STERLING CITY NEWS-RECORD

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Vol. 77

"Since 1890"

HOSPITAL NOTES Patients in the Sterling Rain and Snow Hit

Eagles to Play Cotton Center Friday for Regional Title Trim Gail 44-32 Union Thanksgiving Service Held **Last Friday Night** The Union Thanksgiving of last week. program was held at the First Presbyterian Church here on Sunday evening at 7 o'clock.

Game Time Is 6:30 on Local Field

The Sterling City Eagles wound up a perfect conference season here last Friday night by defeating the Borden County Coyotes 44 to 32 in the final conference game. They had already defeated in order Klondike, Garden City and then Gail.



By the editor.

Behind the 8-Ball the First Methodist Church, preached the sermon. Skipper Lively gave the invocation and

the audience to the Presbyter-Barrera of the Mexican Baptist

The Rev. Phil Robberson of

Larry Glass.

Well, if you get your paper Mrs. George White sang a ards have been selected for WEDNESDAY, DEC. 4 a day early this week, it is on Thanksgiving solo. Mrs. Larry 1968. Winners of the award This district drew a bye in account of Thanksiving. As a Glass was at the organ. A are Pam McEntire and Bobby bi-district play, so coach Geo. holiday, I wanted to take off children's choir, under the di-Bynum. White's boys got to set that like everyone else. So we got rection of Stan Horwood, sang The 4-H Club Gold Star

out and Cotton Center beat in high gear and put it out a special number. Wellmann last Saturday for day ahead of time.

that bi-district contest. The 8-BALL Cotton Center people wanted Everybody be sure and get FFA Boys Second in made possible by the Texas to play this weekend, and ag-out Friday night for the re-reed to come here—on a gate gional title football game be-

split—provided the game was tween the Sterling City Eag-this week. Sterling school of les and Cotton Center here at this week. Sterling school of-les and Cotton Center here at dio Team competed in the ficials agreed and the game 6:30 p.m. It should be a good Area II contexts at Big Spring their awards at a luncheon at will start at 6:30 here Friday game.

night. In the game here with the up a title here Friday. Coyotes last Friday saw the 8-BALL

when quarterback Guy Zant believe that it's so soon.

heaved a long pass to Ross It's really a little hard for on the conversion, and soon close. But the calendar does ished their race at the area ished their race at the area rict Seven will receive their The congregation of the Ray Mixon with a pre-Thanks-

dirt for the Sterling T.D. Then The merchants, offices, the through class 4-A.

Duncan hit Allen Price for school, etc. are all taking the 2 point conversion. So ended Thanksgiving holiday. The the first quarter 8-6.

school classes will take up on FFA MEETING MONDAY can, on a keeper for 1 yard, iday.

Mrs. Jim Cantrell John Thompson W H. Spraggins Dismissals since Thursday ROOM MENUS Kimberley Gaston Tom Asbill ,transferred to a Big Spring hospital Mrs. Christina Soria and in-

HOSPITAL NOTES

Mrs. J. A. Revell Mrs. O. M. Cole L. McCarty

County Hospital on Thursday morning of this week includ-

fant daughter, Chris Mrs. Nick Torres

Charles Probandt welcomed Pam McEntire, Bobby ian Chuch. Rev. Sinforoso Bynum Are Gold Church, gave the prayer. The Star Winners

responsive reading was led by Sterling County's winners of the 4-H Club Gold Star Aw-

Star award is the highest award a club member can re-

Agricultural Extension Service, one of the divisions of Tex-

Area II contests at Big Spring the Town and Country Club

The Eagles just might sack last Saturday. The team placed in San Angelo at noon on FRIDAY, DECEMBER 6 second in the contest. There Wednesday, December 4. The are 86 schools in Area II. luncheon is sponsored by the Team members were Bobby West Texas Utilities Company Borden County boys take It's only three more weeks Barton, Bill Blanek and Mack- for the club members of Exey McEntire.

