



AROUND THE COUNTY



ARTHUR BARLEMANN, JR. COUNTY AGENT

A trapper has been hired on part-time basis by Sterling County and the Concho Predator Control Association. Earl Brownrigg of Big Spring was employed by the Commissioner's Court and the association at the regular meeting of the court on February 13. Brownrigg started work on February 15.

The trapper will work four months of each year at the time when predators are most active. This year, he will work from February 15 to April 15 and then again from November 1 to December 31. After this year he will probably work from November 1 to March 1.

Anyone with predator troubles may contact Brownrigg through Jim Hinshaw, president of the Predator Control Association, the county judge's office of the county seat's office.

The San Antonio Livestock Exposition ended its record-breaking run Sunday. The weather was good all the way and it has been with all the boys thus far this year. Attendance at the show topped 31,000. More than 6,800 head of sheep, cattle and hogs plus more than 1,000 horses were shown in the show.

Two Sterling County 4-H club members sold lambs in all sanctioned prize winning lambs fairs. On Friday afternoon, Randy Commission's third place heavy-week note crossbred lamb sold for \$36 a pound. The seventh million place lamb in the same class U.S. pavilion shown by Sally Mixon sold for 37c per pound. These lambs brought below the average of the sale because they sold soon after the champions of the show. This is always a low spot in the sale as the buyers are feeling out the sale before paying higher prices for the lambs.

All the placings for the San Antonio show with the exception of Clinton Hodges' Rambouillet winnings were in last week's paper. There was an error in the wool showing placings however which needs correcting. The placings for the fleeces exhibited by the Fosters—Foster Sims, Frank and Allen—should have all been in the same aged classes, sending them back to the seller, they were given as Rambouillet fleeces. It was a mistake in making up the list in the paper and was not made until the paper, Clinton Hodges' Rambouillet place fleece was a year-to-making error.

Some additional banners were won by Frank Price in the wool show. In addition to the cream fleeces of the open show, Frank also won the champion's place in the finewool range class and another banner for champion fleece of the range show.

Another class in which the Fosters and Clinton combined to win the best county exhibit, was the fleeces from at least three breeders. In this class, Sterling County placed second in the entire wool show. The Sterling County 4-H Club exhibit in the Junior Sheep and Goat Show placed second in the "housekeeping" division. The club will receive \$15 and a banner for the exhibit in this show. Exhibitors in this show were Amy Hodges and Janis Lee Wayne Igo. The award is based on the cooperation of the exhibitors with the officials in the show ring, the appearance, and the neatness of their pens and stalls.

It is very easy to forget neatness at the shows. Allow the alleys and pens to become dirty and littered with straw and wool clippings. A little extra work before the show in the morning

## Leon Wallace, 85 Buried Tuesday

Funeral services for Leon Wallace, 85, were held here at 2:30 p.m. Tuesday from the First Baptist Church. Burial was in the Montvale Cemetery with Lowe Funeral Home in charge of arrangements.

Officiating at the services was the Rev. Andy Daniel, pastor of the Baptist Church. Mr. Wallace was born Feb. 13, 1882 in Marion Parish, La. He moved to Sterling County in 1914. He was married to Sallie Owens in 1915. Mrs. Wallace has been Sterling County treasurer for 22 years. Mr. Wallace was retired.

Survivors include the wife; four daughters, Mrs. Loyd Pfeifer of Houston, Mrs. N.G. Holfenick and Mrs. Robert Cope, both of San Angelo and Mrs. Ben Stapleton of Azle; four sons, Owen Wallace of Houston, Ray Wallace of Monahan, Roy Wallace of San Ysidoro, Calif. and Rob Wallace of Costa Mesa, Calif., 16 grandchildren and 8 great grandchildren; three brothers, S. B. Wallace of San Angelo, H. G. Wallace of Austin, and Tom Wallace of Dallas; four sisters, Mrs. Ganda Lonis of Seagraves, Mrs. Mamie McCullas of Jonesboro, Arkansas, Mrs. W. A. Favor of San Angelo, and Mrs. Dorsey Reed of Ballinger.

Pallbearers were Will Durham, Nolan Stewart, C. W. Smith, Chat Reynolds, Darryl Garrett and Bill Humble.

