

# STERLING CITY NEWS-RECORD

Vol. 77

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

AUGUST 30, 1968

No. 34

## Attitudes & Platitudes

Jerry Marcus



"It had power brakes, power windows, power seats and a jerk behind the power steering."

The Travelers Safety Service

Reckless driving was involved in more than one third of the personal injury accidents in 1967.



DR. L. O. RYAN

## Dr. L. O. Ryan Talks To Lions Club

Dr. Lowell O. Ryan, pastor of the First Methodist Church in Harlingen, Texas, spoke to the Lions Club luncheon here Wednesday noon. Dr. Ryan, a former pastor here and former president of the local club, reminisced to present members. He was here this week doing the preaching for a meeting at the First Methodist Church.

Guests present besides the visiting speaker were Gene Dietrich, and Billy Bauer.

The prize went to Jaynell Cope, club pianist.

## Social Security

Bob Logan, Field Representative for the San Angelo Social Security Office, has scheduled his September visit to Sterling City. He will be at the County Courthouse on Friday, September 6 from 1:30 to 2:30 p.m. Anyone who wants to file a claim for benefits, get information, or transact other business with the Social Security Administration may contact him at this time.

## SALESMEN WANTED

Are you looking for a good part time or full time income in Sterling County? Many Rawleigh Dealers earn \$2.50 and up per hour. Write Rawleigh TXH-1220-06, Memphis, Tenn. 38102.

FOR SALE—1953 Ford 6-cylinder pickup, real clean. \$165. W. G. Fincher.

LOST—Long key ring with keys in town. No name on it. See Mud Allen.

## Post Office to New Quarters This Week

The Sterling City post office will move back into the newly remodelled quarters in the middle of the block this weekend. Such announcement was made by postmaster W. R. Brooks this week.

The post office was moved up west to the corner of the block to temporary quarters while the remodeling was going on. Short Treadway completed the building remodeling about two weeks ago and this week post office workers have been here installing the new boxes and other equipment.

## Mrs. George Skeete Buried Tuesday

Mrs. George Skeete of Water Valley died in the St. John's hospital in San Angelo at 4 p. m. Sunday after having been a patient there several weeks.

Funeral services were held Tuesday from the Johnson Funeral Chapel in San Angelo and burial followed in Fairmount Cemetery there. Officiating were the Rev. Morris Elliott of the Episcopal Church in Angelo and the Rev. Billy Joe White, pastor of the Water Valley Methodist Church.

Mrs. Skeete, who was a daughter of the late Mr. and Mrs. Bob Mims, lived on the ranch near Water Valley with her husband. She had taught school in the Christoval and Water Valley schools in years gone by. She and Mr. Skeete were married on June 8, 1935 and she was a graduate of Texas Woman's University. She was a long-time member of the Water Valley Methodist church.

Survivors include the husband; her step-mother, Mrs. Dobbie Mims, two sisters, Mrs. Paul Coulter of Water Valley and Mrs. Douglas Sprague of Short Hills, New Jersey, and one brother, Elton Mims of Water Valley.

## Highway Funds Approved For Sterling County for 1969

The Texas Highway Commission has approved the expenditure of \$10,000 for highway safety and betterment in Sterling County during 1969.

District Engineer J. A. Snell of San Angelo said that a total of 4.3 highway miles in Sterling County will be involved in the annual program. Work will be under supervision of R. N. Jennings, District Maintenance Engineer, and is part of the Highway Commission's combined Farm to Market Road Improvement and State Highway Safety and Betterment Program for 1969.

## SOCIAL SECURITY CHILDREN'S BENEFITS

The children of a deceased woman worker now have the same right to social security payments on their mother's account as they do on the account of the father, says Ted F. Moellering, District Manager of the Social Security Administration in San Angelo, Texas.

Some children, who could not qualify for benefits at the time their mother died, may now be paid. These survivors' insurance payments may continue each month to age 22 if the child remains in school and does not get married.

