

# STERLING CITY NEWS-RECORD

Vol. 77

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

OCTOBER 4, 1968

No. 39



AROUND  
THE  
COUNTY



ARTHUR BARLEMANN, JR. COUNTY AGENT

The brain of the horse sent to the Texas Department of Health laboratory last week was found positive for rabies by the laboratory in their tests. This is the only positive case of rabies in the county in some time and is the first horse that has been positive to our knowledge in the county—at least in the last twelve years.

The horse was owned by Beverly and Larry Miller and was penned at the old stock pens adjacent to the railroad pens and the state highway department yard. At the last report, only Beverly will take the shots as she had ridden the horse on Sunday before it died. While she was not bitten by the horse, the fact that she bridled the horse is an exposure since some of the saliva could have possibly gotten onto her hands while putting on the bridle.

Reynolds Foster was elected supervisor of Zone 5 of the North Concho River Soil and Water Conservation District at the election held in conjunction with the range tour on Tuesday. He will serve for a period of five years in the position which had previously been held by Johnny Johnston of Water Valley. Johnny had been chairman of the board for the last year but had to decline reelection on the advice of his doctor following recent heart surgery.

The other supervisors of the district are Clinton Hodges, Tommy Augustine, Ernest Michalewicz, and August Frysak. Work unit conservationists who work with the district are A.C. Allen of Sterling City and Barney Jefferson of San Angelo.

About fifty persons made the range tour on Tuesday of this week. The group included the FFA boys of the vocational agriculture class who prepared the barbecue as well as participated in the tour.

Several out of town visitors also made the tour. They included Roddy Peoples, who has the Voice of the Southwest Agriculture radio program in

San Angelo and Pierce Miller who is the agricultural representative of the San Angelo National Bank.

Other out of town persons appeared on the program. They included Ron Townsend of the Dow Chemical Company who has furnished materials for the brush control demonstrations and Charles Fisher, who is also with Dow. E. D. Robison of the Spur Experiment Station and Bob Cross also on the station staff were present.

Three cases of screwworms were investigated by Seabird Henderson of the Texas Animal Health Commission on Tuesday. The three cases were the first in Sterling County since August 28. Two of the three were repeat cases, that is occurred on ranches which had had previous cases of worms this year. The year's total in the county now stands at ten.

One of the cases was on the William and J. Q. Foster ranch in a pasture off Sherwood lane. This one was in a cow. They had a previous case on July 1 in a horse's hoof on a different place.

Another repeat case was on the John Reed ranch. This one was in a sheep's head. The previous case there had been in a calf on July 22.

The third case was on the C. G. Munn ranch on the Divide. This, too, was in a sheep.

The state total for 1968 now has reached 3,42 cases. Last week, a total of 531 cases were confirmed in the state for the highest weekly total since mid-November 1962. This compares to a total of 835 confirmed cases in 1967.

Program officials warn producers to remain alert for more cases, to use preventative measures such as spraying herds and treating wounds; and to delay surgery on all animals until after cold weather arrives if at all possible.

Mrs. Early Barton, home-makin teacher in high school, took the sophomore girls of her group to San Angelo Tuesday on a field trip.

## LIONS CLUB

The Sterling Lions Club met Wednesday noon for the regular weekly luncheon. Four guests were present being Larry Glass, Sinforsosa Barrera, of Sterling, Gene Durham of Houston and John Gibbs of San Antonio.

The club is planning to have four children's eyes examined to determine need for glasses. This arranging and paying for eye examinations and glasses is a regular activity of the Lions Club. All clubs in all states have this as a regular project.

Arthur Barlemann, county agent, said the horse's brain sent to Austin for examination, proved to be rabid. He said one or more persons were to receive the anti-rabies Pasteur shots.

It was announced that Jim Kent, candidate for the state legislature (Republican) was to be on the program at next week's luncheon.

## County to Take Bids on Bonds Tuesday

Sterling County Commissioners Court will take bids on \$185,000 Permanent Improvement Bonds here October 8 at 11 a.m. The bonds are the ones voted by citizens earlier this year to finance an extended care facility or nursing home adjoining the Sterling County Hospital. The county itself bought \$15,000 of the issue, which is a full \$200,000.

