STERLING CITY NEWS-RECORD

LIONS CLUB

cal county agent.

Barlemann.

Two 4-H Club girls, Pam

McEntire and Janis Igo, put

nesday. They will be in the state contests at Texas A&M

Everyone is invited to buy

The Phil Robbersons are off

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



ob

AROUND THE COUNTY



ARTHUR BARLEMANN, JR. COUNTY AGENT

The eggs of the pecan nut casebearer were found here summer Sports Get At this time, there is still a Underway Monday small crop of the eggs on the small nuts. Eggs were not at School found in the John Brock or-

they had been deposited on the nuts recently. It takes four 7th and 8th graders will will few months. The further opin-

erge from the pupae state in Thursdays. moths had emerged from the eral government. 120 pupae placed in two cages. This is typical statewide; the moth emergence has been Wimodausis Club Has have any tro high but they are not depositing the eggs in large numbers Installation

ontests and Round Up. Those was the installing officer. who are going are Janis Igo, Mrs. Asbill, outgoing presiand Pam McEntire, who will dent, gave a resume of the our negotiators into one-sided and although we will go on JUNE 3 ources Conservation Demon-discussed "Is Home Peace no concessions at all. rank Price will be competing "Public Health." lso attend the event. The contests will be held coming club year.

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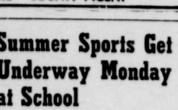
378-4451

OOL

As most livestock producers of Miss Ethel Foster. ound in Edwards County service as president. tory in Mission were predict-followed. ng that the worms would oon be found in the Big Bend ountry and Southwest Texas. Memorial Book for High The next part of their pre-School Library to the worm's liking. Bot-period. ffice if needed.

RS. ODESSA WILSON URIED IN ENNIS

s, a neice of the late Mrs. people. excellent reference source. that they are capable of an of-capability of doing.



chard yet; the three found on A six-weeks summer allsomething over one hundred sports program begins at the clusters were in the northwest Sterling City school on Monpart of town. Up until Wed-day, June 3, according to the resday, finding the eggs had high school principal James FROM HERE been impossible but on Wed-Thompson. Roger Moore, local By Omar Burleson, Member Tom Asbill acted in the abnesday afternoon. John Brock high school teacher, will be in went along and we found charge of the program, said Thompson.

this weekend. The eggs found track, etc. will make up the tiations with North Vietnam week in June.

they had been deposited on Front 6.30 to 10 a.m. the few months. The further opinthe nuts recently. It takes four 7th and 8th graders will will ion was expressed that at the hatch and the best results a.m. is the time for the 1st, from spraying are obtained 2nd and 3rd grade ages. In when the small worms get the afternoon from 1 to 2:30, the first the 4th 5th and 6th graders.

The members of the Cath The Memb the effect of the spray the first the 4th, 5th and 6th graders the Communists would start The members of the Cath-by Bobby Dodds. grade school the divide vote and at the T.

bus will leave the school at tion" be established for South in the afternoon. The moths continue to em- 1:30 p.m. on Tuesdays and on Vietnam.

Five Sterling County 4-H meeting In a beautiful cere-lub members will be in Col-mony, using the characteristics lege Station next week to of the flower, the larkspur, phong. ke part in the State 4-H Club as symbols, Mrs. Tom Asbill It is also pretty clear that ence in the country.

will have won the right to rep-shall, in memory of Foster seek peace. econd place in a district con- was the winner of the Home-Hanoi and Haiphong be spared we do not expect to while



couple of days of their life. Will meet.

This is the time they are feeding on the outside of the nuts. take swimmers to Robert Lee Once they move inside, nothfor swimming sessions.

The Communists would start olic Church are going to sell principal. Mexican food Sunday, June actions against North Vietnam o'clock and run on till later o'clock and run on till later bus will leave the school at the communists would start of the methods of the Cathlesia of the Cat

This is what is happening in some of the food. the traps at Brock's. When the count was made on Wed-the summer programs at the held in Paris. The North Vietnesday, we found that 55 schools, sponsored by the fed-namese negotiators started out chance. Just go to the church with a propaganda blast and and make your selection. continue to deny that they have any troops in South Viet-

to the annual Methodist con-Their first purpose is clearly ference this week. Phil is at to put this Country into a box Austin for the conference and not favorable so the bugs are holding off.

The Wimodausis Club in-stalled new officers for the 1968-69 club year at its last by first getting the United his family is in San Antonio with relatives for the week. fensive to threaten our pres-

they are depending on senti- Our delegation in Paris is

compete in the Natural Re-year's study. Mrs. Ray Lane concessions while they make patiently seeking an honest tration contest. Charlotte Corps the Riot Answer?" and Our American "doves' take they will not submit to a pro-school here this summer be-direction of music teacher Toster, Bobby Bynum, and Mrs. Rufus Foster spoke on the line that having once paganda trap that would sac-gins on Monday, June 3 and Mrs. Dick Mitchell, and folagreed to the present partial rifice everything for which our will run on for six weeks, ac. lowing the program, her piano

the Range Grass Identifi- The new president, Mrs. bombing halt, the United States men have been fighting since cording to superintendent O. pupils were presented in reation contest. Mrs. Fred Igo David Glass, then spoke on must not ever consider going this conflict began. and Mrs. Ewing McEntire will "Future Pathways" and ap-back to air action against the The Communist negotiators regular first grade teacher, is Piano pupils appearing in pointed committees for the enemy under any circumstan- of North Vietnam should be in charge of the program this the recital included Dow Tances. This, they say, would be a made to understand clearly and year.

