

# STERLING CITY NEWS-RECORD

Vol. 76 "Since 1890" PUBLISHED EVERY FRIDAY AT STERLING CITY, TEXAS JANUARY 27, 1967 No. 4



AROUND THE COUNTY



ARTHUR BARLEMANN, JR. COUNTY AGENT

January and February are good months for spraying fruit and nut trees for the control of scale. Scale is a tiny insect in a hard shell which attaches itself to nearly all varieties of fruit and nut trees. It lives on the tree and when the infestation becomes heavy, the tree dies.

The best control for scale is an oil emulsion spray applied during the dormant season of the year. For that reason, the early months of the year are the most effective.

The recommendations call for the application of a spray containing four gallons of 97 percent oil emulsion in one hundred gallons of water. The entire framework of the tree should be covered with the spray.

First signs of a scale infestation are usually dead or dying branches during the growing season. Inspection will reveal the scale if it is present. The scale will be tiny white, hard shell-like attached to the bark. Usually, the insect is about the size of a pinhead or slightly larger. In severe infestations, it is easy to detect the scale. There will be large areas that are white or grayish in appearance on the bark.

In severe cases, it is advisable to spray twice, about 30 days apart during the dormant season of the year.

Three Sterling County 4-H club members took part in the Abilene Fat Stock Show this week. Amy Hodges entered two crossbred lambs in the show. Neither lamb

laced. Bobby and Tommy Bynum entered one Duroc barrow in the swine show. Tommy's barrow placed tenth in the lightweight class of the show. Bobby's barrow placed twentieth in the same class of ninety-nine animals. The fifth place barrow showed by Tommy sells in the auction on Wednesday morning.

The pigs Bobby and Tommy were showing were raised by the boys. Last spring, they purchased a registered Duroc gilt and raised their pigs.

Thus far this year, the weather has been most cooperative at the livestock shows. Good weather prevailed at the Abilene show, the county show and the Abilene show. This is quite a change, particularly at the Abilene show where it is usually bitterly cold. Of course, the Sterling County show was blessed with better than usual weather also. In years past, the county show has been held in snow storms, dust storms, and just plain old weather.

The 4-H Club awards banquet held Saturday night was attended by 120 persons. This included the club members, parents, friends, and other invited guests.

A Mexican supper was provided by the 4-H Club mothers. All the mothers are to be commended for the excellent job they did in preparing the banquet. The planning committee members were Mrs. Lily Ralph Bynum, Mrs. R. Foster, Jr., Mrs. Ross Foster, Mrs. Fred Igo and Mrs. Neal Reed.

Notice has been received from Dr. R. M. Zirkle, veterinarian with the Agricultural Research Service, that 450 cows from 85 herds in Sterling County have been tested under the market cattle testing program, brucellosis, since March, 1964. Sterling County just recertified under the brucellosis testing program prior to March 14, 1967. The notice stated that the number of cattle tested was less than the percent required to be

tested for recertification and that additional testing will be done in the near future. The additional testing will be performed before March 14.

As soon as particulars of the testing program are received, cattle producers will be notified. It will probably be sometime in early February when the program is initiated.



## Behind the 8-Ball

By the editor.

Has it ever been drier over this area?

And for so long? Boy, it's dry! It's too dry to dew these mornings. It's too dry to frost. It's too dry to do anything.

All we need is a couple of months of heavy rain around here.

And soon. The weather bureau men don't have anything to do except predict more dry weather. They have a snap. Even I could do that.

**8-BALL**  
Bailey Bros. is closing out. The sale crowds overflowed the store Monday all day and nice crowds were on hand Tuesday. On the first day—customers just pushed and crowded their way around—picking out purchases and piling them up in their arms. Then they would try to get someone to take their money for their items.

Bailey had a bunch of western style black felt hats on the front counter. They were mostly Stetsons. If he had had 'em on sale during the Sterling Diamond Jubilee, I bet he could have sold the whole lot. Maybe he was saving 'em for this sale.

S. M. Bailey has been a good merchant, a good man for the town, a civic worker in drives, money raisings for all purposes for the town and community, a good neighbor and one who took care of his business in a commendable way. He will be missed in lots of way in the business community.

Bailey has been in business since 1927 (40 years) and he says he would like to take out and do a little going, etc.

**8-BALL**  
You know, folks, that the fact is—most of the good things in life have to be paid for in some manner.

**8-BALL**  
Somebody better hurry up and open up some businesses on the main block in town. It's getting a little empty looking. We need a cafe, a shoe repair shop, a men's store, a cleaning and pressing shop, a body and upholstery shop, a drug store, and perhaps others that I can't think of. I'd even like a picture show here again.

Owners of such businesses won't get rich here, but they could make a living and you know, a small town like Sterling is a good place to raise (or as I was taught) rear a family.

Advantages might outweigh the disadvantages.

We are lucky that the highway goes through town—and not skipped around it. We are still a nice looking little town to passers-through and the people are the best in the world to live around, to be with, to know and enjoy and have as friends and neighbors.

We really have a lot to offer prospective newcomers. Talk it up.

**8-BALL**  
Even the dust storms are (Continued on Back Page)

## BASKETBALL NOTES

The Sterling Eagles played the Bronte Longhorns here last Friday night in conference games. Bronte won the boys and girls games, but the action was fast and furious.

The local girls made 45 to 53 for Bronte. For the locals Elaine Price made 27 points, Kathy Gaston 10 and Susan Mixon 8. For Bronte Norma Pruitt racked up 25, Linda Carlton 14 and Kreta Kiker 8 points.

In the boys games, Bronte won 83 to 69. For the winners, Davis Corley made 15, David Glenn 14, Doug McCutcheon 14 and Gary Allen 14. For the Eagles Collin Douthit racked up 25, Gary Duncan 16, Ronnie Kilpatrick 9, Alex Sedillo 8 and Esau Vargas 7.