A cashier's check for \$3,700 must accompany each bid as evidence of good faith on the bidder. Bids not accepted will have the check returned and the successful bidder will get his check returned on delivery of the bonds, or it may go as part payment of bonds.

All bids must be submitted in duplicate on the bid forms from the court. The Commissioners reserve the right to reject any or all bids and to waive any or all irregularities.

The bonds are payable as to interest and principle twice yearly through the year 1987.

The bonds will be general obligation bonds of Sterling County, Texas.

## BOYS RANCH ROUNDUP CLOSE TO END

Riley King, Wagon Boss for Boys Ranch of West Texas, said this week that the Annual Roundup was drawing close to the end. Ranchers may make donations of stock to the home or anyone may make donation of money. If anyone wants to donate stock, they should contact Riley. If they will donate money, they should mail it to Boys Ranch of West Texas, Box 3568, San Angelo.

## PTA Monday at 3:35 P.M.

There will be a special called meeting of the PTA at 3:35 p.m. Monday, October 7 in the school auditorium.

All parents of children from grades 1 through 12 are urged to be present. Support your child and school by attending and supporting PTA.

## FFA Greenhands Met

The F.F.A. Greenhands held a meeting on October 2 to elect officers. The officers are as follows:

Allen Price, president  
Bobby Bynum, vice-pres.  
Alvin Auldridge, secretary  
Kenny Blaneck, treasurer  
Payton Wilson, reporter  
Brandt Badger, sentinel.

The Greenhands have been studying parliamentary law.

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

## Eaglets Win Over Garden City 26-6

The Junior High Eaglets won their second game of the season last Thursday at Garden City by defeating the Garden City Junior High team 26-6.

Antonio Rodriguez scored the first TD on a 20 yard run around left end. Antonio also scored the second TD on a pass from Bobby Rodriguez. The third TD was made by Bobby Rodriguez and Bill Bautista ran the extra points making the score 20-0 at the half.

Bobby Rodriguez scored the other TD for the Eaglets in the early part of the third quarter. The Eaglet reserves played most of the fourth quarter. The other starters were Tommy Bynum, Lee W. Igo, Jesse Lujan, Albert Estrada and Ken Peel.

This week the Eaglets travel to Robert Lee for an eleven man game on Thursday night.

Next week the Eaglets will play host to the Garden City team at 6:00.

## SCHOOL LUNCH ROOM MENUS

MONDAY, OCTOBER 7

Steak Fingers  
Creamed Potatoes  
Blackeyed Peas  
Tossed Salad  
Mixe d Fruit  
Rolls, Milk

TUESDAY, OCTOBER 8

Meat Loaf  
String Beans  
Scalloped Potatoes  
Spiced Beets  
Lemon Cake  
Rolls, Milk

WEDNESDAY, OCT. 9

Baked Ham  
Macaroni and Cheese  
Buttered Peas  
Green Salad  
Chocolate Pudding  
Rolls, Milk

THURSDAY, OCTOBER 10

Boiled Weiners  
Candied Yams  
White Beans  
Lettuce & Tomato Salad  
Apricot Cobbler  
Rolls, Milk

FRIDAY, OCTOBER 11

Fish Sticks  
Green Beans  
Potatoes with Cheese  
Cabbage Salad  
Ice Cream  
Rolls, Milk

## JAYNELL COPE IS NATIONAL MERIT COMMENDED STUDENT

Letters of Commendation honoring them for their high performance on the 1968 National Merit Scholarship Qualifying Test (NMQT) have been awarded to Jaynell Cope of Sterling City High School. James Thompson, high school principal, has announced.

She, a daughter of Mrs. J.I. Cope and the late Mr. Cope, is one of 39,000 students in the United States who scored in the upper 2 percent of those who will graduate from high school in 1969. The Commended students rank just below the 15,000 Semifinalists announced in September by the National Merit Scholarship Corporation.