Medensday morning next The club presented to the shock to "world opinion" and unequivocally that we are there A list of prospective stud-wood, Judy Brock, Judy Copereek. Contestants will come County Library the book bring great disappointment and to produce genuine progress ents who are eligible to attend land, Sherri Blanck, Dusky rom all areas of the state and "Christy" by Katherine Mar-adverse reaction to those who toward an honorable peace At are listed: the same time, and with an asesent their district in the Conger It was also announ- The North Vietnamese, of surance not to be misunderontest by winning first or ced that Sharon Currington course, want assurances that stood, we should tell them that

making Award presented an- any future bombing under any away months upon months of nually by the club in memory circumstances. If they could meaningless talks with the idea get this, it would release an that we make all the concesnow, screwworms have made A past president's pin was estimated three quarters of a sions without reciprocity. We he jump north. This week, presented to Mrs. Asbill in million work force, enabling should make it unmistakenly he first confirmed cases were recognition of her two years them to send many more fight-clear that we do not intend to ing men into South Vietnam. turn the Government of South Rocksprings) and Jeff Davis Mrs. Foster Conger and In fact, there is pretty good Vietnam over to the Viet Cong ounty. Several weeks ago, Mrs. Roy Morgan were host-evidence that they are already by any "coalition", which to

e officials of the the labor-esses during the tea hour that escalating action in this re-Communists means a government of their own choosing. spect. While two years of negotia- We should also make it entions were going on to settle tirely clear, without stating an the Korean war, the biggest ultimatum at this time, that if Chinese-North Korean offen-no settlement is reached on action—which they feel will In memory of Don Jones, sive of the whole was occurred reasonabl terms in a reason-

cur—is the finding of worms Mr. and Mrs. C. J. Copeland in the month before the truce able time, that not only will the area around San Angelo. have placed the historical nov-was finally signed. Well over the war continue but that it o, all producers are urged to el Johnny Reb by Merritt Par- a third of all American casual- will take on proportions not PONY LEAGUE GAME HERE club, Mrs. Ray Mixon high daintain a watch on their melee Allen, writer of excelties of that war occurred while yet exercised by our side. ock. The hot, humid weather lent books on the Civil War peace negotiations were offic-

es and mailing tubes are In memory of Mrs. Will In this situation in Paris, we yet running this Country nor Club Pony League team of Barrett, Mrs. B.R. Bynum, Mrs. vailable in the county agent's (Blanche) Edwards, Mr. and are at least forewarned of the will we be so sensitive to San Angelo here tonight at Alvie Cole, Mrs. Mildred Em-Mrs. Harvey Glass have placed tactics of Hanoi's representa- "world opinion" that we will 7:30, announced Phil Robber- ery, Mrs. Robert Foster, Mrs. the noteworthy collective bi-tives. It is the most dangerous not unloose the forces of our son this week. The game be-Larry Glass, Mrs. D. Kirk ography, Meet the Presidents, time in South Vietnam. It is capability against them. by Frances Cavanah, famous obvious that the strategy start- As has been said on numer-League Park.

Mrs. Odessa Wilson of Dal-writer of biographies for young ed with the TET offensive and ous occasions, it has long since Phil Robberson is coach of Reed, Mrs. James Thompson, continues to the present time ceased to be a matter as to the team here, but he is out Mrs. Westbrook, Mrs. Danny

L. Foster, died in Dallas In memory of her husband, with varying degrees of inten- whether we should be in South of town at Methodist confer- Stewart, and guests present inst Sunday morning. At one Mrs. Levi Martin has placed a sity. It is reasonable to believe Vietnam or not. It is a matter ence; so filling in tonight for cluded Mrs. J. Q. Foster, Mrs. ne she had lived here. revised edition of The Hive and that as talks go on in Paris a of either settling it through him are James Thompson and Mixon, Mrs. C. J. Copeland. Mrs. Wilson was active in the Honey Bee, edited by Roy stepped up activity will go on negotiation while there is op-Bobby Dodds. usic clubs in Dallas, was A. Grout. The biology and in South Vietnam in an attempt portunity or else getting it Last week the San Angelo Ricky Hopkins, Mrs. Charles uried in Ennis on Tuesday of other classes will find this an to show our representatives over in the way we have the team won over the locals by Allen, Mrs. Roy Foster and

Democrat Run-off on their demonstration of range management at the Lions Club luncheon Wed-

next week with their demon-8th Grade Exercises The two girls, who had won Held Last Friday in district contests last week

entering under the sponsor-the eighth grade were held in Yarborough and Preston Smith Guests present at the Wed-Thompson, high school prin-entire state) on June 1. The nesday luncheon included the cipal, making the address. He two were top contenders in two girls, Jeff Daniels, Bill filled in for Stan Horwood, the first primary election on Bauer, Collin Douthit, Mrs. who turned up with the mumps May 1. at the last day.

