

# STERLING CITY NEWS-RECORD

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AROUND THE COUNTY



ARTHUR BARLEMANN, JR. COUNTY AGENT

The eggs of the pecan nut casebearer were found here on Wednesday of this week. At this time, there is still a small crop of the eggs on the small nuts. Eggs were not found in the John Brock orchard yet; the three found on something over one hundred clusters were in the northwest part of town. Up until Wednesday, finding the eggs had been impossible but on Wednesday afternoon, John Brock went along and we found them.

On the basis of these eggs, it would be good to spray this weekend. The eggs found were pearly white indicating they had been deposited on the nuts recently. It takes four or five days for the eggs to hatch and the best results from spraying are obtained when the small worms get the effect of the spray the first couple of days of their life. This is the time they are feeding on the outside of the nuts. Once they move inside, nothing will get them.

The moths continue to emerge from the pupae state in the traps at Brock's. When the count was made on Wednesday, we found that 55 moths had emerged from the 120 pupae placed in two cages. This is typical statewide; the moth emergence has been high but they are not depositing the eggs in large numbers yet. Weather conditions are not favorable so the bugs are holding off.

Five Sterling County 4-H Club members will be in College Station next week to take part in the State 4-H Club Contests and Round Up. Those who are going are Janis Igo, and Pam McEntire, who will compete in the Natural Resources Conservation Demonstration contest. Charlotte Foster, Bobby Bynum, and Frank Price will be competing in the Range Grass Identification contest. Mrs. Fred Igo and Mrs. Ewing McEntire will also attend the event.

The contests will be held on Wednesday morning next week. Contestants will come from all areas of the state and will have won the right to represent their district in the contest by winning first or second place in a district contest.

As most livestock producers know, screwworms have made the jump north. This week, the first confirmed cases were found in Edwards County (Rocksprings) and Jeff Davis County. Several weeks ago, the officials of the the laboratory in Mission were predicting that the worms would soon be found in the Big Bend Country and Southwest Texas.

The next part of their prediction—which they feel will occur—is the finding of worms in the area around San Angelo. So, all producers are urged to maintain a watch on their stock. The hot, humid weather is to the worm's liking. Baiting and mailing tubes are available in the county agent's office if needed.

## MRS. ODESSA WILSON BURIED IN ENNIS

Mrs. Odessa Wilson of Dallas, a niece of the late Mrs. L. Foster, died in Dallas Sunday morning. At one time she had lived here. Mrs. Wilson was active in music clubs in Dallas, was buried in Ennis on Tuesday of this week.

## Summer Sports Get Underway Monday at School

A six-weeks summer all-sports program begins at the Sterling City school on Monday, June 3, according to the high school principal James Thompson. Roger Moore, local high school teacher, will be in charge of the program, said Thompson.

Various sports programs, including badminton, tennis, track, etc. will make up the program, it was said.

From 8:30 to 10 a.m. the 7th and 8th graders will have sessions. From 10 to 11:30 a.m. is the time for the 1st, 2nd and 3rd grade ages. In the afternoon from 1 to 2:30, the 4th, 5th and 6th graders will meet.

Twice weekly the bus will take swimmers to Robert Lee for swimming sessions. The bus will leave the school at 1:30 p.m. on Tuesdays and on Thursdays.

The program is a part of the summer programs at the schools, sponsored by the federal government.

## Wimodausis Club Has Installation

The Wimodausis Club installed new officers for the 1968-69 club year at its last meeting in a beautiful ceremony, using the characteristics of the flower, the larkspur, as symbols. Mrs. Tom Asbill was the installing officer.

Mrs. Asbill, outgoing president, gave a resume of the year's study. Mrs. Ray Lane discussed "Is Home Peace Corps the Riot Answer?" and Mrs. Rufus Foster spoke on "Public Health."

The new president, Mrs. David Glass, then spoke on "Future Pathways" and appointed committees for the coming club year.

The club presented to the County Library the book "Christy" by Katherine Marshall, in memory of Foster Conger. It was also announced that Sharon Currington was the winner of the Home-making Award presented annually by the club in memory of Miss Ethel Foster.

A past president's pin was presented to Mrs. Asbill in recognition of her two years service as president.

Mrs. Foster Conger and Mrs. Roy Morgan were hostesses during the tea hour that followed.

## Memorial Book for High School Library

In memory of Don Jones, Mr. and Mrs. C. J. Copeland have placed the historical novel *Johnny Reb* by Merritt Parmelee Allen, writer of excellent books on the Civil War period.