## O. C. ESTES HOME ON LEAVE FROM NAVY

O. C. Estes, who joined the Navy on July 26, has completed boot camp at San Diego, and is home on a two-week leave here, visiting his parents.

He will return to San Diego and will be in school for one and a half years, said his mother. He will study electronics.

Mr. and Mrs. Joe Asbill of Yeso, N.M. visited the Eldon Potts' and Mrs. Edgar Asbill here last weekend.

## Homecoming Game and Parade Today

### HOSPITAL NOTES

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

Harvey Glass  
Jess Blagg  
Mrs. Horace Donalson  
Mrs. F. E. Rau  
John Thompson  
Mrs. Monica Rodriguez  
Dismissals since Thursday of last week.  
J. Q. Foster  
Mrs. Jim Duke  
Mrs. Clifford Gaston  
Carlos Estrada  
Lonnie Horwood

### Fall Lectureship October 6-10

The local Church of Christ announces the annual Fall Lectureship to begin Sunday, October 6 and continue through Thursday, the 10th.

The theme of the lectureship is "Peace in a World of Doubts and Fears."—John 14:27.

Speakers include J. W. Roberts of Abilene, Marion Hays of Sterling City, Rudell White of Robert Lee, David Phemister of San Angelo, Duane Johnson of Colorado City and Jimmy Jividen of Abilene.

### SOCIAL SECURITY MAN TO BE HERE OCT. 4

Bob Logan, Field Representative for the San Angelo Social Security Office, has scheduled his October visit to Sterling City. He will be at the courthouse on Friday, October 4 from 1:30 p.m. 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.

### PROCLAMATION BY THE GOVERNOR OF THE STATE OF TEXAS

TO ALL WHOM THESE PRESENTS SHALL COME:

Be it known that I, John Connally, Governor of the State of Texas, do hereby order a General Election to be held on Tuesday next after the First Monday in November, A.D. 1968, same being the Fifth day of November, A.D. 1968, and notice thereof is hereby given to the people as required by Article 4.01, Election Code of Texas, and the County Judge of each county is directed to cause said election to be held at each precinct in the county at such time and for the following purposes:

Said general election shall be held for the purpose of electing electors for President and Vice President of the United States, and for electing all State and District officers, Members of Congress, Members of the Legislature, County and Precinct officers, and all officers which are required by law to be elected in this general election; and

FOR THE PURPOSE of adopting or rejecting fourteen Constitutional Amendments submitted by the 60th Legislature of Texas at its Regular Session in 1967.

IN TESTIMONY WHEREOF, I have hereunto signed my name and caused the Seal of State to be affixed at my office in the City of Austin, Texas, this 19th day of September, A.D., 1968.

(Seal) JOHN CONNALLY  
Governor of Texas

By the Governor:  
ROY R. ARRERA  
Secretary of State

### Play Miles Here at 8:00 P. M.

The Sterling City Eagles play the Miles Bulldogs here tonight at 8 in the annual homecoming game.

The seniors are serving supper in the school cafeteria today from 5 to 7 p.m. and the cost will be \$1.50 for adults and 75c for children under 12. Turkey tetrazzini will be the main dish, said a class member. Everyone is invited to eat at the school house.

### Parade at 2:00 P. M. Today

A homecoming parade of the school classes will begin at 2:00, it was announced. The parade will start at the Baptist Church and go down to the roadside park as in the past. The parade will be climaxed at the end with a pep rally in the park.

### TIE UNION THERE LAST FRIDAY

The Eagles tied Union in a non-conference game there last Friday night 26-26. The game was the third for the locals, who will not get into conference play until November 8. Then they play Klondike here.

### PICK UP YOUR MUMS AT SENIOR SUPPER TONIGHT

The seniors have been taking orders for homecoming mums and now announce that they can be picked up tonight at the school cafeteria during the supper sponsored by the seniors.

### Seniors Sponsoring a Tupperware Party Oct. 8

The Sterling seniors are to sponsor a Tupperware Party Tuesday, October 8 from 7 to 10 p.m. it has been announced. Everyone is invited to come and to the party, said Pam McEntire, for the class.

