

# STERLING CITY NEWS-RECORD

Vol. 75

"Since 1890"

PUBLISHED EVERY FRIDAY AT STERLING CITY, TEXAS

JULY 22, 1966

No. 28



## Behind the 8-Ball

Well, the Diamond Jubilee of Sterling County will come off August 19 and 20. All the ex-residents of Sterling will be invited to return for the Diamond Jubilee and then to stay over on the following Sunday for church. Many people are expected for the affair.

Stan Horwood said that he had seen Rev. John Gibbs—former Methodist pastor here—and that he was planning to be here—and would preach at the Methodist Church Sunday morning, August 21. (The local pastor, Bill Wiemers, will leave here next week for a U.S. Air Force Chaplain's post in California, and the new pastor, Phil Robberson of Eden, will not be here until September 1.)

8-BALL

If everyone comes to the Diamond Jubilee that has intimated that they will, we'll all have a back yard full of visitors. Zowie-

People need an excuse to go back and visit friends at places they once lived. And such as a homecoming, or an old settlers reunion, or a Diamond Jubilee gives former residents a real excuse to come back and look up old friends and renew acquaintances.

You don't really need an excuse to go visit relatives, but you do to go see old friends.

8-BALL

Most affairs of this kind—make money for the community or town that sponsors the affair. They charge for every thing, barbecue, programs, breakfasts, etc. But Sterling is inviting the former residents back, and will not make charges for the rodeo, barbecue, supper, or anything.

It is being put on by Sterling County residents. SO—some good donations of money are needed now. Go to the bank and put in your donation of money now, please. On the finance committee are Kirk Hopkins, H. L. Hildebrand, Chesley McDonald, Mrs. Martin Reed, Mrs. Wm. Foster, Hal Knight and Jeff Davis. Any one of them will be glad to take your donation and money is needed.

Fifteen persons signed the note for 1500.00 last week to get money to start the thing off right. But everyone living in Sterling County should feel some responsibility and give to the fund. No old resident will be asked to pay for any thing, it is said. Some donation boxes may have to be set up at the dances, the rodeo, barbecue, etc. if enough money isn't donated by the Sterling citizens.

Now, there will be a lot of people that have never lived here, and never will live here—but know people here and like Sterling—and will come to the jubilee. They probably won't mind a donation box at points.

I know I wouldn't.

8-BALL

The historical and research are going to put an exhibit of old pictures, old items of interest, etc. in the Cole Bros. Grocery building on the main block. They want people to lend them such items for the jubilee. They they will be returned to the owners.

8-BALL

John Reed, native of Sterling County, is giving a breakfast free Saturday morning of the 20th. He says it's his birthday and he wants to do something for the affair. John is planning to have sour dough biscuits, and a regular breakfast for all that morning.

He plans to parade his old chuck wagon to the park at 6:15 that morning with the mules—the cooks and all the trappings.

(Incidentally, John if I keep on batching, I'll be ready for a big breakfast.)

## HOSPITAL NOTES

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

Mrs. W. B. Atkinson  
Roy Foster  
Mrs. Maude Randolph

## STERLING CITY COMMUNITY CENTER RULES & REGULATIONS

1. Official Hostess Responsible FOR:  
Center to be kept clean and floor waxed.  
Cooperate with any group using the center—especially young people.

2. Hostess shall keep appointment calendar. Appointments to be let anytime the center is not in use—events more than one a day.

3. Users Shall: (Rules of Conduct)  
Pick up all trash and decorations, etc. and carry off or burn in incinerator.  
Teen-agers or children must have chaperones or sponsors present at all parties and dances.  
Any property damage must be paid for by users or those responsible.

All alcoholic beverages strictly prohibited—by law enforcement if necessary.  
Curfew at 12 p.m. unless a special occasion warrants.  
When either kitchen is used it must be cleaned up by user.

All chairs and tables must be put back as before party started.  
Hostess shall report any violations to Lions Club president.

Hostess may cater private dinner parties when she wants to—such as churches, clubs, family gatherings, etc.

Mrs. Marshall Blair, bookkeeper at the West Texas Utilities Office, is on a vacation and Mrs. Wayne Posey is "pinch-hitting" in her place this week.

Mrs. T. J. Finnegan will be the new bookkeeper when the Blairs move to Ft. Stockton August 1.

A large number of goats have been donated for the barbecue (and at least one beef) it was said. More will be needed. See Jim Hinshaw or some one on the feed committee if you will give.

8-BALL

The younger set are going for the beards in a big way. Some have mutton chops—some have goatees and some even have full beards. One can imagine that Frank Lincoln looks like Abraham Lincoln—or even Bill Wiemers has a Lincoln-esque look.

Many have bought shaving permits for \$2 from the sheriff.