"This change is the result of a new definition of 'dependency' in the Social Security Act," Mr. Moellering explained. "Of course, the deceased mother must have worked on social security jobs long enough to be insured. In some cases, children whose mother died as early as 1947 can now be paid. "An application for the child's benefits must be filed," he said. "We would like for

## Football-Pep Squad Barbecue Held Last Saturday

Nearly 250 persons attended the annual football-pep squad barbecue and kickoff rally at the city park here last Saturday evening. A supper of barbecued chicken and all the trimmings was served. The high school mothers club was in charge of the affair and salads, cakes, etc. were brought by attending families.

Mrs. R. T. Foster, Jr., the president of the mothers club this year, expressed her's and the organization's thanks to all who helped in any way. The local bank furnished all the paper plates, cups, spoons, etc. for the supper. Jodie Blaneck got the chicken wholesale and had Spencer Jackson helping with the barbecuing. Everything was appreciated, said Mrs. Foster.

Superintendent of schools O. T. Jones spoke briefly and the head football coach, George White introduced the squad members and his assistant, Sam Barnett.

The cheer leaders led in some yells and the affair was ended with the singing of the Sterling school song.

## HOSPITAL NOTES

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

Mrs. W. J. Swann  
Mrs. Lovie Parker  
Dismissals since Thursday of last week.  
Mark Chumley  
Mrs. Nan Davis  
Mrs. Joe Estrada and infant son

## STERLING COUNTY BUDGET NOTICE YEAR A. D., 1968

On this August 12th, A. D. 1968, the Commissioners Court of Sterling County, State of Texas, in regular session, find that House Bill 768, Chapter 206, Section 12 of the General Laws of the State of Texas, set out that the Commissioners' Court in each County shall, each year provide for a public hearing on the COUNTY BUDGET, which hearing shall take place subsequent to August 15th, and prior to the levy of taxes by the Commissioners Court.

In compliance with an order passed by the Commissioners Court of Sterling County, Texas, made on the 12th day of August A. D., 1968, notice is hereby given that a public hearing will be had on the Budget of Sterling County, Texas as prepared for the year 1968, at 10:00 o'clock a.m., on the 9th day of September, 1968 at the Courthouse in Sterling City, Texas in the Commissioners Court Room, at which time any tax payer in Sterling County, Texas shall have the right to be present and participate in such hearing.

TO CERTIFY WHICH, witness my hand and seal of office in the City of Sterling City, Texas, this 12th day of August A. D. 1968.

W. W. Durham  
County Clerk  
Sterling County, Texas

anyone who believes he may be eligible to receive the payments to get in touch with the social security office without delay."

This applies especially to those whose applications were denied at the time of their mother's death. Detailed information can be secured from the Social Security Administration located at 300 West Harris in San Angelo, Texas, or see the representative when he is in your area.

## School Will Open Here Tuesday

### Classes All Day; Start at 8:30

The Sterling school will open Tuesday, September 3 at 8:30 a.m. for the first day of school—and a full day—said superintendent O. T. Jones. The lunchroom will serve on the first day.

The school calendar for the full year is printed elsewhere in this paper, giving the holidays and closing date.

The faculty this year will be as follows:

1st grades — Mrs. Juanita Johnson and Mrs. Ray Lane.  
2nd grade — Mrs. Dayton Barrett.  
3rd grade—Mrs. Tom Asbill  
4th grade—Mrs. Arthur Barlemann, Jr.  
5th grade—Mrs. Jack Dou-thit.

6th grade—Mrs. Betty Jones  
7th grade—Sam Barnett  
8th grade—Bobby Dodds; he is grade school principal.

HIGH SCHOOL—  
James Thompson— principal and will teach math.  
Roy McCleery—English  
James Salvato — chemistry and math.

Fred Igo— vocational agriculture.

Mrs. Early Barton— Home-making.

George White — physical science, biology, Spanish, physical education, and coach.

Mrs. Frank Milligan—librarian.

Bobby Dodds, grade school principal, will coach the junior high boys in sports.

