

STERLING CITY NEWS-RECORD

VOL. No. 63

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

APRIL 23, 1954

No. 16

Lions Talent Show Tonight at School

The curtain will rise on the big talent show tonight in the school auditorium, said Mrs. Anna Lee Johnson, director, today. Many entries have been completed and rehearsed, and the wraps will be taken off tonight at the affair.

Reserved ticket sales have been good, and if you don't have your seat, better hurry and pick out one, said club officials.

Kent Jones will act as master of ceremonies, said Mrs. Johnson. Three judges have been selected, and they are from out of town.

Several skits will be given and a number of talent acts are in the offing to produce an evening of good entertainment.

Prices of admission are \$1 for reserved seats and 50c for general admission. Money raised will be used by the club for some worthy civic enterprise.

Prize money has been set up for the three first places—of \$15, \$10 and \$5. Come see who wins the money and have a full evening's entertainment for the entire family.

Rev. Robert Ritchie Is Guest Speaker at Club

Mrs. N. H. Reed presided over the meeting of the Wimodausis Club when it met Wednesday afternoon in the club room of the community center. The meeting was opened with a prayer by Mrs. Baxter Greer, followed by group singing.

The Rev. Robert Ritchie, pastor of the First Baptist Church, spoke on "The Birth, the Death and the Resurrection of Christ".

Refreshments were served by Mrs. Roy Morgan and Mrs. Ritchie. Present were Mrs. T. F. Foster, Mrs. Harvey Glass, Mrs. W. N. Reed, Mrs. Baxter Greer, Mrs. Frank Cole, Mrs. R. P. Brown, Mrs. Lester Foster, Mrs. H. F. Donalson, Mrs. Roy Morgan, Mrs. Robert Ritchie and Mrs. N. H. Reed.

The finance committee of the Wimodausis Club wishes to take this opportunity to thank all its members for the lovely cakes and pies sent to the bake sale Saturday and for the cash donations sent by members who could not furnish cakes or pies. The proceeds from this sale will be given toward air-conditioning the community center.

The Bruce Medfords are on a vacation trip that will take them to Atlanta, Georgia, to visit with one of Mrs. Medford's brothers. There will be no preaching at the Methodist church next Sunday. Sunday School will be held at 10 a.m. as usual.

Lions Club Luncheon

The Lions club members met at the community center for the regular luncheon meeting at noon Wednesday. A grand meal by Mrs. Levi Martin was served to the 30 members and guests present.

A telegram of congratulations from Lion Keeton of Lions International was read by President C. A. Long. The congratulations was on the successful drive for new members obtained by the club in the membership drive. A certificate of achievement was received from Lions officials and presented, also.

The talent show was talked and sale of reserved seats was said to be good. Seats are on sale by Mrs. Anna Lee Johnson.

There was some talk on opening of the swimming pool in the park.

Engagement of Miss Mary Lee Swindell Announced

Mr. and Mrs. J. E. Swindell of Wichita Falls announce the engagement of their daughter, Mary Lee, to Mr. James William Strong, son of Mr. and Mrs. Troy Strong of Odessa, Texas.

The wedding will be an event of June 5 in the First Baptist Church in Hawley, Texas.

Miss Swindell is a teacher of English in the Sterling City High School. Mr. Strong, a civil engineer, is employed by the Texas Highway Department in Sterling City.

HOSPITAL NOTES

Patients in the Sterling County Hospital on Thursday morning of this week included—

Fannie Copeland
Mary Gonzales
Mrs. Belle Richardson
Mr. and Mrs. D. P. Glass
Mrs. Jack Douthit
Mrs. Foster S. Price and infant son, Allen Leonard
Dismissals since Thursday morning of last week include—
Loren Neel
Jimmy Whitley.

Son to the Foster Sims Prices

A son, named Allen Leonard, was born to Mr. and Mrs. Foster S. Price in the Sterling County Hospital about noon Tuesday. The baby weighed eight pounds and ten ounces.

Grandparents are Mr. and Mrs. Hill Allen of Throckmorton and F. S. Price of Ruston, La.

Death Claims Mrs. W. F. Kellis at 93

Buried Here Monday Morning

Death claimed Mrs. W. F. (Nannie Martin) Kellis on April 16 at the home of her daughter, Mrs. B. B. Huckell, Riverside, California. Her husband, W. F. (Uncle Bill) Kellis, preceded her in death in March, 1945. Mrs. Kellis was buried here in the City Cemetery beside her late husband, who was the founder of the News-Record and publisher and editor for over 50 years.