Don't you know that some good pictures will come out of all this!

8-BALL

You know a golden jubilee could have been held here in 1941—and a lot of the real settlers of Sterling County could have been in attendance. Now they are really all gone. The second and third generations are here now. But I can't think of any of the first settlers.

8-BALL

My guess is that around 500 persons will come to Sterling for the Jubilee, and along with the persons living here now—there will be a crowd of people—I mean.

That many people in a little town can seem very big. The town will bulge for several days. And the bulge will be people. People who used to live here, who live here now, who have friends or relatives here, or just interested people from other towns.

8-BALL

I have bought a shaving permit. I don't grow a beard very gracefully or prettily. Or any other way, really. Besides, it itches my neck.

So there goes two dollars into the funds.

## Scope of Robert Lee Dam Told

Although final plans will not be complete for another month and a half, some idea of the scope of the Colorado River Municipal Water District Lake project at Robert Lee may be had from the progress report of S. W. Freese, Fort Worth, consulting engineer, to the district's directors.

Actual construction costs will run to \$24,939,000, according to Freese, to which will be added another \$3,056,900 for contingencies. Approximately \$5,000,000 more will be required in interest during construction, financing and other costs. While this adds up to something over 32 million dollars, the district will be realizing some \$3,000,000 in interest during construction.

Freese broke down his construction estimates this way: site clearance (oilwell mounds, highway and utility line relocation and damages) \$3,549,100, construction of dam \$8,201,700, pipelines \$10,967,100, pump stations \$2,021,600, diversion works and water rights \$200,000.

The dam will be 22,000 feet long, will rise to a maximum height of 111 feet above the channel (with a clay cut-off core 45 feet below), will contain 10,500,000 cubic yards of wetted and rolled earth. It also will be protected by 74,000 cubic yards gravel blanket and 196,000 yards of rock riprap. Maximum depth of water will be 81 feet and average depth 32.7 feet. Surface area of the lake will be 14,950 acres.

Content of the lake when full will be 488,760 acre feet (159.3 billion gallons). This, with the 204,001 acre-foot Lake J. B. Thomas, is calculated to supply 78.73 billion gallons anticipated demand by 1990. Before then, the district will meet anticipated needs of 99.65 billion gallons by the year 2000.

Sometime in 1968, contract is due to be let for construction of 45-inch diameter pipeline from the new lake to either Powell or Moss Creek Lake southeast of Big Spring, and on to a junction south of Big Spring. From that point, a 39-inch line would be run to the Martin County well field, with a 30-inch line as far as the Bush station north of Midland to parallel existing 27-inch and 33-inch pipelines.

The demands estimated are based on population projections. Freese said that whereas the member cities, plus Midland which now has a 60-year contract with the district for water, now have a combined population of 201,120, this figure is expected to edge to 210,000 by 1970, to 267,300 in 1980, to 340,000 in 1990 and 433,000 in the year 2000. He computed growth at 2.12 percent per annum, whereas from 1940-65 it figured 6.44 percent per year.

He figured that sale of water to oil companies for repressuring would peak at 4,287,000,000 gallons in 1970 and diminish to 3,315,000,000 in 1990. The district should be able to finance the project on a sound basis, he figured. This year gross revenues of \$2,670,100 are expected to yield \$1,882,600 for debt service. By 1970 these figures will be \$4,246,800 and \$3,149,100; by 1990 they will be \$5,905,700 and \$3,935,500; by 2000 the revenues should gross \$7,185,000, leaving \$5,155,600 for debt service and indented funds.

Visiting with their parents, Mr. and Mrs. Finis C. Legg, over the weekend were Bobby Legg and Annette Henning of Houston and Charles and Connie Evans of Breckenridge. They also visited their grandparents in San Angelo and the Scherz community, and Saturday night they visited with the Larry Blackburns in Big Spring.

Mrs. Dean Faulkner of Houston, the former Jeanine Jones, underwent an operation there last week. She was recovering nicely, it was reported.

## Phil Robberson To Be Methodist Pastor

Phil Robberson, now Methodist pastor at Eden, will be the new pastor of the Sterling City Methodist Church, beginning September 1. He will replace the Rev. Bill Wiemers, who is leaving for the Air Force Chaplaincy next week. For the month of August, the pulpit will be filled by supply speakers, it was said by District Superintendent Kermit Gibbons.

Rev. Robberson has been the visiting speaker here at the Methodist Church for a youth emphasis revival this week. He was born in San Antonio in 1938. After finishing high school there he went on to Texas A&M and graduated in 1960. He got a bachelor of divinity degree from Perkins School of Theology at SMU in 1964.

He and his wife, the former Beverly Kay Hien, have two daughters, Kimberly Koleen, 4, and Jennifer Joan, 8 months old.