## SCHOOL LUNCH ROOM MENUS

TUESDAY, SEPT. 3

Meat Sauce  
Creamed Potatoes  
Pinto Beans  
Mixed Vegetables  
Rolls  
Cookies

WEDNESDAY, SEPT. 4

Steak Fingers  
Buttered Potatoes  
String Beans  
Green Salad  
Rolls  
Chocolate Cake

THURSDAY, SEPT. 5

Turkey Spaghetti  
Buttered Peas  
Buttered Corn  
Mixed Vegetable Salad  
Rolls  
Peaches

FRIDAY, SEPTEMBER 6

Hamburger Steak  
French Fried Potatoes  
Buttered Spinach  
Celery Sticks  
Rolls  
Cookies

## Sterling Eagles Football Schedule

1968 FOOTBALL Schedule

Sept. 13 Woodson - Here  
Sept. 20 Rocksprings-There  
Sept. 27 Union - There  
Oct. 4 Miles - Here  
Oct. 12 Klondike - There  
\*Oct. 18 Sands - There  
Oct. 25 Wellman - There  
Nov. 1 Open

\*\*Nov. 8 Klondike - Here

\*\*Nov. 15 Garden City -There

\*\*Nov. 22 Gail - Here

\* —11-man game

\*\* —Conference games

Conference games at 7:30; others at 8:00.

Mrs. Will Augustine returned home last week from a visit with the Sam Augustines in Mississippi and the Dell Coopers in Tulsa, Oklahoma. Sam is her son and Mrs. Cooper is her daughter.

Mr. and Mrs. Reynolds Lee Foster are moving to Midland. Reynolds Lee will work with an accounting firm there and Mrs. Foster (Janet) will teach school.

## Knee Operation Is Scheduled for Today

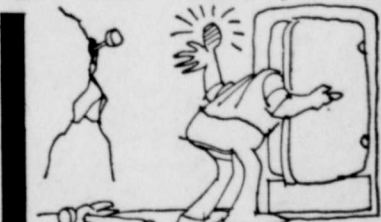
Randy Mixon, son of Mr. and Mrs. Ray Mixon, is scheduled to undergo an operation on a knee today in Parkview Hospital in Midland. He wrenched his knee the first week of football workouts said coach George White. He plans to be out of the hospital and back home the first part of next week, it is said.

Frank Price, son of Mr. and Mrs. Foster S. Price, is having to lay off football practice for a week to take care of one of his knees, said White. Both Mixon and Price are veterans on the Eagle squad. Mixon is a center and Price an end.

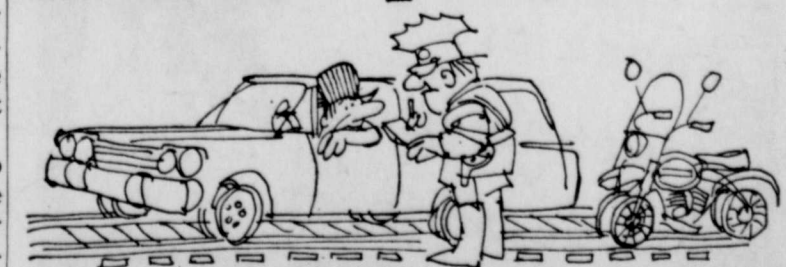
## SCIENCE SKETCHES



A NEW PROCESS for preserving siliceous stones, developed at New York University, may permanently preserve monuments such as the Pyramids and Sphinx of Egypt. The specialist says test results suggest that treated stones are highly resistant to the action of water and salts, the principal causes of deterioration.



A COOL NOSE might make a difference on whether your brain performs properly! Iowa State University researchers say a relationship exists between brain temperature and temperature of blood flowing from the nose toward the brain. Anger generates a full head of steam and people in a rage cannot think properly. The fellow who can keep a cool nose also can keep his brain alert and functioning normally.



A CAR that isn't "tied down" to running on highway pavement has been announced by National Cylinder Gas, Chicago. The car, a late-model station wagon, can be quickly adapted to run on railroad tracks where it is used to photographically measure and record clearance in cuts and tunnels, under signals and on bridges.



Attitudes & Platitudes Jerry Marcus



Driving after drinking is a major cause of highway accidents.

**FANCY THAT!**..... by THOMPSON

**A MAN WHO GIVES GOLD,** ACCORDING TO THE RIG-VEDA, THE SACRED BOOK OF INDIA, WILL BE REWARDED WITH A LIFE OF LIGHT AND GLORY!