Born in McLennan County on November 20, 1860, Mrs. Kellis was married to Uncle Bill January 6, 1880 at West, Texas. They lived here for 57 years, leaving here in March, 1944 for Arizona. They had come to Sterling in 1887.

Survivors include the daughter, Mrs. B. B. Huckell of Riverside, California; a son, Pat Kellis of Dewey, Arizona, five grandchildren and four great grandchildren.

Funeral services were held here in the Presbyterian Church Monday morning at ten o'clock. Dr. Baxter Greer, pastor, was the officiating clergyman, and Lowe's Funeral Home was in charge of arrangements.

Pallbearers were S. M. Bailey, E. L. Bailey, Hal M. Knight, Clell C. Ainsworth, W. B. Allen and Fowler McEntire.

Out-of-town people here for the funeral included Sam T. Dowty and son, David of Coleman, Andy Davis of San Angelo, Mrs. Lowe Slaton, Miss Eula Slaton and Dr. and Mrs. Roy E. Glass of San Angelo, Mrs. B. Huckell of Riverside, California, Pat Kellis of Dewey, Arizona, Pvt. Sam Kellis of Ft. Bliss, Texas and Mrs. Ervin Grigsby of Sanderson.

PRESBYTERIAN CHURCH

A congregational meeting of the First Presbyterian Church will be held in connection with the Sunday morning worship service for the purpose of electing additional church officers. The meeting has been authorized by the church session. All members are requested to be present for this important action. Dr. Baxter Greer will use as his sermon subject at 11 a.m. "The Old Evangelism" The theme at the 7:30 p.m. service will be "Good Creed," or "What Do Presbyterians Believe and Teach?" Sunday school at 10 a.m. with Aaron F. Clark as general superintendent.

CUB SCOUT NEWS April 20, 1954

The Cub Scouts met at Mrs. Henry Bauer's. We played run through tackle, wrestling and catch.

Mrs. Drennan and Mrs. Reed served refreshments.

Cubs present were David Drennan, C. L. King, David Durham, Billy Bauer, Reynolds Lee Foster, Don McDonald, Paul Brown, George Davis, Clayton Stewart and Milton Reed.

CANCER CRUSADE PROGRESSING

Cancer Control Sunday, April 25, will be observed in our churches here. During past years, the religious approach to the menace of cancer has been an inspiring feature of Cancer Control Month.

Our drive continues, with the diminishing coffees drawing to a close.

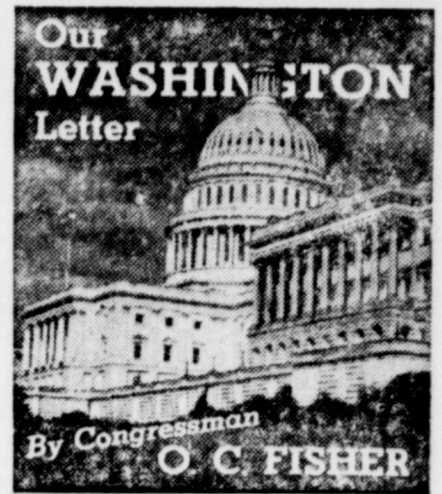
Two more hostesses have served three guests: MRS. L. F. HODGES, hostess—Mrs. H. F. Merrell, Mrs. Clinton Hodges and Mrs. Jack Whitley; MRS. R. C. HARP, hostess—Mrs. W. L. Dinstel, Mrs. K. P. Chandler and Mrs. R. V. Alexander.

