerned with national defense.

For engraved announcements, cards, letterheads and envelopes, see the News-Record. Prices are reasonable.

When you need paper drinking cups or dispensers, see and buy them at the News-Record.

Drinking Cups at News-Record.



NEW 1954 CHEVROLET

The new 1954 Bel Air 4-Door Sedan.

It stands to reason that you'll get the finest Valve-in-Head engine in the low-price field from the world's largest builder with 40 years of experience in developing and improving this type of engine. And now for '54... New power! New economy of operation! Smoother, quieter, finer performance!

For 1954, Chevrolet brings you your choice of two great high-compression Valve-in-Head engines. One, the advanced "Blue-Flame 125" engine, delivering 125-h.p. and teamed with the highly perfected Powerglide Automatic Transmission, now available on all models at extra cost. And the other, the advanced "Blue-Flame 115" engine, deliver-

ing 115-h.p. and teamed with the highly improved Synchro-Mesh Transmission, providing smooth, quiet gear engagement. Both of these engines bring you sensational new power and performance as well as new and improved gasoline economy. Come in; see and drive this smarter, livelier, thriftier Chevrolet and place your order now!



Builder of more than twice as many VALVE-IN-HEAD ENGINES as all other makers combined

R. T. CAPERTON CHEVROLET CO.

Phone 35

Sterling City, Texas

MARKET SPECIALS

- Chuck Roast lb. 43^c
- Pressed Ham, lb. 49^c
- Longhorn Cheese lb. 49^c
- Sun Spun Oleo, lb. 23^c
- Cheese, Swifts Premium 2 lb. Box 89^c
- Cokes, 12 Bottle Ctn. 49^c
- Tomatoes, 3 #1 Cans 29^c
- Cigarettes, carton, \$2.09
- Scott Towels, 2 rolls 35^c
- Face Soap, Peter Pan, with Dish Towel 21^c



Large 19^c

Catsup, Sun Spun 19^c

3 Minute Oats Small Box 15^c

5 lbs. 49^c

10 lb. sack 98^c

25 lbs. 2.09



3 lbs. 75^c

PARD DOG FOOD, 2 for 29^c

KLEENEX, 200's, 2 bxs 29^c

Scott Tissue 2 Rolls 25[¢]

Betty Crocker Cake Mixes 39^c



.28

CHAPPLE'S FOOD STORE

Specials for Saturday and Monday

We Appreciate Your Business

CHARTER NO. 9813 RESERVE DISTRICT No. 11
REPORT OF THE CONDITION OF
The First National Bank
of STERLING CITY, TEXAS

In the State of Texas at the Close of Business on Dec. 31, 1953
Published in response to call made by the Comptroller of the Currency,
Under Section 5211, U. S. Revised Statutes.

ASSETS	
Cash, balances with other banks, including reserve balance, and cash items in process of collection	745,085.51
United States Government obligations, direct and guaranteed	1,103,241.70
Obligations of States and political subdivisions	420,664.24
Other bonds, notes, and debentures	300,083.34
Corporate stocks (including \$7,500.00 stock of Fed. Reserve bank)	7,500.00
Loans and discounts (including \$668.32 overdrafts)	510,116.74
Bank premises owned \$4,750.00, furniture and fixtures \$3,750.00	8,500.00
Other Assets	5,969.20
TOTAL ASSETS	3,101,160.73

LIABILITIES	
Demand deposits of individuals, partnerships, and corporations	2,639,428.32
Deposits of United States Government (including postal savings)	11,237.85
Deposits of States and political subdivisions	147,765.43
TOTAL DEPOSITS	\$2,798,431.60

CAPITAL ACCOUNTS	
Capital Stock: Common stock, total par \$100,000.00	100,000.00
Surplus	150,000.00
Undivided profits	52,729.13
TOTAL CAPITAL ACCOUNTS	302,729.13
Total Liabilities and Capital Accounts	3,101,160.73

MEMORANDA	
Loans insured or guaranteed by Veterans' Administration—insured or guaranteed portions only	5,238.72
Total Amount of Loans, Certificates of Interest and Obligations, or Portions Thereof (listed above), which are fully backed or insured by agencies of the United States Government (other than "United States Government obligations, direct and guaranteed.")	5,238.72

State of Texas, County of Sterling, ss:
I, H. M. KNIGHT, cashier of the above-named bank, do solemnly swear that the above statement is true to the best of my knowledge and belief.
H. M. KNIGHT, Cashier.