y McEntire. The first place team at the luncheon, winners of the Gold Parcels for Viet Nam heaved a long pass to Ross It's really a little hard for area contest goes to the state Star from the twenty-two Sharp for 6 points. They failed me to grasp that it is that finals, so the local team fin- counties which comprise Dist-

thereafter, Eagle quarterback not lie. Tim Duncan passed to Cur-rington who traveled to pay dirt for the Sterling T.D. Then The merchants, offices, the through class the through class the through class 4 A

ward. Pam is the daughter of Mr. our men in Viet Nam There is Mrs. Ewing F. McEnting a learner in Viet Nam There is Mrs. and Mrs. Ewing F. McEntire a large box in the foyer of the Mrs. Larry Glass and low by of Sterling City. A senior in church for anyone who will Mrs. Hubert Williams.

West Texas SCHOOL LUNCH Offing

MONDAY, DECEMBER 2 **B-Q** Weiners Lima Beans Mixed Greens Carrot Salad Plum Cobbler Rolls, Milk TUESDAY, DECEMBER 3

Fish Portions Potato Salad Mixed Vegetables Stuffed Celery German Chocolate Cake Cornbread, Milk Baked Ham Pinto Beans

Whole Kernel Corn Strawberry Jello Cornbread, Milk Rolls Meat Loaf, Catsup

Creamed Potatoes String Beans Spiced Beets Chocolate Cake Rolls, Milk Hamburgers French Fried Potatoes

Slushy Holiday in

Gentle heavy rains fell in Sterling and the area of West Texas all day Tuesday and also that night. Then on Wednesday the rain turned into snow-large, flakes of wet snow that quickly melted or turned into slush.

At early morning Wednesday, Jim Hinshaw reported practically 2 inches in his official government gauge and the moisture continued falling through the day.

The moisture promises a real muddy Thanksgiving holiday with plenty of slush and possibly more moisture falling. Some deer hunters might just cancel their planned deer hunt near Fort Davis this weekend.

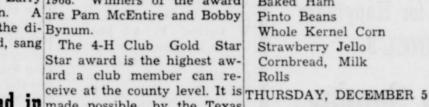
Eevery section of the county received at least two or more inches of moisture. The rain blew in on the heels of a norther Monday night and hadn't let up at the time this paper is printed. (on Wednesday).

Mrs. Bill Brooks Is Noratadata Hostess

Mrs. Bill Brooks entertained Noratadata Club members and guests .Mrs. Clinton Hodges.

The second quarter saw the Monday, giving the school The Sterling City FFA met Sterling City High School, may deposit articles to send Mrs. Danny Stewart presentlocals sew up the game. Dun- children a two day school hol- Monday evening in the voca- Pam has been active in the the men. They must be mailed ed a poem entitled "History of the United States." Memtional a room. Citrus orders 4-H Club for six years. She before December 9. for the December shipment has fed lambs and shown Items needed are shoe laces, gift items for the state sanawere turned in, and prepara- them at the county livestock ball point pens, pen-sized torium (unwrapped) at the Vargas pushed 3 yards for another six and a pass to Cur-rington netted the 2 points af-ter touchdown. A few min-ter touchdown. A few min-ter touchdown. A few min-

Brownies Milk



picked up a TD. Then Ishmael

Jimmy Hodges for 2. Half- Jaynell Cope, Sterling FHA time score was 28-14.

president, gave a talk on the CARD OF THANKS

ter. Currington got loose for Florida.

a 6 yard TD run. Duncan After the meeting was over friends who helped put out University. pushed over for the two ex- all went to the auditorium and the grass fire. Many thanks. tra points. Later Ishmael Var-saw the film "Attack."

gas made a TD and Ray Escobar netted the 2 extra. The score was 44-14 at the end of the third quarter.

Then coach White let all his string play and the Coyotes' superman Zant picked up 3 TD's in the fourth quarter to give a final score of 44-32. For the Eagles, senior Frank Price was outstanding on defense. He figured in practically every play when he was in the line up. For the Gail boys, Guy Zant was outstanding.