Those hostesses serving two coffee guests, and collecting \$1.00 for the CANCER CRUSADE from each guest, are: MRS. LURA McCLELLAN, hostess—Mrs. Frank Cole and Mrs. D. H. Hopper; MRS. H. L. BAILEY, hostess—Mrs. H. M. Knight and Mrs. E. B. Butler; MRS. I. W. TERRY, hostess—Mrs. R. T. Foster, Jr. and I. W. Terry; MRS. CHARLES SPECK, hostess—Mrs. John Brock and Mrs. Bill Green; MRS. R. T. Foster, Jr., hostess—Mrs. Martin Reed and Mrs. Joe Emery; MRS. FOSTER S. PRICE, hostess—Mrs. Gene Carr and Mrs. C. L. King; MRS. J. P. RUSSELL, hostess—Mrs. W. D. Farnsworth and Mrs. York Grunty; MRS. T. F. FOSTER, hostess—Mrs. Forrest Foster and Mrs. E. F. McEntire; MRS. REYNOLDS FOSTER, hostess—Mrs. Ross Foster and Mrs. Robert Foster; MRS. ALLIE FOSTER, hostess—Mrs. W. H. Owens and Mrs. C. E. Elliott; MRS. JOHN WALRAVEN, hostess—Mrs. J. O. Longshore and Mrs. H. P. Malloy; MRS. JACK HALE, hostess—Mrs. Drager and Mrs. Bewley; MRS. CECIL LONG, hostess—Mrs. Al Luke and Mrs. Buddy Sutherland; MRS. DOUG WOMACK, hostess—Mrs. Loy Mitchell and Mrs. Ancel Reed; MRS. FRED CAMPBELL, hostess—Mrs. Delbert Haralson and Mrs. Bill J. Cole; MRS. CLINTON HODGES, hostess—Bill Swann and Mrs. Occar Dorsey; M. E. CHURCHILL, host—M. C. Hendry and John Walraven; Mrs. RAY TINDALL, hostess—Mrs. Ira Dees and Mrs. O. K. Williams; MRS. HARVEY GLASS, hostess—Mrs. Minta Phillips and Mrs. David Glass; MRS. H. A. CHAPPLE, hostess—Roland Lowe and H. A. Chapple; MRS. RANCE HORD, hostess—Mrs. H. C. Dunn and Mrs. Monty McGuire; MRS. DONA GARVIN, hostess—Mrs. Lee Newcomb and Mrs. John Copeland; MRS. ROLAND LOWE, hostess—Mrs. J. I. Cope and Mrs. Wm. Roland Conger.

Next week, we will complete the names of participants in the diminishing coffee series, so if you can do so, please serve your guests and let's finish the drive.

Many thanks!
ANNA LEE JOHNSON

The Johnnie Ozees of Bellview visited the George Blackburns here over Easter week-end.



If responses to the questionnaires is a barometer of interest in governmental affairs—which it definitely is—then our 21st congressional district ranks high in this respect.

In recent days we have been receiving up to 700 returns per day, and the peak has not been reached. This is a good sign. It is a source of pride to point to this record of an aroused public interest in government.

More than 500 questionnaires which require personal answers are on my desk now. It will take a little time to get around to all of these, but each will be answered in detail. Please keep them coming.

Hundreds commend the questionnaire idea. Here are a few comments taken at random:

A school teacher in Fredericksburg comments: "Keep sending out these forms. They keep people reminded of governmental problems and help to keep you informed on public opinion."

From a San Angelo housewife: "I think this idea of individual opinions is very good and wise. The people appreciate it."

Many comments center around President Eisenhower and Senator McCarthy. Here are a few:

A Kerrville nurse writes: "I think our President is doing a good job and I feel that he should have backing from Congress and the Senate."

A Blanket, Brown County, resident, comments: "I feel that Eisenhower is trying to do a good job and on the whole his program is sound but he is hampered by some of that Republican dead weight he has to carry."

A Bangs, Brown County, laborer, says: "Eisenhower might do better if he burned his golf clubs."

An Eden minister comments: "In my opinion, President Eisenhower is not only doing a fine job as our President, but he is a man who can be depended upon in making a sound decision in matters which must be weighed with intelligence and sound judgment."

On the subject of McCarthy, a San Angelo Building Contractor writes: "McCarthy methods are wrong or the newspapers are wrong. Perhaps both are wrong."

A Fredericksburg minister takes a dim view of the Senator: "Our President has shown moments of greatness. His biggest weakness is in tolerating McCarthy." A Santa Anna housewife comments: "I think McCarthy knows pretty well what he is doing—others who have tried to expose communism have been thwarted."

(More Next Week)

Alvin Lawson to Ft. Lee, Virginia

Pvt. A. D. Lawson has been home on a ten-day leave visiting his parents. Mr. and Mrs. Bunk Lawson, and friends. He has completed his basic training at Fort Bliss, Texas. He departed April 14 for Fort Lee Virginia, where he will receive 8 weeks schooling in the quartermaster corps.