CORRECT ATTEST:
J. T. DAVIS
J. S. COLE
RUFUS W. FOSTER
Directors (Seal) Anna Lee Johnson, Notary Public

Sworn to and subscribed before me this 5th day of January, 1954, and I hereby certify that I am not an officer or director of this bank.
Anna Lee Johnson, Notary Public

New 1954-55 Texas Almanacs at News-Record. \$1.25

**Only 34 Inches of Rain
In the Last 39 Months**

It rained only 34 inches here in the last 39 months. Starting with the latter part of October 1950, the rain gauge at the J. T. Davis place here has recorded only 34 inches of rain.

The twenty-seven year average of 1923 through 1950, the yearly average rainfall here was 20.97. The average for the past three years has been only 11.23, just a bit over half the normal average. The average for the past thirty years was 20.60 inches.

In 1951 it rained 9.89 inches; in 1952 rainfall was 10.17 and for 1953 totaled 13.64 inches.

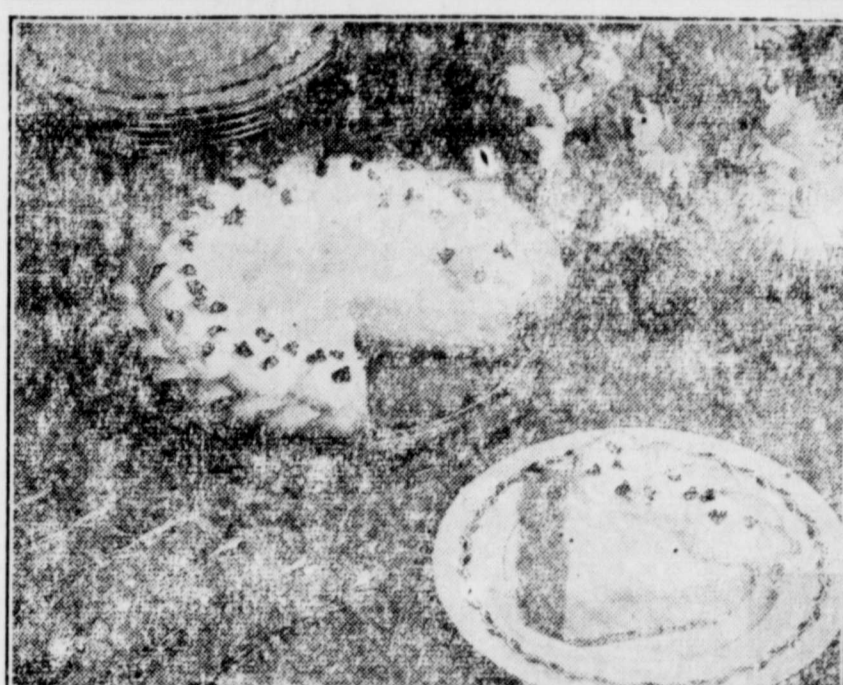
Senior Bake Sale

The Senior Class of Sterling City High School will hold a bake sale in the lobby of the Palace Theater Saturday morning, it was announced this week. Both cakes and pies will be sold, said a spokesman for the class.

THANK YOU
We have sold our station to Don Hodges. May we offer our sincere thanks and appreciation to all.
H. G. and Jean McWilliams.

Join the **MARCH OF DIMES**
IT WILL TAKE MORE IN '54!
January 2 to 31

**Coconut Cream Pie - The Easy Way
PIE OF THE MONTH**



BY BETTY BARCLAY

Want to bake a luscious coconut cream pie? Sounds like a lot of work, but actually nothing could be easier in these days of packaged foods. Just a few minutes to make—and bake—a flaky prepared pie crust mix. Then add milk to coconut cream pudding and pie filling mix, cook for just a few minutes, allow a few minutes more for cooling, then into the baked pie shell it goes. The creamy texture and rich coconut flavor of this pie filling make it the tastiest treat imaginable—especially when you top it with whipped cream for extra richness and beauty.