**THE LARGEST COLLECTION OF GOLD ITEMS-- 25,000 IN ALL, IS ON VIEW TO THE PUBLIC AT THE HERMITAGE MUSEUM IN LENINGRAD, RUSSIA!**

**"LIQUID GOLD IS THE TERM MOST OFTEN USED TO DESCRIBE LIQUORE GALLIANO, A POPULAR LIQUEUR FROM ITALY, IMPORTED TO THE U.S. BY MCKESSON & ROBBINS. SAID TO BE "DISTILLED FROM THE RAYS OF THE SUN," GALLIANO IS CALLED "BENISSIMO" (EXCELLENT) SERVED STRAIGHT OR ON THE ROCK."**

**ISAAC NEWTON**  
ENGLISH PHILOSOPHER AND MATHEMATICIAN DISCOVERED THE LAW OF GRAVITATION.

EUREKA!! AN IDEA JUST STRUCK ME!

**Folks naturally gravitate to this bank as a friendly place to do business.**

**THE FIRST NATIONAL BANK**  
STERLING CITY, TEXAS  
Member of F. D. I. C.

**DISTRIBUTOR**  
PART TIME OR FULL TIME INCOME

Reliable party needed to supply electron tubes (Radio and Television tubes) to wholesale and retail accounts. Some accounts furnished for you. Investment for inventory only. Requirements:  
4 to 8 hours per week  
Good transportation  
Investment from \$995.00 to \$4,500.00  
Send resume to:  
Include phone number  
**I.T.T. Corp.**  
1628 So. Hanley  
St. Louis, Mo., 63144

**Miscellaneous Items for Sale "LIFETIME GOODIES"**  
Water filters—Hard Chrome well cylinders — Rust-proof well pipe, Wear-proof sucker rods—Lifetime Tank Coating for steel and concrete tanks--Perma-cups outlast well leathers 10 to 1—Tank floats and valves— Lifetime guaranteed light bulbs \$10.00 per dozen —110 volt A.C. portable light plants \$52.50.  
**VIRDEN PERMA-BILT**  
2821 Mays Ave. P.O. Box 7066  
Amarillo, Texas 79109  
806 352-2761

**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**



Should he pray for things in sight?  
or for the light that will, in turn, give him all he needs: to learn, to have and to be...

\*  
Help your child learn that "the effectual fervent prayer of a righteous man availeth much" (Jas. 5:16).  
He is welcome at the

\*  
**Christian Science Sunday School**  
\*  
pupils up to the age of 20  
SUNDAYS 9:30 A. M.  
**FIRST CHURCH OF CHRIST SCIENTIST**  
720 So. Abe San Angelo

The New 1968  
**Christmas Card Catalogs**  
Are Here!  
Come in for  
**Early Selection**  
**News-Record Shop**

**Fire Department Suggestions**

A request from the Sterling Fire Department for faster and safer coverage for all.

1. TO REPORT A FIRE  
DIAL 8-4771.
  2. GIVE YOUR FULL NAME
  3. GIVE THE LOCATION OF THE FIRE AND WHAT IT IS (HOUSE, BARN, OR WHATEVER), AND HOW TO BEST GET TO IT.
  4. STAY ON THE PHONE, IF POSSIBLE, UNTIL THE PERSON TAKING THE CALL HAS ALL THE INFORMATION HE WANTS.
  5. IF IT IS A HOUSE FIRE CLOSE ALL DOORS AND WINDOWS YOU CAN GET TO SAFELY, THEN GET IN THE CLEAR AND STAY AT THE SCENE. ONCE YOU ARE OUTSIDE THE HOUSE, DO NOT GO BACK IN THE BUILDING!
- WHEN THE SIREN BLOWS
1. STAY OFF THE STREET OR ROAD BEING USED BY THE FIRE TRUCKS AND FIREMEN.
  2. DO NOT PARK CARS OR TRUCKS WITHIN ONE BLOCK OF THE FIRE.
  3. NEVER, NEVER RUN OVER A FIRE HOSE, EVEN IF IT IS FLAT.
- In all instances, use common sense, be as calm as you can, and give all information clearly completely, but in as few words as possible.