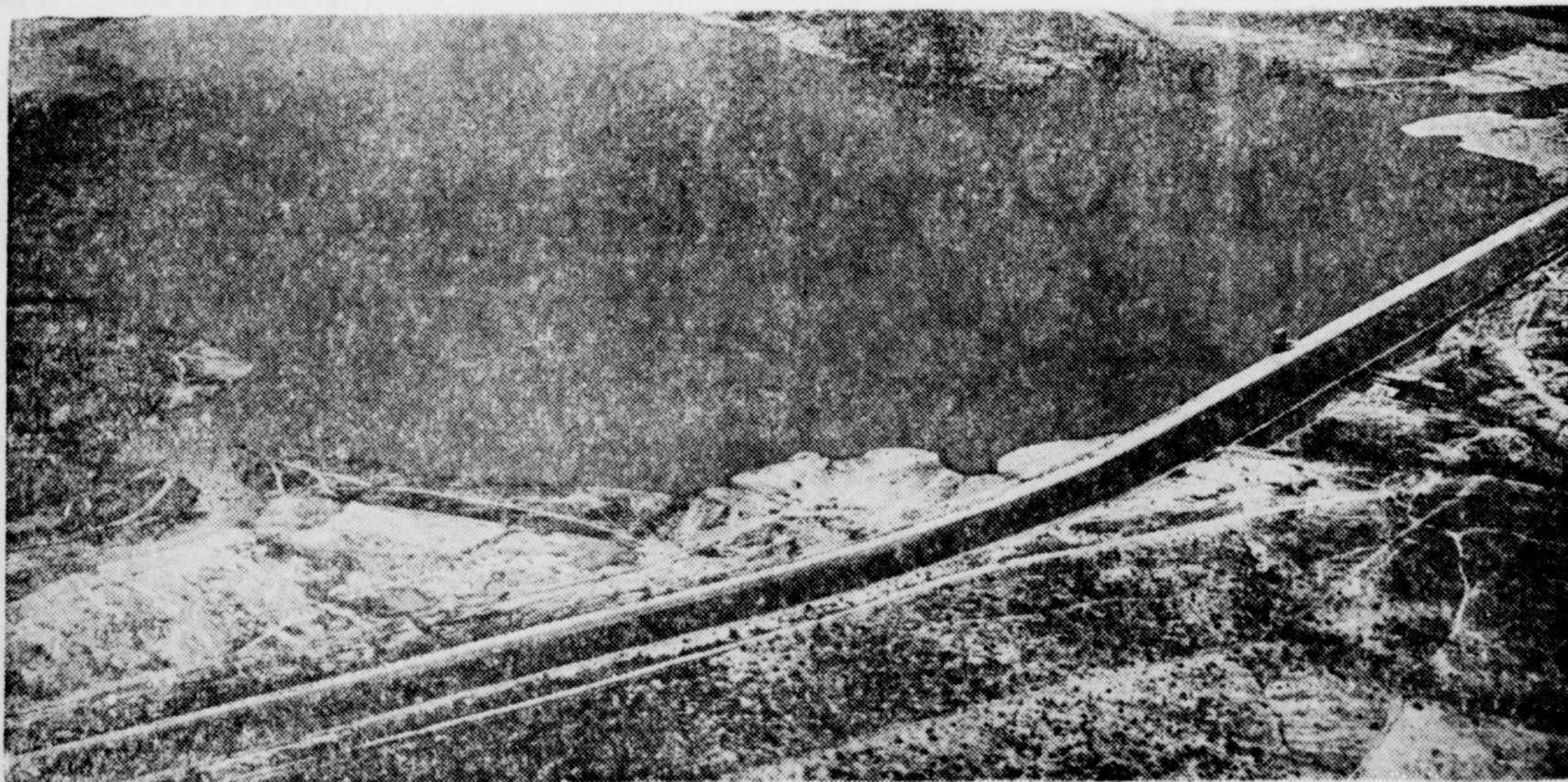
Mr. and Mrs. Horace Donalson will go to Lubbock today (Friday) to be with Mr. and Mrs. Bill Barbee, whose little son, Billy Hull, will undergo surgery in a Lubbock hospital Saturday morning. Mrs. Donalson will remain there for the following week.

LIGHT RAINS

Rains fell here Wednesday night, or rather Thursday morning. It was merely a sprinkle here in the city, but up west and south rains fell. Chat Reynolds said he got a half, and Lacy Creek was full from rains up further. The North Concho got on a rise again—the third time this month.