## SCHOOL TRUSTEE ELECTION NOTICE

Notice is hereby given that there is to be an election for the purpose of electing three trustees to the Sterling County Public Schools on Saturday, April 1, 1967 from 8:00 a.m. till 7:00 p.m. in the county courthouse building. The terms of trustees S.K. Horwood, Bill C. Humble and Roy Morgan are expiring. The deadline for filing for a place on the ballot is March 2, 1967. Filing may be done with the County Judge of Sterling County, Texas, W. R. Brooks.

Mrs. Lee Augustine will serve as judge of the election.

When the officials check the barn and during the day, the area can be kept clean and neat. The help of Joyce Hodges who manned a broom several times while Clinton and Fred Igo and the county agent were getting the sheep ready, the club won its second place award; Joyce's help and the cooperation and spirit of the three exhibitors was instrumental.

The champion Rambouillet fleece of the wool show in San Antonio came from a ram bred and raised in Sterling County but exhibited by a Sutton County man. The ram was raised by Clinton Hodges and sold to George Smith of Sonora at the Rambouillet Ram Sale in San Angelo last June.

News of a boy known to a number of Sterling County people should prove of interest. One of the visitors at the San Antonio show was Dink Wilson. Dink, then a student at Texas Tech, did his practice teaching here in the vocational agriculture department and spent two additional weeks in the county agent's office in April. Dink is presently in the army and taking his basic training in the medical department at Fort Sam Houston. He will soon complete his training and is slated for departure for duty in Viet Nam on March 10.



## AS IT LOOKS FROM HERE

By Omar Burleson, Member of Congress, 17th District

WASHINGTON, D. C.—Coincidental with last week's discussion of chemical and biological warfare, more than 5,000 scientists have now petitioned President Johnson for an end to the use of crop killers and anti-personnel gases in Viet Nam. They asked that a review be made of United States policy for the future of any chemicals in warfare.

There is no evidence that any biological materials have been used in Viet Nam, and no gases except the ordinary tear gas used in riot control here in our own country. It is used in Viet Nam to ferret out the Viet Cong hidden in caves and tunnels, instead of risking the lives of those who otherwise would have to go in after them. Certainly it is more merciful than sealing tunnels by explosion. Chemicals have been used in the defoliation of jungle growth, but certainly there is no evidence that crops have been intentionally destroyed by this method.

Be this as it may, the concern of the scientists is understandable. They are aware of the terrible potential of germ warfare, should it become a full instrument of war. Some of these scientists are those who have helped develop such possibilities.

The thing which may save the world from biological warfare is the same that may save it from nuclear war. It is the certainty that retaliation would be swift and effective against the nation who first initiated its use. No country could be certain of immunity from attack; none could seal its borders against airborne germs.

As mentioned in this space last week, the United States is usually ventilated from the winds out of the Pacific. At times of the year, air masses come down from the Polar Regions; at others, they come out of the Caribbean and the Gulf of Mexico. At certain periods it would be possible to launch crop destroying chemicals from Cuba, which would carry them into great grain producing areas of the Midwest.

Winds out of western and central Europe blow into Russia and cold Siberian winds roll down much of China.

Weather experts have a vast array of scientific knowledge which tells them of the when, where and how much, about prevailing wind currents of the world. The rest is no great problem.

The scientists petitioning the president conceded that the question of whether in some cases riot control gases might be more humane than bombing or shooting is a difficult one. They point out, however, the further difficulty in drawing the line between that which should be permitted and that which would be prohibited as munitions of war.

The scientists ask that the American policy subscribe to the strictest observance of the General Protocol of 1925. This instrument is the nearest thing to the outlawing of chemical warfare. They further petition that the United States re-establish and categorically declare its intention to refrain

## LIONS CLUB

Bill McRee of Big Spring was a guest at the Lions club luncheon Wednesday noon at the community center. Vice-president Jim Davis acted in the absence of president Kirk Hopkins. The prize went to Jeff Davis.

Roland Lowe announced that members would work on the putting up of the new yield signs over the town—beginning at 2 p.m. Saturday. Vote on Queen Contestant.

