

STERLING CITY NEWS-RECORD

VOL. 38

STERLING CITY TEXAS, FRIDAY, MARCH 17, 1939

NO. 38

BALLAST

By Babbler

St. Patrick's Day, and the shamrocks for Dad and his one surviving brother have been mailed in time. Dad's name is Mike, his brother's, Pat. Dad is typically Irish in appearance, tall, graceful and athletic; black hair, blue eyes and fair skin. Pat is Irish in every measure, features, complexion, wit and brains. He is the only man I know who can read a book or chapter of the Bible once, understand what it intends to teach, quote from it and explain it years later. He graduated from high school at 15 years of age, before the World War, and can still quote Shakespeare at length, appropriately and explain the philosophy or satire therein. He is physically stronger than any other 140-pound man I have ever known.

Dad can quote poetry long and beautifully, and sing all the Irish ballads in such a way that Englishmen like them. He will be singing them today while wearing the sprig of Green I sent him. I've known no two men with better memories than these two have. In disposition almost identical; a bit fiery, deeply affectionate, and tenderly loved by all their fellowmen. Irish.

St. Patrick was probably born on the "Bonnie Banks of Clyde" about 395 A. D. At 16 he was made a prisoner of some pirates off the coast of Ireland. Six years later he escaped to France where he was educated in a monastery. He was commissioned by Pope Celestine as missionary to Ireland, probably in 432. Little is known of his work except the scope. His energy and diligence set the pace which make Irishmen today the world's best manual laborers. We have only two of his writings in existence. They are exceptional in force of logic, clear reasoning, and simplicity of statement. Few men, if any, have exerted a more lasting influence on a people. Irishmen are still deeply religious; largely Roman Catholic. Most proselites are Presbyterian.

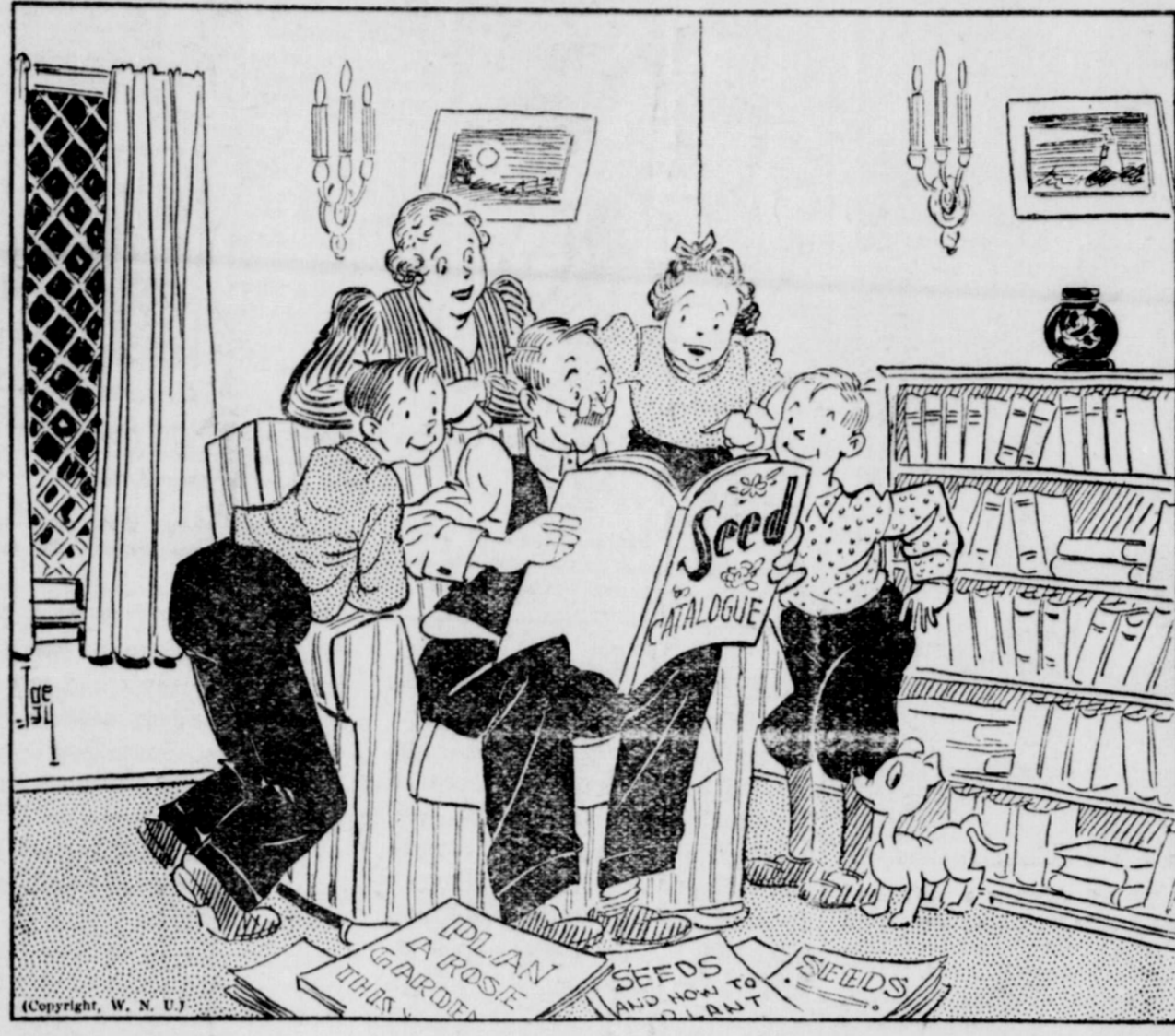
Dad will spank me for not claiming emphatically that St. Patrick drove all reptiles from the Emerald Isle. No snakes may there be found until today. I do not know how much the good saint had to do with that, but I have always approved the condition. My idea of an earthly Paradise: A community of Irishmen with no snakes. That is at least one jump ahead of the Garden of Eden.