of Congress, 17th District sence of president Jim Davis. processional and recessional; cinct 3 county commissioners WASHINGTON, D. C. — On Lions Club ladies night and cation and two musical num- es. Bill R. Bynum faces Wilit would be good to spray cluding badminton, tennis, space that some type of most likely the latter will be bers were played by Susan liam Foster in a runoff. In space that some type of nego-held most likely the last Terry. Allen Price gave the the first primary Bynum got salutatory address and Mari-17 votes and Jim Bob Clark

> the class prophecy. Debbie Foster won the coin flip. The Hopkins gave the benediction. voters will vote again at the

Lupe Amador

Brandt Badger Kenny Blanek Robert Bliznak Bobby Bynum David Cooney Helen Coronado Ray Escobar Victor Estrada Marilyn Foster Mary Sue Gartrell David Gaston Debbie Hopkins Clark Kilpatrick Diann Medina Linda Munoz Allen Price DeNeal Reed Johnny Rodriguez David Turner Payton Wilson

approach to a real settlement, Enrollment of the pre- The program was under the T. Jones. Mrs. Evelyn King cital.

Amador, Carmen Balderaz, Ruben Cantrell, Loren G. Cole, Sherry L. Dodds, Tony M. Estrada, Raymond Estrada, Sulema Fuentes, Thomas Humble, Billie J. Jones, Thomas R. Lawson, Vicki J. Medina, Robert Mendez, Mary L. Myrick B. Radde, Delmar J. Robberson, Kimberly K. Rodriguesz, Danny Rodriguez, Reynaldo Templin. Terri L. Trevino, Anulfo Maricle, Gary T.

TONIGHT AT 7:30

The Sterling Pony League brook bingoed. ially and formally in progress. stand that "peacenicks" are not team will play the Optimist Members present were Mrs.

the score of 9 to 4.

gins at 7:30 in the Little Hopkins, Mrs. F.S. Price, Mrs. Charles Probandt, Mrs. M. C. Mrs. Clinton Hodges, Mrs.

Most to Vote in Box at Courthouse

A runoff election for the at Angelo State College, are The graduation exercises for governor's race between Don ship of Arthur Barlemann, lo-the school auditorium here will be held here in Sterling last Friday evening with James County (as well as over the

A runoff race on the divide will and DeNeal Reed read winner of a tie like that, and Diplomas were presented D.D. Garrett ranch house for H. Humble ranch house in the There were 21 graduates, other box. Voters there will of course, also vote on the governor's race.

All other boxes will be combined in one box at the local courthouse. Such is permissable when there are no district or precinct races to be decided.

No writein votes are allowed to be counted in primary election, according to the election code now. Writeins are still counted in the general election which will be held in November-on the second Tuesday.

Musical Recital Here Last Week

Children of the third, fourth, fifth and sixth grades put on a musical program of the Wizard of Oz Thursday of last week at the school auditorium.

ner, Melinda Terry, Lisa Hor-Wells, Pat Dearen, Jay Clark, Susan Terry and Jaynell Cope.

Mrs. Mitchell passed out national audition awards to her piano students that had participated in the auditions.

Mrs. Horwood Is Noratadata Hostess

Mrs. Stan Horwood was hostess recently to members of the Noratadata Club and guests in her home. served a dinner plate and gave out miniature baskets of flowers as favors.

Bridge was played and Mrs. Reynolds Foster was high club, Mrs. Dayton Barrett was low guest, and Mrs. Finis West-

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LITTLE LEAGUE **SCHEDULE**

MAY 31:

Dodgers-Giants Indians-Astros Yankees-Cardinals

JUNE 4:

Giants-Astros Dodgers-Yankees Cardinals—Indians JUNE 7:

Yankees-Giants Astros-Cardinals Indians—Dodgers

JUNE 11: Giants-Cardinals Indians-Yankees Dodgers-Astros

JUNE 14: Indians-Giants Dodgers-Cardinals Yankees-Astros

JUNE 18: Giants-Dodgers Astros-Indians

JUNE 21: Astros-Giants Yankees-Dodgers Indians-Cardinals

Cardinals—Yankees

JUNE 25: Giants-Yankees Cardinals—Astros Dodgers-Indians

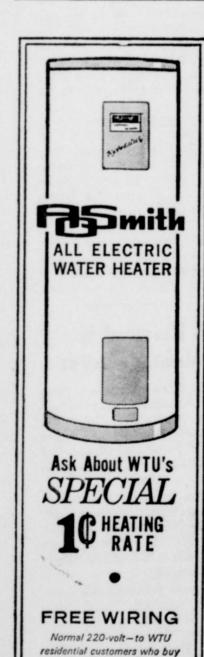
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A Question of Investing

What did the market do today? Few other questions raise as many anxieties, affect as many people or involve as as much money as that one.

The people in question are shareholders, more than 20 million in number...the money is theirs, an astronomical \$600 billion worth of listed securities; the anxieties are understandable, as constantly shifting market conditions can puff or depress values by turns.

Time was when the stock market was largely the province of men of wealth. But the picture is vastly changed from what it was 40 or 50 years ago.

Until mutual funds were established in the early 1920's, the small investor was without a vehicle that could provide, in one convenient and practical package, the kind of professional management and diversification that once only wealthy individuals could afford.