In memory of Mrs. Will (Blanche) Edwards, Mr. and Mrs. Harvey Glass have placed the noteworthy collective biography, *Meet the Presidents*, by Frances Cavanah, famous writer of biographies for young people.

In memory of her husband, Mrs. Levi Martin has placed a revised edition of *The Hive and the Honey Bee*, edited by Roy A. Grout. The biology and other classes will find this an excellent reference source.



## AS IT LOOKS FROM HERE

By Omar Burleson, Member of Congress, 17th District

WASHINGTON, D. C. — On February 1st of this year, the opinion was expressed in this space that some type of negotiations with North Vietnam would begin in a matter of a few months. The further opinion was expressed that at the time peace talks started the greatest danger would be created. It was stated that captured documents showed that the Communists would start discussions of a settlement by demanding that all military actions against North Vietnam be stopped and that a "coalition" be established for South Vietnam.

This is what is happening in the several meetings already held in Paris. The North Vietnamese negotiators started out with a propaganda blast and continue to deny that they have any troops in South Vietnam at all.

Their first purpose is clearly to put this Country into a box by first getting the United States to stop all bombing in North Vietnam and particularly an assurance of a permanent sanctuary for Hanoi and Haiphong.

It is also pretty clear that they are depending on sentiment in this Country to force our negotiators into one-sided concessions while they make no concessions at all.

Our American "doves" take the line that having once agreed to the present partial bombing halt, the United States must not ever consider going back to air action against the enemy under any circumstances. This, they say, would be a shock to "world opinion" and bring great disappointment and adverse reaction to those who seek peace.

The North Vietnamese, of course, want assurances that Hanoi and Haiphong be spared any future bombing under any circumstances. If they could get this, it would release an estimated three quarters of a million work force, enabling them to send many more fighting men into South Vietnam. In fact, there is pretty good evidence that they are already escalating action in this respect.

While two years of negotiations were going on to settle the Korean war, the biggest Chinese-North Korean offensive of the whole was occurred in the month before the truce was finally signed. Well over a third of all American casualties of that war occurred while peace negotiations were officially and formally in progress.

In this situation in Paris, we are at least forewarned of the tactics of Hanoi's representatives. It is the most dangerous time in South Vietnam. It is obvious that the strategy started with the TET offensive and continues to the present time with varying degrees of intensity. It is reasonable to believe that as talks go on in Paris a stepped up activity will go on in South Vietnam in an attempt to show our representatives that they are capable of an of-

## LIONS CLUB

Two 4-H Club girls, Pam McEntire and Janis Igo, put on their demonstration of range management at the Lions Club luncheon Wednesday. They will be in the state contests at Texas A&M next week with their demonstration.

The two girls, who had won in district contests last week at Angelo State College, are entering under the sponsorship of Arthur Barlemann, local county agent.

Guests present at the Wednesday luncheon included the two girls, Jeff Daniels, Bill Bauer, Collin Douthit, Mrs. Barlemann.

Tom Asbill acted in the absence of president Jim Davis.

It was announced that the Lions Club ladies night and installation of officers will be held most likely the last week in June.

The prize went to Kenneth Peel.

## CATHOLICS TO SELL MEXICAN FOOD SUNDAY AFTERNOON AT CHURCH

The members of the Catholic Church are going to sell Mexican food Sunday, June 2. Sales will start at six o'clock and run on till later in the afternoon.

Everyone is invited to buy some of the food.

So, if you want to buy some Mexican food, here's your chance. Just go to the church and make your selection.

The Phil Robbersons are off to the annual Methodist conference this week. Phil is at Austin for the conference and his family is in San Antonio with relatives for the week.

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defensive to threaten our presence in the country.

Our delegation in Paris is entirely aware of this situation and although we will go on patiently seeking an honest approach to a real settlement, they will not submit to a propaganda trap that would sacrifice everything for which our men have been fighting since this conflict began.

The Communist negotiators of North Vietnam should be made to understand clearly and unequivocally that we are there to produce genuine progress toward an honorable peace. At the same time, and with an assurance not to be misunderstood, we should tell them that we do not expect to while away months upon months of meaningless talks with the idea that we make all the concessions without reciprocity. We should make it unmistakably clear that we do not intend to turn the Government of South Vietnam over to the Viet Cong by any "coalition", which to Communists means a government of their own choosing.