EPSILON ZETAS HAVING Club Christmas Bazaar Monday

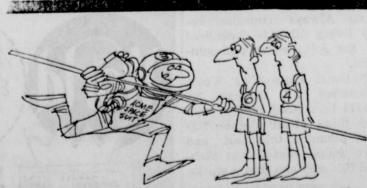
The members of the Epsilon Zeta Club are having their Christmas bazaar on December 2 at the West Texas Utilities Company office, beginning at 8:30 a.m.

Mrs. Wayne Posey of the club, said items on sale would include homemade cakes and pies, candy, and other homemade gift items.

Everybody is invited down to shop at the bazaar There will be lots of items for Christmas giving.



CAUSE TUNA are heavier than It water, they must keep swiming or else they will sink to the can floor, says a University of sconsin researcher.



PHOSGENE plays an important

role in a number of industries. The

colorless gas that smells like new-

mown hay is used in the manufac-

ture of polyurethane foams used

in applications ranging from insu-

lation to chair cushions, reports Chemetron Chemicals, Chicago.

SCIENCE SKETCHES

POLE VAULTERS who use fiberglass poles can theoretically add a foot and a half or more to their best jumps, say researchers at Pennsylvania State University.

utes later before the half, the Sterling City FHA held a FFA banquet which will be ing, Pam has been on the type cigarette lighters, writing Dayton Barrett, Mrs. D. Kirk utes later before the half, the Sterling City FHA held a real banquet which will be as the banquet will be as the banquet which will be as the banquet will be as the band band be ban yards for another six points, and Forsan FHA's. Supper termber 14 was discussed. Also, Zant, the outstanding was had at 5 p.m. Wall gave player for the Coyotes, passed the devotion and the Forsan to Don Jackson for 6 and to group talked on projects. A film was viewed by the finn and care of spark plugs. Team. She and her partner placed second in the District Seven elimination contests in 1967 and 1968. In 1968, she sloths, plastic toothorush Mrs. Henry Bauer, Mrs. F. S. holders, terry cloth washcloths, Price, Mrs. J. I. Cope Mrs. Ed Nunnally, Mrs. James Thompson and Mrs. I. W. Ter-1967 and 1968. In 1968, she cloths, cigarette cases, small ry.

and her partner placed second tins of nuts or candies, shoe

The Eagles really killed off National FHA meeting that Every one at the Clark held during the State 4-H Club contests polish, soap, toothpaste, tooth Phone in news of your vis-the Coyotes in the third quar- she had attended in Miami, Ranch wishes to express their Round-Up at Taxas A&M prishes, etc., said pastor Phil itors or visits to the Newsappreciation to all our good Round-Up at Texas A&M Robberson.

> Pam has also received aw-GLADYS CLARK ards for Achievement, Conservation of Natural Resources,

and Grain Marketing. Bobby, the son of Mr. and Mrs. Bill R. Bynum, is a freshman in Sterling City High School. He has fed lambs for the shows at Sterling City,

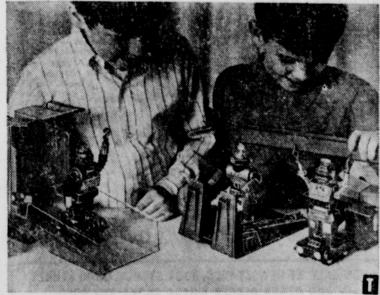
San Antonio, Dallas, San Anelo,g Abilene and Odessa. In addition to his lambs, Bobby and his brother own several registered Duroc sows. They have shown their pigs at Abilene and San Angelo.

For three consecutive years, Bobby and his younger brother teamed together to win first place in the Junior division of the District Elimination Contests' Natural Resources Conservation Demonstration. He has also been a member of the Junior Range Judging team for two years competing in contests at San Angelo and Ozona. In 1968, Bobby was a member of the Sterling County senior grass identification team which placed second in the Distrct Eliminaton Contests and qualified for the State Contest at -H Round Up.