### JUNIOR CLASS SELLING WOOL MUMS

The junior class is selling wool flower mums this year with the Sterling school colors. They will cost \$2.25 each and may be bought from Carolyn Cole, Ginger Jones or any member of the junior class.

Mr. and Mrs. James Salvato took their little daughter to Houston the first part of this week for an operation on her lip. James returned Wednesday and Mrs. Salvato and the daughter will return later.

### Ples Glass Buried Monday Afternoon

Dysart Ples Glass, 66, a resident of Weatherford, died in Weatherford last Saturday after a long illness. Bural services were held at White's Funeral Home there Monday afternoon. He was a dispatcher for the Industrial Concrete Company in Weatherford.

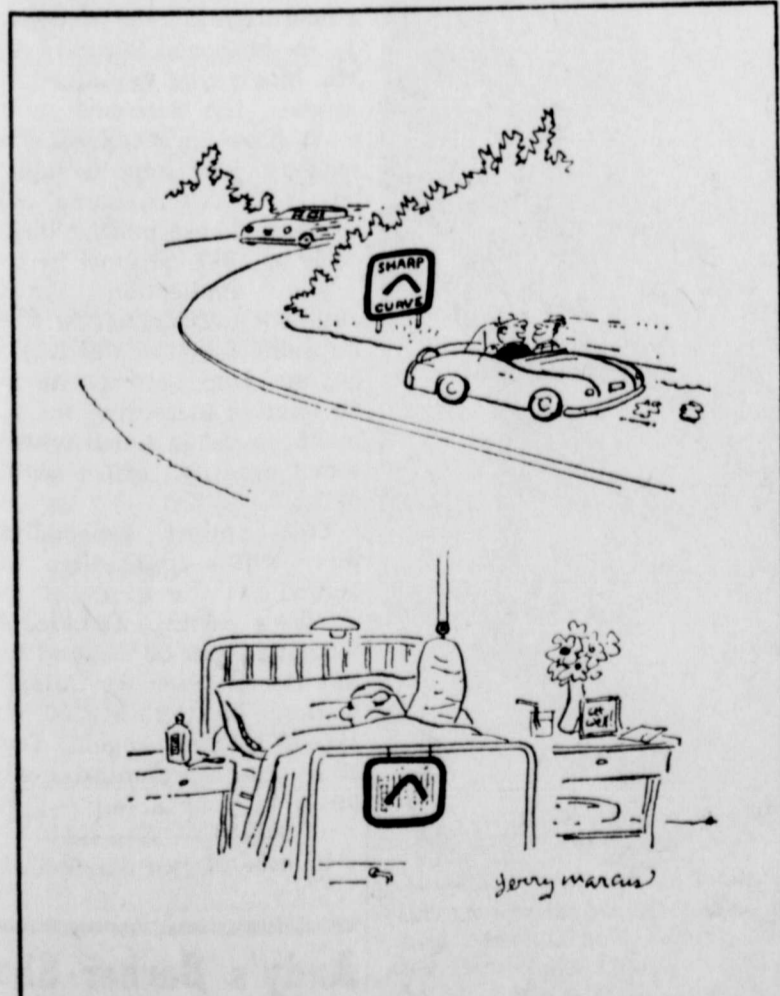
Survivors include his wife, of Weatherford; a son, Tom D. Glass of Phoenix, Ariz.; two daughters, Mrs. Eugene Cochran of San Angelo and Mrs. Bryan Shipman of Tyler; a brother, H. D. Glass of Fort Worth and eight grandchildren.

Attending the services from here and acting as pallbearers were Roland Lowe, Jeff Davison and Earl Bailey.

Mr. Glass had lived here in his early years and was the son of the late Mr. and Mrs. D. P. Glass.

## Attitudes & Platitudes

Jerry Marcus



The Travelers Safety Service

Excessive speed was involved in almost 40% of the fatal accidents in 1967.