We should also make it entirely clear, without stating an ultimatum at this time, that if no settlement is reached on reasonable terms in a reasonable time, that not only will the war continue but that it will take on proportions not yet exercised by our side.

They should further understand that "peacenicks" are not yet running this Country nor will we be so sensitive to "world opinion" that we will not unlose the forces of our capability against them.

As has been said on numerous occasions, it has long since ceased to be a matter as to whether we should be in South Vietnam or not. It is a matter of either settling it through negotiation while there is opportunity or else getting it over in the way we have the capability of doing.

## Democrat Run-off Here Saturday

### 8th Grade Exercises Held Last Friday

The graduation exercises for the eighth grade were held in the school auditorium here last Friday evening with James Thompson, high school principal, making the address. He filled in for Stan Horwood, who turned up with the mumps at the last day.

Tommy Bynum played the professional and recessional; Clark Kilpatrick gave the invocation and two musical numbers were played by Susan Terry. Allen Price gave the salutatory address and Marilyn Foster made the valedictory address.

Kenny Blaneck read the class will and DeNeal Reed read the class prophecy. Debbie Hopkins gave the benediction. Diplomas were presented by Bobby Dodds, grade school principal.

There were 21 graduates, Lupe Amador, Brandt Badger, Kenny Blaneck, 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.

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

No writen 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. The program was under the direction of music teacher Mrs. Dick Mitchell, and following the program, her piano pupils were presented in recital.

Piano pupils appearing in the recital included Dow Tanner, Melinda Terry, Lisa Horwood, Judy Brock, Judy Copeland, Sherri Blaneck, Dusky 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. She 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 club, Mrs. Ray Mixon high guest, and Mrs. Finis Westbrook binged.

Members present were Mrs. Barrett, Mrs. B.R. Bynum, Mrs. Alvie Cole, Mrs. Mildred Emery, Mrs. Robert Foster, Mrs. Larry Glass, Mrs. D. Kirk Hopkins, Mrs. F.S. Price, Mrs. Charles Probandt, Mrs. M. C. Reed, Mrs. James Thompson, Mrs. Westbrook, Mrs. Danny Stewart, and guests present included Mrs. J. Q. Foster, Mrs. Mixon, Mrs. C. J. Copeland, Mrs. Clinton Hodges, Mrs. Ricky Hopkins, Mrs. Charles Allen, Mrs. Roy Foster and Mrs. Phil Robberson.

### PONY LEAGUE GAME HERE TONIGHT AT 7:30

The Sterling Pony League team will play the Optimist Club Pony League team of San Angelo here tonight at 7:30, announced Phil Robberson this week. The game begins at 7:30 in the Little League Park.

Phil Robberson is coach of the team here, but he is out of town at Methodist conference; so filling in tonight for him are James Thompson and Bobby Dodds. Last week the San Angelo team won over the locals by the score of 9 to 4.

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**LITTLE LEAGUE SCHEDULE**

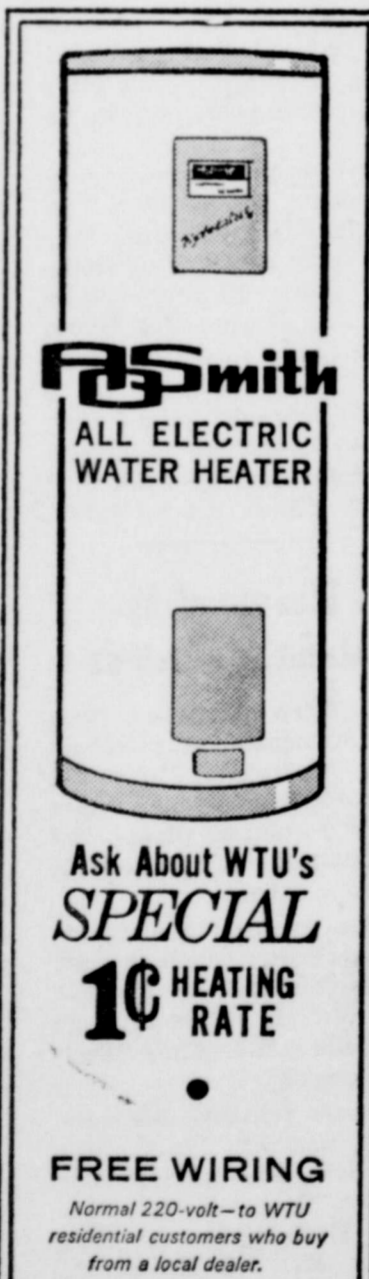
- MAY 31:  
Dodgers—Giants  
Indians—Astros  
Yankees—Cardinals
- JUNE 4:  
Giants—Astros  
Dodgers—Yankees  
Cardinals—Indians
- JUNE 7:  
Yankees—Giants  
Astros—Cardinals  
Indians—Dodgers
- JUNE 11:  
Giants—Cardinals  
Indians—Yankees  
Dodgers—Astros
- JUNE 14:  
Indians—Giants  
Dodgers—Cardinals  
Yankees—Astros
- JUNE 18:  
Giants—Dodgers  
Astros—Indians  
Cardinals—Yankees
- JUNE 21:  
Astros—Giants  
Yankees—Dodgers  
Indians—Cardinals
- JUNE 25:  
Giants—Yankees  
Cardinals—Astros  
Dodgers—Indians