The mutual fund idea is a simple one. It provides a means through which people | achieve on his own. with similar investment goals may pool their money in an receives precisely the same effort to achieve these goals. ment dollars, they are able vested \$100 or \$1,000,000. to engage the services of professional investment man-

of, let's say, \$100 in one nearly \$45 billion for approxpopular mutual fund the inas many as 100 or more com- stitutions.



panies. Diversification as broad as this is not possible for the average person to

Each investor, therefore, opportunity for growth and By combining their invest- income whether he has in-

How popular is the fund concept in America today? agers at a cost which is di- According to the Investment vided among all shareholders. Company Institute, mutual Thus, with an investment funds manage assets worth imately four million sharevestor has an ownership in holders-individuals and in-

Wanted by F.B.I.



JAMES EARL RAY, also known as Eric Starvo Galt, Harvey Lowmyer, John Willard, James McBride, James Walton, W. C. Herron and James O'Conner.

James Earl Ray, a Missouri prison escapee, sought under the alias Eric Starvo Galt in connection with the gunshot slaying of civil rights leader Dr. Martin Luther King, Jr., is one of the FBI's "Ten Most Wanted Fugitives." FBI Director J. Edgar Hoover ordered the special addition of Ray to the "Top Ten" list to insure widespread dissemination of Ray's photograph and description to speed his location.

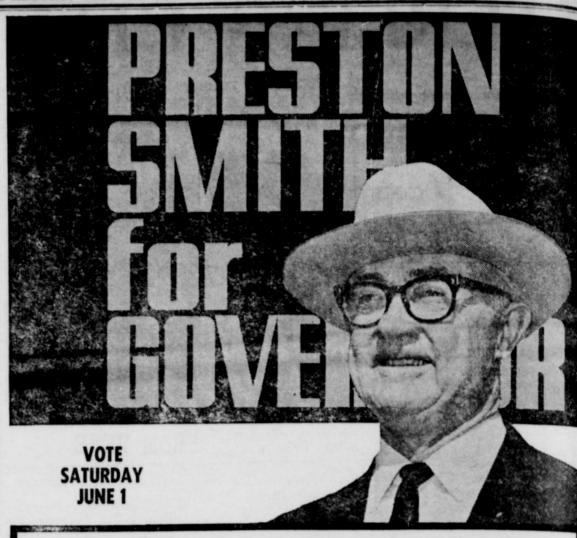
Ray has been intensively sought since the murder of Dr. King on April 4, 1968, as he stood on the balcony of a Memphis, Tennessee, motel. An exhaustive FBI fingerprint search, comparing latent fingerprints uncovered in the Dr. King case against fingerprints of over 53,000 persons on whom wanted notices were posted, determined that Galt and Ray are identical.

A Federal warrant, issued at Birmingham, Alabama, on April 17, 1968, charges Ray, under the alias of Galt, with conspiring to interfere with a Constitutional Right of a citizen. Ray, who escaped on April 23, 1967, from the Missouri State Penitentiary, is also sought for unlawful flight to avoid confinement for robbery. His long criminal record also includes convictions for burglary and forging U.S. Postal Money Orders.

A white American, born in Alton, Illinois, on March 10, 1928. Ray is 5'10" tall, weighs 163 to 174 pounds, has blue eyes and short brown hair. He has a nervous habit of tugging at an ear lobe and his left ear protrudes noticeably. Known as a "loner" and "drifter," Ray has worked as a baker, laborer and color matcher. He has taken dancing lessons and completed a course at a school of bartending.

Consider Ray armed and extremely dangerous. Report any information concerning him to the nearest FBI office.





TO: The Citizens and Voters of Texas FROM: Preston Smith, Candidate for Governor

The purpose of this message is to ask for your support and vote in the Second Democratic Primary Saturday, June 1.

As your Lieutenant Governor for the last six years, I believe I have qualified myself to seek the high office of Governor. You know I finished second among 10 candidates in the First Primary, about 29,000 votes behind the leader with 1,750,000 votes cast.

With your help we can win this runoff against an opponent who has no public record of any kind . . . one who is aligned with groups that want to reject the progressive, constructive programs built by John Connally and his predecessors and replace them with socalled "liberal" ideas of their own.

I want to continue and improve on the start we have made in education, pollution control, law enforcement, highways, water conservation, promotion of industry and tourism, and many other vital areas.

I am proud to have been a part of Texas government for 18 years. Opponents may harp about what is wrong in Texas; I happen to think there are a lot of things RIGHT in Texas. I am proud of my state

Things can be even better, and I want to work with you in that direction. It's more or less in the political tradition to lambast your opponent and say a lot of ugly and cutting things about him. I don't want to engage in personalities; my opponent has no public record to criticize. Therefore I am running for Governor on my own merits.

It may be pretty ambitious for a farmborn, farm-raised Texas boy, who worked his way through Texas Tech and spent his adult years in business activities in Lubbock, to aspire to be Governor. You will be the judges as to whether my experience and proven qualifications entitle me to be elected. I will accept your judgment with real gratitude for your past support and friendship.

Please remember that if I am elected, my door will always be open to any Texan who has any problem whatever that the Governor can help with. I will always be interested in good government. I will always be interested in you.

Preston Smith

Sterling City News.Record

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STERLING CITY **NEWS---RECORD**

JACK DOUTHIT, Publisher Entered November 10, 1902 at the Sterling City postoffice as second class matter.