Three-Powered Jinx

Last Monday afternoon C. L. Coulson paid a bill to the West Texas Utilities Company for \$13.13 on the 13th day of the month. Then Mrs. Coulson placed a pan of grease on the stove in preparation of the evening meal. At that moment the telephone rang and she left the stove to answer the call. When she returned to the kitchen she found the grease in flame, and the kitchen full of smoke.

Charley, who was pottering around the place, heard Mrs. Coulson giving a very lively and efficient fire alarm. He says it couldn't be mistaken for any other kind of personal concern. When he reached the scene, he found the kitchen in flames and the house filled with smoke, while Mrs. Coulson was at the phone calling the fireboys. In the meantime;

The Surest Sign of Spring



Sterling F. A. A. Boys Receive Highest Honors

Woodrow Mills and Reynolds Foster received high honors at the State F. F. A. Executive meeting which was held at Fort Worth last week when Mills was recommended for the American F. F. A. Degree, the highest honor in the National Association, and Foster received the Lone Star F. F. A. Degree, the highest honor of the State Association. The national degree will be conferred upon Mills at the Royal Livestock Show at Kansas City next October.

Two Sterling boys have been awarded the high honor of the American National F. F. A. degree, they being Herbert and Woodrow Mills. These boys also hold the Lone Star Degree of the Texas F. F. A. Association. Two other Sterling boys holding the Lone Star Degree are Royal Thomas Foster and Reynolds Foster.

These degrees are awarded in recognition of outstanding accomplishment in vocational agriculture work.

L. F. Hodges Sells Ram For \$150

L. F. Hodges, this week, sold a registered Rambouillet ram to J. O. Greer, a prominent sheep breeder of Robert Lee, for \$150.

This ram, two years old, was raised by Mr. Hodges, who produces some of the best Rambouillet sheep in West Texas. Mr. Greer saw the sheep exhibits at the San Angelo Fat Stock Show, and chose the Hodges flock from which to select a stud ram.

Charley went to work on the fire and had it under control when the truck arrived. The damage consisted of burned window shades and smoked walls and kitchen furniture.

Charley says he never believed in jinxes before, but if West Texas Utilities Company ever presents him with a bill with three jinxes again he will not pay it.

A Close Call

The little son of Mr. and Mrs. Ted Brown was crossing the highway between the Butler Drugstore and the Lowe Hardware building the other day. He wasn't paying any mind to the traffic. A stranger was coming down the highway at a good clip, but was watching where he was going. He saw the boy heading directly into his front. He clapped down on his brakes with all his might. While the car was skidding the 30 feet, several persons witnessing the scene closed their eyes in horror, but when they looked again the car was barely moving and in a split second it stopped. The boy was pushed down but not hurt.

The stranger leaped from his car, dragged the boy from under the bumper, carried him into the store and turned him over to some friends. The stranger was scared but happy. He went his way, no doubt thanking his Maker that he was driving no faster, for had he been going a bit faster he would have had to face a dead boy and a broken hearted father and mother.