The thirteen foot rise here on the North Concho will send more water into the new North Concho Lake above San Angelo.

Intermittent sprinkles fell here throughout the day Thursday and scattered thundershowers were forecast for the area.



New North Concho River Lake

New water recreation center of West Texas, with its fishing curtain raiser scheduled May 1, is the North Concho Lake, pictured in this

aerial view. The lake area covers an area approximately that of the city of San Angelo of a decade ago. With undesirable fish killed out

and proper ratios of bass, catfish and crappie stocked, the lake is expected to be a fishing paradise for many years. Stretching diagonally

across the picture is the seven-mile-long San Angelo Dam, one of the longest earth filled dams in the world.

Bill Cole, son of Mrs. Agnes Cole, was home for the Easter holidays. Shirley Cole returned home with him to visit her sister for a few days.

Mr. and Mrs. D. D. Anderson and son of Roswell, N. M. were here during the Easter holidays visiting

the O. V. Andersons and Mrs. Agnes Cole.

FOR SALE—Large 2 wheel trailer with sides. See Wayne Zuck or Phone 66.

Drinking Cups at News-Record.

Low Hardware and Furniture Company is having the annual National Hardware Week sale this week. Last Saturday, free coffee and doughnuts were served to all comers. The sale lasts through Saturday, April 24.



8-BALL

Behind
The
8 Ball

H. L. Hildebrand and Roy Foster are in New York this week and plan to meet and surprise their wives as they return from the European tour on April 26. The women, Mrs. Hildebrand, Mrs. Foster and Miss Ethel Foster will dock in New York from the S. S. United States. The group of club women have had an extensive tour of Europe during the past two months.

Hilde and Roy wanted to surprise the ladies by getting on the pilot's boat and going out to meet the big ship before it landed at the dock. They were told that nobody but the pilot, press reporters and photographer and government men were allowed to meet the ship. SO, they went as reporters from the Sterling City News-Record. They should be first class reporters and give a first-hand journalistic account of the landing. At least they're fully accredited reporters from the News-Record and have press cards to prove it.

Hilde called Wednesday and said they were going to a big league ball game that afternoon between the Boston Braves and one of the New York teams. They have tickets to a number of the stage hits in New York and are staying at the Commodore Hotel while there.

I hope Hilde gets a picture or two of the group on board the liner.

8-BALL

This has been a full week for ye old 8 ball.

With distaff side getting a bad throat Monday night and entering the hospital Tuesday for treatment, meeting the deadline on some job printing orders, and trying to decide which demanded attention "fustest with the mostest" we just don't do so good. Maybe some people work better under pressure, but "one among whom we are not which". Sometimes we have so much to do, we just don't do any of it.

8-BALL

With favorable looking clouds, on Thursday morning, we can expect some more rain it seems. Maybe were will have a normal rainfall year, after all.

For a change, that is.

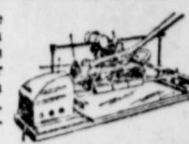
SAWS FILED



All types of saws filed quickly on our precision Foley Automatic Filer. Your saws will cut faster, cleaner, truer. Old saws re-toothed.

Lawnmowers SHARPENED

You'll save time and effort when your mower is sharpened on our Foley Lawn Mower Sharpener. All work guaranteed.



Precision Foley Automatic Filer Leave Saws at South Texas Lumber Company in Sterling.

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Box 14 Water Valley, Texas

City Barber Shop

H. F. MERRELL, Prop.

"Satisfaction Guaranteed"

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Vanity Beauty Shop

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Wool Bags (Bemis-Angus) 90¢
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Twine and Sewing Twine

Let Us Serve Your Needs

Martin C. Reed Wool Whse.