## Herald of Truth Is Here!

The New Herald of Truth Television Series "The Search for Happiness" **KCTV CHANNEL 8**  
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Pd. Pol. Ad. Crawford Martin for Attorney General, Searcy Bracewell, State Chrmn.

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### Civil Service

Police Openings in District Of Columbia

The Washington Metropolitan Police Department has openings for 1,000 policemen in the District of Columbia. Interested applicants can get full information from Announcement No. WA-7-02, "A Career In The Nation's Capital With The Metropolitan Police Department," which is available at any of the Civil Service Commission's 65 Inter-agency Boards of Examiners.

The starting salary for a D. C. police private has been raised to \$8,000 a year, with periodic increases for satisfactory service until annual salary of \$10,300 is reached. In addition, there is extra pay for special duty.

A career in the Nation's Capital with the Metropolitan Police Department offers the best professional training and broad opportunities for advancement. Medical and surgical care are furnished without cost, as are uniforms and all equipment. Additional fringe benefits include liberal annual and sick leave, 8 paid holidays a year, opportunities for advanced law enforcement education, an excellent retirement program, and the privilege of family participation in low-cost Federal life and health insurance programs.

To qualify, an applicant must be male American citizen, 21 through 29 years of age, be between 5 feet 7 inches and 6 feet 5 inches tall, weigh at least 140 pounds, and have 20/40 vision or better, that is correctable to 20/20 with glasses. He must have a high school diploma or a certificate of equivalency issued by a recognized department of education — or one year of experience as a sworn officer or member of a principal municipal police force of a city with a population of 500,000 or more persons. In addition, he must be in good health and of good moral character.

A person who meets these basic requirements may apply to take the written U. S. Civil Service examination at or near his home according to directions on Announcement No. WA-7-02.

Applicants accepted for appointment will be reimbursed for transportation for themselves and their families, as well as for moving expenses necessitated by relocating in the Washington, D. C. area.

After appointment, residence within 21 miles of the U. S. Capitol Building is required.

### HELP WANTED MALE OR FEMALE

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OTHER NEW STYLES IN STOCK

## Brooks Dry Goods



Gifted actor Jose Ferrer will be seen in a dual role as the eccentric but lovable would-be knight, Don Quixote, and as his novelist-creator, the Spanish author, Miguel De Cervantes, in "Man Of La Mancha," the State Fair of Texas show at the Dallas Music Hall, Oct. 4-20. This prize-winning, record-breaking musical hit is a masterful and unusual presentation filled with humor, idealism and the triumphant call to courage of its classic song, "The Impossible Dream."

### Order Consolidating Election Precincts in Compliance With New Election Laws

The Commissioners' Court of Sterling City, Texas, in regular session this 29th day of August 1968, with all members present. It was brought to the attention of the Court that three major election law bills were passed by the 60th Legislature of Texas at its Regular Session which ended on May 29, 1967.

Sec. 7, Paragraph (b), Article 2.04, Texas Election Code fixes a minimum of 50 voters for each election precinct, ascertained by the number of voters in the last preceding presidential election year, and provides that if there exists any election precinct in the County which does not comply with the foregoing requirements, the Commissioners' Court shall make the necessary changes before the first day of October, 1968.

In compliance with the foregoing requirements, IT IS ORDERED BY THE COURT that:

The China Valley Election Precinct No. 3 and the Divide Election Precinct No. 4, be consolidated and that all voters in these two Election Precincts will vote at the William Foster ranch house beginning with the General Election to be held Tuesday, November 5th, 1968 (Art. 2.01). It shall be called China Valley Election Precinct No. 3, with June Foster the Presiding Judge and Mrs. T. H. Humble the Assistant Judge.

It is the further Order of the Court that Election Precinct No. 5, shall be changed to Election Precinct No. 4, and all voters in this Election Precinct will vote at the Bill J. Cole ranch house. It shall be called Kellis Election Precinct No. 4, with Mrs. Bill J. Cole, the Presiding Judge and Perry Matthews the Assistant Judge.

THE COMMISSIONERS' COURT  
STERLING COUNTY, TEXAS  
Sterling County,  
Sterling City, Texas,  
This 29th day of August,  
A.D. 1968.