The Sterling B boys won over the visitors 55 to 43. For Sterling Thomas McDonnell made 17, Phil Cole 12, Jerry and David Currence 7 each. For Bronte Manfred Thompson and Steve Williams made 10 each.

**Drop Two to Forsan**  
The Eagles dropped games to the Forsan Buffaloes there Tuesday night. The local boys lost 61 to 77 and the girls 17 to 79.

Top scorers for the boys included Esau Vargas with 21, Alex Sedillo 15, and Ronnie Kilpatrick 12. For our girls Elaine Price netted 11.

## Commissioned as Marine Lieutenant

**QUANTICO, VA. Jan. 5**—Second Lieutenant John C. Augustine, USMCR, son of Mr. J. S. Augustine of Sterling City, Texas, was one of 607 newly commissioned officers in the United States Marine Corps, after completing the Officer's Candidate Course in Quantico, Va.

Candidates for these programs are drawn from colleges and universities throughout the nation and from the enlisted ranks of the Corps. The 10-week course concentrates on individual responsibility as a leader and on tactical control and employment of small combat units.

## World Day of Prayer Feb. 10 at Presbyterian Church

The World Day of Prayer will be observed at the First Presbyterian Church here on February 10 with services at 10 a.m., said Mrs. Charles Probandt. All the women of the town and community are invited to meet for the observance that morning.

Temple Ann Shields, the daughter of Mr. and Mrs. Forrest Foster, is enrolling in West Texas State University at Canyon this week as a sophomore.

## Mother's March Monday Night

The March of Dimes Mothers March will be held here next Monday night, January 30, said Phil Robberson, drive chairman this year. Members of the Noratadata Club and the EHA are working on the march, it was said.

Last Friday night \$119 was raised at the basketball game here between Sterling City and Bronte. Patrons bid for points and a cake auction was held between the girls and the boys games.

## HOSPITAL NOTES

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

Mrs. V.T. Ferguson  
Mrs. Elizabeth Clarke  
Jack McDaniel  
Marion Hays  
Mrs. Sam Sanchez  
Dismissals since Thursday morning of last week include: Templeton Foster  
Mrs. Tetra Salinas

Mr. and Mrs. Chesley McDonald left today for Davis, California to visit their son and family, Dr. and Mrs. Don McDonald and son, Kevin Mark, who was born last week.

## Local Feedlot Pictured in Progressive Farmer

Feedlot plans of Bill Cole, Sterling County, are pictured in the February issue of The Progressive Farmer magazine. The article, "You Can Stop Fighting Your Livestock" pictures some successful pens and corrals being used by ranchers in the southwest.

Cole's feedlot has capacity for 16,000 lambs—8,000 in four shedded pens. Sheds are equipped with infrared heaters to permit year-round shearing. Most gates are ten feet wide. With his three-way cutting gate, one man can sort 2,000 lambs per hour.

## Representative Named

State Representative Gene Hendryx of Alpine, who represents the largest legislative district in the United States, has been named co-chairman of the West Texas Delegation by the fifty-seven members of the Legislature from West Texas. Ned Blaine of El Paso is the other co-chairman.

Hendryx serves on more major committees than any other member of the Legislature. The three term house veteran is considered spokesman in the Legislature on matters pertaining to the western part of the state.



## Lions Hear Talk on Community Building

James Glenn of Abilene, an Area Development Dept. man with the West Texas Utilities Co., spoke to the local Lions Club luncheon Wednesday on building communities. He told how his company worked full time to attract new industries, help old ones expand, etc. and the success so far. He pointed out the ways that had been proven successful and talked of the favorable business climate of southwest Texas. Glenn told club members and guests that service station attendants are the best salesmen a small town has. He said if the stations are clean and neat, the attendants neat and courteous, that a favorable impression of that city or town goes with every motorist that stops for service. He said attendants could stop the passing tourists for meals in local cafes, overnight stops in the motel and hotel, etc.

## AS IT LOOKS FROM HERE

By Omar Burleson, Member of Congress, 17th District

Washington, D.C.—Everyone knows what Sherman said about war. It is, of course,

War is a dirty and unfortunate business wherever it is and whoever is doing it. Those who are loudest in their protests of our bombing in North Viet Nam are using the story of civilians being killed for their most recent emotional appeal.

Recently, four women representing "The United States Peace Movement" were permitted to visit North Viet Nam. On their way back to this country they stopped off in Moscow. A news dispatch quoted one of the women, a Mrs. Grace Newman, as saying, "I feel dirty. I am ashamed of my Government."

At about this same time another news story came out of New Orleans. It had to do with 88 American citizens who were the first group of those repatriated to come home after long and tedious negotiations with the Castro Government.

"I am the luckiest girl alive," said a young housewife as she came down the plane's ramp. "Freedom, Freedom!" cried a mother, holding two children in her arms. Another woman was helped off the plane into a wheelchair. "It will be wonderful to start a new life" she said.

The contrast in these people is striking. One woman who had never known anything but freedom in her own country was permitted to go to Hanoi. She feels dirty and ashamed of us. These citizens from Cuba, having lived under Castro's Communism, are profoundly grateful for the opportunity of returning to the United States.

Perhaps the good lady, Mrs. Newman, should be given the opportunity to spend a few years in Cuba under a sort of government which North Viet Nam would impose on the south part of that country.

Another news reporter for the New York Times, Harrison Salisbury, was permitted to go to Hanoi and sent back stories which are now admittedly the propaganda line of the North Viet Nam government. The emphasis, of course, is on the fact that some civilians have been killed by our bombing. The fact remains, however, that fewer civilians are being killed or injured in this war, even on a percentage basis, than any other in ancient or modern history. This is not to justify a war. It does show, however, that these people use this propaganda to support their advocacy of peace at any price.