Taylor Garrett, Martin Reed, Nan Davis

MARKET SPECIALS

Ground Meat **Fresh POUND 39c**

Chuck Roast, lb. **39c**

Beef Ribs, lb. **For Bar-BQ 25c**



Swift's Premium Picnic Hams, Ready-to-Eat # 49c

Ajax Cleanser **2 for 25c**

Drinks 12 **Bottle Carton 45c**

Sugar **5 lbs. Limit 47c**

Snowdrift **3# Can 70c**

Grapefruit Juice **Texsun 46-oz can 26c**

Tomato Juice **Del Monte 46-oz. can 29c**



Large Box 19c

Ice Cream pt. 19c

Kleenex 200's 2 for 25c

Sliced Peaches Our Value 2 1-2 Size can 25c

Cut Grn. Beans Our Value 2 35¢

Scott Tissue 2 Rolls 25¢

Specials Sat. & Mon. April 24 & 26

Cigarettes Carton \$2.09

Pillsbury's Best FLOUR

25 lb. sack \$1.79
10 lb. sack 89c
5 lb. sack 49c

Fresh VEGETABLES

CHAPPLE'S FOOD STORE

Specials for Saturday and Monday

We Appreciate Your Business

STERLING CITY NEWS-RECORD

JACK DOUTHIT, Publisher

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PUBLISHED EVERY FRIDAY

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\$2.00 Outside State of Texas

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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.

FOR ATHLETE'S FOOT USE A KERATOLYTIC BECAUSE—
It SLOUGHS OFF the tainted outer skin to expose buried fungi and kills it on contact. Get this STRONG, keratolytic fungicide, T-4-L, at any drug store. If not pleased IN ONE HOUR, your 40c back. Now at—
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Life Insurance, Hospitalization, etc.
Phone 94 or 115 Sterling City

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))
T. E. (Gene) CARR

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)

For REPRESENTATIVE, 101st Dist:
OBIE BRISTOW

For U. S. REPRESENTATIVE, 21st CONGRESSIONAL DISTRICT:
SAM CONNALLY

Rubber Stamps at News-Record.

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

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

What's Doing in the Churches

FIRST BAPTIST CHURCH
Robert Ritchie, Pastor:
Sunday School 10:00 a.m.
Morning Worship 11:00 a.m.
B.T.U. 7:00 p.m.
Evening Worship 8:00 p.m.
Wed. Prayer Meeting 7:30 p.m.
Wed. Choir Practice 8:15 p.m.

FIRST METHODIST CHURCH
Bruce Medford, Pastor
Church School 10:00 a.m.
Morning Worship 11:00 a.m.
Evening Worship 7:30 p.m.

CHURCH OF CHRIST
Wayne Zuck, Minister
Bible School 10:00 a.m.
Morning Worship 11:00 a.m.
Young People's Classes 6:45 p.m.
Evening Worship 7:30 p.m.
Tues. Ladies Bible Class 9:15 a.m.
Wednesday, Mid-Week
Bible Study 8:00 p.m.

FIRST PRESBYTERIAN CHURCH
Baxter D. D. Greer, Pastor
Sunday School 10:00 a.m.
Morning Worship 11:00 a.m.
Evening Worship 7:30 p.m.

Mr. and Mrs. Martin C. Reed spent the Easter week-end in Roswell, N. M. with their son Mims Carl, a student in New Mexico Military Institute.

New Almanacs at News-Record.

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

SPORTING GOODS

FISHING TACKLE. GUNS, AMMUNITION, CAMPING, etc.

C. C. AINSWORTH

PHILLIPS 66 STATION FIRESTONE TIRES
Phone 148 Sterling City, Texas



From where I sit ... by Joe Marsh

So They Stopped Baiting Each Other

If you want to hear a real hassle, listen to Cob James and Whitey Baker on trout fishing sometime. You'd think it was more important than anything.

Cob favors dry flies. Whitey pooh-poohs anything but wet flies. Cob swears by a Fan-Wing Royal Coachman; Whitey won't hear of anything but Silver Doctor. And so it goes—they can't even get together on steel rods versus bambi-oo rods.

But on Saturday, each got back from Fox Creek with a catch that couldn't have differed by more

than a couple of ounces! Then over a friendly glass of beer, they allowed as how maybe they were both right . . . which is how so many arguments should end.

From where I sit, life would be a whole lot pleasanter if we all respected one another's opinions—whether about trout flies, or having a glass of beer, or voting. After all, a person has a right to follow his own line of thinking.

Joe Marsh

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This is the 1954 Chevrolet Bel Air 2-Door Sedan. With 3 series, Chevrolet offers a model to meet every individual and family need.

These facts about the New Chevrolet can help you make an important decision

Don't you agree that buying a new car calls for careful consideration? Regardless of make, it involves a substantial amount of money and a lot of future satisfaction. This information can give you a better idea of comparative value and help you decide which make to buy.

A good customer of ours was telling us the other day how he sizes up a new car. Because he's bought a number of them over the years, we were interested in what he had to say. We think you will be, too.