Bobby's 4-H Club awards include medals for Achievement, Conservation of Natural **Resources and Grain Market**ling.

Record. Phone 8-3251.

A FUN-FILLED LOOK INTO THE YEAR 2000



Someday, not too far into the by a tiny battery-powered future, mechanical men will do motor. A unique pair of special purpose, interchangeable the work of the world.

Right now though, a brand hands, are capable of grabbing, new raring-to-go robot from the pinching, carrying, clawing, at-"far-out" planet Zero has tracting, throwing, pushing, caught the imagination of pulling or hauling. From turret youngsters right here on the to track, these talented toys planet Earth. promise countless hours of fun.

Zerak, the Zeroid, and his Each of the finely detailed mechanical brothers Zobar and automatons comes decked out Zintar, are the ingenious brain with an array of colorful simuchild of Ideal Toy and make a lated buttons and lights - just fun-filled futuristic pal for any like the real thing. youngster. Adding to the realism, Ideal

Standing a mere 6" high, the has packaged their fantastic, Zeroids seem to be equipped futuristic trio in sturdy plastic with human intelligence. These boxes that double as fun-time playful, plastic robots move on props the Zeroids can use when rotating tread and are operated showing off their stuff.

STERLING CITY (TEX.) NEWS-RECORD, NOV. 29, 1968

By A.C. Allen, SCS



GUN TOTING FISH! THE BEAKED CHAETODON GOES HUNTING WITH A GUM! ITS ELONGATED H IS ALMED DIRECT AT THE QUARRY AND FIRES DROPG OF WATER WHICH TOPPLE THE PREY DATED INTO THE WATER!

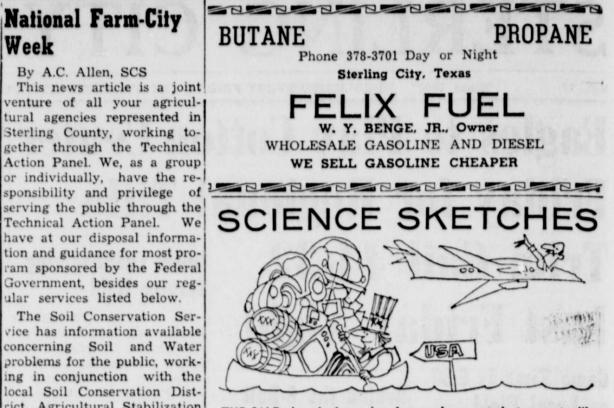
8 A. M. Each Sunday

FFA members are accepting National Farm-City citrus orders for December 15 to 20 delivery. The orders Week must be in by Dec. 5 The cost is \$4.95 per 40-lb. box of fruit. If interested, call any FFA boy.