### 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 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.

In case of fire dial 8-4771.

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STERLING CITY NEWS-RECORD

JACK DOUTHIT, Publisher
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Consolidated in 1902

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

At the Churches

LA HERMOSA BAPTIST MISSION

Sinforoso Barrera, Pastor
Sunday School — 9:45 a.m.
Morning Worship — 11 a.m.
Training Union — 6:00 p.m.
Evening Worship — 7:00 p.m.
Prayer Meeting — 7:00 p.m.

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.
Evening Classes — 6 p.m.
Night Worship — 7:00 p.m.
Wednesday Mid-Week Service — 7:30 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.

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



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by Clark Webster, Remington Wild Life Expert



UPLAND GAME
BEFORE GOING AFTER THAT PARTRIDGE OR PHEASANT, SHARPEN YOUR SHOOTING SKILLS WITH CLAY TARGETS. PRACTICING WITH HAND TRAPS BEFORE THE HUNT STARTS WILL LET YOU WARM UP FOR THE FAST SHOTS THAT UPLAND GAME HUNTING DEMANDS.

A WELL-TRAINED DOG IS ALSO AN ESSENTIAL PART OF GOOD HUNTING. SETTERS AND POINTERS ARE THE MOST POPULAR FOR UPLAND BIRDS. BEAGLES ARE BETTER FOR RABBIT AND OTHER SMALL GAME HUNTING. ALTHOUGH THEY WILL FLUSH A BIRD OCCASIONALLY.

ANOTHER INVALUABLE ASSET IN THE FIELD IS THE PROPER GUN. MOST UPLAND GAME ENTHUSIASTS CHOOSE THE REMINGTON MODEL 1100 AUTOMATIC SHOT-GUN—BECAUSE OF ITS FAST POINTING EASY SWINGING CHARACTERISTICS.

SENIORS SELLING MUMS

The Senior class of Sterling high school is selling chrysanthemums for the homecoming football game with Miles, October 4. The cost is \$2.50 each and may be bought by contacting Leah Estes, Pam McEntire or Jaynell Cope.

Supper October 4

Also that night from 5 to 7 o'clock, the seniors will serve supper in the school lunchroom for \$1.50 for adults and 75c for children under 12. The supper will be turkey tetrazzini, said a class spokesman.

BUSINESS OPPORTUNITY MAN OR WOMAN

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SMOOTH SELLING

by George N. Kahn, Marketing Consultant

HOW TO DISLodge A PROSPECT FROM AN EXISTING SUPPLIER

Copyright—George N. Kahn

To the salesman no fortress seems so impregnable as an existing relationship between buyer and seller.

How many times have you heard from a buyer that he is perfectly happy with his present supplier? Pretty soon you start believing that there is nothing you can do to tear a prospect away from his embrace with your competitor. The marriage appears to be a permanent one.

Nothing is permanent. The problem of existing relationships is a tough one but not impossible. If you have enough patience and are willing to work hard enough, you can get inside the barrier.

Two Main Problems

A salesman has two main problems: (1) to maintain customers already on the books and (2) to get new customers. To accomplish the second you will inevitably encounter an existing arrangement between prospect and another supplier. The buyer is probably comfortable in the arrangement and resistant to change. You must pry him loose and make him like it. Your customers are probably satisfied with their arrangement with you. No doubt they use the same dismissal tactics with your competitors as prospects use with you. What have we here then? An impasse? Not necessarily. Remember, that nothing is permanent. Everything is subject to change, even buyer-seller love affairs.

The Board Member

Tom Phillips had been trying for months to get a hearing before the management members of a utility company. He had a business systems plan he knew would be a good one for the firm. "Not a chance," an executive told Tom. "Elwood Moore, one of our board members is also on the board of the competitive company we deal with." "Then he ought to be able to recognize a good proposition when he hears it," Tom replied. But a couple of weeks later Tom did get his hearing. It was a brilliant one but it did not get him the business. However, a few months later there was a big shakeup in the prospect firm. The board was reorganized. Two of the former members recalled Tom's presentation and called him back in.