Actually, what he does is to ask about seven basic questions. The answers give a pretty complete picture of the car and its comparative value. Here's what he wants to know.

How well do I like its looks?

That's one question, of course, that only you can answer. You're the one who buys the car and you, above anybody else, should be proud of its appearance.

All we can tell you is that we hear a lot of nice things about Chevrolet's new styling. People seem to like the new front-end and rear-end designs, and the way the bumpers curve even farther around the fenders. They like the new styling touches all around the car and the wide choice of bright new colors and two-tone combinations. A good many tell us that Chevrolet has a decided edge over the other cars in its field for smooth and graceful lines.

Who makes the body?

This question takes in much more territory than the appearance of the car. It involves the quality of the

interior as well as the strength and safety of the body construction. That's why we think it worth your consideration that Chevrolet has the only Body by Fisher in the low-price field.

You can see the difference outside and inside. We'd especially like you to look over the new interiors. Just sit in the car, if you will. Feel the quality of the fabrics and notice the more generous use of vinyl trim.

In all these ways, you'll find evidence of superior quality and workmanship. And after all, isn't that what you would expect in Body by Fisher? As you know, Fisher is the largest and most famous manufacturer of automobile bodies in the world. Doesn't it stand to reason that Fisher can build extra quality into the Chevrolet body? It's there and you can see it.

What's under the hood?

You hear a great deal of talk these days about engine power. The truth is that the number of horsepower isn't nearly as important as what the horsepower does for you.

In this year's Chevrolet, you get increased power in two finer engines. There's the "Blue-Flame 125" engine teamed with Powerglide automatic

transmission and optional on all models at extra cost. In gearshift models, you get the more powerful "Blue-Flame 115" engine.

But, actually, the increase in horsepower is only a sort of by-product of design changes made for other reasons. Chevrolet engineers were after greater engine efficiency, not just greater power. So, you get improved acceleration, with greater and safer passing ability. You get quieter, smoother operation. You climb the steep hills with new ease.

How hungry is it for gasoline?

A car's reputation for, and record of, economy of operation is certainly an important consideration to most people. We'd be glad to have you compare Chevrolet in this respect with any car at any price.

And, in the case of this new Chevrolet, you do not have to sacrifice economy for finer performance and more horsepower. That's because the Chevrolet engines are high-compression engines. Their compression ratio of 7.5 to 1 is the highest in any of the leading low-priced cars.

This means simply that the engine compresses, or squeezes, the fuel mixture to a greater degree in order to wring more work out of it. That's how Chevrolet is able to give you an important gain in performance along with money-saving gasoline mileage—and on regular gas, of course.

Is it up to date in features?

We can't think of a new feature or development you might want that you can't have on the new Chevrolet.

Now you can have Chevrolet's zippy and thrifty Powerglide automatic transmission on any model. You can have Power Steering on all models and at a new, lower price. You can have Automatic Window and Seat Controls on any Bel Air or "Two-Ten" model, and you can have Power Brakes on any model equipped with Powerglide. All are, of course, optional features at extra cost.

How popular a car is it?

When you come right down to it, there's no better way to judge the satisfaction a car gives its owners than by its popularity. How many people buy it and keep on buying it?

Well, as you may know, Chevrolet is by far the most popular car in this country. That's true today and it's been true for a good many years now. But it couldn't be true—or wouldn't be true—unless Chevrolet gave its owners an extra measure of satisfaction and value.

How much does it cost?

There's a short, sweet answer to that one: *Chevrolet is priced below all other lines of cars.* This lower cost is made possible by the greater production facilities and purchasing power of the world's largest manufacturer of automobiles. That is why Chevrolet can offer you all the advantages we've told you about here—and many more, too.

We'd be more than glad to have you see all these things for yourself and to try out this new Chevrolet on the road. We'll be happy to see you at any time.

MORE PEOPLE BUY CHEVROLETS THAN ANY OTHER CAR!

R. T. CAPERTON CHEVROLET CO.

Phone 35

Sterling City, Texas

North Concho River Soil Conservation News Column

Welcome rains have fallen over the North Concho River Soil Conservation District and now ranchers will be facing some big decisions as to the management of their livestock and ranges. This is the most critical period in the drouth for our range grasses and other plants.