LEGAL NOTICE CONTRACTORS' NOTICE OF TEXAS HIGHWAY CON-STRUCTION

Sealed proposals for constructing 303.155 miles of seal coat

have at our disposal informa-From Ballinger To Concho tion and guidance for most pro-County Line, Fr: Runnels Co. ram sponsored by the Federal Line To 6.6 Miles South of Government, besides our reg-Paint Rock, Fr: Sterling City ular services listed below. To Coke Co Line (Sect), Fr: The Soil Conservation Ser-Sterling Co. Line To Tom vice has information available Green County Line, Fr: Sanconcerning Soil and Water atorium To Grape Creek Rd. problems for the public, workin San Angelo, Fr: Ave K in ing in conjunction with the San Angelo To Loop 306, Fr: local Soil Conservation Dist-Tom Green Co Line To 2.8 rict. Agricultural Stabilization Miles W. of Eden, Fr: 2.8 Miles and Conservation Service can W. Eden To 0.2 Mi. W. of E. offer cost-share assistance on City Limits of Eden, Fr: Ave many projects to be carried out K to S. Chadbourne St. in at the local level. They also San Angelo, Fr: Big Lake To handle cotton, feed grain and Irion Co. Line, Fr: 4.0 Mi E. wool payments. The County Barnhart To 10.3 Mi. W. Mert-Extension Service can lend aszon, Fr: 10.3 Mi. W. Wertzon sistance in educational mat-To Mertzon, Fr: Ave N To ters. Farmers Home Adminis-Randolph St. & Fr: Irion Co. tration, located in San Angelo, Line To 4.0 Miles East, Fr: has money available for con-20.0 Mi W. Ozona To 9.0 Miles servation projects, city or W. Ozona, Fr: 9.0 Miles W. county needs, and for private Ozona To Ozona, Fr: Main St. individuals. The SCS, ASCS in Sonora To 8.0 Miles E., Fr: and FHA representatives make 8.0 Miles E. Sonora To 18.9 up the executive committee of Miles East Sonora, Fr: 5.2 the T.A.P. The County Exten-Miles SW Ballinger To 1.0 sion Agent is a participant in Miles SW Ballinger, Fr: Oakes T.A.P. We would like to in-St. To Bell St. in San Angelo vite officials of the local city & Fr: 0.8 Mi N. of FM 380 To or county governments to be-11.7 Mi. E. San Angelo, Fr: come participants in the local 6.4 Miles South Crews To US T.A.P. to lend assistance and 67, Fr: US 87 To 4.9 iMles information which might ben-South, Fr: US 290 To 9.1 Miles efit the whole community. In South (Sect), Fr: 9.1 Miles S. a small town such as Sterling Sonora To 4.5 Mi N. Edwards Co Line, Fr: Nolan Co Line To 0.2 Mi. N. US 277. Fr: Bronte To Tom Green Co Line, Fr: 0.39 Mi N. US 67 To US 67. Fr: FM 380 To 0.8 Mi North county as a whole. Fr: N. Chadbourne St to Arm-



THE SALE abroad of one American-made supersonic transport will offset the import of 20,000 small cars, eight million fifths of Scotch whisky or 10 million Japanese transistor radios, reports the Federal Aviation Administration.

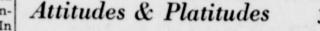


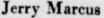
the condition has been traced to

fungi in redwood sawdust.

Locker ROOM

'PEEK-A-BOO' assemblies, called sight glasses, are enabling industrial users to keep an "eye" on materials being processed in mixing tanks, cooking kettles, absorption columns and other pressure vessels, reports Tube Turns, Louisville.





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In



STERLING CITY (TEX.) NEWS-RECORD, NOV. 29, 1968

STERLING CITY **NEWS---RECORD**

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as second class matter.

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

NEWS established in 1890 Consolidated in 1902

thereafter

visitors, your parties, etc. News-Record 8-3251.

At the Churches LA HERMOSA BAPTIST MISSION

Sinforoso Barrera, Pastor

Morning Worship. 11 a.m. troleum Co. as said leases ap- York. Prayer Meeting 7:00 p.m. County, Texas; INSOFAR as Lectureship, will speak at 8 ral months before this three

FIRST BAPTIST CHURCH Andy Daniels, Pastor

Sunday school 9:45 a.m. Morning worship 11:00 a.m. Training Union 6:00 p.m. Teachers Meeting 7:00 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 Mid-week Service.... 7 p.m.

on; and

DURHAM LEASE:

FIRST PRESBYTERIAN CHURCH David Marx, Pastor

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

FIRST METHODIST CHURCH Phil Robberson, Pastor

ST. PASCHAL BAYLON ATHOLIC CHURCH

LEGAL NOTICE THE STATE OF TEXAS) COUNTY OF STERLING) NOTICE OF EXECUTION SALE

By virtue of an Order of at the Sterling City postoffice Sale issued out of the 51st Judicial Court of Sterling County, Texas, on a Judgment rendered in said Court on the 9th day of October, 1968, in favor of Halliburton Company and Go Services, Inc. against Titan Drilling Company, Inc. in the case of RECORD established in 1899 HALLIBURTON COMPANY vs. TITAN DRILLING COM-PANY, INC., No. 713 in such classified ads are charged for Court, I did on the 20th day at the rate of 5c per word for of October, 1968, at 10 o'clock the first insertion and 3c A. M., levy upon the followng described real property situated in the County of Ster-Phone in your personal items ling, State of Texas, as the of news-your visits, your property of said Titan Drilling Company, Inc., to-wit: TERRY LEASE:

The Oil and Gas Leasehold An explanation of prayer as Estate created by those cer- Christian Scientists undertain thirteen (13) Oil & Gas stand it ,and why they depend sing of his claim. Leases dated in the months of on it radically for healing, Sunday School 9:45 a.m. mineral owners to Phillips Pe- Cern, C.S., of Scarsdale, New titlement to benefits.

> Quarter (NE/4 of NE/4) of lecture is titled "The Truth mation will be needed. Section No. Ten (10), Block That Heals." Admission is free "T", T.&P. RR. CO. Survey, and the public is invited. Abstract No. 1031, Sterling Mr. Cern's lecture is spon-County, Texas, together with sored by First Church of

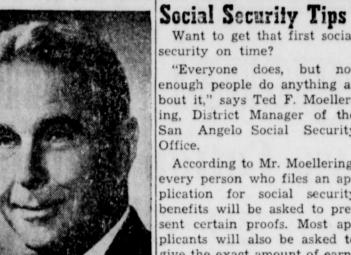
the interest of said Defendant Christ, Scientist. He has been ment, casing, tubing rods, and the subject for many years. ials, and supplies located there- ministry of Christian Science, security office, and he gets and in gets and in the gets and Mr. Cern was an advertising

manager and also a profession-Oil and Gas Leasehold Es- al actor. He appeared in sev- tact the Social Security Office atte created by Oil and Gas eral plays on the Broadway at 3000 West Harris Ave. in

Lease dated February 13, 1964, stage, and toured most of the Sa Angelo, Texas, or see the recorded in Volume 76, page United States and Canada. He representative when he is in 548, Deed Records of Sterling is a native of Texas.

County, Texas, executed by

Church school ___ 10:00 a.m. Half of the Northeast Quarter JUSTORS. Earn \$450 to Morning worship_11:00 a.m. (W/2 of NE/4) of Section \$1,000 a month.



Jules Cern Christian Science Lecturer CHRISTIAN SCIENCE LECTURE DECEMBER 3

cords, or write letters request-delay."

A claim for social security mother's death. Detailed in- The Texas Department of February, March, and April, will be given in San Angelo benefits may be filed as ear- formation can be secured from Public Safety is offering im-February, March, and April, will be given in San Angelo benefits may be find up to find the care of the social Security Adminis-mineral owners to Phillips Pe-troleum Co. as said leases ap-York. Public Safety is offering in-mediate career employment to Mr. Moellering suggests that Harris in San Angelo, Texas, your nearest DPS office or pa-

Training Union 6:00 p.m. pear of record in Volume 69, Mr. Cern, a member of The claimants get in touch with or see the representative when trolman for more information. Evening Worship, 7:00 p.m. Deed Records of Sterling Christian Science Board of the social security office seve- he is in your area.

> said leases cover the North- p.m. in Crockett Elementary month period to find out ahead Miscellaneous Items for Sale east Quarter of the Northeast School, 2104 Johnson St. The of time what proofs and infor- "LIFETIME GOODIES"

Water filters-Hard Chrome "The satisfied applicant," well cylinders - Rust-proof continued Mr. Moellering, "is well pipe, Wear-proof sucker the one who does this, and rods-Lifetime Tank Coating consequently has all necessary for steel and concrete tanks-in all oil, gas, wells, pipelines, a public practicioner of Chris- proofs and information with Perma-cups outlast well leathtanks, pumps, pumping equip- tian Science and a lecturer on him. The result-everything is ers 10 to 1-Tank floats and completely taken care of dur-valves- Lifetime guaranteed machinery, equipment, mater- Before entering the healing ng this one visit at the social light bulbs \$10.00 per dozen security office, and he gets that -110 volt A.C. portable light plants \$52.50.