It would seem that these people should also lament and decry the fact that Viet Cong terrorists have killed thousands on multiplied thousands of South Vietnamese. There is no accurate estimate of just how many.

At about the same time of the publicity of civilians in North Viet Nam being killed by our bombing, the Viet Cong smuggled a Claymore mine into a bus and killed Vietnamese women and children.

Similarly, the Viet Cong descended on a village that was

Glenn's company, the West Texas Utilities Company, has offered repeatedly to help the towns in this area to attract new businesses, help old ones and investigate any wanting to locate around here.

Glenn was introduced by Alvie Cole, a director of the West Texas Chamber of Commerce. Other guests included Charlie Coombes, district manager of the WTU, R.T. Caperton of Bronte, Dale King of Stamford, and Bill McRee of Big Spring.

R. P. Brown, now of a rest home in Robert Lee, was a guest. He is a long-time member of club. The prize went to H.L. Hildebrand.

## Joe Mitchell Dead in Oklahoma

Funeral services for Joe L. Mitchell, 72, of Geronimo, Oklahoma, were held Saturday afternoon in Lawton, Okla.

Mr. Mitchell died Thursday, January 19, after a stroke and brief illness. The Mitchells were Sterling residents from 1930 to 1948 when they moved to a stock farm in Geronimo.

Mr. Mitchell is survived by his wife of Geronimo; five sons, Fred, Jack, R. B., Bob and Bill, all of the Lawton area; one daughter, Mrs. Ben Taylor (Eula Mae) of Norton, Texas and several grandchildren.

## Do You Want to Vote?

You don't have to pay a poll tax to vote this year, but you do have to register. So, if you want to vote in this year's city and school elections (and any other that may come up) you better go to the courthouse and register now. After next Tuesday it will be too late. It's just about the same deal as getting a poll tax receipt, but you don't have to pay for it now.

showing signs of being friendly to the South Vietnamese, and brutally killed a number of women and children and destroyed their huts.

These acts have been going for years, committed by both the Viet Cong and North Viet Nam regulars in their guerrilla warfare. There is no doubt that the terrorists in South Viet Nam, under the direction of the Hanoi Government, have by grenade, mine, rifle mortar, knife and other hand weapons killed more civilians many times over than have the bombings in North Viet Nam. They are killed, not because they happen to be near a strategic target, but as an example to others.

Not to bomb oil centers, rail yards, supply lines or any other installation which gives the enemy more ability to kill Americans, Vietnamese, Australians and New Zealand soldiers, and others from 15 nations, is to betray them.

Horace said, "When your neighbor's house is afire, your own property is at stake."

### SHORT SNAPS

**CHIMPS CAN'T DO IT!...**  
MEN CAN. WOMEN CAN. EVEN AFRICAN BUSHMEN CAN SNAP THEIR FINGERS AS A SIGN OF JOY AND AMAZEMENT, ACCORDING TO HARVARD ANTHROPOLOGIST DEVORE. CHIMPANZEES CAN'T SNAP BECAUSE THEIR THUMBS ARE TOO SHORT!

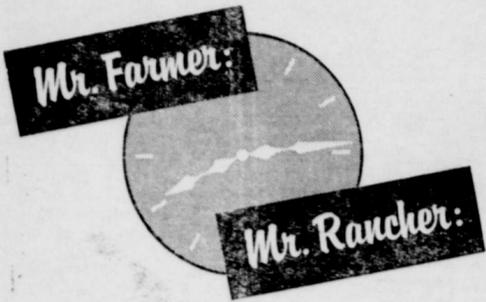
**'YOU ARE NAPOLEON AT WATERLOO!'**  
THE HYPNOTIST CAN SEND A PATIENT THOUSANDS OF MILES AWAY AND CENTURIES INTO THE PAST AND THEN BRING HIM BACK WITH A SNAP OF HIS FINGERS.

**CAN YOU TOP A CHIMP?...**  
THE ANNOUNCER IN THE NEW CHESTERFIELD TV COMMERCIAL TEACHES A GROUP OF FISHERMEN HOW TO SNAP THEIR FINGERS. IT'S SIMPLE: PRESS THUMB AGAINST THE MIDDLE FINGER AND TWIST HARD.

1966	STERLING HIGH SCHOOL BASKETBALL SCHEDULE		1966
Jan. 27*	Garden City	There	Boys & Girls
Jan. 31*	Robert Lee	There	Boys & Girls
Feb. 3*	Water Valley	Here	Boys & Girls
Feb. 7*	Bronte	There	Boys & Girls
Feb. 10*	Forsan	Here	Boys & Girls

\*—Denotes District Games, and all games except San Angelo Sophs and Miles begin at 6:30 p.m.

**Rubber Stamps Sold at the News-Record**



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NOTICE—All Deals Through Caperton Will Be Handled by R. T. Caperton or Matt Caperton. R. T. Plans on Being in Sterling City at Least Once a Week from Now on.

Give us a call or Come Over to Bronte

**Try our new  
Hot Water  
and Detergent  
Car Wash  
Stewart's Texaco**

**REWARD NOTICE**

A reward of \$500.00 will be paid by the Texas Sheep and Goat Raisers Association to any person (other than law enforcement officers) giving information causing the arrest and final conviction of any person or persons found butchering or stealing any sheep or lambs or goats belonging to any Association member in good standing. When two or more persons give information, the above sum will be divided at the discretion of the Board of the Association. When two or more defendants are involved in a single crime, the total reward is limited to \$500.00, but the conviction of one defendant, even though the other defendants are acquitted, will entitle the claimant or claimants to said sum of \$500.00. All claims must be submitted within ninety (90) days following conviction. If, upon conviction, a defendant confesses other thefts, no additional reward will be paid. All deviations concerning the payment of such reward and the conditions of payment will be made by the Board of Directors of the Association.