The members voted by ballot on a girl to represent the club in the Queen's Contest at the district convention in Midland in April. Elected as Queen contestant was Debbie Reed, daughter of Mr. and Mrs. Neal J. Reed.

## HOSPITAL NOTES

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

- Mrs. V.T. Ferguson
- M. E. Wright
- John C. Reed
- Oscar Meyer
- Mrs. W. D. Jameson
- George Tabor, Jr.
- Mrs. Petra Salinas
- Dismissals since Thursday morning of last week include: J. Q. Foster
- Leon Wallace, deceased
- Bob Luce
- Mrs. Jerry Swanney and infant son
- Mrs. Riley King
- Mrs. Elizabeth Clarke

from initiating the use of chemical and biological weapons. They seem to conclude that there is no identifying line to determine that which may be permissible under some circumstances and that which should be completely outlawed. In other words, they would put chemical and germ warfare in the same category as the use of nuclear weapons.

The United States has capability of using nuclear artillery as a tactical weapon in the field. We must assume that other nuclear powers, and particularly the Russians, have the same capability. The question is, who is to decide whether it would be a little or a lot. A little could escalate into a lot. The same, of course, can be true with chemicals and germ warfare. It is not a big power weapon. Almost any country can develop, and many have done so, germ-carrying munitions to suit its needs. Ours is produced chiefly at Pine Bluff, Arkansas Arsenal which employs about 1400 people. Research on the subject is done by 600 scientists at Fort Detrick, Maryland, some 50 miles from Washington.

DEFINITELY, we are prepared.

## Water Valley Boys; Robert Lee Girls Win Tournament

### Young Ranchers To Meet Tonight

### Tech Professor to Talk on Range Plants

The Young Ranchers Association of Sterling will meet at the school tonight to hear a visiting professor from Texas Tech. He is Dr. Paul Pryor, who will talk on range plants of the world said Fred Igo. Dr. Pryor will illustrate his talk with pictures of plants and ecology of the world. All members are urged to attend the meeting, said Igo. The meeting will begin at 7 p.m., it was said.

### Science Program at School Today

Dr. Paul Pryor, professor of biology at Texas Tech, will be before the science classes at the high school today. Dr. Pryor will give illustrated talks on bioecology to the science students, with emphasis on economic plants and vegetation zones of the world, said high school principal James Thompson.

### SCHOOL CHILD HURT IN ACCIDENT

George Tabor, Jr., son of the George Tabor, was hurt when struck by a car as school was let out last Friday afternoon. He had no broken bones but was shook up and he was hospitalized in the Sterling County Hospital. It is not known just when he will be released. The car was driven by Mrs. Delmar Radde.

Speedy Sparks hit some bridge approach posts just east of town on highway 87 late Tuesday night as he was returning home from San Angelo. He smoothed out the right side of his car, but was not injured.

The paving of the double-lane divided highway running from the west end of town to the Colorado City turnoff on 87, is about complete. In fact, the final pouring or shooting of asphalt is being completed this week. Strain Bros. of San Angelo were the contractors on the job.

### Sterling Boys Second; Sterling Girls Win Consolation

The Water Valley boys edged out the Sterling City boys for top honors (44-32) in the Junior High Basketball Tournament here last weekend. The Robert Lee A girls nudged the Water Valley girls 38-35 in the girls finals for first place in the fem section.

Robert Lee A boys sunk the Sterling City B boys 43-11 for the boys consolation title; and as chance would have it, the girls consolations found the Sterling City A girls and B girls pitted in the finals. The A team sunk the little B team 34-11. Coach J. R. Dillard, who had promoted the tournament, was a coach divided—so to speak. He would sit on the A team bench for awhile and then the B.

On Thursday at 2 p.m. Forsan girls beat the Sterling B girls 44-42. At 7:10 the Sterling A girls lost a tight one to Garden City 33-32. That first day saw Water Valley beat Robert Lee B 20-17.

The Thursday boys games saw Robert Lee beat Forsan 41 to 27; Robert Lee A lose to Water Valley 26 to 30; Sterling A team sink Garden City 39-19; and Barnhart squeak over Sterling B 18-14.