- Coconut Cream Pie**
- 1 package coconut cream pudding and pie filling mix
 - 2 cups milk*
 - 1 baked 8-inch pie shell
 - ½ cup cream, whipped and sweetened
- Combine pie filling mix and milk in saucepan. Cook and stir over medium heat until the mixture comes to a full boil. Remove from heat. Cool only about 5 minutes, stirring once or twice. Pour into pie shell. Chill. Spread sweetened whipped cream on top.
- *If desired, 6 tablespoons dry skimmed milk powder and 2 cups water may be substituted for the milk. Combine pudding mix and milk powder. Add water gradually and proceed as directed.

Round The Clock

By Betty Barclay

YES, indeed, the Postum Milk Shake for which the recipe is given below is a beverage that can be enjoyed round the clock by all age groups. The secret of its versatility is the instant cereal beverage that can be taken between or at meals by youngsters as well as adults. And, be sure to make enough, 'cause once your family discovers how delicious and refreshing this beverage is, they're sure to want more.

- Postum Milk Shake**
- 3 tablespoons hot water, 1½ tablespoons instant cereal beverage; 2 tablespoons sugar; 3 cups chilled milk*; ¼ teaspoon vanilla (optional).
- Combine hot water and instant cereal beverage in shaker, glass jar, or electric blender. Mix until instant cereal beverage is dissolved. Add sugar, milk, and vanilla, if desired; blend. Makes 3 servings.
- *Homogenized milk is preferred.
- For 1 serving, dissolve 1½ teaspoons instant cereal beverage in 1 tablespoon hot water in shaker or glass jar.
 - 2 teaspoons sugar and 1 cup chilled milk. Add few drops of vanilla, if desired. Shake well to blend.

HOSPITAL NOTES

Patients in the Sterling County Hospital on Thursday morning of this week included—
Mr. and Mrs. D. P. Glass
Roy Foster
C. R. Carter of Wink
Mrs. Amanda Reed
Kirk Edwards
Sam Chumley
Sue and Geraldine Williams
Bobby Blair.
Dismissals since Thursday morning of last week include—
Mrs. Louis Bernal, Jr.
Mrs. George Carter
Mrs. Emilie Wiesner
Thomas Earl Martin
Mrs. Robert Glaser and infant son, James Robert.

If all the New Year's resolutions were laid end to end they wouldn't reach to the first of February.
8-BALL
Folks used to deny themselves luxuries to have money in the bank—today they go without money to have luxuries.
8-BALL

**Announcement
Column**

The following candidates are announcing for the offices as listed, subject to the action of the Democratic Primary in July:
For COUNTY TREASURER:
MRS. SALLIE WALLACE
For COUNTY JUDGE:
G. C. MURRELL (Reelection)
For COUNTY & DISTRICT CLERK:
W.W. DURHAM (Reelection)
For SHERIFF, TAX-ASSESSOR AND COLLECTOR:
W.O. (Bill) GREEN (Reelection)
For JUSTICE OF THE PEACE:
A.W. DEAREN (Reelection)

**Three ways
to brighten
"Blue Monday"**



No rubbing, no scrubbing—your electric washing machine does all the hard work!

**MORE HELP WITH
YOUR LAUNDRY WHEN YOU
LIVE ELECTRICALLY!**



No heavy totin', no waiting for the sand and wind to stop blowing or the sun to shine—an electric dryer makes laundry fluffy-dry!



Ironing is done in HALF the time with a big, work-saving electric ironer!

See Your Electric Appliance Dealer!
**West Texas Utilities
Company**

LANDING MATS
3X12 feet, 70-lbs. \$5.50 in Lots of 50
FOR SALE
**Williams Feed & Ranch
Supply**
or A.P. FAMBROUGH, Goldthwaite

Sloan's Rest Home

- 24 Hour Nursing Care
- Any Type Medication
- Excellent Food
- New Fireproof Building
- Companionship
- Licensed by the State

WE HAVE A FEW VACANCIES FOR
ELDERLY, INVALID OR SENILE PATIENTS

R. L. Sloan, Owner
Phone 2-0801

2316 West Ohio
Midland, Texas

TAGGING AND SHEARING
TAGGING 9 CENTS
SIGN UP NOW FOR SHEARING
JOHN BALDERAZ
Phone or See Me at Lowe Hardware Co. Sterling City, Texas