**TEXAS SHEEP & GOAT RAISERS ASSOCIATION**

**SPARE TIME INCOME**

Refilling and collecting money from NEW TYPE high quality coin operated dispensers in this area. No selling. To qualify you must have car, references, \$600 to \$1900 cash. Seven to twelve hours weekly can net excellent income. More full time. For personal interview write P. O. BOX 10573, DALLAS, TEXAS, 75207. Include phone number.

**PLANT OPERATORS**

Positions are immediately available for men with Chemical, Cycling, Refinery or Gasoline Plant operating experience. Starting pay is commensurate with experience, ranging from \$2.80 to \$3.75 P.H., plus shift differential of 9c & 18c. Jobs have been created by a company expansion program.

This is a new and modern plant. Top pay and benefits. Call for appointment (Tel.—Houston JA-9-6260), or write Industrial Employment Associates  
3111 Baldwin, Houston, Tex. (Consultants to Management)  
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**ATHLETE'S FOOT GERM HOW TO KILL IT.**

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**INCOME—SPARE TIME**

No selling. Refill and collect money from NEW TYPE coin operated dispensers in this area. To qualify must have car, references, \$600 to \$1900 cash. Ten hours weekly can net excellent income. More time can result in more money. For personal interview write Advance, Box 176, Elmwood Park, Illinois. Include phone number.

**The STERLING VOLUNTEER FIRE DEPARTMENT WANTS**

Sterling Volunteer Fire Department Wishes the Public to Know:  
1 Long Siren Blast—FIRE  
2 Short Blast—Meeting Night (every second and fourth Monday)  
Continuous Blasts—TORNADO!

**SPARE TIME INCOME**

Refilling and collecting money from NEW TYPE high quality coin operated dispensers in your area. No selling. Car, references, \$1000.00 or more cash required. Seven to twelve hours weekly can net excellent monthly income. More full time. For personal conference write D & B Distributors, Inc., P. O. Box 18811, Oklahoma City, Okla. 73111. Include phone number.

In case of fire dial 8-4771.

**Million Mothers Fight Birth Defects In Traditional March of Dimes Drive**

Famed actresses Jane Wyatt, Angela Lansbury and Gigi Perreau share a secret—they have learned there can be a great deal more to life than the glamour and glitter of stage and screen stardom.

Behind the scenes these stars are among the more than one million American women who have become March of Dimes volunteers so that countless millions of infants, yet unborn, may have the chance to lead normal and useful lives.

For the fourth consecutive year, Miss Wyatt is national chairman of the March of Dimes Mothers' March on birth defects. Miss Lansbury is chairman in New York City, and Miss Perreau is chairman in Los Angeles, Calif.

As the world of stars helps the 1967 March of Dimes, so does the world of space. The Mothers' March chairman in Houston, Tex., is Mrs. L. Gordon Cooper Jr., wife of the famous astronaut, while the mother of astronaut Wally Schirra, Mrs. Walter Schirra Sr., heads the Mothers' March in San Diego, Calif.

These well-known women and the many other equally dedicated Mothers' March volunteers across the nation seek their neighbors' support and contributions for the 1967 March of Dimes because the need is so vital and immediate.

Each year more than 250,000 American babies are born with birth defects, many of which can disfigure, disable or kill. That's about 700 infants born each day with a physical or mental defect. Birth defects each year destroy an estimated 500,000 infants before they are born.

"On their Mothers' March from door to door, volunteers will have two main goals," Miss Wyatt explains.



THE OBJECT OF THEIR AFFECTION is 5-year-old Donna Dill, the 1967 National March of Dimes Child, who symbolizes the 250,000 American babies born with birth defects each year. Actress Jane Wyatt, left, is national chairman of the Mothers' March. Visiting Santa Claus with Donna is another Mothers' March leader, Trudy Cooper, Houston, Tex., wife of astronaut L. Gordon Cooper, Jr.

"These women want to educate parents and parents-to-be about birth defects and what is known about how to prevent them. They will also try to raise funds to support the fight on birth defects."

The educational leaflet, "Happy Birth Day," will be distributed during the Mothers' March. It explains what to do if you are about to be married, if you are expecting a baby, if a birth defect occurs in your family or if you have friends with a defective child who needs assistance.

Contributions to the 1967 March of Dimes will help the fight on birth defects by supporting:

- The growing nationwide network of 77 Birth Defects Centers for diagnosis and treatment.
  - A scientific research program aimed at finding the causes and methods of preventing birth defects.
  - A Professional Education Program for scientists and medical personnel.
  - A nationwide Public Education Program to distribute authoritative information about prenatal care and birth defects treatment and research.
- The million mothers who march this month will share the certain knowledge that they will indeed be marching to help generations of babies yet unborn.

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A Town Depends on Trade . . .**

**Sterling City News-Record**

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- \* Programs
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**News-Record**

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Sterling City

**STERLING CITY NEWS-RECORD**

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 Published Every Friday

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 \$3.50 A YEAR OUT STATE  
 \$4.00 A YEAR OUT STATE

NEWS established in 1890  
 RECORD established in 1899  
 Consolidated in 1902

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 hereafter

Phone in your personal items  
 of news—your visits, your  
 visitors, your parties, etc.  
 News-Record 8-3251.

**What's Doing in the Churches**

**FIRST BAPTIST CHURCH**  
 Andy Daniels, Pastor

Sunday school 9:45 a.m.  
 Morning worship 11:00 a.m.  
 Training Union 6:30 p.m.  
 Evening Service 7:30 p.m.  
 Teacher's Meeting 7:00 p.m.  
 Wed. Prayer Serv. 7:30 p.m.