Reed Bros. Get Good Price at San Angelo

Reed Brothers consigned four cows and a steer to the auction sale at San Angelo last Monday which they had planned to ship to Fort Worth, and received more than the Fort Worth market was offering that day. They had hoped to get \$200 for the five head on the Ft. Worth markets, whereas they received \$285 at San Angelo. Here is how they sold:

One cow weighed 1,245 brought \$84.04 at \$6.75 per hundred; another weighing 1,035 pounds brought \$68.83 at \$6.64; another, crippled, 1,025 pounds, \$52.02 at \$5.15, and a young cow weighing 1,010 pounds brought \$52.02 at \$5.15. A steer weighing 520 pounds brought \$36.40 at \$7. The Fort Worth market on that date was \$6 to \$6.50 for fat cows, and \$5 to \$6.25 for light steers.

These cattle were off the grass, but had been fed cotton seed cake for about 30 days.

Ranchmen Can Get Antelope For Stocking Their Ranges

The herd of antelope in the Brennan pasture will soon be rounded up and distributed over other ranges under the direction of the Game, Fish and Oyster Commission of Texas. Local ranchmen will be given preference, and their only obligation will be to assist in the protection of the animals against hunters.

A number of our ranchmen have already placed their requests with County Agent H. P. Malloy for antelope to place upon their ranges. Any others who desire these animals should leave their names with Mr. Malloy at once.

Owing to the nature of the antelope they will, preferably, be placed in the larger pastures.

The antelope, which could be seen on the prairies in this county by the hundreds forty years ago, became almost extinct. They were slaughtered by the thousands, the hind quarters severed from the carcass and sold at 25c each. Except for a few enterprising ranchmen, these beautiful animals would be unknown to this section of the country today. In a few instances the rancher made hard on the poacher, and thus saved a few antelope for future generations.

In the event antelope become too numerous on one range, they will be moved to another by the Game Commission.

It Pays to Advertise

It pays to advertise. Proof of the assertion is now made by results now being and to be realized by local livestock breeders.

For many years Sterling County has produced as good cattle and sheep as can be found in West Texas, but the buyers didn't know it. Last week several exhibits of Sterling's were at the San Angelo Fat Stock Show. Not only did these exhibits carry off a lion's share of the premiums, but they were seen by hundreds of men who are interested in the best of sheep and cattle, and who are buyers and potential buyers of the best. The

LEGISLATIVE ACTIVITIES

By Senator Penrose B. Metcalfe

The Senate this week passed a bill by Senator Roberts to consolidate the office of the State Reclamation Engineer with the General Land Office as an economy measure. The author said this would save the state \$25,690 a year. Both the Reclamation Engineer and the General Land Office approved the consolidation.

Walter Woodward of Coleman, who served our district in the Senate for ten years, was confirmed for the position of Life Insurance Commissioner.

The Senate granted the request of Governor O' Daniel that he be permitted to withdraw the name of Judge J. C. Hunter of Abilene from consideration as Highway Commissioner, and awaited a new appointment by the Governor.

The house killed a bill to raise the truck load limit to 20,000 pounds. A compromise bill calling for an increase to 10,000 pounds was still in the Senate Committee.

The House passed the Medical practice Act 300. Objections to new provisions in the bill voiced by various groups previously had been removed by amendments.

The House Constitutional Amendments Committee this week recommend an amendment to the constitution carrying a 2 1/2 per cent sales tax and a 25 per cent increase in natural resources taxes to pay old age pensions, teachers, retirement and aid to destitute children. The measure will probably be considered in the House during the next few days. It now appears that the real issue of the session concerning funds for these purposes will be whether or not the Legislature votes taxes direct or submits an amendment putting the tax levy in the constitution.

At the request of some of my constituents, I introduced a bill making it unlawful to keep beaver or sun perch less than five inches in length, and catfish less than four teen inches in length. Whether the bill passes or not depends upon the wishes of my constituents, and I would be pleased to have the opinion of anyone who might be interested in such a measure.

I introduced and the Senate passed a resolution congratulating the Governor on his forty ninth birthday.

Ira Yates Gives Salvation Army New Quarters

Ira Yates, the veteran cowman and wealthy owner of producing oil wells, donated \$15,000 this week to the Salvation Army for the purpose of erecting a citadel at San Angelo for use as a home and headquarters for the Salvation people. Mr. Yates gave this sum as a memorial to his late wife, who died several years ago.

newspapers also gave Sterling County wide publicity because of its unprecedented number of winnings in all classes of sheep exhibits.