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**A Question of Investing**

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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.

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panies. Diversification as broad as this is not possible for the average person to achieve on his own.

Each investor, therefore, receives precisely the same opportunity for growth and income whether he has invested \$100 or \$1,000,000.

How popular is the fund concept in America today? According to the Investment Company Institute, mutual funds manage assets worth nearly \$45 billion for approximately four million shareholders—individuals and institutions.

**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.

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**VOTE SATURDAY JUNE 1**

**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 so-called "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 and its people.

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 farm-born, 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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 Consolidated in 1902

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**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  
 Bible school — 10:00 a.m.  
 Morning worship 11:00 a.m.  
 Night Worship — 7:00 p.m.  
 Wednesday Mid-Week Service — 8:00 p.m.

**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.

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 Rev. Vincent Daugintis, Pastor  
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 Thursday Mass — 7:00 p.m.

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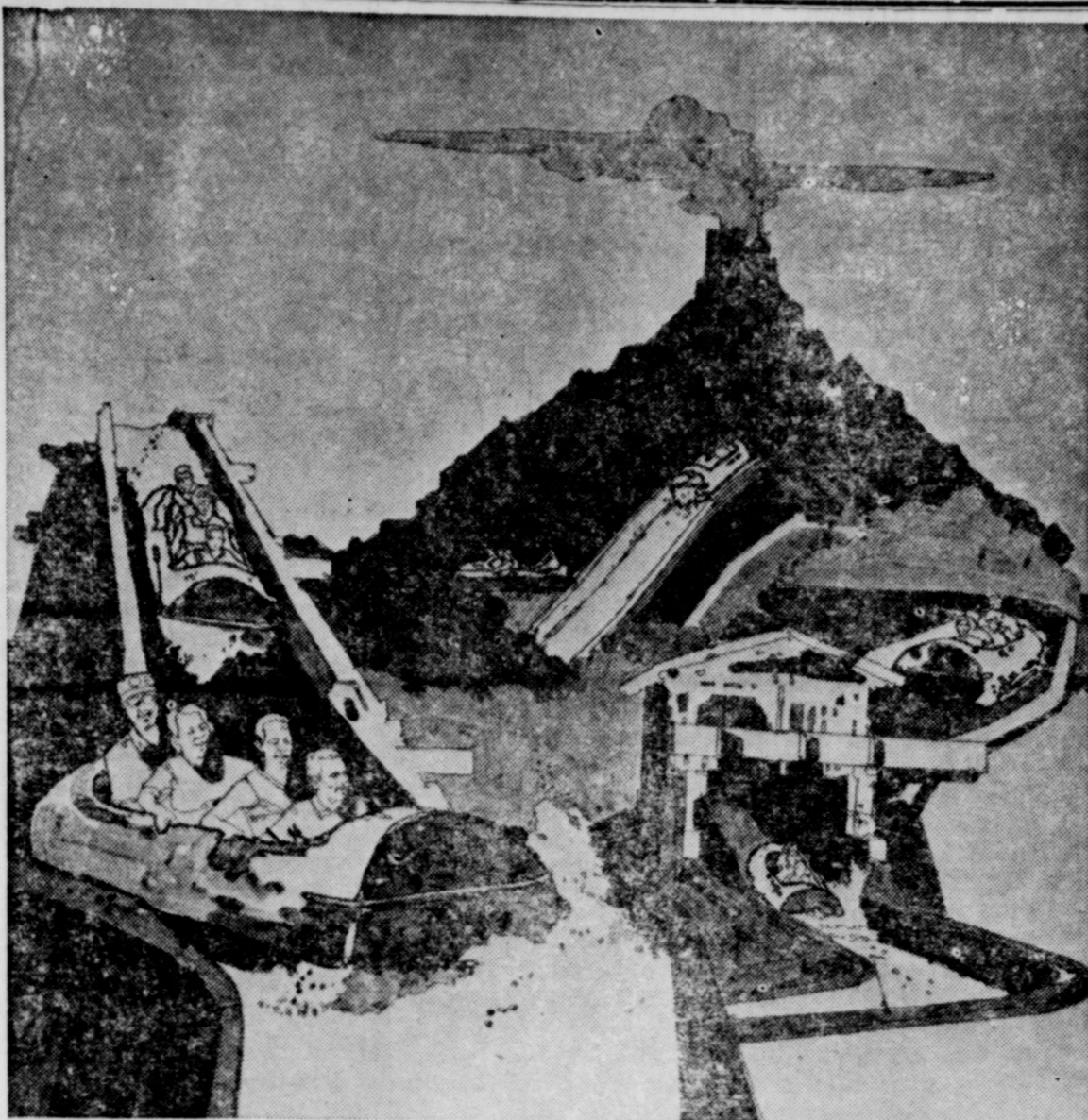
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**SMOOTH SELLING**  
 by George N. Kahn, Marketing Consultant  
**PROSPECT OR PERISH**  
 Copyright—George N. Kahn