**IT'S A FACT!**  
.... by THOMPSON

**AN EARLY CONTRIBUTOR TO AGRICULTURE** WAS THE 16<sup>TH</sup> CENTURY FRENCHMAN, BERNARD PALISSY-- KNOWN AS THE FOUNDER OF AGRICULTURAL CHEMISTRY-- WHO INVESTIGATED THE NATURE OF SOILS AND FERTILIZERS.

**THE FIRST AGRICULTURAL EXPERIMENT FARM** IN THE UNITED STATES WAS STARTED NEAR SAVANNAH, GEORGIA IN 1735.

**EXTENSIVE AGRICULTURAL RESEARCH** CONDUCTED BY U.S. CANNERS, WHO BELONG TO THE NATIONAL CANNERS ASSOCIATION, HELPS FARMERS PRODUCE HIGH-QUALITY FOODS THAT WILL EVENTUALLY FIND THEIR WAY INTO CANS-- AND ULTIMATELY TO YOUR TABLE!

**Unclaimed Lay-away**

1968 Zig Zag sewing machine, 10-year guarantee. Makes buttonholes, sews on buttons, blind hems, applique, overcasts, etc. All with -out attachments. Total balance of \$48 or small monthly notes. For free home trial call collect Big Spring 263-4117.

In case of fire dial 8-4771.

**"A mighty fine place to stay"**

100 beautifully furnished rooms—poolside cabanas and suites—TV—radio—message lights—coffee shop—dining room—private club—baby sitters—heated pool—banquet space

Tele: (214) DA 7-4575

**Lamplighter MOTOR INN**

9033 R. L. Thornton Freeway on U. S. 80 & 67, East at Loop 12  
**DALLAS, TEXAS**

Get Your Rubber Stamps at News-Record



## 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 — 6:00 p.m.  
Evening Worship — 7:00 p.m.  
Teachers Meeting 7:00 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**  
David Marx, Pastor  
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 CATHOLIC CHURCH**  
Rev. Vincent Daugintis, Pastor  
Sunday Mass — 8:00 a.m.  
Thursday Mass — 7:00 p.m.



Call 8-4451 for Appointment Shop closed every Tuesday and Saturday afternoons.

**Vanity Beauty Shop**  
RUBY POTTS, Owner

the **Bible** speaks to you

CHRISTIAN SCIENCE RADIO SERIES

SAN ANGELO KGKL  
960 on Your Radio Dial  
SUNDAYS at 8:15 A.M.

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

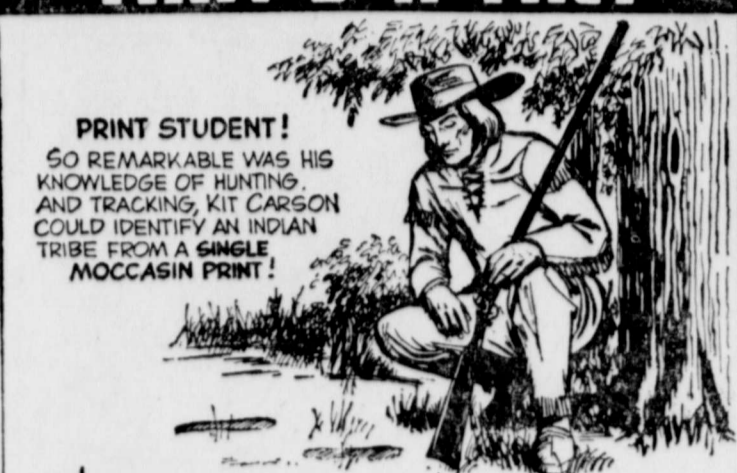
### Allen Insurance

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

### Andy's Barber Shop

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

## THAT'S A FACT



### PRINT STUDENT!

SO REMARKABLE WAS HIS KNOWLEDGE OF HUNTING AND TRACKING, KIT CARSON COULD IDENTIFY AN INDIAN TRIBE FROM A SINGLE MOCCASIN PRINT!



**BE A SHAREHOLDER...**  
...IN AMERICA'S FUTURE!  
WHEN YOU BUY U.S. SAVINGS BONDS YOU ARE JOINING HANDS WITH FELLOW AMERICANS IN SAYING... "AMERICA, WE BELIEVE IN YOU!"  
★ ★ ★

### BUSY BEAVER!

THOSE FANTASTIC ENGINEERS AND BUILDERS—THE BEAVERS—HAVE A WARNING SYSTEM. WHEN A TREE IS ABOUT TO FALL THEY THUMP THEIR TAILS IN A CRY OF "TIMBER!"