Previous to his Eden pastorate, Bro. Robberson was the pastor at Veribest-Wall dual charge and the Eden-Pear Valley charge.

## SOCIAL SECURITY NEWS

About 90 workers in Sterling County's nonfarming businesses earned taxable wages under the old-age, survivors, and disability insurance program, according to the latest edition of County Business Patterns, J. G. Keen, Social Security Assistant District Manager in San Angelo, said today.

32 reporting units of employers of nonfarm employees covered under the program paid out some \$73,000 in taxable wages in the county during the first quarter of 1964. The report shows 3 of the employing units reported 8 or more workers each at that time. The largest proportion of employment, 42 workers, was in Retail Trade.

The current edition of County Business Patterns is the 11th in a series showing county and industry statistics based on wage reports filed under the Federal social security program. The edition is divided into 53 parts continued in 53 separate books, one for the United States as a whole and one for each of the 50 states, Washington, D. C., and Puerto Rico, (which includes statistics for the Virgin Islands, American Samoa, and Guam).

The data are uniform and comparable from State to State and county to county and are shown for many kinds of business under the following broad industry groups: agricultural services, forestry, and fisheries; mining; contact construction; manufacturing; transportation and other public utilities; wholesale trade; retail trade; finance, insurance and real estate; and services. The publication shows the number and location of workers, the industries in which they are employed, and how much they are paid in taxable earnings. In addition to its use in administering the social security program, the publication furnishes businessmen with data to evaluate private demand for both industrial and consumer products, is valuable in analyzing market potentials and establishing advertising and sales programs, in analyzing the industrial structure of regional areas, and in making basic economic studies of small areas. Reference copies of County Business Patterns may be examined at field offices of the U. S. Department of Commerce, at district and branch offices of the Social Security Administration, and at many public libraries. The complete set of 63 books of County Business Patterns, 1964, may be purchased at a cost of \$36.30. Individual books can be obtained at a price ranging from \$4.00 to \$1.75 each. Others should be sent to the Superintendent of Documents, Government Printing Office, Washington 25, D. C., or to any U. S. Department of Commerce field office.

## FFA Leadership School

The fourth annual Area II FFA Leadership School to assist Area Officers and District Presidents to assume and discharge their responsibilities as officers will be held July 26-28 at Prude Guest Ranch, Ft. Davis, Texas.

The three-day training session will cover such items as officer duties and responsibilities, developing leadership abilities, discharging responsibilities as an officer, public speaking, assisting local chapters in developing strong programs of work, and planning and presenting speeches for various occasions.

Assisting the officers will be Vocational Agricultural Teacher Fred Igo. District officers participating include Phil Cole from Sterling City.

## Robberson Speaks to Lions Club

Phil Robberson spoke to the Lions Club Wednesday luncheon, talking on the value of communications. The Rev. Robberson is currently the speaker for the youth emphasis revival at the Methodist Church, and will be the pastor of the local church, beginning September 1.

H. L. Bailey spoke on the need for paving the roads into and in the City Park—before the Diamond Jubilee. He was named head of a committee to ask the county, the city and the Park Board to pave such soon. Others named on the committee by acting president Jim Davis were H. L. Hildebrand and Jeff Davis.

The members gave a rising salute to Bill R. Wiemers, local Methodist pastor and hard-working Lion—who is leaving for the U. S. Air Force Chaplaincy next Monday.

Guests included Rosanne Foster and Collin Douthitt, as well as the guest speaker.

## DOG POISONERS ARE AT IT AGAIN

Poisoned parcels are again being thrown into yards where there are dogs—AND CHILDREN. Some dogs died last week. NO children died—but who can say that one won't some day. Poisoned baits of candy or weiners, etc. look awfully good to very small children. And they're small enough to get a lethal dose. Let's don't let that happen here, folks!

In case of fire dial 8-4771

## DIAMOND JUBILEE SCHEDULE

The Sterling County Diamond Jubilee committee, one hundred strong, met Thursday evening of last week at the City Park. Jim Davis and Jack Asbill, co-chairmen for the celebration, presided and after all committee reports a schedule was listed for the 2-day affair (August 19-20):

Friday, August 19  
8 a.m. — Registration and get-together  
2 p.m. — Opening Parade  
4 p.m. — Get-together in City Park, Queen's Pageant and Beard Contest  
6-8 p.m. — Barbecue Supper  
9 p.m. — Street Dance

Saturday, August 20  
6:15 a.m. — Parade of Chuck Wagon and Mules to park for breakfast  
7 a.m. — Breakfast at Park  
9 a.m. — Stock Saddle Horse Races  
12 noon — Barbecue  
2 p.m. — Rodeo  
6:30 p.m. — Watermelon Feast & Visiting at Park  
8 p.m. — Street Dance

The invitation committee is sending out over 600 invitations to former residents. Rancher John Reed is giving the Saturday morning breakfast. (He says that since it is his birthday—it'll be his party.)