If the title sounds grim it was meant to. You can't stay alive in selling unless you systematically go after new accounts.  
 Too many salesmen regard a territory as a lifetime sinecure 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 dangerous.

**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 qualities which make him a likely user of your merchandise or service. A certain amount of screening is called for here. If 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 chase.

**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 experience 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 five—or six—or more! And you can if you have faith in yourself. In the history of selling

REPRINTS AVAILABLE . . . each article in this series is expanded to approximately 2000 words—includes a self-evaluation quiz—is printed in 2 colors in a 4 page format, on white glossy paper and is 3-hole punched to fit any standard 3-ring binder . . . prices are as follows:  
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 The entire series may be pre-ordered or individual articles may be ordered by number . . . address orders to the George N. Kahn Co., Marketing Consultants, Sales Training Division, Department NP, Empire State Building, New York, N. Y. 10001. Article titles are:  
 1. The Salesman is a V.I.P. 3. Get Acquainted With Your Company  
 2. Are You A Salesman?

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 business.  
 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 have to take it from there.

**Landing the Big One**  
 There is a type of salesman who is unsparing of his energy for prospecting but he is fishing for minnows 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 account.

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 hot.  
 There's a defeatist aspect in the avoidance of the big account. 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 buying and he has a "hot button." If you're not pressing it, your competitor is. Today's leading producers were never seared of tackling the major prospects.

4. You're On Stage
5. You Can't Fire Without Ammunition
6. You Are A Goodwill Salesman, Too
7. Closing The Sale
8. How To Set Up An Interview
9. Resting Between Rounds
10. The Competition
11. Taking A Risk
12. Playing The Short Game
13. Selling An Idea
14. Buying Committees Are Here To Stay
15. The Automated Salesman
16. Samples Can't Talk
17. The Unexpected Letter
18. Prospect or Perish
19. How To Dislodge A Prospect From An Existing Supplier
20. Making Salesmen of Customers
21. Repeat Orders Are Not Accidental
22. Room At The Top
23. You Must Give More To Get More
24. Running Into The Rude Buyer

**Priming the Prospect**  
 Some salesmen feel that once they've been granted an interview with a prospect they have accomplished their objective. They are so pleased with their success in getting into the buyer's office that they do very little after that.  
 You've got to push harder than ever once you get the appointment. Getting there is only half the battle. You've got to come away with an order.  
 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 pride.  
 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 anything swing you away from the main objective.  
 Are you prospecting in the right way and is it paying off? If you can answer yes to seven or more of the following questions, you're not only a good prospector but are bringing up nuggets as well:

1. Are the prospects you call on truly good prospects? Yes  No
2. Do they really need your product or service? Yes  No
3. Are they available to you? Yes  No
4. Do you have faith in your ability to get orders on cold calls? Yes  No
5. Do you make good use of leads given to you by your sales manager, friends, etc.? Yes  No
6. Do you add to the list of leads by scouting out likely prospects yourself? Yes  No
7. Do you take command of an interview with a cold prospect? Yes  No
8. Do you canvass the big accounts as readily as the small ones? Yes  No
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

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