Naturally our vegetation has been weakened by the drouth and the same consideration should be given our grasses as we give sick people. You are the doctor. What will you prescribe? Will it be to rush the sick out of bed and send them back to work before they are well or will you nurse your grasses back to health by proper management?

Since our grasses get 95% of their food from the air, we can see that they must be allowed to develop some leaves so that they may replenish their food reserves and be able to get back into top production. Grazing the first green shoots that come will further weaken and could possibly kill the grasses that have survived the drouth.

Of course, everyone is tired of feeding and buying feed but a little more feed in order to keep livestock off the ranges for a recovery period will pay big dividends in future years by allowing our ranges to gain needed strength and get back into top production.

Every acre possible should be rested until grasses have had a chance to make good growth and then light stocking should be the rule.

Some of our sites have suffered more than others and much rainfall will be lost by runoff on bare areas. Penetration may be speeded up on our deeper soils by range pitting. Pitting is a cheap practice to apply but it can pay big dividends on bare ranges by getting some moisture into the ground which would otherwise run off.

If you would like more information about pitting or range management, contact one of your district supervisors or your local technicians.

New Almanacs at News-Record.

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

Regular Meetings on
 the Second Tuesday of
 Each Month

AL HART
 Water Valley Texas

GUARANTEED WATCH, CLOCK
 AND JEWELRY REPAIRING

Palace Theater

Fri., Sat., April 2-24
'WINGS OF THE HAWK'
 Van Heflin, Julia Adams

Sun., Mon., Tues., April 25-26-27
"BLOWING WILD"
 Gary Cooper, Barbara Stanwyck

Wed., Thurs., April 28-29
"PETER PAN"
 Walt Disney Cartoon

Fri., Sat., April 30, May 1
"JACK SLADE"
 Mark Stevens, Dorothy Malone

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 Fire and Automobile Insurance
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 Worth B. Durham, Mgr

Carter's Drive-In
 EAST HIGHWAY East of Methodist Church

Sunday Special !!
One-half Fried Chicken
Potato Salad & Buttered Toast
\$1.00

Samsonite Luggage

The Federal Tax on Luggage Has Been Cut in Half!

We Have a New Shipment of Samsonite Luggage

New Assortment

BAILEY BROS. 

PETER PAN Lingerie
 For the Young
 For the Young in Heart
 Shortie Gowns 5.95

Romper-Sleeper — delightful answer to cool 'n' comfortable sleeping! Pert halter neckline contrasts with dramatic low-cut back . . . nylon leaf-embroidered bodice is wonderfully flattering . . . and elasticized shirring at back of midriff assures smooth fit. Pink, maize, blue. Small, medium and large sizes.

Plisse Petticoats 2.95 and 3.95
 Slips 3.95

Peter Pan Lingerie and "Sleep Fashions" Make Perfect Gifts to Mother from Daughter on May 9 —MOTHER'S DAY

Or from Mother to Daughter on May 9

Romper-Sleeper 3.95



Brooks & Bailey

Which of these

TWO GREAT OILS

should you use in your car

Esso UNIFLO MOTOR OIL

*If your car is less than 4000 mi. old**

Begin to use Esso Uniflo right away and continue to use Esso Uniflo throughout the life of your car.

This is a new type oil for high compression engines. Uniflo *minimizes* the deposits that are a principal cause of knocking and pre-ignition ping. Highest viscosity index prevents engine "drag," thus saves gasoline. HD, anti-acid, detergent. You get smoother, quieter engine performance . . . lower maintenance costs . . . improved gasoline mileage. A *must* for every new* car.

Esso EXTRA MOTOR OIL

*If your car is over 4000 mi. old**

Humble recommends Esso Extra; it will give you outstanding performance.

Economical to buy, Esso Extra Motor Oil gives you more for your money than any other oil in the same price range. HD, anti-acid, detergent. Lengthens engine life, gives you better lubrication, a better oil seal, a cleaner engine. Premium quality . . . outstanding performance.

*Many Texans began to use Esso Uniflo in new 1953 automobiles. If you are one of these, Humble recommends that you continue to use Esso Uniflo, no matter how many miles you have on your car. To make a new car's engine run better and last longer, you should begin to use Esso Uniflo when the car is less than 4,000 miles old and continue to use Esso Uniflo throughout the life of the car.

HUMBLE
 Esso Uniflo • Esso Extra
MOTOR OILS

HUMBLE OIL & REFINING COMPANY