The historical and research committee is cleaning up the old Cole Bros. Grocery and will display old pictures, clothes and other items of interest of the early days. The committee also has a tour of Jeff Davis' museum room on tap for visitors.

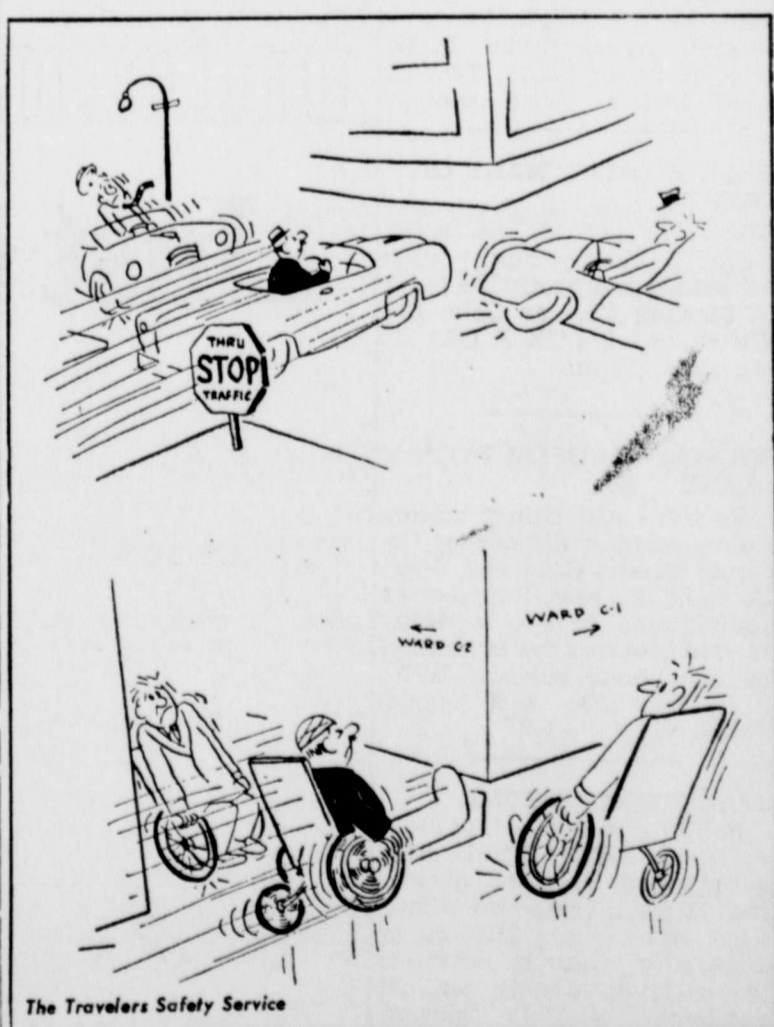
A Jubilee Queen will be selected on Friday afternoon by a group of chosen judges, said Asbill. Winners of the beard-growing contest will be told at that time.

The rodeo will feature team roping, ribbon tying, goat roping and sacking, for the younger boys and girls—and goat roping, barrel races, flag races, etc. for adults. All entry fees will be used to make up prizes for winners.

## J. S. AUGUSTINE'S VISITORS

Dr. and Mrs. Frank S. George and daughter, Stephanie, of New Orleans are here visiting Mrs. George's father, J. S. Augustine and other relatives. Dr. George has to report for military service in San Antonio next week, but Mrs. George and Stephanie will stay here three weeks longer. Dr. George will be a surgeon in the Air Force at an Air Base near Huntsville, Alabama.

## You Bet Your Life



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**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 to \$1900 cash. Seven to twelve hours weekly can net excellent monthly income. More full time. For personal interview write P. O. BOX 10573, DALLAS, TEXAS 75207. Include phone number.

Freezer for SALE — 13 cu. ft. GE upright. \$135. Dub Fincher, 8-2091.

Will beards and handle-bar moustaches be in good style here during the Diamond Jubilee? YESSIR!

House for SALE: no down payment. 3 bedrooms, 2 baths, den. Across from Ralph Davis. Contact Kenneth White, 108 9th, Comanche, Texas.

**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 devisions 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

Write your friends and relatives about the Sterling County Diamond Jubilee Celebration on specially printed stationery for the affair. Little packets of stationery on sale at 50c at the News-Record. Big Red Lettering on the stationery and envelopes.