In Friday girls games the Sterling B won 13-12 over Robert Lee B; Forsan sunk Water Valley 44-21; and Robert Lee took Garden City 33-17. Boys tilts Friday: Robert Lee A beat Forsan 32-30; Water Valley beat Robert Lee B 22-17; Sterling City B beat Garden City 27-23; and Sterling City A edged out Barnhart 38-30.

In Saturday's games (boys) Robert Lee won over Barnhart 47-37; Robert Lee A team scuttled Sterling B 43-11 for consolation. In the Saturday girls tilt Water Valley won 26-19 over Garden City, giving the Wildcats 3rd place.

The tournament was gotten up by junior high basketball coach J.R. Dillard and was a huge success—and a crowd pleaser. Refereeing was done by Dillard, George White, James Thompson and Buck Owens.

In recapitulation, the tournament winners were as follows:

- BOYS—1st, Water Valley; 2nd, Sterling City A; 3rd, Robert Lee B; Consolation, Robert Lee A
- GIRLS—1st, Robert Lee A; 2nd, Forsan; 3rd, Water Valley; Consolation, Sterling City A
- ALL TOURNAMENTS BOYS—Lane Calder of Robert Lee; Mike Munsford of Robert Lee
- Jay McClellan of Barnhart; Larry Counts of Water Valley
- David Currington of Sterling City
- ALL TOURNAMENT GIRLS—Bobby Glenn of Garden City; Frances Zunga of Water Valley; Jackie Conley of Robert Lee; Sis Walraven of Forsan; Gloria Dodd of Forsan; Charlotte Foster of Sterling City

### GRASS FIRE WEDNESDAY

There was a grass fire on William and Bubba Foser's Spade Ranch country Wednesday afternoon. The fire started near an oil lease. The volunteer fire department truck got the fire out without too much trouble. Making the run were Jack Peel, Tom Asbill and Dub Fincher.

## SCIENCE SKETCHES



'COOL IT' is often useful advice for first aid. The American Medical Association says that cold applications, especially ice, have an anesthetic effect and tend to inhibit bleeding by constricting small blood vessels.



LARGEST seeds in the world are those of the double coconut. Each seed may weigh up to 40 pounds.



PHOSGENE plays an important part in the manufacture of polyurethane foams and other products, reports Chemetron Chemicals, Chicago. The colorless gas smells like new-mown hay and derives its name from Greek words meaning "light" and "to produce." It was first made in 1812 by the action of light on a mixture of carbon monoxide and chlorine.

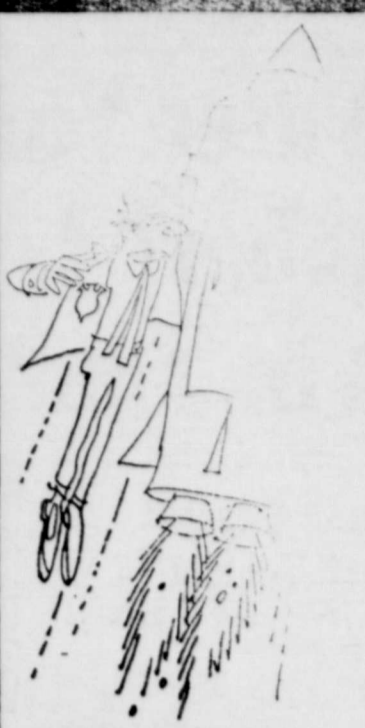
## SCIENCE SKETCHES



**THE NEEDLE** and glue pot are being replaced by electronics in the application of heel kicker pads to automobiles. The pads, which protect the carpeting on the driver's side from wear are being applied with dielectric heating, says Votator, Louisville. This is the uniform, rapid and controlled heating of an electrically nonconducting material in a high-frequency electromagnetic field.



**MAN** may be more closely related to apes than most people think, says a University of Florida psychologist. He reports that research on the relation of man to other mammals has shown that man may not be as superior as he believes.



**AMATEUR** rocket launch could get in trouble with the Federal Aviation Agency. Regulations prohibit rocket firing where aircraft are controlled by the FAA, within five miles of airports, into clouds, at night, or within 1,500 feet of any person or structure not associated with the firing.