Tom was awarded one of the fattest accounts in his business career.

Positive Waiting

The salesman must be alert to every possibility for winning new customers. If, for example, your firm comes out with a new product, take it to the prospect at once. It may be just what he's wanted.

Does your outfit have a new discount policy? Inform prospects about it. It may swing the deal for you.

Is your firm building a new plant near certain prospects? By all means rush over to them with the news. The closer shipping situation may turn the tide in your favor.

Superior Presentation

A salesman often gets an opportunity to make a presentation before buyers who are committed to other suppliers. This is done for the salesman out of a sense of fair play, curiosity or for other reasons. The reasons should not matter to you. You have been given a break; make the best of it.



The vice president of a large textile firm revealed to me that his organization finds it necessary to take a hard look at its supplier agreements every two years.

"Some," he added, "don't make the grade under this scrutiny. We chop them off because they've slipped in quality, are too high in price or for some other reason." "At this time we're usually receptive to new salesmen. The surprising thing is that not too many of them come around. I guess they figure we're all tied up with competitors and there's no chance for them."

Personnel Change

Another factor to watch for is a personnel change. The

buyer who turns you down repeatedly may be gone the next time you call.

Companies do change buyers and the salesman should be aware of these changes. A hostile buyer may be replaced by one who is much more amenable to your sales talk.

Doing Your Homework

Watch the newspapers and trade magazines for news of mergers, acquisitions, expansions, etc. A glance at the financial pages of a newspaper will convince you that business is in a constant state of flux. The salesman has a responsibility to keep abreast of these developments and capitalize on them.

A company's decision to diversify could mean big sales for you. Another firm's plan to seek overseas markets might mean a great deal to you and your company. To see how you are getting along in this phase of selling, here is an exercise you may take. If you can answer "yes" at least seven times you're probably winning over new accounts quite regularly.

- 1. Do you feel that any existing relationship between buyer and seller can be broken? Yes No
2. Do you make regular calls on prospects even though they have allegiance with your competitors? Yes No
3. Do you acquaint prospects with your firm's new products, etc.? Yes No
4. Do you work hard to make a good presentation before a prospect even though he is committed elsewhere? Yes No
5. Do you read the financial pages and trade publications for news that can win you new customers? Yes No
6. Do you continue to take good care of your customers while searching for new accounts? Yes No
7. Can you learn from your present accounts how to get new ones? Yes No
8. Have you garnered any new accounts in the last three months? Yes No
9. If so, were they previously with your competitor? Yes No
10. Can you point to a prospect right now whom you think you can make into a customer. Yes No

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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
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YOUR INVITATION TO ATTEND

Fall Lectureship

OCTOBER 6-10
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Theme: "Peace in a World of Doubts and Fears." ---John 14:27

SUNDAY 11 A.M. AND 7 P.M.

"PEACE" --- J.W. Roberts
"CHRIST, THE PRINCE OF PEACE" --- Marion H. Hays

MONDAY 7:30 P.M.

"MY PEACE I LEAVE YOU" --- Rudell White

TUESDAY 7:30 P.M.

"PEACE IN A YOUTHFUL WORLD" --- David Phemister

WEDNESDAY 7:30 P.M.

"PEACE THROUGH FAITHFULNESS" --- Duane Johnson

THURSDAY 7:30 P.M.

"PEACE THAT PASSETH ALL UNDERSTANDING" --- Jimmy Dividen

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**Behind the 8-Ball**



By the editor.

Last Saturday night at Texas Tech the Red Raiders did win a ball game—over the Texas Longhorns. A record crowd of over 50,000 saw the game.

Tech was 21 to 0 at the half and just for the third quarter alone, Texas looked like they might pull out of it, but they didn't.

Coach John T. King's Red Raiders (outside of one fumble inside their 20) did a bang up job. The Longhorns did not do too well. The Raiders let the Longhorns get three TD's all right, but they got another one themselves and topped it off with a field goal.