Published Every Friday

SUBSCRIPTION RATES \$3.00 A YEAR IN COUNTY \$3.50 A YEAR IN STATE \$4.00 A YEAR OUT STATE

NEWS established in 1890 RECORD established in 1899 Consolidated in 1902

Cards of Thanks, reader or classified ads are charged for at the rate of 5c per word for the first insertion and 3c thereafter

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

At 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 Worship.... 7:30 p.m. Teachers Meeting 6:45 p.m. Prayer Meeting 7:30 p.m.

CHURCH OF CHRIST Marion H. Hays, Minister

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__10:00 a.m. Bible school . Morning worship 11:00 a.m. Night Worship ___ 7:00 p.m. Wednesday Mid-Week 8:00 p.m. Service .

FIRST PRESBYTERIAN CHURCH

Sunday school __10:00 a.m. Morning worship_11:00 a.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.

ST. PASCHAL BAYLON TATHOLIC CHURCH

Rev. Vincent Daugintis, Pastor Sunday Mass 8:00 a.m. Thursday Mass __ 7:00 p.m.



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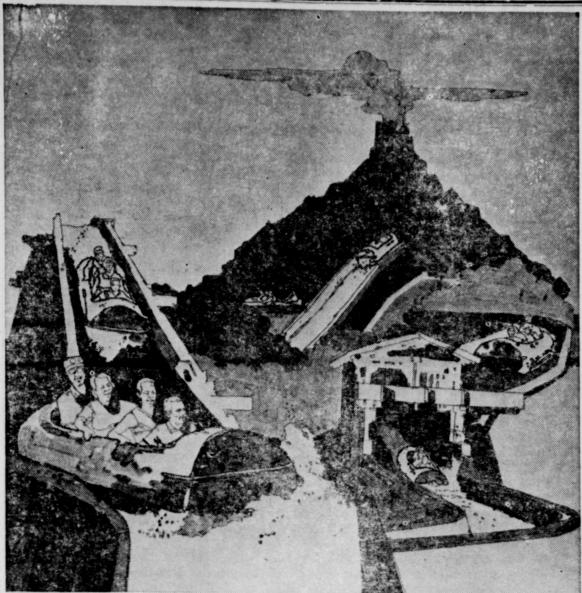
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Sterling City, Texas Best West of Broome NOW OPEN 7 DAYS A WEEK

CITY CAFE



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$SMOOTH\ SEL$

by George N. Kahn, Marketing Consultant

PROSPECT OR PERISH

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Priming the Prospect

they've been granted an inter-

view with a prospect they have accomplished their objective.

They are so pleased with their

success in getting into the buy-

er's office that they do very

than ever once you get the ap-

pointment. Getting there is only half the battle. You've got

Don't let yourself be cowed

or intimidated by the buyer.

Don't even appear too grateful for the interview. Instead make

him feel that he's been selected

by you; that you are giving

him your time. Give him the

impression that you don't pick

prospects at random but only

after careful consideration.

Make him feel that he's a blue

chip choice. This will tickle his

If you can begin an interview by telling the prospect how much it means to you etc.,

you are just taking away good selling time. Be polite, observe

the usual amenities but don't get down on your knees and

bow in gratitude.

You will be much better off to spend the early minutes priming the prospect for the eventual close. That's what you

came for. Don't ever let any-

thing swing you away from the

Are you prospecting in the right way and is it paying off?

If you can answer yes to seven

or more of the following ques-

tions, you're not only a good

prospector but are bringing up

1. Are the prospects you call on truly good prospects? Yes ☐ No ☐

2. Do they really need your product or service? Yes ☐ No ☐

4. Do you have faith in your ability to get orders on cold calls?

5. Do you make good use of leads

6. Do you add to the list of leads by

7. Do you take command of an interview with a cold prospect?

8. Do you cold canvass the big accounts as readily as the small ones? Yes \(\subseteq No \square

9. Are you aware that your future depends on the number of prospects that you dig up? Yes ☐ No ☐

10. Do you have a workable system for

prospecting? Yes ☐ No ☐

scouting out likely prospects your-self? Yes \(\subseteq \text{No} \(\subseteq \)

given to you by your sales manager, friends, etc.?

Are they available to you?
 Yes ☐ No ☐

main objective.

nuggets as well:

Yes 🗌 No 🗌

Yes 🗆 No 🗆

Yes \ No \.

to come away with an order.

You've got to push harder

little after that.

Some salesmen feel that once

If the title sounds grim it was meant to. You can't stay alive in selling unless you systematically go after new ac-

Too many salesmen regard a territory as a lifetime sine-cure that will yield good earnings without cultivation. This is a fallacy. A territory must be exploited or it will dry up

on you.

The key word mentioned so far is "systematic." There must be a pattern to your prospecting. Depending on hit or miss tips, one-shot cold calls, etc. is

Prospects or Rejects

A lot of time can be wasted on buyers who really aren't prospects at all - at least not for your product. A true prospect must be right for you; he must possess the necessary have to take it from there. qualities which make him a likely user of your merchandise or service. A certain amount of he can pass the following tests he's worth more of your time: 1. Does he really need your

product or service? 2. Is he an influential? Does he have the authority to buy? 3. Does he represent a solvent firm that will pay its bills? 4. Can he be weaned away from his present supplier?