Two Operators to Serve You:—
MRS. RUBY GRUNY
MRS. CATHERINE DAVIS



Call 123 for Appointment
Vanity Beauty Shop
Sterling City, Texas
(All appointments not cancelled 1 hour before time to be charged for)

it's here!
Whispering Power
by **EVINRUDE**
see it—hear it
try it—at your Evinrude dealer

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

The Texas Co.
Petroleum and Its Products
HENRY BAUER, Jr.
Consignee
Phone 157

Palace Theater

Fri., Sat., Jan. 15-16
"Plunder of the Sun"
Glen Ford, Diana Lynn
Sun., Mon., Tues., Jan. 17-18-19
"Island in the Sky"
John Wayne, Lloyd Nolan
Wed., Thurs., Jan. 20-21
"HOUDINI"
Tony Curtis, Janet Leigh
Fri., Sat., Jan. 22-23
"Column South"
Audie Murphy, Joan Evans

Have You

been visiting had visitors sold anything bought anything had a party been to one joined a club or been thrown out of one got engaged been jilted got married been divorced had triplets quadruplets or even one baby?

That's News!

and we, and your friends would like to know about it.

Call The News-Record

ask for the society editor, that's me

Or If You're Scared

we can't spell your name or somebody else's

Then Write It Up

on a piece of scratch paper and bring it in or mail it in or something and we'll all know it and we'll all be happy!

Thank You!

Realtors -- Land Loans
YOUR LISTINGS APPRECIATED
Rentals, Homes, Land

Sterling Finance Co.
P. O. Box 668, Sterling City, Tex.

STERLING LODGE
A. F. & A. M.
No. 728

Regular Meetings on the Second Tuesday of Each Month



GUARANTEED WATCH, CLOCK AND JEWELRY REPAIRING

A L HART
Water Valley Texas



Behind The 8 Ball

Roland Lowe and Billy Roland Conger were taking a TV set to Garden City Monday for installation. The set came in on the Sunset Truck and the boys loaded it in the Lowe pick-up still in its box, without opening it, and took off for Garden City to install it. When they got there and uncrated it—it had been busted up in transporting—somewhere down the line. So they brought it back.

When Roland Lowe was in the hospital between Christmas and New Years with a bum throat, I called over there to the hospital and told them that Roland and I were in the habit of having a cup of coffee at Long's Drug each morning about that time. Mildred said come on over and we'll have the coffee ready.

When Mildred brought the coffee in, she said, "This is one thing I like about Sterling City. When two people are in the habit of having coffee each morning at a certain time, they don't let being in the hospital stop them."

It got so cold in Sterling City Monday that the hens wouldn't lay, the ink wouldn't work right, the water wouldn't run, several people were heard to say "How do you like this cold weather?"

Now is about the time that Dad will discover who it was that did most of the Christmas giving.

New 1954-55 Texas Almanacs at the News-Record for \$1.25.

Our little boy didn't write a letter to Santa Claus last year; in fact he never even told him what he wanted for Christmas. But last week, he decided that he had better get his order in early for next Christmas—so he wrote Santa a letter.

He addressed it Santa Claus at the North Pole.

I have a brother-in-law that is spending the winter at the North Pole. He is with the U.S. Army Air Forces at the winter testing island called T-3, North Pole. A Christmas card from him was postmarked "North Pole." About the only way he writes to my sister is through radio hams. He radios ham friends of his over the world and they relay his messages by letter.

He called home by phone once. The group are actually 90 miles from the North Pole. There are 9 of them, and they are from the Thule, Greenland U.S. Army Air Base.

After all is said and done there is more said than done. Right?

Attend church Sunday and have your faith lifted.

THE AMERICAN WAY



It's Time To Unwrap It!

OUR DEMOCRACY—by Mat

NEVER AN "OFF YEAR"

BECAUSE THERE ARE NO NATIONAL OFFICES AT STAKE, THIS IS KNOWN AS AN "OFF YEAR" ELECTION, BUT THERE IS NO "OFF YEAR" IN THE RESPONSIBILITIES OF GOOD CITIZENSHIP.



ACROSS THE COUNTRY, MANY STATE AND LOCAL OFFICES WILL BE FILLED, MANY ISSUES WILL BE UP FOR DECISION. CITIZENS ALERT TO THEIR RESPONSIBILITIES WILL CAST THEIR BALLOTS, RECOGNIZING THAT THE RIGHT TO VOTE IS ONE OF THE GREAT PRIVILEGES OF OUR DEMOCRACY.