### NOTICE--Bids To Be Let for Fire Truck

The Sterling Volunteer Fire Department will receive bids until 10:00 o'clock A.M. Monday, March 13, 1967 for the following fire apparatus:

**NEW PUMPER TRUCK.** Specifications available from Fire Marshal or from the office of County Judge, Sterling City, Texas.

The foregoing equipment will be paid for out of the general fund of Sterling County or by warrants issued by said county in accordance with the statutes governing the issuance of such warrants. The Sterling Volunteer Fire Department and--or the Commissioners Court of Sterling County hereby reserves the right to reject any and all bids.

Address proposals to Fire

Marshal Dan Glass, Sterling City, Texas, 76951.

Given under my hand and seal of office this 18th day of January A. D. 1967 at Sterling City, Texas.

W.R. BROOKS  
County Judge of Sterling County, Texas.

### SALESMEN WANTED Advertising Specialties

Wes Texas' newest and fastest growing distributor of advertising specialties, calendars, pens, matches, business gifts, etc. needs salesmen or saleswomen full or part time. You can practically pick your own territory if you act now. Call Midland 915 MU 2-9496. Ask for Ernie Webb or write to EAGLES ADVERTISING SPECIALTY COMPANY, P. O. Box 548, 113 North Colorado, Midland, Texas 79701.

### 1968 LICENSE PLATES TO CARRY HEMISFAIR 68 MESSAGE

AUSTIN— Texas passenger car license plates for 1968 will carry an invitation to visit San Antonio's HemisFair.

The Texas Highway Commission this week directed that the slogan, "HEMISFAIR 68" be included on the 1968 license plates scheduled to go into production soon.

HemisFair will begin a 6-month run on April 6, 1968. Government, industry and business leaders have joined in helping develop and promote the event, planned as a "fair of the Americas."

Recent estimates by independent research agencies indicate that almost 11 million persons will visit the extravaganza.

Only HemisFair and the recent World's Fair at Seattle have been granted official designation as international exhibitions in this decade. HemisFair was approved by the official international sanctioning body for world fairs.

The Highway Commission in its action this week noted that the U.S. Congress has appropriated \$6.75 million for construction of a U.S. pavilion. The Texas Legislature has set aside \$4.5 million for a permanent Institute of Texan Cultures on the HemisFair site.

### City Election April 4

There will be a city election here on Tuesday, April 4 for the purpose of electing three city councilmen. This will be the regular city election.

Councilman Fred Hodges is dead, Hugh Harzke is moving to Brady, and Harvey Glass' term of office is up, said city secretary Mrs. H.F. Donalson.

**SACRIFICE** equity in beautiful spinet piano in this area, to responsible party. Small monthly payments may be assumed. Write Mr. J. Hall, Box 3192, Lubbock, Texas

### INCOME--SPARE TIME

No selling. Refill and collect money from NEW TYPE coin operated dispensers in this area. To qualify must cash. Ten hours weekly can net excellent income. More time can result in more money. For personal interview write Advance, Box 176, Elmwood Park, Illinois. Include phone number.

### HELP WANTED--MALE OR FEMALE

WANTED: A good reliable person to supply customers with Rawleigh Products in Sterling Co. or Mitchell Co. Write Rawleigh TXJ-1220-127 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. Excellent income. Easy to do. \$495.00 cash required for inventory. Include phone number. Write P.O. Box 1502, Abilene, Tex.

**FULL-BLOOD** Border Collie pups for sale, \$25. Call or see C.A. Bowen, San Angelo 653-7326.

4-ROOM furnished house for sale. Mrs. Debolt. Call at T.H. Murrell residence, 8-2081

### Allen Insurance

**AUTOMOBILE, FIRE, THEFT, HOUSE, etc., ALL KINDS** See us for your Insurance 20% Less Than the Texas Published Rate

**LIFE INSURANCE** HOSPITALIZATION AND ACCIDENT POLICIES **VERA DELL ALLEN** in Sterling Butane Co. office

**CONSOLE SPINET PIANO** Will sacrifice to responsible party in this area. Cash terms. Write Credit Mgr. at man Piano Stores, Inc. Salem, Oregon.