Result: Some sales have already been made. H. M. Carter, vocational agriculture instructor in our high school, has already received three inquiries concerning grade and registered ewes.

They like to buy where grand champions grow. It pays to advertise.

Sterling City News-Record

W. F. Kellis,
Editor and Owner

NEWS Established in 1890
RECORD Established in 1899
Consolidated in 1902

Entered Nov. 10, 1902, at the Sterling City postoffice as second-class matter ISSUED EVERY FRIDAY AT STERLING CITY, TEXAS.

Subscription: 1.25 per year; 6 months 65 cents; 5c per copy

Subscribers failing to receive their paper will confer a favor by reporting same to us

THE IDES OF MARCH

When Brutus, Cassius, and other Roman senatorial killers were plotting the murder of Julius Caesar, a seer attempted to warn him of the impending danger, but Caesar was too busy listening to the complaints of the poor to listen to the warning of the seer, and he died because he possessed a generous heart.

Shakespeare makes the seer say: "Beware of the Ides of March."

The Roman calendar placed the Ides of March on the 15th day of that month. The term "Ides" also applied to the 15th of May, July and October, but Shakespeare made the Ides of March most remembered because it was the day on which Caesar fell under the daggers of the Roman assassins.

The Ides of March! That was the day on which I was born 84 years ago last Wednesday. They didn't consult me about being born on that date. In fact, until I was five years old, I didn't know or care anything about it. The birth, a common occurrence in the family at that time, occurred in a pine log cabin on the north side of the Jefferson big road, two miles south of Mount Vernon, Texas, near Glade Springs on the headwaters of Blundell's Creek, in Titus County (now Franklin County.)

When I was five years old, I distinctly remember hearing father and the neighbors argue about the election of Abraham Lincoln. They were very bitter against Lincoln, and some said if he was elected there would be war. Father was a personal friend of Sam Houston, and took Sam's view of the situation. He counselled against secession and against dividing the states; but unlike Houston, he volunteered his services to the Confederacy and served with the Confederate army throughout the war.

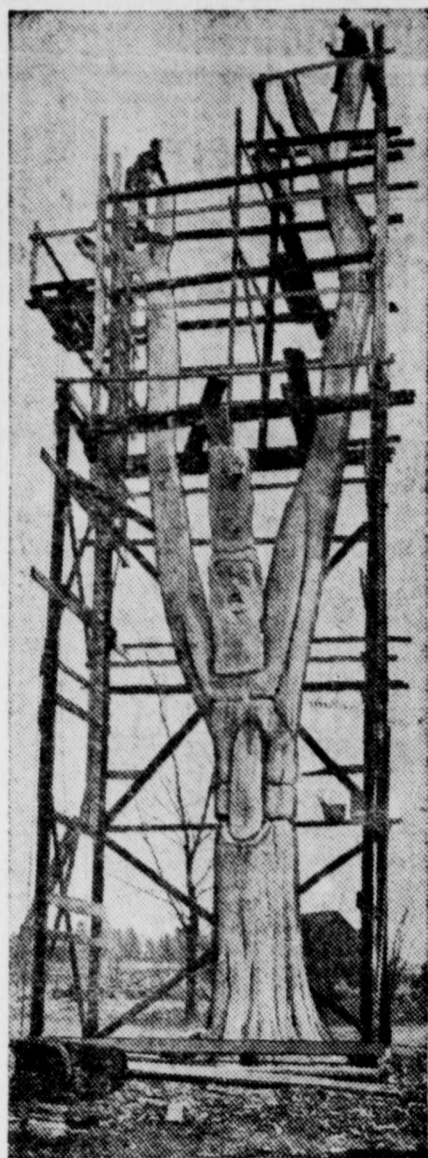
I distinctly remember when the news came to us that Lincoln had been assassinated, father was sad. He told the neighbors that it was the worst thing that could happen at that time. He said that Lincoln was a friend to the South. He said the South would suffer because of the bloody deed.

I didn't realize that father was a wise man at that time, but I lived to realize that he was almost prophetically wise when I saw what happened in the years to come.

In the 84 years that I have lived I have seen many things transpire that are now recorded in history. I have been made to realize that Time is Life's banker. That Old Father Time's coin of the realm is centuries, decades, years, months, weeks, days, hours, minutes and seconds.