**CHURCH OF CHRIST**  
 Carlton H. Hays, Minister

Bible school 10:00 a.m.  
 Morning worship 11:00 a.m.  
 Evening Classes 6:00 p.m.  
 Night Worship 7:00 p.m.  
 Wednesday Mid-Week Service 7:00 p.m.

**FIRST METHODIST CHURCH**  
 Phil Robberson, Pastor

Church school 10:00 a.m.  
 Morning worship 11:00 a.m.  
 Evening Worship 7:00 p.m.

**FIRST PRESBYTERIAN CHURCH**  
 Hubert C. Travis, Minister

Sunday school 10:00 a.m.  
 Morning worship 11:00 a.m.

**T. PASCHAL BAYLON CATHOLIC CHURCH**  
 Rev. Vincent Daugintis, Pastor

Sunday Mass 8:00 a.m.  
 Thursday Mass 7:00 p.m.

8:15 A. M. SUNDAYS  
 KGKL SAN ANGELO 960

THE BIBLE TEAKS 3 YOU

**Vanity Beauty Shop**  
 Shop closed every Tuesday and Saturday afternoons.  
 RUBY POTTS, Owner

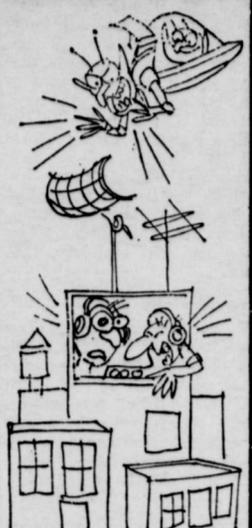
NOTICE—My ranch is fully posted against trespassing and hunting. CHAT REYNOLDS.

POSTED—All land operated by me posted against trespassing and hunting. Violators prosecuted. GEO. McENTIRE, JR.

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 COME IN AND SEE US Will Appreciate Your Barber Business  
 Joe Stucke

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 FOR AUTO, FIRE AND CASUALTY AND LIFE INSURANCE, Use Your Local Reliable and Tested Agent—  
 BERHAM INS. AGENCY BERHAM ABSTRACT CO.  
 Abstracts and Title Policies

**SCIENCE SKETCHES**



MESSAGES will be "pulled" from the sky to teach us more about the physics and chemistry of space and the atmosphere. A satellite monitoring station is being built at Pennsylvania State University to do the job. It will pick up signals from: mass of the satellites passing over the U.S.



BELIEVE it or not, "quick-tempered shortening" isn't really angry! It's the result of a new process that reduces the hardening or tempering period of vegetable shortening from two-to-ten days to less than 24 hours, reports Votator, Louisville, Ky.



CAPE COD will disappear in 4,000 to 5,000 years, says the U.S. Geological Survey. New England's famous sandbar peninsula has already lost a two-mile-wide strip of land because of erosion by ocean waves.



**SMOOTH SELLING**

by George N. Kahn, Marketing Consultant  
**SAMPLES CAN'T TALK**

Copyright—George N. Kahn

Quite often a salesman is asked to leave a sample with a purchasing agent.

The agent may want to examine it at leisure or show it to someone else in his organization, perhaps an engineer.

By all means honor this request but don't walk away with the comfortable belief that the sample will make the sale for you. It won't. You must back it up with a solid presentation. The buyer needs more than just the sample to help him make up his mind.

**Sample Care**

No sample should be left with a buyer unless it is complete and perfect in every detail. A misplaced tag or label, a dirty or soiled part could spell disaster for you. Before you deposit the product with the purchaser, go over it with loving care. Make sure its appearance has maximum appeal.

Not long ago a young man called at our house, selling encyclopedias. He was neatly dressed and well educated. But what impressed me most was the way he handled his sample.

He had a volume of the encyclopedia in a zippered velvet bag inside his briefcase. The salesman withdrew the book with near tenderness. The volume was immaculate.

The young man leafed through the pages as if each were of precious material. There was in his presentation a great deal of showmanship, drama, if you like. But it was highly effective. I am now the owner of a new set of the encyclopedia.

**The Service "Sample"**

The proper use of samples applies as well to the service salesman. A service salesman, for example, should see that his presentations are clear and easy to read. In preparing a proposal, he should make sure that the prospectus answers all probable questions. A prospect wants to know what he's going to get, how much it will cost him and for how long.

The same is true of mutual fund selling. The investment plan should be fully laid out so that a child could understand it. This can be done without "talking down" to the prospect.

**Talk About Your Sample**

Some salesmen have a tendency to let their samples do their "talking" for them even when they are present. The prospect needs some guidance. And he has a right to expect the information to be volunteered by the salesman. Why should he have to pry each detail out of you? If such is the case you could hardly blame him for thinking that you aren't

very interested in what you are selling.

**Carry Your Samples**

By urging you to support your samples with presentation, I don't mean to minimize the importance of the samples themselves. They play an important role in selling that should not be overlooked.

Some salesmen avoid carrying samples, especially when they are large or bulky. This is an error. The sample can often mean the difference between success and failure with a prospect. You might get a buyer all warmed up with your sales talk and then have to run out to get the sample. The prospect may be considerably cooled off by the time you return. When you have the sample on hand you can keep his interest at the

something almost magic about touching a product. Getting the "feel" of it will arouse his desire and help you close the sale. Handle it first yourself and then invite him to do the same. It's a sound idea to keep talking while he's holding the product. This will make him conscious of the sample's style and quality.

Sometimes it's a wise policy to leave a sample with the buyer whether or not he asks for it. You may have been pressed for time during the interview and were unable to get your full message across. The buyer may have been distracted and did not absorb all your points. There may not have been a convenient location for showing your line.