**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 to \$1900 cash. Seven to twelve hours weekly can net excellent monthly income. More full time. For personal interview write P. O. BOX 10573, DALLAS, TEXAS 75207. Include phone number.

**HELP WANTED MALE OR FEMALE**

START A RAWLEIGH BUSINESS. Real opportunity now for permanent, profitable work in Sterling Co. or Coke Co. Write Rawleigh TX F 1220 29, Memphis, Tenn.

**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.

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**Senator John Tower Report**

Last week I spoke on the Senate floor about the need to restore voluntary prayer to our schools. I told the Senate that our Chaplain asked that we as Senators might be given "the courage of our convictions—the confidence to say 'yes' to what is right, the courage to say 'no' to what is wrong, and the wisdom and the insight to know the difference."

If we wish to live up to our convictions, it is time that we said "yes" to the people who wish to have an opportunity to vote on the question of returning to the right to pray in school. The founding fathers provided a way to amend the Constitution, and they expected that the people would be given an opportunity to amend it whenever an amendment was needed. The proposed Constitutional Amendment, if passed by us, will give the people of the country the right to vote on this vital subject. This amendment would restore to the American people their "freedom of religion, not freedom from religion." It will extend freedom of religion even to the children in our public schools. It will let them pray voluntarily.

In March of this year Senator Dirksen estimated that more than 81 per cent of the people of this country disagree with the Supreme Court's decision regarding school prayer. This estimate was based on poll that were taken. Certainly if we as Senators are to estimate from the amount of mail that we have received on this subject, at least 81 per cent of the people of the country want the question of the right to pray returned to the jurisdiction of their local school boards and local school authorities, who will decide in each local area in accord with the will of the majority of that area.

It is obvious that the opponents of religious practices are not going to sit quietly by and allow present practices to continue without challenge, but these opponents will be slowed down if they know that Congress will clarify by Constitutional Amendment any interpretation of the Constitution which is not in accord with the will of the majority of people in this country.

It is time—more than time—for the Senate to pass this resolution—to propose a Constitutional Amendment to return the right of voluntary participation in prayer in the public schools.

**HORSE RACES - RACE HORSES**

Races will be run on August 20 as a part of the 75th Anniversary Celebration starting at 9:00 a.m. and lasting until 11:00 a.m. or shortly thereafter.

It is hoped that enough entries will be made in order to run races of 150 yds, 200 yds, 250 yds, 300 yds, 350 yds, 400 yds, and 440 yds.

All horses must be local (Sterling County) and must be saddle or working ranch horses. (No horse trained by other than its owner shall knowingly be entered.) There shall be a \$5.00 entry fee and all moneys shall be from these entry fees.

1-3 horse will pay 1 money  
4-5 horse will pay 2 money  
6 or more will receive 1st, 2nd, or 3rd  
All entries must be in by August 15th. So bring out those bang tails and join the fun at Bodecaw Downs.

**OFFICIAL ENTRY BLANK**

| HORSE TO BE ENTERED |     |     |               |
|---------------------|-----|-----|---------------|
| Name of Horse       | Age | Sex | Distance      |
| 1                   |     |     |               |
| 2                   |     |     |               |
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| 10                  |     |     |               |
|                     |     |     | Name of Owner |

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**STERLING CITY NEWS-RECORD**

JACK DOUTHIT, Publisher  
 Entered November 10, 1902, at the Sterling City postoffice as second class matter.  
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 SUBSCRIPTION RATES  
 \$2.00 a year in Sterling County  
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 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.

**What's Doing in the Churches**

**CHURCH OF CHRIST**  
 Marion H. Hays, Minister  
 Bible school 10:00 a.m.  
 Morning worship 11:00 a.m.  
 Evening Classes 6:00 p.m.  
 Night Worship 7:00 p.m.  
 Wednesday Mid-Week Service 8:00 p.m.

**FIRST METHODIST CHURCH**  
 Bill Wiemers, Pastor  
 Church school 10:00 a.m.  
 Morning worship 11:00 a.m.  
 Evening Worship 7:00 p.m.

**FIRST PRESBYTERIAN CHURCH**  
 Hubert C. Travis, Minister  
 Sunday school 10:00 a.m.  
 Morning worship 11:00 a.m.

**FIRST BAPTIST CHURCH**  
 Andy Daniels, Pastor  
 Sunday school 10:00 a.m.  
 Morning worship 11:00 a.m.  
 Evening Service 7:30 p.m.  
 Wed. Prayer Serv. 7:30 p.m.