Rubber Stamps at the News-Record

HEARING BAD?

If so, you will be happy to know how we have improved the hearing and relieved those miserable head noises, caused by catarrh of the head, for thousands of people (many past 70) who have used our simple Elmo Palliative Home Treatment in the past 16 years. This may be the answer to your prayer. NOTHING TO WEAR.

Here are SOME of the symptoms that may likely be causing your catarrhal deafness and head noises: Head feels stopped up from mucus. Dropping of mucus in throat. Hawking and spitting. Mucus in nose or throat everyday. Hearing worse with a cold. Hear — but don't understand words. Hear better on clear days. Worse on rainy days. Head noises like crickets, bells, whistles, clicking, escaping steam or many other sounds.

If your condition is caused by catarrh of the head, you, too, may likely enjoy such wonderful relief as many others have reported. WRITE TODAY FOR PROOF AND 30 DAY TRIAL OFFER.

THE ELMO COMPANY, DEPT. C72C DAVENPORT, IOWA

SPORTING GOODS
FISHING TACKLE. GUNS, AMMUNITION, CAMPING, etc.

C. C. AINSWORTH
PHILLIPS 66 STATION Phone 148
FIRESTONE TIRES Sterling City, Texas

FAITH
...backed by dollars

When you see telephone lines going up, you see proof your telephone company believes in the future of your community.

Your company backs that faith by investing millions of dollars to improve your service. Many of your neighbors share its faith, too. Some show it by investing their savings; others by investing their careers; some by doing both.

It's faith... and partnership like this... that keeps America great.



General Telephone Company of the Southwest



A Member of One of the Great Telephone Systems Serving America.

General Telephone System is backed by resources of over 400 millions of dollars

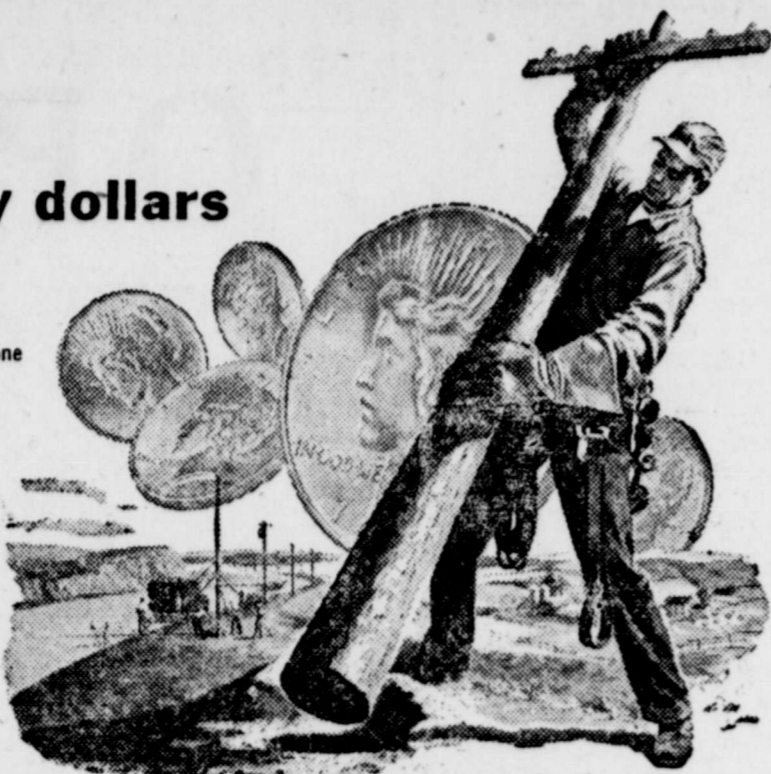
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Housewives wanted—Address advertising postcards. Must have good handwriting. Write National Engraving, Watertown, Mass.

"ARE WE LOSING A CONTINENT?" * * * * * What's behind the Russian "Whaling" expeditions to the Antarctic? Rear Admiral Richard E. Byrd, warns that America has been caught napping and is in

danger of forfeiting its hard-won right to the strategic Antarctic. Read it in the American Weekly, that great magazine distributed with next Sundays Los Angeles Examiner.