**Outside Showing**

You may have to show your samples in a hotel suite or temporary showroom. In this instance you are the host and should perform accordingly. Make sure the buyer is comfortable when he views your products. Take care to see that the lighting is adequate and, if possible, flattering to your line. Provide a handsome setting for your samples so that they stand out.

If the buyer is on the fence, why not suggest that he take a sample back with him. If the product is large, some arrangement can be worked out to ship it to him. I wouldn't do this for anyone off the street but if the prospect is reputable you are safe in letting him have the sample for a few days. Samples are easy to replace but customers are hard to get.

How about your sample technique? Is it working for you? Here's a gauge to help you sell. If you can answer yes to seven or more questions you have little to worry about in this phase of selling.

1. Do you leave samples with buyers who ask for them? Yes  No
2. Do you sometimes suggest leaving them even if there is no request? Yes  No
3. Do you make sure the sample is in tip-top condition, tags in place, etc.? Yes  No
4. Do you carry samples, no matter how bulky? Yes  No
5. Do you know your product so well you can demonstrate it without a hitch? Yes  No
6. Do you handle your samples with loving care? Yes  No
7. Are your outside showings enhancing your product? Yes  No
8. Do you encourage the purchaser to handle the sample? Yes  No
9. Are your samples displayed to best advantage? Yes  No
10. Do you believe it's worth losing an occasional sample to gain a customer? Yes  No



right pitch for an order. Even going out to your car for the product may break the rhythm of your presentation.

**Know Your Sample**

You can't do an effective job of showing your sample unless you are thoroughly familiar with it.

Don't learn in the prospect's office. Bone up at headquarters or in your home. If you need technical assistance, get it from one of your engineers or production people. A sample will take on a much more glamorous appearance if you "bring it to life." If your talk is convincing and knowledgeable, the prospect will see in the sample the advantages that you do.

Where do you show your samples? This can be an extremely important factor in getting an order.

Some buyers will be annoyed if you toss a sample on their desk. Others will be sore if you put it anywhere else.

In any event, don't choose a spot that is a poor setting for your product. Make sure that the surroundings enhance your sample. Be fussy about lighting, backdrop, etc. Fine diamonds are not displayed in a cigar box by a jeweler. They are appropriately exhibited on rich velvet.

Suggest to the buyer that he handle the sample. There is

**Big travel bargains are back on the Santa Fe!**



What's the gimmick?

Simple. It's the off-season. From September 15th through May 15th, you can save up to 20% (sometimes even more) on round-trip rail fare.

First class or coach, either way it's a travel bargain. And not just on special days, but any day of the week. Your return ticket is good for 30 days—on any Santa Fe train. There's no tax on Santa Fe tickets.

So you see, there's really no gimmick. Just savings. This time, why not take a vacation on the way? Travel Santa Fe. And save.

Ask your local Santa Fe agent for full details on Bargain Fares—and other Santa Fe travel bargains.



**Siesta Motel**  
 for business or vacation  
 Spacious rooms, air-conditioning, large swimming pool and lounging area...  
 24 hour Waffle House; Dining room for steaks or complete meals...  
 Singles \$7  
 Double \$9-\$10  
 Family of Four "Special" \$12  
 Suites \$12.50

**Siesta Motel**  
 4441 Fredericksburg Road  
 (U.S. 87 N. Business, Between Loop 410 and Downtown)  
 American Express  
 Carte Blanche  
 Accepted



**NOTICE--Bids To Be Let for Fire Truck**

The Sterling Volunteer Fire Department will receive bids until 10:00 o'clock A.M. Monday, March 13, 1967 for the following fire apparatus:

**NEW PUMPER TRUCK.**  
 Specifications available from Fire Marshal or from the office of County Judge, Sterling City, Texas.

The foregoing equipment will be paid for out of the general fund of Sterling County or by warrants issued by said county in accordance with the statutes governing the issuance of such warrants. The Sterling Volunteer Fire Department and/or the Commissioners Court of Sterling County hereby reserves the right to reject any and all bids.

Address proposals to Fire Marshal Dan Glass, Sterling City, Texas, 76951.

Given under my hand and seal of office this 18th day of January A. D. 1967 at Sterling City, Texas.

W.R. BROOKS  
 County Judge of Sterling County, Texas.

POSTED—All lands owned or controlled by me are posted against hunting and trespassing.

VIRGIL BROWNFIELD

POSTED—All lands operated by me posted against trespassing and hunting.  
 REYNOLDS W. FOSTER

**Hord's Shell Service**  
 RANCE HORD  
 THAT GOOD SHELL GAS AND OIL—SERVICE  
 Ph. 8-9211 Sterling City, Texas

**City Savings & Loan Assn.**  
 SAN ANGELO SAVING HEADQUARTERS  
 ANTICIPATED DIVIDEND **5%**  
 ON ALL SAVINGS ACCOUNTS  
 Directors:  
 James R. Duncan Hudson Russell  
 John S. Cargile Wilbur Carr Brown  
 C. A. Duncan W. A. Griffis, Jr.  
 125 S. IRVING PHONE 655-3118

### SCHOOL LUNCH ROOM MENUS

- MONDAY, JANUARY 30**  
Cheese Rarebit on Toast  
String Beans  
Baked Potatoes  
Vegetable Salad  
Rolls,  
Cinnamon Crispies
- TUESDAY, JANUARY 31**  
Beef Patties  
Tomato Casserole  
Blackeyed Peas  
Onion Slice, Pickles  
Rolls  
Fruit Jello
- WEDNESDAY, FEBRUARY 1**  
Fried Chicken with Gravy  
Buttered Potatoes  
Buttered Corn  
Cranberry Sauce  
Rolls  
Cookies
- THURSDAY, FEBRUARY 2**  
Pigs in Blankets  
Pinto Beans  
Buttered Spinach  
Carrot Sticks  
Cornbread Muffins  
Cherry Cake
- FRIDAY, FEBRUARY 3**  
Tuna Casserole  
Buttered Peas  
Buttered New Potatoes  
Waldorf Salad  
Rolls  
Lemon Cake

### Jubilee Pictures Needed

If you have any pictures or negatives, etc. of the Sterling County Diamond Jubilee, will you please let Mrs. Tom Abill have them to begin work on the Jubilee scrapbook. She will have prints made or just use your pictures if you have duplicates she can use.