5. Can you get to see him? If he's the vice president or president the approach may have to be made by a top executive in your firm. 6. Will the business he gives

you be worth the amount of time you invest in him? You might make a chart for prospects and evaluate them on a checkpoint basis. This will save you needless running around on what could be a wild goose

Warming Up Cold Calls

Whenever I read that one out of 10 or two out of 15 cold calls results in a sale I make a devout wish that salesmen will not believe these figures. I know that these ratios have been derived from actual ex-perience but I still feel that publicizing them does more

harm than good.

Why? Because they cause the salesman to automatically put a damper on his efforts. He may be the best man in the business but he is a slave to somebody else's record.

What difference does it make if 30 salesmen in the XYZ Company average one order per 12 cold calls? This does not mean that you cannot hit fiveor six-or more! And you can competitor is. Today's leading if you have faith in yourself. producers were never scared of tackling the major prospects.

, 1. The Salesman is a V.I.P. 3. Get Acquainted With 2. Are You A Salesman? Your Company

many cold calls have produced customers that spent millions of dollars. Intelligent cold calling should not be neglected in the prospecting picture. This means calling on buyers likely to be interested in your line.

Prospecting Leads

The salesman is not alone in his prospecting. Leads come into him from his sales manager, supplied lists from such firms as R. L. Polk, company advertising and friends and acquaintances. The last is especially important in the service

Many of these leads are "hot" but that doesn't mean they are pre-sold. It requires salesmanship of a high order to get the order. The best you can hope for is that the buyer is receptive to your presentation. You

Landing the Big One

There is a type of salesman screening is called for here. If who is unsparing of his energy for prospecting but he is fishing for minows when he should be angling for sturgeon.



This is the small account complex. A man devotes a great deal of time to cold calling and tracking down leads but he stays away from the big ac-

Subconsciously, he avoids the large customer in his prospecting. Why? The answer is simple: the big buyer is harder to sell. The salesman knows he's going to have a tough fight and he's afraid to start slugging. He's like the early morning bather who can't gather up enough courage to wade into the frigid water. He waits until afternoon when the sun is fully

There's a defeatist aspect in the avoidance of the big ac-count. The salesman gives up the battle before even trying

to win. Don't let the size of the prospect deter you. No matter how big they are somebody is buy-ing and he has a "hot button." If you're not pressing it, your

8. How To Set Up An Interview
9. Resting Between Rounds
10. The Competition
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Behind the 8-Ball



head-start program begins in returns from the Levi Gar-Sterling on June 3, rather than rett box soon as he will report June 10, as we had it in the in, and we hope it will be paper last week. June 3 is the right at 7. right date!

Somehow along about this time of the year it gets awfully you can buy some at the loeasy for us to make a mistake. cal Catholic Church here on Especially in dates.

Just don't pay any attention

8—BALL

It's time to vote again. Well, almost

One can vote in the Democratic run-off here tomorrow, June 1 (that is if they didn't vote in the Republican primary on May 4) The law says that is not cricket-or legal.

have their primaries in the modelled soon. It will look conventions on May 4. spring, then you are only al- nice and "purty." lowed to vote in one or the other. But come next November, the dueces run wild and for the other party nominees, if you wish. But not now.

Each party is allowed to choose its own nominees in a young man. But he is still primary elections. Years ago, a factor to be reckoned with it was done in conventions— at the convention this sum- in the runoff primary of one and it took some reform to mer. get it done by popular vote in primaries. It took such liberals as Theodore Roosevelt, Wm. Allen White, Jane Addams, Robert M. Lafollette, and other greats of yesteryear to get that job done.

Nowadays, liberals are doing their best to have the U. S. President elected by the popular vote, rather than the electoral college set up.

It will come.

those old fighting liberalssuch as T.R. Roosevelt, Lafol- partment and retail businesslette, C. Darrow, and the like. Each age contributes some on the holidays strong minded men (and women) who with perseverance, in which they live.

8-BALL Anyway, back to the voting. Except those voting in the while, it was said. boxes at the Humble ranch

and Levi Garrett ranch, will on-that of governor.

The two opponents, Don Yarborough and Preston Smith, had less than 30,000 votes difference in the first the votes of the other candidates-poses the question, of who will win.

The conservatives are hoping before long. that all the votes the others got were somewhat conserva- kept him from working so have worked under social setive and will, therefore, go to much of the time, and the work curity for only half the time Smith. The Yarborough sup-piled up. porters, who are sometimes thought of and called liberal. are of course hoping that the Attend Lamesa Graduation votes the others got were somewhat liberal and there- Angelo and Mrs. Lura McClel- ing when disability begins." fore will go for Yarborough.

man in the first primary and high schol this week. Mrs. before 31, regardless of their he feels confident. Smith just Phillips' grandson, Sidney age now, to get in touch with feels that votes for Carr, for Phillips, son of Mr. and Mrs. the local social security office Locke, for Briscoe and Hill, Hugh Phillips, was a gradu-soon, even if they have had a were all conservative and will ate there. He plans to go to previous claim turned down go his way Saturday.

Maybe they will.

We will all know before we go to bed tomorrow night.

That is unless it's a neck-and-neck horse race, with only a few votes difference.

Then we might even have FOR LITTLE LEAGUE to wait for the official canvas | Jack Peel, manager of the asistance in filing applications to get the result.

Saturday's election does.

and will stay with him.

governor.