Old Father Time has issued me 84 golden years. In small change, this means that my account at the Bank of Time has been 1008 months, or 4120 weeks; 30,240 days, 725,760 hours, 43,545,600 minutes, or 251,273,600 seconds. But it is not the amount of time allotted to us that counts. It is the use of the time

TREE OF LIFE



NEW YORK—This is a picture of a 60-foot statue being carved from an elm tree at South Windsor, Conn., by Lawrence Tenney Stevens. It will symbolize a great ethereal spirit and, with two smaller companion pieces representing man and woman, will be placed in a plaza at the New York World's Fair 1939.

allotted to us that makes a success or failure in the world, I have wasted much precious time that should have been spent in gaining knowledge and wisdom.

In these 84 years I have schooled myself not to worry about gaining wealth. I learned not to crave any more wealth than I needed to live comfortably and have a mite to contribute to my fellow man in need. If I accumulated all the money in the world, at death the poorest pauper would be as wealthy as I. Then why should I struggle to gain wealth that I did not need, and thereby make myself and others unhappy?

The end of these years has found me contented with my lot, I am strong and healthy enough to keep step in the march of time and program and I pray that I may never stop and let the world go past me.

In a way I am very rich. I have a host of friends who respect and love me. Even the little children are a joy to me. The respect and courtesy that the youth accords me is a joyous possession. I have had the joy of seeing more good in my fellow man as the years progressed.

The impatience of youth and manhood has been to a degree replaced with forbearance and contentment. Youth has its glamorous thrills, but old age brings a peace that youth never knew.

I do not dread the dissolution that must come sooner or later, because it is in God's program. God didn't consult me when I came into the world, neither will He consult me when I leave it. I am His creature. Why should I worry? It is in the program.—Uncle Bill.

Dr. Kellogg has moved his office into the building adjoining Homer Pearce's Radio Shop and anyone desiring his services will find him there from 8:30 to 11 o'clock and from 2:20 to 5:30 in the afternoon.

The Sterling Flower Shop, located at Mrs. Joe Fuller's, solicit your business for cut flowers, plants and bulbs.

Phone 6 or 4003
Mrs. J. A. Askey, Florist

But It's True



Although Nicholas has come to be the formal title for Santa Claus in most parts of the world, people in the south of France go to the other extreme. Nicholas has stood for the devil there for something more than 1,000 years.

Noken has no technical interest in ants, just keeps them in a tremendous glass jar because he likes to watch them run around. He estimates there are 100,000 deaths a day, 200,000 births.

BREEZLAND HATCHERY is the only hatchery in this section producing chicks from flocks meeting the U. S. Specifications for Approved Breeding Flocks. Official supervision by trained poultrymen assures you value. Get chicks from largest hatchery in West Texas and spend less. 308 N. Magdelene & 9 W. Concho. San Angelo. 4tp

FEED FOR SALE—Feed in the bundle or ground at attractive prices. Also custom grinding. Phone 133.—M. W. Smith.

When anyone has a party, gets married, dies, takes a trip, or knows any worthwhile news, send or phone it in to Miss Tuya Sparkman so she can put it in the Standard Times and News Record.

She wants all kind of stock news and is interested in wedding anniversaries.

Ask to see these new 1939 wallpaper books in your home. Look them over, no obligations. Paper for 10x12 room complete as low as \$1.60.—J. L' Blanek.

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LARGER diameter brake drums than in any car selling for less than \$956.*

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Selected short subjects

Sunday, Monday and Tuesday
March 19-20-21

James Cagney
Pat O'Brien
Ann Sheridan

In

"Angels With
Dirty Faces"
News Reel and
Selected short subjects

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"The Stone Eternal"

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For Monuments of this kind see

T. E. (Gene) CARR

Local Items

FOUND—V. 8 hub cap. Call at this office and pay 25c for notice.

Mrs. W. N. Keed can supply flowers for all occasions.

Oats 30c per bushel at the barn.
3t pd E. D. Welch

Four yearling Hereford bulls for sale at a bargain.—Bade Bros. 2t pd

For Rent—Furnished apartment and extra bedroom joining complete bath. Mrs. Helen Lyles

Mr. and Mrs. D. L. Slaton of San Angelo visited relatives here last Sunday.

Mr. and Mrs. Ralph Collins of near Roscoe were visiting Mr. Collins father, Claud Collins Sr. last Tuesday

Mr. and Mrs. F. P. Howard, who have been visiting at Comanche for the past six weeks, returned home last Sunday.

For flowers phone Mrs. D. C. Durham, or see Mrs. J. A. Revell. The Baptist W. M. S. will appreciate your patronage.