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**Marion E. Garms, 70, Bangs, Dies**  
 Funeral for Marion E. Garms, 70, of Bangs was held at 2 p. m. Tuesday at the First Baptist Church in Bangs with burial in Bangs Cemetery directed by Davis-Morris Funeral Home of Brownwood.  
 He died at 5 a. m. Monday in Brownwood Memorial Hospital after a four-month illness.  
 Mr. Garms was born Feb. 14, 1896. He was a World War I veteran and a member of the American Legion and the Veterans of Foreign Wars.  
 He was a member of the Lions Club and First Baptist Church of Bangs.  
 Survivors include his wife; three sisters, Mrs. Rex Terry of San Angelo, Mrs. T. E. Carr of Sterling City and Mrs. W. B. Harris of Bangs; four brothers, W. A. Garms of Kerrville, Debs Garms of Glen Rose, Warren Garms of Bangs and Kenneth Garms of Berryville, Ark.

**STUCKE BARBER SHOP**  
 COME IN AND SEE US I Will Appreciate Your Barber Business  
**Joe Stucke**

**SMOOTH SELLING**  
 by George N. Kahn, Marketing Consultant  
**PLAYING THE SHORT GAME**  
 Copyright—George N. Kahn

Some salesmen are so dazzled by success stories that they confuse wishing for success with success itself. If they aren't making \$100,000 in their first year of selling they consider themselves failures. Their idea of success is the big jump—the overnight transformation into a big ticket man.

There is nothing wrong with the success story. It's part of the American tradition. Furthermore, the success is generally merited. Chances are good that a \$100,000 a year salesman is worth every penny he makes.

But what the wishful thinkers fail to grasp is how the successful man got that way.

The top producer is a man who has learned his craft in stages, who through the years carefully built up his reputation and customers, and who, day-by-day, developed the fine points of selling. No miracle was involved. The same road is open to anyone who will concentrate on perfecting his techniques to a razor-fine edge.

**Golf Lesson**  
 When I first started playing golf, my objective was to try and knock the cover off the ball. I took mighty swings, but it was largely wasted effort; the ball usually landed in the rough. I concentrated strictly on the 250 yard drive. Nothing else would do.

One day in the clubhouse I casually picked up a book written by a famous golf pro. One thing he said caught my eye: "A well-hit golf ball is one that got in the way of a perfect swing."

Form and discipline, not brute strength, was the mark of a good golfer, he explained further. He added that if a player hit a ball fifty yards right down the middle, he would accomplish his purpose.

I was dubious but I gave the idea a try. I focused on the short shots—30, 40 and 50 yards. At the same time, I worked on the finer points of the swing—proper balance, keeping my head down and my eye on the ball. I was not concerned with distance but only with a good swing. In a few months my game improved tremendously.

There is an important lesson for salesmen here. You must develop the fine points and techniques of selling before you can climb into the higher income bracket.

You may say: "I get paid on orders only. Never mind the fine stuff." The fine stuff is the essence of your selling. Without it, you



are a mere visitor in a prospect's office. Your sales talk and presentation should be tailored to the buyer and his needs. To paraphrase that golf pro: A big order is one that got in the way of a perfect presentation.

The sale isn't assured just because you brought a body and a pencil into a prospect's office. You have to sell him and the only way to do this is by expertly and knowledgeably bringing him to the buying point—by arousing his interest to fever pitch.

How do you accomplish this? A step at a time. Short swings. A well-organized presentation covers each point in turn, each time making sure the prospect understands you.

A smoke screen of fast talk and intemperate boasting will

never disguise a weak sales pitch. Give the prospect facts and more facts.

**When You Don't Know—Ask**  
 A salesman, no matter how well prepared, cannot know everything when he calls on a prospect. Another of the fine points of selling is to learn to probe the buyer for any information essential to getting the order. This way, the seller can discover what the prospect's needs are and what are his likes and dislikes.

And don't worry if the conversation occasionally gets sidetracked. An informal chat about trivial things may pay about as well as a machine tool salesman, once took a sales trainee along on a selling trip.

In one office, the young man was dismayed by a seemingly endless chat Jerry had with a prospect about water skiing. Both were enthusiasts.

As they were driving away two hours later, the trainee was asked if he had any questions.

"Just one," the new man said, "what was the point of that bull session with the guy back there? He didn't give you an order."

"That's right," Jerry agreed,

"But there is one thing you don't know. That man is one of my biggest customers—about \$50,000 a year. When he feels like talking I talk. He's liable to call me on Monday and give me a whopping order. He's like that."

The trainee did not realize that Jerry had developed the art of conversation to a fine art—one that made him a top earner.