8-BALL

There is a race between B. for the league. R. Bynum and William Foster About one hundred dollars hospital staff while I was in in the Precinct 3 Sterling Co. more should be ample, said the hospital. Commissioner's race. Bynum Peel.

got 17 votes the first primary HOSPITAL NOTES and William and Jim Bob Clark got 11 each. On a toss, runoff.

We will post the Sterling edvotes on a board in front of the News-Record Saturday evening at 7 o'clock. We will get the courthouse box right at 7, as well as the Humble box. Well, the pre-school or the by phone. We will get the

8-BALL

If you like Mexican food-Sunday afternoon, June 2. 8—BALL

Things are shaping up on the deal talked about last week in this column.

We will have more to say about it next week. Everyone likes the idea.

Let's make it big. 8-BALL. Short Treadway is really digging in order to get the After all, the two parties old post office building re-

> 8—BALL So it seems after the Oregon urday. loss to McCarthy.

Well, after all, he is just

8-BALL

It still looks like Hubert H. still in the running).

They just might fool everybody. It has been done. 8—BALL

offices in town observed the Memorial Day holiday here on the 1,750,000 who voted in the pre-school, under the direc-The country owes a lot to closed and the courthouse of-- 4 and got their registration re- of the first grade teachers. fices, the State Highway De-ceipts stamped "Democrat." es-those that usually close CHANGES IN SOCIAL

8—BALL

have only one thing to vote running the Texaco Truck eligible under the old law. ing to Odessa.

8—BALL

in charge of filling in and re- before he became disabled unpaving the chug holes in the less he became disabled before ally getting around to all the young worker might not have be patient, he'll get 'em all meet this requirement.

lan of Sterling atended high Mr. Moellering urges all Yarborough was the leading school graduation at Lamesa workers who became disabled next fall.

MORE MONEY NEEDED

Little League program here, contact the social security of-Whoever wins will face Re- said this week that more do- fice at 3000 West Harris Avepublican Paul Eggers in the nations were needed to carry nue in San Angelo, Texas. The November general election. on the program this summer. telephone number is 949-4608. However, that doesn't pose New suits for one team have Or, if you prefer, contact our near the problem that this been purchased and many bats representative when he is in and balls were bought. All your area. We started out with Smith, the beginning bills of the concession stand and field are CARD OF THANKS He should make a good building up, and the local or-overnor. I want to express my thanks overnor. I want to express my thanks money toward all-star suits all courtesies shown me, es-

Foster won and got into the County Hospital on Thursday

Lee Hunt

Harvey Glass Mrs. Jessie Sparkman Jess Blagg morning of last week include: Mrs. Aaron Clark

Mrs. Raymond T. Foster and infant daughter Mrs. Spencer Jackson David Pringle Mrs. Manuel Lujan

PARTY PRIMARIES JUST FOR PARTIES

Texans should be turning deaf claimants to said sum of within nine (9) months, and ocratic runoff primary.

It could cost them from \$100 to \$500 if they do vote, or even if they try to vote.

The 200,000 are those who voted in the Republican pri- the conditions of payment KNOWN ADDRESS: mary of the American party

They thus chose the party in which they wish to partici-Maybe Bobby Kennedy is pate this year, and barred going to be disappointed in themselves from participation

The election code provides fines of not less than \$100 nor more than \$500 for persons who vote, or even offer to vote, Pre-School Begins party after they have partici- June 3 pated in another party's first primary.

eligible to vote in the Demo- be eligible to begin first grade a neice, Trina Marie Revell, cratic runoff Saturday, or in work in September, 1968. Republican runoff primaries Any child who will be six graduate from high school in where they are being held.

Thursday. The post office was first Democratic primary May tion of Mrs. Evelyn King, one

SECURITY LAW

One of the recent changes in Speedy Sparks suffered a the social security law will

Stop Cafe. The Grants are mov- "Under the old law," Mr. Moellering said, "a worker NOW at ALL DRUG STORES. In case of fire dial 8-4771. needed social security credits Andrew Coronado, who is for at least 5 out of the 10 years holes, and if people will just a chance to work enough to

"Now, if he becomes disabled The rains of the spring just between 24 and 31, he needs to between age 21 and the time he became disabled. Also, if he is disabled before he is 24, he will need only 11/2 years of Mrs. Minta Phillips of San work in the 3-year period end-

Europe this summer with a because they had not worked Baptist group. He will attend enough. The new law may help New Mexico Military Institute them and their families. If they have young children, monthly benefits may be available to the wife and youngsters as well as to the disabled worker.

For further information and

pecially by Dr. Swann and the

BILL REED

REWARD NOTICE

Notice of the Names of Per-A reward of \$500.00 will be sons Appearing as the owners Patients in the Sterling paid by the Texas Sheep and of Unclaimed Accounts Hueld Goat Raisers Association to By: morning of this week includ- any person (other than law THE FIRST NATIONAL enforcement officers) giving BANK OF STERLING CITY, information causing the ar-rest and final conviction of

any person or persons found This notice is given and butchering or stealing any published pursuant to Section sheep or lambs or goats be-3, Article 3272b, Revised Civil Dismissals since Thursday longing to any Association Statutes of the State of Texas, member in good standing in an effort to locate persons When two or more persons who are the depositors or owngive information, the above ers of amounts that have resum will be divided at the mained inactive or dormant discretion of the Board of the Association. When two or more defendants are involved seven (7) years in a single crime, the total seven (7) years.

reward is limited to \$500.00,

The unclaimed amounts due

but the conviction of one de-the deposiors or owners listfendant, even though the oth-ed herein will be paid upon er defendants are acquitted proof of ownership at the of AUSTIN - About 200,000 will entitle the claimant or fice of the named depository ears to pleas this week that they vote Saturday in the Democratic runoff primary.