You can turn in the pictures to Mrs. Abill or leave them at the News-Record. The scrapbook will then be put in the county library.

### BUSINESS OPPORTUNITY MAN OR WOMAN

Reliable person from this area to service and collect from automatic dispensers. No experience needed—we establish accounts for you. Car, references and \$985.00 to \$1785.00 cash capital necessary. 4 to 12 hours weekly nets excellent monthly income. Full time more. For local interview, write Eagle Industries, 3954 Wooddale Ave. So., Minneapolis, Minn. 55416.

### School Census Is Underway Here

The following students will be six years old before September 1, 1967 and have been signed on the 1967-1968 census or will be before the end of this month. The following will be the 1967-68 first grade students:

Bobby Clemmons, Danny Daniels, Lynese Gaston, John Griffin, Rena Hord, Leonard Horwood, Carl Igo, Melanie McEntire, Linda Jean Piper, Eddie Probandt, Delmar Rade, and Freddie Thompson.

If you know of another child whose name does not appear above who will be six years old before September 1, 1967 please call superintendent O. T. Jones at the school, 8-3531.

### Grade School Children To Attend Play in Angelo

Grade school principal J.R. Dillard said Angelo State College had invited all students in Sterling grade school from grade two to attend the play "The Elves and Shoemaker" at the college auditorium on Saturday afternoon, January 28. He said he planned to take the school bus and take all pupils that were interested in attending. There is no charge for the students.

### Have You Registered To Vote?

Have you registered to vote yet? You won't have any trouble—you just go to the sheriff, tax-collector's office and register just like you formerly did in paying a poll tax. But it has got to be done during January. So go on to Jim Cantrell's office and register if you haven't.

If you are between ages 21 and 60, better go register—there will be the usual city and school elections, any possibly more.

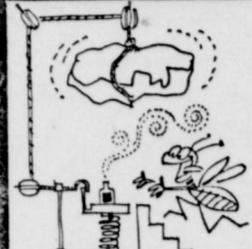
### SCIENCE SKETCHES



**CARBON DIOXIDE** sales to carbonated beverage bottlers set some new records in 1966, increasing about 20 per cent over the preceding year during the months of June and July, reports Cardox, Chicago. Bottlers estimate that by year's end an average of 259.1 bottles of pop per person will be consumed in the U. S.



**MEDICAL** scientists are reading palm prints to study heart disease and birth defects, reports the American Medical Association. Palm prints of most normal, healthy infants are similar. Deviations from these normal patterns may give clues to disease and its cause.



**SCENTED** trails are luring termites to their death. Two University of Wisconsin entomologists are studying the use of pheromone to lead termites to a death-dealing mold or toxic bacterial preparation.

### Be Good to Your Baby BEFORE IT IS BORN!

1. CONSULT A DOCTOR AS SOON AS POSSIBLE TO CONFIRM PREGNANCY. SEE HIM REGULARLY AND REPORT ANY UNUSUAL BLEEDING OR DISCOMFORT. IF YOU VISIT ANOTHER DOCTOR, TELL HIM YOU ARE PREGNANT.
2. CAREFULLY FOLLOW THE DIET YOUR DOCTOR PRESCRIBES.
3. DO NOT TAKE ANY DRUGS OR MEDICINE UNLESS PRESCRIBED BY YOUR DOCTOR FOR YOUR PRESENT NEEDS.
4. AVOID EXPOSURE TO CONTAGIOUS DISEASES... ESPECIALLY GERMAN MEASLES!

fight birth defects / JOIN MARCH OF DIMES



Worried About Your Business?? . . . . .  
TRY NEWSPAPER ADVERTISING. All successful businesses make advertising pay off for them. IPTA

### Behind the 8-Ball

(Continued from Front Page)  
good for something. They bring in new topsoil and, too, drive away the people who don't really belong here!

Hooray for West Texas—and Sterling County.  
8-BALL

The paving of the double-lane portion of Highway 87 beginning at the west end of the city is getting close to completion—it seems. The contractor just about has all the grading and filling and the preliminary topping already done. If this weather holds, he just might get through soon.

Then you can travel on 2-lanes divided for a little way, anyway—west.  
8-BALL

The old home town is one where people wonder how you got as far as you have.  
8-BALL

One oldster to another not quite so old, "Be fore making up your mind to retire, you better stay home for a week or two and watch the daytime television shows."  
8-BALL

The school year is halfway over. The Sterling school had mid-term last week and the college kids are mostly home for the between semester period of grace. Before you really know it, school will be out.

Tempus is fugiting, as Orrie Deal used to say.

Or, as the monkey said when he got his tail cut off in the lawn mower—"It won't be long now."  
8-BALL

The Ray Mixons are renting or leasing their Dairy Hut to the Dan Colliers, starting on next Monday, January 30.

The Mixons, who have been operating the business for a number of years, said they wanted to thank their friends and customers who had been so loyal through the years—and hoped they would continue to support the Colliers in the business.

Mr. Mixon is employed in the Texas Highway Engineers group here, and Mrs. Mixon is a part-time worker in the local post office.  
8-BALL

Another thing Sterling City needs is a rest home for old folks. A sort of a hospital—but not quite. A number of the senior citizens of Sterling are now in such homes or have been the past few years.