The R. P. Davis Barber Shop appreciates your patronage and will put forth all efforts for good service to all patrons. R. P. Davis, Prop

Mrs. Rufus Foster can fill any sort of flower order promptly. The W. M. S. of the Methodist Church will appreciate your patronage.

For radio repairs and replacements at reasonable cash prices, see J. L. Stribling, Jr., at the Pearce Electric Shop. 2t pd

\$25 Reward: for return of white with black ears male fox terrier with long tail. Had wide black collar when he disappeared. Finder notify this office. | 2 t. p.

Dr. Kellogg wants you to call on him and let him look you over for most all common diseases especially all skin diseases and show you what he can do. He cures skin diseases.

Bob Stribling, the boy who was an employe of the News—Record for the past year is now an employe of the First National Bank.

Mrs. J. S. Cole Sr. is seriously ill in a hospital at Temple. Mr. Cole and sons, Thurman and J. S. Jr. and their wives are at her bedside. At last accounts, Mrs. Cole was reported slightly improved.

Patronize your home town. Yours will be appreciated at the R. P. Davis Barber Shop.

Baptist Ladies Will Present Miss Hutchins

The ladies of the Baptist Church will present Miss Clara Hutchins, teacher of speech in a play review of "Susan and God" by Rachel Crothers Thursday night, March 23rd at the high school auditorium.

Miss Hutchins who studied play reading and characterization with some of the best Theater schools in the South, will present this comedy of manners with character impersonation study.

The play has placed its author among the best playwrights of the day and is one of high comedy revealing a serious theme.

Admission charges will be 25c and the proceeds will go to the Baptist Church funds.

A Card of Thanks

We invoke this method to thank those who came to us in our time of sorrow and need and with loving hearts and willing hands did all that was humanly possible to comfort us and lighten our burden of sorrow occasioned by the last illness and death of our beloved wife and mother. We thank you. May God bless you.

R. A. Armstrong
Earl Armstrong

Baptist Church

J. A. Hall, Pastor

10:00 a. m. Sunday School, C. T. Sharp Supt.

11:00 a. m. Worship Subject:

6:15 p. m. B. T. U. Meeting.

7:15 p. m. Evening Worship:

7:00 p. m. Wednesday: Sunday School Officers and Teachers Meeting.

8:00 p. m. Mid-Week Prayer Meeting. Study in the Book of Romans.

Church of Christ

Ozwin T. Denman, Minister

Sunday

Bible Classes 10:00 a. m.

Preaching 11:00 a. m.

Communion 11:45 a. m.

Evening preaching 7:00 p. m.

Monday

Ladies Bible Study 3:30 p. m.

Wednesday

General Bible Study 7:00 p. m.

Come let us reason together.

Methodist Church

Bruce M. Cox, Pastor

Church school 10 a. m.

Worship services 11 a. m. and

7:30 p. m.

Young People's Service 6:45 p. m.

Presbyterian Church

Sunday School 10:00 a. m.

Church Worship 11:00 a. m.

Evening Worship, 7:00 p. m.

All kinds of bulbs for sale. Mrs. J. A. Askey, Phone 4003.

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Men Wanted

The Business Men's Bible Class invites you. Meeting at the Sheriff's Office, 9 o'clock Sunday morning. We dismiss in time for attendance at Sunday school anywhere in town. Geo. M. Sullivan, Teacher

Bulls For Sale

4 Registered Herefords, coming two years old. Well grown and in good condition.
4 Full blood Hereford yearlings. You cannot make a mistake in buying any of above animals.

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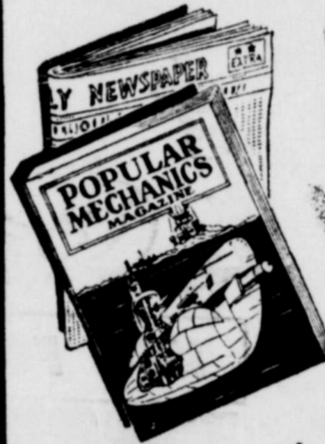
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San Angelo, - - - Texas

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EAGLES' EYES

Official Publication of Sterling Public Schools

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 F. F. A. Reporter--R. D. Garrett
 Home Economics Reporter--Anna Lee Miller
 Glee Club Reporter--Clydean Everitt

Homemaking III To Demonstrate

The third year home economics girls are planning to give demonstrations of different kinds to the public. We will feel rather inferior in giving demonstrations to adults as most of them know how to do the things which we intend to do. Still we will do our best and hope that someone doesn't know how. We will start Friday March 24th. They will be given in the Home Economics building.