### AUTOMATED SAVINGS...

YES THERE IS SUCH A THING! THE PAYROLL SAVINGS PLAN OFFERS YOU AUTOMATIC GROWTH THROUGH SYSTEMATIC SAVINGS!

## IT'S A FACT!..... by Thompson

**BALANCE AS HUGE AS THE VAULT OF HEAVEN,** WITH ONE SCALE PAN CALLED "DARK", AND THE OTHER "LIGHT", WILL BE USED, ACCORDING TO PERSIAN MYTHOLOGY, TO WEIGH THE GOOD AND EVIL DONE BY EACH PERSON ON JUDGEMENT DAY!



**GREAT BALANCING FEAT** WAS THE ONE PERFORMED IN 1956, BY THE GERMAN TIGHT-ROPE WALKER RICHARD SCHNEIDER WHO SPENT 174 HOURS ON THE HIGHWIRE TO SET A NEW WORLD'S ENDURANCE RECORD!



**AMERICA'S BALANCE OF PAYMENTS--A TOPIC** OF MUCH RECENT DISCUSSION--CAN BE MADE MORE FAVORABLE IF AMERICANS SPEND AS MUCH OF THEIR MONEY AS POSSIBLE IN THIS COUNTRY. SHIPPERS WHO INSURE THEIR OCEAN-GOING CARGO WITH MARINE OFFICE OF AMERICA, THE NATION'S LARGEST INSURER OF MARINE RISKS, ARE DOING THEIR PART TO STEM THE FLOW OF GOLD FROM U.S. COFFERS!