At the beginning of the game, a tribute was paid to Harold Ratliff, Associated Press sports writer, and at the half time, the band saluted him— with a number.

Some Tech kids broke out with "THINK COTTON" placards after the game was over. They went wild and the cars were making the drag honking and the kids hollering.

Maybe they now can see a little bit of cotton.

Tech will probably "clean" up on Colorado State this Saturday night. North Texas of Denton beat Colorado last week. Surely Tech can win tomorrow night.

8-BALL

In type faces books, so as to show all letters of the alphabet, a sentence is made up reading, "The lazy brown fox jumps over the little brown jug." It sort of compares with the old typing sentence of "Now is the time for all good men to come to the aid..."

Anyway, with all these rapid foxes, skunks, etc, around here, if you see a fox doing any kind of jumpin, or for that matter, not jumpin, just steer clear of it—or kill it.

Those rabies assaults can kill a person. In the worst way, they say.

And get all of your pets shot—with anti-rabies.

8-BALL

**Gifts to the High School Library**

Mr. and Mrs. Reynolds Foster, Mr. and Mrs. O.T. Jones, and Mrs. Will Meyer have given magazines in large quantity, and Mr. and Mrs. Ross Foster have contributed several good books in excellent condition to the library.

In memory of Mr. H.F. Donaldson, a copy of "Our Independence and the Constitution" by Dorothy Canfield Fisher, has been placed by Mr. and Mrs. Frank B. Milligan.

In memory of Mr. W. N. Reed, the members of the Sterling County School Board have placed "Cowboys and Cattle Country" by Don Ward, and Mr. and Mrs. Frank Milligan have placed the historical biography, "Julius Caesar" by Manual Komroff.

**STERLING CITY JUNIOR HIGH 1968 SCHEDULE**

Sept. 19--Mertzon H 6:00  
Sept. 26--Garden City T 6:00  
Oct. 3--Robert Lee T 7:00  
Oct. 10--Garden City H 6:00  
Oct. 17--Mertzon (6-man) T 4:30 p.m.  
(H is here and T is there)

**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.

**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.

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**THE SWEETE SHOPPE**

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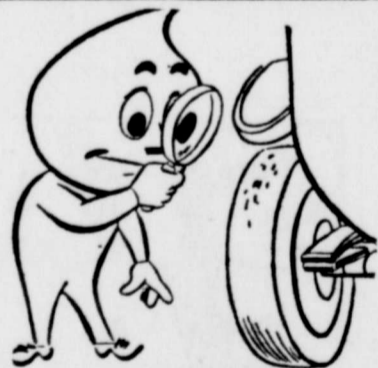
A reward of \$500.00 will be paid by the Texas Sheep and Goat Raisers Association to any person (other than law enforcement officers) giving information causing the arrest and final conviction of any person or persons found butchering or stealing any sheep or lambs or goats belonging to any Association 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

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**Selective Service**

Below are questions now being asked at draft boards. The answers are by Col. Morris S. Schwartz, State Selective Service Director, 209 W. 9th St., Austin, Texas 78701. He will welcome your questions.

**Q.** Where may a person volunteer for induction?

**A.** A registered man may volunteer only at his local board. If not registered, he may register, then volunteer, but only at the board having jurisdiction over his place of residence. He must be at least age 17.

**Q.** As a college senior, I hope to attend graduate school. May I take my armed forces physical exam prior to graduation to determine acceptability so can make plans accordingly?

**A.** If induction may occur shortly, the board may order you for the examination; such action is not mandatory, however. The board's first concern is to fill current and imminent calls from those classified as available for service. If time, space, and funds are available, the board may comply with your request. You should check with your own local board for a decision.

**Q.** If there is a substantial increase in calls from the Department of Defense, will those in class II-A be reclassified before those in III-A, or vice versa?

**A.** Neither. There is no prescribed sequence for review of classification. It is observed, however, that classification in class II-A is limited to one year. At the time of expiration, the case will be reopened and considered anew. The II-A may be continued if circumstances warrant, or a new classification given, if appropriate.

**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.

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