BEAR HUNT



SPORTING GOODS

FISHING TACKLE. GUNS, AMMUNITION, CAMPING, etc.

C. C. AINSWORTH

PHILLIPS 66 STATION
Phone 148

FIRESTONE TIRES
Sterling City, Texas



With its trend-setting advances... Ford's worth even more for '54

STYLE DIVIDEND

3 New Body Styles... 28 models

There's a new transparent-roofed Crestline Skyliner... a sparkling new Crestline Fordor... and a smart new Customline Ranch Wagon in Ford's line for '54. Each of Ford's 14 body styles is available with the new Y-block V-8 or I-block Six engine.

New Astra-Dial Control Panel

The speedometer is placed where you can quickly spot the figures almost without taking your eyes off the road. The '54 Ford's beautiful new interiors are color-harmonized with the body color of your choice.

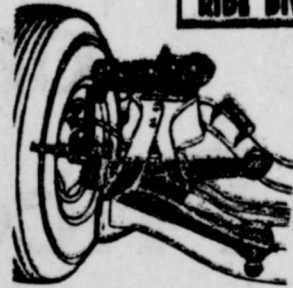
It's the Dividends that make it Worth More



RIDE DIVIDEND

New Ball-Joint Front Suspension

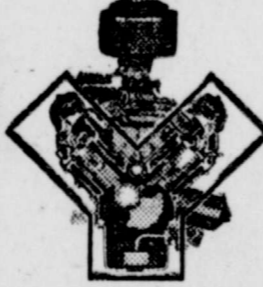
This revolutionary new suspension is the greatest chassis advance in 30 years... and it's exclusive to Ford in its field. It gives front wheels greater up and down travel to smooth out the going on rough roads. And it helps keep the wheels in true alignment for consistently easy handling. Movement of wheels is on ball joints whether up and down... right or left.



PERFORMANCE DIVIDEND

New 130-h.p. Y-BLOCK V-8

An extra-deep skirt gives greater rigidity for smoother, quieter operation, longer engine life. Free-turning overhead valves. Double-Deck Intake Manifold. High-turbulence combustion chamber. Low-friction design give you 18% more power, greater economy.



New 115-h.p. I-BLOCK SIX

This new Six has an extra-deep block for greater rigidity... smoother, quieter performance... and longer engine life. Free-turning overhead valves. High-turbulence combustion chamber and low-friction design help produce 14% more power.



DIVIDEND IN DRIVING EASE

Ford offers five optional power assists* you might expect to find only in America's costliest cars. Master-Guide power steering does up to 75% of your steering work, yet leaves you with natural steering "feel" on the straightaways. Swift Sure Power Brakes do up to one-third of the work in stopping. Fordomatic Drive gives torque converter smoothness and the "Go" of automatic mechanical gears. And only Ford in its field offers Power-Lift Windows, both front and rear, that open or close at a button's touch... and a 4-Way Power Seat that adjusts up and down, as well as front and back, at a touch of the controls.



*At extra cost P.C.A.

No car in the low-price field has ever offered so many "Worth More" features as the '54 Ford. In addition to all the features that have already established Ford as the "Worth More" car, you now get a host of brand new dividends. These include a choice of two new deep-block engines... the most modern engines in the industry. You also get Ford's new Ball-Joint Front Suspension... beautiful new interiors... and styling that will make your heart beat faster.

Ford also makes available to you all the optional power assists... features you might expect to find only in the costliest cars. If you have not yet seen the new Fords, come in and inspect them today. Then Test Drive a '54 Ford... you'll want to drive it home!

More than ever... THE STANDARD FOR THE AMERICAN ROAD

'54 FORD

Come in... Test Drive it today!

Sterling Motor Company

PHONE 197

STERLING CITY, TEXAS

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.

WOMEN WANTED

Housewives—Address advertising postcards. Must have good handwriting. LINDO, Watertown, Mass.

It's Easy...

By Betty Barclay

when you know how! And the "know-how" in making this luscious Lemon Angel Cake is lemon pudding and pie filling mix. The pudding, made in a jiffy, gives that real lemon flavor to the frosting and when combined with the other ingredients listed below provides a fluffy golden topping for an angel cake.

Lemon Angel Cake

1 package lemon pudding and pie filling mix; 1 1/2 cups water; 1 egg; 1/2 cup butter; 1 1/2 cups sifted confectioner's sugar; 10-inch angel food cake.