Rubber Stamps Sold at the News-Record



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

### City Barber Shop

CLOSED ON MONDAY

We appreciate and want your business

Richard Lawdermilk

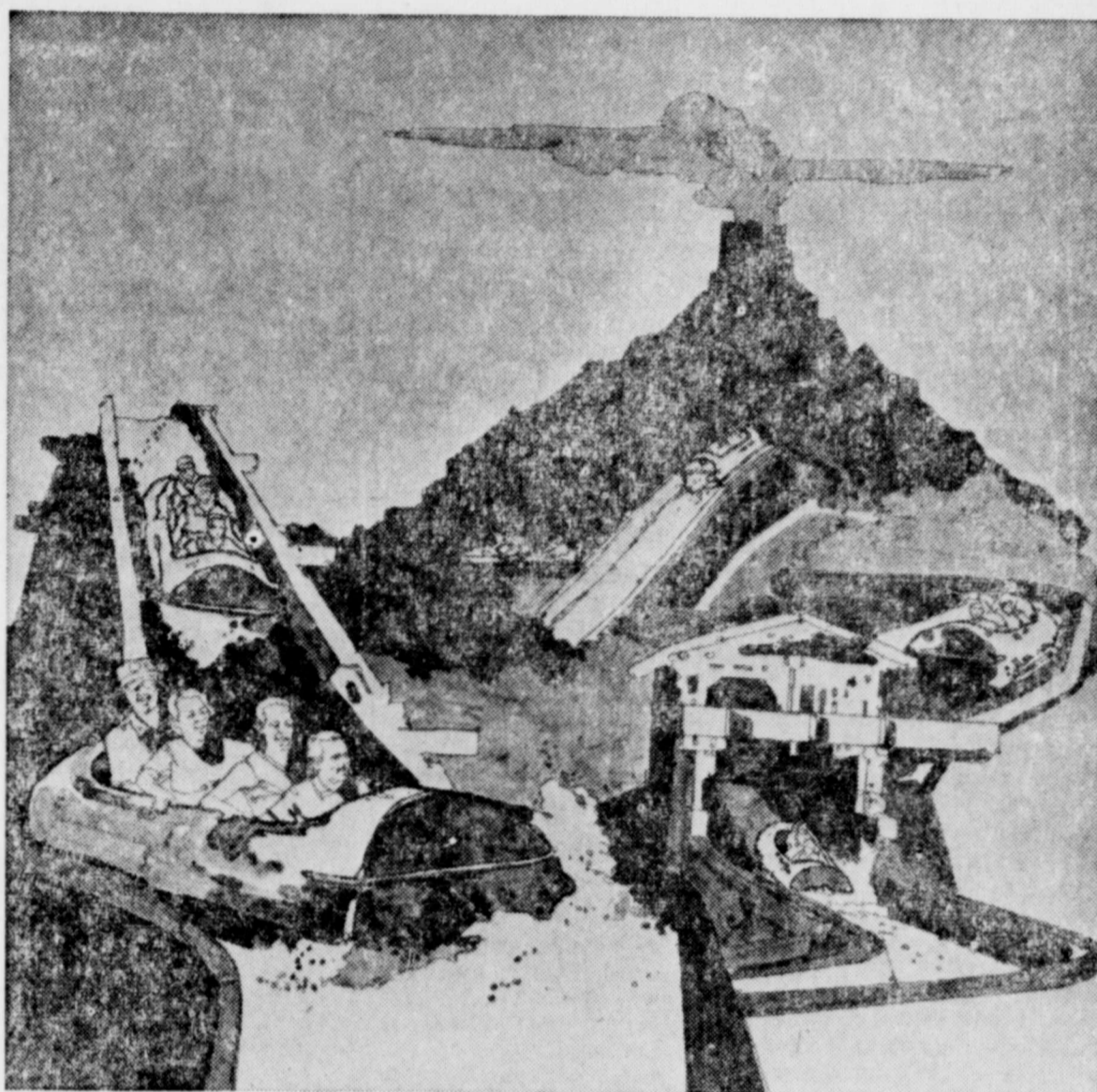
### For Insurance Needs

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

### City Cafe

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

Phone in news of your visitors or visits to the News-Record. Phone 8-3251.



Twice the fun and excitement is in store for visitors to SIX FLAGS Over Texas with this year's addition of a second Log Flume ride. Now 50 hollowed-out fiberglass logs will be in operation on the two Flumes, carrying some 3,400 riders per hour on a thrilling journey through "white water" around sharp curves and down steep slopes at speeds of better than 10 feet per second.

## WESTERN MATTRESS

SAN ANGELO, TEXAS

600 Block N. Chadbourne Phone 653-4507

### WANTED—MAN OR WOMAN SPARE TIME

To refill and collect money from machines dispensing Hi-Grade Candy, Gum and Sport Cards in this area. Supplement your income. Easy to do. \$475.00 cash required for inventory. Include phone number. Write P. O. Box 853, San Angelo, Texas.

# Sterling City News-Record

YOUR PRINTING HEADQUARTERS

LOOK NO FURTHER THAN THE NEWS-RECORD BUILDING IN STERLING CITY FOR ALL OF YOUR PRINTING REQUIREMENTS

- \* Letterheads
- \* Ruled Statements
- \* Circulars
- \* Business Cards
- \* Tickets
- \* Envelopes
- \* Padded Forms
- \* Programs
- \* Pamphlets
- \* Card Forms

### Wedding Invitations

- \* Sales Books
- \* Printed Tags
- \* Snap-A-Part Stock Forms
- \* Lodge and Club Booklets

Also - Rubber Stamps, Adding Machine Paper and Stationery —

# News-Record

Phone 8-3251

Box 608

Sterling City



### Sterling School Calendar Told

The 1968-69 Sterling School calendar has been told by superintendent O. T. Jones. The school opens Tuesday, September 3 and closes May 23.

The calendar, as approved by the school board, is as follows: Monday, September 2, 1968, Labor Day holiday.

Tuesday, September 3, 1968, First day of school at 8:30 a.m. for a full day of school. Lunchroom will serve a meal.

November 28, 1968 through Sunday, December 1, 1968 Thanksgiving Holidays. School resumes Monday, Dec. 2, 1968 at 8:30 a.m.

Friday Dec. 20, 1968 at 2:30 p.m. through Sunday, Jan. 5, 1969. Christmas holidays. School resumes Jan. 6, 1969 at 8:30 a.m.

Friday, March 7, 1969. Holiday for a teachers meeting in Brownwood.