I think they would rather spend their last years here in such a home than in another town away from here.  
Don't you?  
8-BALL

In the memory of most of us Sterling has lost the picture show, the lumber yard, the drug store, several groceries, two cafes, the railroad, three car dealers, a wholesale gasoline agency, locker plant, and some other small enterprises.

We have a good highway—87—right through town, and the traffic gets heavier all the time. When the new lake at Robert Lee is finished, a lot of stopping will be done by people from the west going through here to there for recreation and fishing.

Any number of opportunities exist here for the enterprising persons or persons. Commercial feedlots, curio stores, downtown cafe or coffee shop and confectionery, and many other small businesses could be put on a paying basis.

**THANKS . . .**

We want to thank all our friends and customers who have been so loyal through the years. We really appreciate your trade and friendship.

The Dan Colliers will lease and begin operating the Dairy Hut on next Monday, January 30. We will appreciate your support of them.

SINCERELY,

**THE Ray Mixons**

### School Library Receives Gifts

The school is grateful to Mrs. J. W. Blaneck for a perfect copy of **Away All Boats** by Kenneth Dodson. It tells of the ships and men that came under heavy bombardment but still landed our marines and GI's in battle in the South Pacific during World War II.

Also the school library appreciates gifts of magazines by Mr. and Mrs. Reynolds Foster, Mr. and Mrs. Larry Glass, and Mr. and Mrs. O.T. Jones.

### CARD OF THANKS

We want to express our deep appreciation and thanks to all who were so kind and thoughtful at the death of our loved one. Everything was appreciated—the flowers, food and all acts of kindness.

The family of  
Jimmy McCarty

### WANTED MAN OR WOMAN SPARE TIME

To refill and collect money from machines dispensing Hi-Grade Candy, Gum, and Sport Cards in this area. Excellent income. Easy to do. \$495.00 cash required for inventory. Include phone number. Write P.O. Box 1502, Abilene, Tex.

### FOR SALE—The Old Pearce

house. Priced cheap. If interested call 8-2881.

### FOR SALE—1954 Pontiac

A-1 Condition, one owner. Jim Cantrell Ph. 8-4771.

### LOST—mottled-faced heifer

er, about 475 pounds, strayed from Vern Davis place. Reward, call sheriff's department.

### WANTED—IRONING, \$1.50

per dozen. Mildred Blackburn, across road from G. C. Cannons. Ph. 8-3012.

### Ranches—Grass Land

We have buyers for ranches in this area, particularly between Sterling City and Big Spring.

### Brown-Horn Assoc.

**Real Estate**  
1301 E. 4th Big Spring, Tex.  
PHONES:  
Bus. AM7-2565, Nite AM3-2447  
**JIM HORN**  
Specializing in  
Ranch Properties

### HELP WANTED—MALE OR FEMALE

WANTED: A good reliable person to supply customers with Rawleigh Products in Sterling Co. or Mitchell Co. Write Rawleigh TXJ-1220-127 Memphis, Tenn.

**Allen Insurance**  
AUTOMOBILE, FIRE, THEFT  
HOUSE, etc. ALL KINDS  
See us for your Insurance  
20% Less Than the Texas  
Published Rate  
LIFE INSURANCE  
HOSPITALIZATION AND  
AND ACCIDENT POLICIES  
**VERA DELL ALLEN**  
In Sterling Butane Co. office

### For True Inspiration and Healing

The unique service of the Christian Science Reading Room has been designed to aid you and others in sharing the healing benefits which ever-increasing thousands are receiving through Christian Science.

Here the Bible, "Science and Health with Key to the Scriptures" by Mary Baker Eddy—containing the complete explanation of Christian Science—and other Christian Science literature may be read, borrowed, or purchased.

**Christian Science Reading Room**  
4 So. Fillmore  
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Visitors Welcome

Information concerning free public lectures, church services, and other Christian Science activities also available.

### COMPARE OUR PRICE! NEW ATLAS "K" BATTERY



**\$15.75**



**Murrell's Humble Service Station**  
Phone 8-2591  
Sterling City, Texas



**HENRY BAUER**  
CONSIGNEE  
Ph. 8-4321 Sterling City, Tex.  
WHOLESALE

**Andy's Barber Shop**  
Andrew Coronado, Prop.  
"YOUR HEAD IS MY BUSINESS"  
Just West of Brock's Grocery

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Vol. 76  
ARI  
Do you want percent of your job in feeding winter? You feeding profit a week according to lamorhea 1 ion.  
Research how that sell on the tv ag as they feeding. Feed means putting units less fre ion has prov f feeding w job in more t roducer is a or cut and ame time. I nd and timo ost produ or ways to  
The prolon without moi anything in need for livi vitamin def Of biggest cc he present c efficiency of stock are abli portant vitar of time in t must be rep ily; cattle concern in  
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thetic source which are a the feeds. I have a mini in them; ma ducers are b mixed to th tions and ar necessary ar  
It will pay the alert fo the vitamin symptom of blindness. In be become their appeti eyes, have and swollen becomes st animal may vulsions.  
Amy Hod 4-H club n in the Fort this week. flock of shires, was open show  
A ram la last summer went on t champion r show. Her be compet Hampshire next week i io week aft  
Other es club who w El Paso an Wayne Igo. lets are ent Rambouillet too, will go an Antonio petition.  
Amy Hod a string of 1 Junior show The San ens on Fel Hodges, Fos and Allen fleeces for Wool Show The Prices entered, Cl Lamb j way in Sa urday, Feb Sterling Co bers have t entered in with entrie ch, Bobby a Charlotte I Janis a Pan McEn