For further information, con-2821 Mays Ave. P.O. Box 7066 Amarillo, Texas 79109 806 352-2761

ATHLETE'S FOOT GERM

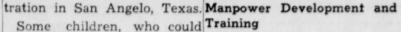
HOW TO KILL IT.

your area.

SOCIAL SECURITY

Worth B. Durham to Phillips Petroleum Co.; INSOFAR as said lease covers the West Said lease covers the West Said lease covers the West

Evening Worship _ 7:00 p.m. (W/2 of NE/4) of Section \$1,000 a month. No. Eleven (11), Block "T", We train you at home in account as they do on the a T.&P. RR. Co. Survey, Ster-ling County, Texas, together can pay you a big income, Count of the father, says Ted sweaty feet, foot odor; stays



security on time?

Some children, who could Training Want to get that first social not qualify for benefits at the By A.C. Allen, SCS

time their mother died, may The Manpower Development "Everyone does, but not now be paid. These survivors' and Training Act Project for enough people do anything a- insurance payments may con-training 31 trainees as sheet bout it," says Ted F. Moeller- tinue each month to age 22 if metal workers, welder combiing, District Manager of the the child remains in school nation and production machine San Angelo Social Security and does not get married. operators, has been tentatively "This change is the result of scheduled to begin on Decem-

According to Mr. Moellering, a new definition of 'dependen- ber 2, 1968. The training is to every person who files an ap-cy' in the Social Security Act," be conducted in San Angelo plication for social security Mr. Moellering explained. "Of Public School Vocational Debenefits will be asked to pre-course, the deceased mother partment.

sent certain proofs. Most ap-must have worked on social Consistent with the objecplicants will also be asked to security jobs long enough to tives of the MD&A to include give the exact amount of earn- be insured. In some cases, trainees from the ranks of the ings for the past year and for children whose mother died as disadvantaged, 80 percent of early as 1947 can now be paid. the trainees will be selected the current year.

Most persons do not bother to find out ahead of time exactly child's benefits must be filed," what they will need. "George he said. "We would like for waits until the day he filed." waits until the day he files an anyone who believes he may anlication" said Mr. Moeller, he sligible to receive the new For further information on

aplication," said Mr. Moeller-inq. "Then he has to go back ments to get in touch with the home and dig around for re-social security office without Panel who are Soil Conserva-

ing the necessary documents, This applies especially to County Agent in the county tion Service, A,S,C,S,, or the causing a delay in the proces- those whose applications were courthouse, Sterling City. denied at the time of their

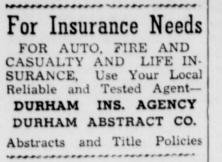




Murrell's Humble Service Station

Phone 8-2591 Sterling City, Texas





Andy's Barber Shop Andrew Coronado, Prop.

"YOUR HEAD IS MY BUSINESS" Just West of Brock's Grocery



BAUER CONSIGNEE 8-4321 Sterling City. Tex WHOLESALE

HELP WANTED SALESMEN

\$17,000 PLUS REGULAR CASH BONUS for man over 40 in Sterling City area. Take short trips to contact customers. Air mail R. A. Dickerson, President, Southwestern Petroleum Corporation, Ft. Worth Texas 76101.

POSTED-All land operated by me are posted against hunting and trespassing. REYNOLDS W. FOSTER

NOTICE-my ranch is fully posted against trespassing and hunting. CHAT REYNOLDS.