- Many Chances for Artistry**  
 I've noted the acquisition of some of the finer points of selling, but actually there are many more. I mean step-by-step ways to improve yourself and become a polished salesman.
- There is appearance, for example. Clothes may not make the salesman, but they go a long way to creating a good impression on the buyer.
- The proper handling of a demonstration is another skill that aids your cause. A few practice sessions at your home will do wonders to iron out the wrinkles in your demonstration.
- Managing your schedule and bookkeeping is still another technique that will keep you ahead in the selling game.
- To make the golf analogy again, these are "short shots", but they are vital if you ever hope to be a successful salesman.
- A short game will win for you in the long haul.
- Try this little exercise to see if you are learning selling's fine points to prepare yourself for top earnings. A score of seven "yes" answers will be fairly substantial evidence that you are not stagnating:
1. Do you see selling as a learning process? Yes  No
  2. Do you believe the really top salesmen honestly deserve their reward? Yes  No
  3. Can you learn from a prospect who turns you down? Yes  No
  4. Do you ever evaluate your performance after you have seen a prospect? Yes  No
  5. If the evaluation is unfavorable to you, do you do something about it? Yes  No
  6. Have you learned something new about selling in the last two weeks? Yes  No
  7. Are you conscious of your voice during your sales talk? Yes  No
  8. Are you conscious of your appearance all the time? Yes  No
  9. Do you feel failure in selling is more than "bad luck" most of the time? Yes  No
  10. Are you keeping a progress chart on yourself? Yes  No

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 The entire series may be pre-ordered or individual articles may be ordered by number... address orders to the George N. Kahn Co., Marketing Consultants, Sales Training Division, Department NP, Empire State Building, New York, N. Y. 10001. Article titles are:  
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**SCIENCE SKETCHES**

**CITRUS red mites, pests that plague California citrus crops, are being killed in field tests by the U.S. Department of Agriculture by artificially infecting them with a virus disease. Scientists spread the disease by spraying mites with water containing ground-up infected mites, and by introducing live infected mites into healthy populations.**

**NITROGEN SALES**

1966 1967 1968 1969 1970 1971

**SOME EXPERTS expect nitrogen sales to quadruple in the next four or five years, and the food industry alone may very well consume nitrogen at the rate the steel industry is currently consuming oxygen, according to Chemetron Corporation. The U.S. market for nitrogen is increasing at a rate of 25 to 30 per cent annually, the firm says.**

**DOCTORS and lawyers sons tend to follow in their fathers' footsteps more so than do young men whose fathers are employed in other occupations. Of lawyers' sons in the Harvard class of 1965, 41 per cent plan to enter law and 38 per cent of doctors' sons plan careers in medicine.**

**What Burns Cheaper and Cleaner? Why It's Natural Gas!**  
**What is the Most Popular form of Energy? - Natural Gas**  
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AROUND THE COUNTY



ARTHUR BARLEMANN, JR. COUNTY AGENT

The week of July 24-30 has been set aside this year as National Farm Safety Week by President Johnson. For a number of years, the last week of July has usually been set aside as the week when all segments of the agricultural industry observe a period of time devoted to making the industry safer.

Today, statistics released by the Department of Agriculture show that one rancher or farmer produces enough food and clothing for himself and thirty-two others. He is now doing the work of four in the past. The toll of injuries and deaths due to accidents has climbed in proportion to this. The man on the land is working longer hours and with more complicated machinery than in the past. These two factors have been responsible, in part, for the increase.

The increased use of pesticides — insecticides for controlling crop and livestock pests, and herbicides for controlling plants — have also been responsible for the increased toll. Just this past week, a commercial applicator of insecticides collapsed in the lobby of a hospital from the effects of parathion poisoning. He was lucky — he was on the road to recovery at the last reports. Others are not so fortunate. For several months, the Texas Agricultural Extension Service has been conducting a campaign aimed at the safe use of pesticides. Posters and other materials are available. When using any type of pesticide, always follow directions; an old saying is "When all else fails, read the direction." Never double or increase the recommended rates of application; store them properly out of the reach of children and pets; dispose of the containers in the proper way. Each year, children, pets, and livestock suffer and die from licking old containers.

In your operation of the ranch or farm, practice safety every week of the year — not just next week. REMEMBER — THIRTY-TWO OTHERS ARE DEPENDING ON YOU FOR FOOD AND CLOTHING!

The 10th Annual Reagan County Junior Rodeo will be held at Big Lake July 29 and 30th. Entries must be in the hands of the county agent there by 6:00 p.m. July 28th. There are three age divisions in this rodeo sponsored by the Reagan County 4-H Club and the Sheriff's Posse. Entry blanks and minor's releases are available at the county agent's office here in Sterling City. Interested youngsters call or come by for them.

There has been considerable interest over the state, and some locally, in the new freeze-branding of livestock. Supposedly painless, it is permanent and leaves no scars or thickened areas to cause a dock in hide prices. Cost of the method is less than five cents per brand.

The branding consists of cooling copper branding irons to 94 degrees below zero with a mixture of dry ice and alcohol. Hair around the area to be branded should be clipped to get better contact. The clipped area presently is wet with alcohol and the brand applied. The branding causes the hair to grow back white.