\$500.00. All claims must be if unclaimed thereafter they may be subject to report and days following conviction. If, conservation by the State upon conviction, a defendant confesses other thefts, no additional remarks and distinct the state of the stat ditional reward will be paid. Article 3272b. All devisions concerning the NAMES OF MISSING DEpayment of such reward and POSITORS AND LAST

will be made by the Board of 1. Adams, Ray, None Directors of the Association. TEXAS SHEEP & GOAT RAISERS ASSOCIATION

POSTED-All land operat- Attend Graduation Exercises you can split a ticket, or vote his presidential race this year. in the Democratic runoff Sat- ed by me posted against tres- for Relatives passing and hunting. Violators prosecuted. attended Texas A&M gradua-

GEO. McENTIRE, JR. tion exercises last Saturday in

According to superintendent ceived a commission in the Humphrey and Nixon on the However, there are two mil-O. T. Jones the first session U. S. Ar Forces that same day ticket next November. (But lion other qualified voters who for pre-school will begin at and will go into the service. Kennedy and Rockefeller are did not vote in any party pri- 9:00 a.m. on June 3 with reg. He is a son of Mr. and Mrs. R. mary May 4. They are fully istration for all those who will W. Garrett of El Paso.

The retail merchants and where they are being held. years old by September 30, Sterling. She is a daughter of MAN OR WOMAN SOCIAL SECURITY MAN

The hours of school will be HERE JUNE 7 announced at the first meet. Don Minyard, Claims Rep-

HOW TO KILL IT. manage to improve the world broken collar bone in a ball benefit many young families, IN 3 DAYS if not pleased with the County Courthouse from time more. For local intergame on Thursday night of according to Ted F. Moellering, strong T-4-L liquid, your 48c 1:30 to 2:30 p.m. on Friday, view, write Eagle Industries, last week. He is still confined of the San Angelo social secur- back at any drug store. Watch June 7. Anyone who wants to to home, and will be for a while, it was said.

8—BALL

The Jake Sparkses are now available under the old law.

The Texaco Truck eligible under the old law.

The Jake Sparkses are now available to some workers, the latty skin replace it. No more itch and burning! Use antiseptic, soothing T-4-L business with the Social Septiments of the still confined to home, and will be for a savailable to some workers, disabled before they reach age antiseptic, soothing T-4-L business with the Social Septiments of the still confined to home, and will be for a savailable to some workers, disabled before they reach age antiseptic, soothing T-4-L business with the Social Septiments of the still confined to home, and will be for a savailable to some workers, disabled before they reach age antiseptic, soothing T-4-L business with the Social Septiments of the still confined to home, and will be for a savailable to some workers, disabled before they reach age antiseptic, soothing T-4-L business with the Social Septiments of the still confined to home, and will be for a savailable to some workers, disabled before they reach age antiseptic, soothing T-4-L business with the Social Septiments of the still confined to home, and will be for a savailable to some workers, and the still confined to home. sweaty feet, foot odor; stays contact him at that time. active in the skin for hours.

2. Allison, Mrs. Ira, None

3. McCarthy, Mrs. Ray, None

Mr. and Mrs. Robert Foster

College Station. Their nephew

Terry Garrett received his B.

S. degree in agricultural eco-

nomics there. He was graduat-

ed with honors. He then re-

Typewriter Paper for Sale at News-Record STAPLES-STAPLERS at News-Record

The Inflation Spiral and You

Newton's law of gravitation says in effect that "what goes up must come down." But very obviously the Newton theory was not formulated with the cost of living in mind. For many years now, living costs have been spiraling upward, buffeted by a seemingly endless round of wage and price increases. The result has been a long and steady decline in the purchasing power of the dollar-from a base of 100 in 1939 to approximately 45 cents today.

And if the dollar continues to lose value at the rate of 2 per cent a year, according to some authorities, it will take \$20,000 to buy a \$13,000 living standard in 1982.

There are ways, of course, to counteract this steady loss of purchasing power and mutual funds are one of them. An investment in mutual funds has been found to be especially effective in protecting one's dollar against such loss, for money so invested provides the opportunity to share in the growth and profits of American business and industry.

Historically, the long term course of the stock market has been up, temporary setbacks and periods of market stress notwithstanding. The fact is that while the cost of living has more than doubled since 1940, stock prices have managed to increase by some 600 per cent.

According to the Investment Company Institute, there are more than four million Americans with nearly \$45 billion invested in mutual fund shares. Basically, all mutual funds provide the means through | tion of children.



which people with similar investment goals can join together and pool their money in an effort to achieve these goals. Investing in mutual funds provides the shareholder a diversified investment program and continuous investment supervision. The Institute also points

out that investments in mutual funds should be looked upon as long term investment programs, practical and convenient for accumulating capital for such objectives as retirement, building an estate, or providing funds for the educa-

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