Thursday, April 3, 1969 at 2:30 p.m. through Monday, April 7, 1969. Easter holidays. School resumes April 8, 1969 at 8:30 a.m.

Friday, May 23, 1969. Last day of school with reports on either Saturday, May 24, 1969 or Monday, May 26, 1969.

Mrs. Pansy Lawson is a new lunchroom worker to fill one vacant place for next fall.

### For Social Security

People who sign up for social security only to gain Medicare coverage are often amazed to learn that they will also be drawing some checks for the year, according to Ted F. Moellering, District Manager of the San Angelo Social Security Office.

For instance, a person entitled to a monthly benefit of \$122.90 who expects to earn \$3000 in 1968 would draw a check of \$17.40 for June, 1968, and full checks for the rest of the year.

"This is possible because of the liberalized retirement test under the present social security law," Mr. Moellering said.

"A social security beneficiary can earn \$1680 per year and draw his checks every month. If his earnings are \$2880 or less, an amount equal to one-half the earnings between \$1680 and \$2880 is subtracted from total benefits payable for the year. If earnings are over \$2880, an additional one dollar for every dollar over \$2880 is subtracted from benefits payable.

"There has been no change in the provision that a person can draw a check for each month that he is age 72, regardless of his total earnings for the year."

For further information, contact the Social Security Administration at 3000 West Harris Avenue in San Angelo, Tex. or see the representative when he is in your area.

The "length of marriage" requirement in social security's definition of "widow", "widower", and stepchild of a deceased worker has been changed,

FOR SALE—Magic Chef gas range, General Electric refg., Dining set Living room, (chair and sofa) set, Blonde twin bed room suite. Contact Daisy Smith or call 8-2061 before 2 p.m.

BE A Representative of Beauty Counselor Cosmetics. Attractive, profitable, dignified work. Put your spare time to good advantage.

Write Mrs. Louise Logan P. O. Box 415 Eldorado, Texas

### ATHLETE'S FOOT GERM HOW TO KILL IT.

IN 3 DAYS if not pleased with strong T-4-L liquid, your 48c back at any drug store. Watch infected skin slough off. Watch healthy skin replace it. No more itch and burning! Use antiseptic, soothing T-4-L FOOT POWDER too—fine for sweaty feet, foot odor; stays active in the skin for hours. NOW at ALL DRUG STORES.

### INCOME—SPARE TIME

No selling. Refill and collect money from NEW TYPE coin operated dispensers in this area. To qualify must 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.

### BUSINESS OPPORTUNITY

MEN WANTED to meet the growing need for CLAIM ADJUSTORS. Earn \$450 to \$1,000 a month.

We train you at home in your spare time for a job that can pay you a big income, provide your car, pay your expenses and give you lifetime security. Opportunities in the field of investigating auto accident claims for insurance companies or from your own office are wide open for men who want extra income or a full time, fascinating career. Nationwide placement assistance given. Write today to:

Nationwide Claims Adjustors Training Division  
5904 E. Colfax,  
Denver, Colorado, 80220

Sheriff's phone 8-4771.

ed, reports Ted F. Moellering, District Manager of the San Angelo Social Security Office. A widow, widower, or stepchild may now qualify for social security benefits based on a marriage that has been in existence for only 9 months just before the death of the worker.

Mr. Moellering added that in some cases a marriage that has lasted for as little as 3 months may qualify the survivor. These are cases involving accidental death or death in the line of duty in the uniformed services.

Benefits under this change in the law were first payable in February, 1968. Any person who has been previously disqualified because a marriage had not been in effect long enough should contact the Social Security Office at 3000 West Harris Avenue in San Angelo, Texas, or see the representative when he is in your area.



TALKING WITH THE ANIMALS—Young visitors to ASTROWORLD these days are having a ball in Children's World...talking, walking, and posing for photographs with some of ASTROWORLD's favorite animals...Astrolion, AstroBunny, Mr. Bear and AstroKitty. These animal characters and others are in the family amusement and entertainment center every day, next to the Astrodome in Houston.

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### SMOOTH SELLING

by George N. Kahn, Marketing Consultant  
PROSPECT OR PERISH

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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

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 scared of tackling the major prospects.

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