We are trying to select subjects which they most likely will not know how to do. The first is to be hemstitching given by Sue Knight and Geraldine Lee. The second demonstration will be given by Elsie Gregston assisted by Miss Young which is to be Italian hemstitching. Later on Marjorie and myself will give ours. Everyone is invited who wishes to come.

The girls have almost completed their dresses which they have been working on for about the past five weeks. Two girls are making evening dresses and three are making afternoon dresses.

Audrey Gregston, Reporter

"THE BISHOP MURDER CASE"

S. S. VAN DINE

"The Bishop Murder Case" is a story that took place in New York City around and about the home of Professor Dillard. The most interesting thing to me is the results of jealousy on the mind. In this case jealousy caused Professor Dillard to seek revenge on the man who was to marry his niece. The thing of second interest was the insanity of the joke he played upon the public by making his murder into a Mother Goose Rime. Professor Dillard committed several murders, and in advance of each one he announced by means of Mother Goose Rimes in the papers. He did things in such a way that the guilty person seemed to be the fiance of the professor's niece. However, in the end Professor Dillard was caught, but he never came to trial as he committed suicide by taking cyanide.

If you like mystery stories, I recommend "The Bishop Murder Case" because it is thrilling, well-written and far more interesting to me than the mysteries of Conan Doyle—George Mills.

"JENNY LIND"

EDWARD WAGENKNECHT

Jenny Lind was a great singer. All the people who knew her loved her, not because of her beauty for she was not beautiful, but because of her kindly spirit and noble heart. She treated every creature with whom she came in contact with all kindness and respect. So greatly was she admired that all kinds of garments and articles were named for her, as well as inns, hotels, foods and cafes. Jenny Lind was an artist, a musician, a singer and a good

woman. When she appeared in concert, special tickets were sold for high prices, and there were always many who could not hear her because the auditorium could not accommodate the crowds who came to hear her. She was then called "The Swedish Nightingale" and is remembered by that title. Miss Lind married Otto Goldschmidt in 1852 in Boston. There is always a

peculiar interest attaching to those who conquer the world and then throw it away; self indulgence and vice have generally been the most popular motive for such a relinquishment. Jenny Lind threw it away for God.

I think almost every student who reads this biography will enjoy learning about the kind of person Jenny Lind was.—Louise Littlefield.

100 YEARS AGO

New York was a weeks journey from Boston.

No one was yet acquainted with vitamins or calories, and a year of college study made you a doctor.

Every gentleman wore a queue and powdered his hair.

One fifth of the country's population lived in Virginia.

Ladies took their sewing seriously and the ballot box was a dream unborn.

The whipping post and pilory were still standing from Pilgrim days.

The harness business thrived and the big man of town ran a black smith shop or livery.

No one had yet thought of salads or hors d'oeuvres.

The church collection was taken in a bag at the end of a pole, with bell attached to arouse sleepy occupants of pews.

Buttons were luxuries and trousers were fastened with pegs or laces. There were no telephones, typewriters, trolleys, railroads, planes nor motor cars.

And there were no movie contests free verse, chewing gum, cigarettes, zipperers—nor bootleggers.

Still, a number of people in those days considered that the world was going at too fast a pace.—Texas Outlook.

CROSS MARK RHYME

X is the Roman notation is ten;

X is the mark of illiterate men;

X means a crossing drivers should note;

X in a circle may count as a vote;

X is the quantity wholly unknown;

X is the ruler removed from his throne;

X may be xenon, a curious gas;

X is the ray of similar class;

X mas is Christmas, a season of bliss
 X in a letter is good for one kiss
 X is for Xerxes, a monarch renowned;
 X is the place where the baby was found.

BRISK BUSINESS

"Yeah," said the Westerner, "we're sure plenty tough out here, stranger. Why, every time I kill a man I carve a notch on my revolver butt."

"Well," replied the stranger, "you can't scare me, for you haven't done much killing, I see. That revolver butt of yours hasn't a single notch on it."

"Yeah, I know it, stranger. I have to put a new butt on every week."

Message From The Dead

The postman on a country route called Jim out and handed him a black edged envelope. "Looks like somebody died," he said. "Y—yes," answered Jim in a worried tone. "It's my brother Joe. I recognize his handwriting."