Combine pudding mix and 1/4 cup of water in saucepan. Add whole egg and blend well. Then add remaining 1 1/4 cups water. Cook and stir until mixture comes to a full boil and is thickened. (This takes about 5 minutes.) Remove from heat. Cool about 5 minutes; stir once or twice. Chill.

Cream butter until soft. Add sugar gradually, blending well after each addition. Add chilled pudding gradually, beating well with rotary egg beater.

Split cake into three layers. Spread frosting between layers and on top and sides of cake. Makes 10 to 12 servings.

City Barber Shop

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

Texas Trends
dallas fashion center



Dallas Fashion Center Photo
MARCY LEE of Dallas picks up the predominant color in a woven cotton plaid dress with a solid-color brief jacket for spring into summer wear.

Legion Sponsoring Dance For March of Dimes

The Sterling City American Legion Post is sponsoring a dance for benefit of the March of Dimes, it was reported this week. The dance will be held in the Legion hall on Friday night, January 29. Donations of \$1 or more will gain one entrance to the dance, said Bill Loven.

Bill Aylor and his Dixieland Orchestra will play for the affair. The Legion invites everyone to the dance, and hopes for a good return for the March of Dimes drive.

Let's Talk Livestock

(Continued from Front Page)
lyn Duvall, Larry Shields, Howard Plumlee, Norman Rudolph, Happy Dawson and Jerry Clinton.

The first bunch of milk fat lambs of the new year arrived Monday. These lambs were shipped to Fort Worth by Walter Stephens of Concho County. The 98 head averaged 72 pounds and drew \$19. This price was also top for old crop woolled lambs Monday. The Eastward march of sheep production was pointed up by a shipment of 75 woolled ewes that averaged 126 pounds and brought \$8.50. They came from Shreveport, Louisiana, consigned by A. H. Kelly. He also had some \$18 lambs and \$14 yearling muttons in the load.

From the opposite side of the map were the 180 shorn lambs from Hal Bogle, Dexter, N.M., that averaged 99½ pounds and drew \$19.

A load of good feeder yearlings were sent in by John Capp, Hall County. Twenty head weighed 658 lbs. at \$18.

Northeast Texas was represented with C. A. Malone's steers from Clarksville. One hundred and twenty five steers weighing 1,139 lbs. drew \$20; 45 head at 1,041 lbs. drew \$18; and 25 head at 901 lbs. drew \$17. Harry Akin, Travis County, had a load of 950-lb. steers at \$22. National Livestock Co., Carlsbad, New Mex., marketed a load of 598 lb. cows at \$7, and some odd baby calves at \$13.50.

New Texas Almanac-News-Record

OPEN All Night

We Are Now Staying Open All Night for the Convenience of Our Customers; Also for the Convenience of Passing-Through Travellers.

We Will Be Happy to Have Your Trade, Either for Groceries or at Our Lunch Counter.

We Appreciate Any or All of Your Trade.

DRIVE-IN GROCERY

Garrett & Bailey

Everything in Dry Goods and Notions
PHONE 24 STERLING CITY, TEXAS

GIVE *Voluntarily* TO **MARCH OF DIMES** JANUARY 2-31

For **PATIENT CARE RESEARCH EDUCATION**

FIGHT INFANTILE PARALYSIS

Bailey's January Sale!!

3 Big Days--Sat., Mon., Tues., Jan. 16, 18, 19

SUIT SALE

- Regularly \$59.95 on Sale at Only \$44.95
- Regularly \$55.00 on Sale at Only \$41.25
- Regularly \$50.00 on Sale at Only \$37.50
- Regularly \$45.00 on Sale at Only \$33.75
- Regularly 39.95 on Sale at Only \$29.95

1 Lot of SHIRTS

\$3.95 SHIRTS for \$2 \$3.50 SHIRTS for \$1.75
\$3.00 SHIRTS for ONLY \$1.50

1 Lot of Sport Coats

\$12.50 Coats for \$6.25 \$10.00 Coats for \$5.00
\$7.50 Coats for Only \$3.75

20% Off On All Luggage

1 Lot Top Coats At Half Price

25% Off On Shoes

BAILEY BROS.

Sterling City, Texas