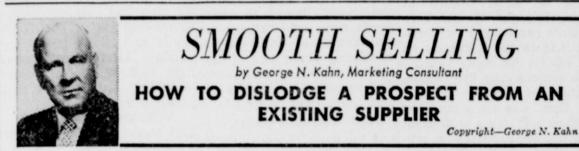
SPARE TIME INCOME

Refilling and collecting money from new type high quality coin operated dispensers in this area. No selling. To qualify you must have car, references, \$600 o \$2,900 cash. Seven to twelve hours weekly can net excellent monthly income. More full time. For personal interview write Pen-





CANTON, OHIO - The U. S. Air Force C-5 Galaxy recently unveiled by the Lockheed-Georgia Company is scheduled for test flights in June of this year. Gross weight of the Galaxy is 728,000 pounds. By using 28 Timken tapered roller bearingequipped landing wheels under safe low tire pressure, this massive plane can utilize airfields classified for medium to heavy loads without causing any critical runway deterioration. Almost 85 yards long, it has a wing span of 223 feet and towers 65 feet into the air. Carrying a maximum payload, the C-5 Galaxy can cover 2,500 nautical miles in less than 6 hours.



To the salesman no fortress seems so impregnable as an fattest accounts in his business existing relationship between career. buyer and seller.

How many times have you heard from a buyer that he is perfectly happy with his pres-ent supplier? Pretty soon you to every possibility for winning new customers. If, for examstart believing that there is ple, your firm comes out with nothing you can do to tear a a new product, take it to the prospect away from his emprospect at once. It may be just brace with your competitor. what he's wanted. 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.

Tom was awarded one of 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

trade magazines for news of discount policy? Inform pros- mergers, acquisitions, expanpects about it. It may swing sions, etc. A glance at the financial pages of a newspaper will

A company's decision to di-

for you. Another firm's plan

to seek overseas markets might

mean a great deal to you and

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

your company.



BRONCO!

THE GREATEST BUCKING

BRONCO OF ALL TIME

WAS "MIDNIGHT".

IN 7 YEARS ONLY FOUR

RIDERS SUCCEEDED IN

RIDING HIM ONCE!

NO ONE EVER

RODE HIM

ABRAHAM LINCOLN

"I GO FOR ALL SHARING

THE PRIVILEGES OF THE

ASSIST IN BEARING ITS

SHARE IN FREEDOM

With U.S. SAVINGS BONDS FREEDOM SHARES

WOULD YOU MIND REPEATING THAT?

TITLE FOR NON-STOP TALKING IS

GREENVILLE, N.C. SHE TALKED

FOR 95 HOURS, 54 MINUTES,

II SECONDS!

THE HOLDER OF THE WORLD

MRS. ALTON CLAPP OF

GOVERNMENT WHO

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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 pros-pects 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.

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

the deal for you Is your firm building a new convince you that business is plant near certain prospects? in a constant state of flux. The By all means rush over to them salesman has a responsibility with the news. The closer shipto keep abreast of these developments and capitalize on them. ping situation may turn the tide in your favor. versify could mean big sales

Does your outfit have a new

Positive Waiting

The salesman must be alert

Superior Presentation

A salesman often gets an opportunity to make a presen-

tation 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."

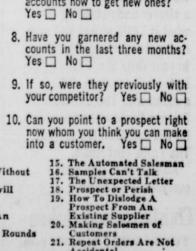
Personnel Change

Another Lactor to watch for is a personnel change. The

> Ammunition You Are A Goodwill Salesman, Too Closing The Sale How To Set Up An 6.

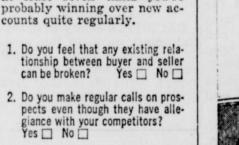
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3. Do you acquaint prospects with your firm's new products, etc.? Yes 🗋 No 🗋

4. Do you work hard to make a good presentation before a prospect even though he is committed elsewhere?

Do you read the financial pages and trade publications for news that can win you new customers? Yes D No D

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?

Making Salesmen of Customers
Repeat Orders Are Not Accidental
Room At The Top
You Mnst Give More To Get More
Running Into The Rude Buyer