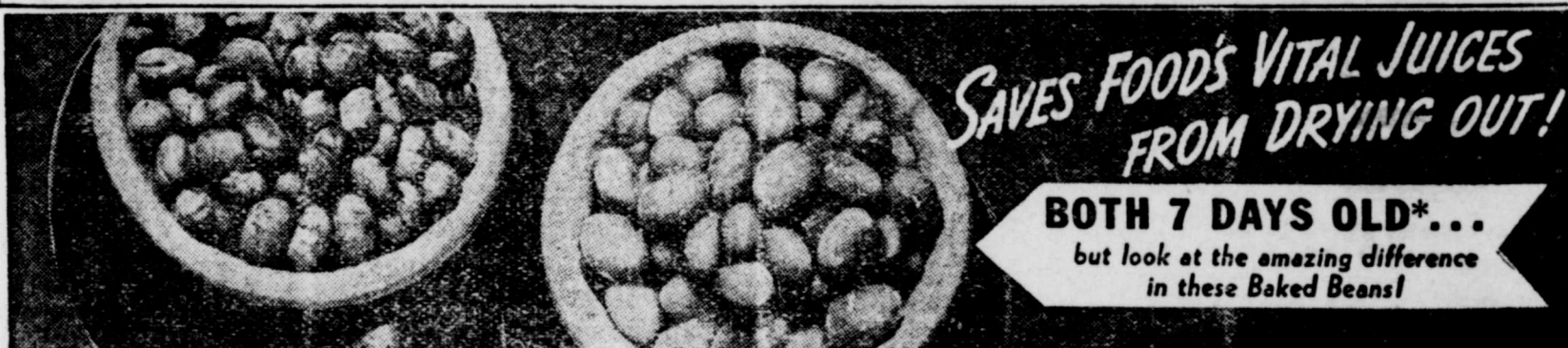
The West Texas Utilities Co.

Is Happy to Announce . . .

The MOST Sensational development of a Decade in Electric Refrigeration



NEW FOOD-KEEPING MIRACLE...NOW AT OUR SHOWROOM



SAVES FOOD'S VITAL JUICES FROM DRYING OUT!

BOTH 7 DAYS OLD*... but look at the amazing difference in these Baked Beans!

*Reproduced from certified, unretouched photographs of identical foods, refrigerated, uncovered, at comparable temperatures.

SEE THIS NEW 1939 Frigidaire...World's First "Cold-Wall" Refrigerator!

BUILT ON AN ENTIRELY NEW PRINCIPLE

See how it preserves even highly perishable foods days longer than ever before...prolongs their original freshness, retains their rich nutritional values, saves their peak fresh flavor!

Fresh vegetables and fruits do not lose their attractiveness through wilting, shrinking, or changing color. Left-over meats, peas, beans, oatmeal, stay as fresh and delicious as when first prepared! Even without covering! For food is not dried out by moisture-robbing air circulation. And odor-and-flavor exchange is also checked.

See how far ahead you'll be in every way, with this new Frigidaire! Ahead in food-preservation, with the "Cold-Wall" Principle. Ahead in beauty. Ahead in usability with New MEAT-TENDER for fresh meats and New SUPER-MOIST HYDRATORS that keep vegetables far fresher. Ahead in economy with the one and only METER-MISER.

Come in. Get Proof in 5 Minutes!

It's years ahead—yet costs no more than ordinary "first line" refrigerators. Convince yourself in 5 minutes! See our PROOF-DEMONSTRATION today!

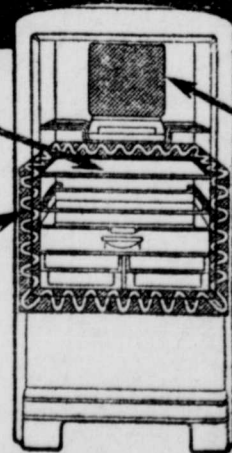
COME IN AND SEE HOW IT WORKS NOW, FOR THE FIRST TIME

1. THE NEW "DEW-FRESH SEAL"—A SOLID GLASS PARTITION—DIVIDES THE CABINET INTO 2 COMPARTMENTS.

and

2. THE LOWER COMPARTMENT IS REFRIGERATED DIRECTLY THROUGH THE WALLS BY CONCEALED REFRIGERATING COILS.

This provides all 3 essentials for keeping foods vitally fresh longer than ever before—1. Uniform Low Temperatures. 2. High Humidity. 3. No Moisture-Robbing Air Circulation. All without adding a single moving part! AND ONLY FRIGIDAIRE HAS IT!



The Super-Freezer freezes ice and makes cold here... as usual.



Premier 1939 Showing in Local Salesroom on March 23 & 24

West Texas Utilities Company