Freeze branding is presently in the experimental stage. The Development of the process was carried out at Washington



AS IT LOOKS FROM HERE

By Omar Burleson, Member of Congress, 17th District

Washington, D. C. — The National Commission on Food Marketing has issued its report after about a year's study.

Bearing in mind that figures can prove about anything, the Commission's findings, although controversial, will hold a very great interest and will be the basis of considerable discussion in the future.

The report places emphasis on the farmer's share of the consumer's dollar spent for food. The lengthy survey of the economics of food marketing which, from farmer through retailer, comprises the Nation's largest industry, concludes that farmers are not to blame for higher food prices.

It is obvious that when the housewife buys a food product in the store she pays for all the services involved in producing, processing and distributing each item. Using figures for 1964, the Commission determined that consumers' expenditures for domestically produced farm food totaled \$69.8 billion. The marketing cost made up 68 per cent of the food dollar for that year. The farm value for was 2 per cent.

The \$69.8 billion spent by consumers in 1964 breaks down as follows:

Over-all marketing costs were \$47.3 billion, of which \$20.8 billion was for labor; \$5.1 billion for transportation; and \$18.7 billion is classed as "other" costs. (This last item includes such things as buildings and equipment, containers and supplies, advertising and promotion.) This leaves \$2.7 billion for corporation profit. The remainder of the total bill was \$22.5 billion, (the 32 percent for the producer.)

The report itemizes the different commodities which have different cost spreads. For example, the farm share for butter is found to be approximately 70 percent because processing is relatively simple, transportation costs are low since the product is highly concentrated, and handling costs are moderate. By contrast, the farm share of the dollar spent for canned tomatoes is low, since 16 percent is charged to the high processing and con-

State University. Officials are studying the technique with the idea of including it in the branding law; presently it is not mentioned in the laws. It is estimated that it will save several million dollars to the livestock industry that is presently lost in branded hides.

tainer costs. A pound of choice beef retailing for 70.8c includes 17c for retailing, 2.3c for wholesaling, transportation and distribution and 5.3c for processing and 3.8c for "assembly" costs. For this one pound of beef, the farm value is found to be 42.4c.

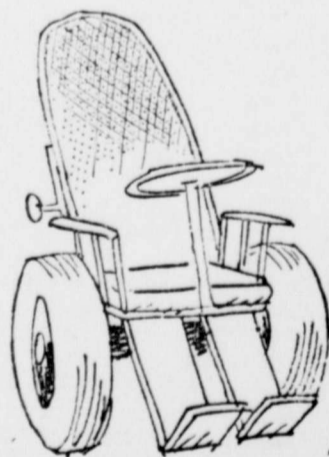
For one pound of white bread retailing at 20.7c, the breakdown is: retailing 3.7c, wholesaling, transportation and distribution 6.1c, processing 6.7c, assembly 2c and farm value at 4c.

The commission's report states that although farm prices of a marketbasket of food were unchanged between 1950 and 1965, the farm-retail spread rose 37 percent and retail prices increased by 20 percent. The conclusion here is that farm efficiency has notably increased and, of course, continues to increase as larger units are operated. This means that the marginal farmers are being eliminated, but this is not particularly the point of concern of the Commission's report. It is a concern in the terms of their future in some other endeavor and their probable contribution to problems already acute in urban centers.

Following the report of the National Commission on Food Marketing it is obvious that the producer of agriculture products, whether food or fiber, must continue his struggle to produce at a cheaper unit cost if he is to receive his fair share of profits related to the cost of food from the grocer's shelf. This is to say, for instance, if cotton sold for 50c a pound, the percentage of the producer's profit would still be out of proportion to the price paid by the consumer if it cost him 44c to produce that pound of cotton.

It might help us at times to remember: Not all men are equipped by nature to be great, but all have the capacity to be good.

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Kitchen Gadget Shower Honors Mrs. Larry Blackburn

Five girls were hostesses when Mrs. Larry Blackburn was honored with a gadget shower Thursday afternoon of last week in the community center. She was Diana Cole before her marriage. Hostesses were Sharon Currington, Debbie Reed, Beverly Brooks, Kathy Gaston, Lynn Alexander and Susan Mixon.

Melon balls, cookies and punch was served to twenty-one guests. Besides those mentioned above, present were Joan Taylor, Sharon Taylor, Peggy Olive, Mrs. Larry Stewart, and Karen Carruth, all of San Angelo, Trina Revell of Houston, Helen Hays, Elaine Price, Charlotte Foster, Carolyn Cole, Betty Collier, Mrs. Alvie Cole and Mrs. Hester Knight.

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