Try our new  
Hot Water  
and Detergent  
Car Wash  
Stewart's Texaco



**The telephone will always revolve around people.** There is and always will be—a courteous, willing operator as close to you as your telephone dial. She is ready to serve you in any situation or emergency where her personal help is needed. The very fact that she is there every hour of the day and night is a comfort in itself. The next time you routinely dial a number to talk to a friend or transact business, we hope you'll remember that the telephone is still a very personal instrument. It wouldn't work at all without our people, nor serve so well without our operators. That is the way it will always be.

**GENERAL TELEPHONE**  
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## Caperton Chevrolet

BRONTE, TEXAS  
Phone 473-2501



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**PICK-UPS TRUCKS CORVAIRS**

**NOTICE**—All Deals Through Caperton Will Be Handled by R. T. Caperton or Matt Caperton. R. T. Plans on Being in Sterling City at Least Once a Week from Now on.

Give us a call or Come Over to Bronte

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of pleasure & comfort

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**STERLING CITY NEWS-RECORD**

**JACK DOUTHIT, Publisher**  
 Entered November 10, 1902,  
 at the Sterling City postoffice  
 as second class matter.

**Published Every Friday**  
**SUBSCRIPTION RATES**  
 \$3.00 A YEAR IN COUNTY  
 \$5.50 A YEAR IN STATE  
 \$4.00 A YEAR OUT STATE

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 RECORD established in 1899  
 Consolidated in 1902

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

**What's Doing  
 in the Churches**

**FIRST BAPTIST CHURCH**  
**Andy Daniels, Pastor**  
 Sunday school 9:45 a.m.  
 Morning worship 11:00 a.m.  
 Training Union 6:30 p.m.  
 Evening Service 7:30 p.m.  
 Teacher's Meeting 7:00 p.m.  
 Wed. Prayer Serv. 7:30 p.m.

**CHURCH OF CHRIST**  
**Erion 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 7:00 p.m.

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

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

**PASCHAL BAYLON CATHOLIC CHURCH**  
**Rev. Vincent Daugintis, Pastor**  
 Sunday Mass 8:00 a.m.  
 Thursday Mass 7:00 p.m.

**THE BIBLE SPEAKS TO YOU**  
**8:15 A.M. SUNDAYS**  
**KGKL SAN ANGELO 960'**



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

**RUBY POTTS, Owner**  
 POSTED—All land operat-  
 ed by me posted against tres-  
 passing and hunting.  
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**GEO. McENTIRE, JR.**

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

**For Insurance Needs**  
**FOR AUTO, FIRE AND CASUALTY AND LIFE INSURANCE.** Use Your Local Reliable and Tested Agent—  
**BURHAM INS. AGENCY**  
**BURHAM ABSTRACT CO.**  
 Contracts and Title Policies

**Andy's Barber Shop**  
**Andrew Coronado, Prop.**  
**"YOUR HEAD IS MY BUSINESS"**  
 West of Brock's Grocery  
 Cuts \$1.50 after Feb. 15



**SMOOTH SELLING**  
 by George N. Kahn, Marketing Consultant  
**BUYING COMMITTEES ARE HERE TO STAY**  
 Copyright—George N. Kahn

The traditional person-to-person selling is giving way in many instances to a person-to-people relationship.

Instead of a single buyer a salesman often finds himself confronted by a buying committee which at first glance is a rather awesome group.

Salesmen meeting this committee for the first time have been known to quail. Some become so flustered that their normally smooth presentation falls to pieces.

If you've been through this ordeal you know it's a little like being on trial and having a jury hear your story. You might convince three of the jurors but what about the other nine? It has been done in court and you can do it with the buying committee. When we cut this bunch down to size you'll find they are not so formidable.

**Why A Buying Committee?**

First, let's find out about the reason for the buying committee. The committee is a logical step for industry. Orders involving hundreds of thousands of dollars are becoming routine. Many companies have decided that they don't want to place the responsibility for these big orders on one man. There's too much at stake.

So these firms have delegated a group of individuals to make the buying decisions. The committee is usually made up of experts in finance, production, marketing, advertising, etc. Individually they can really put a salesman through his paces; collectively they are even tougher.

When you engage a buying committee you don't have to drastically alter your approach to selling; you just have to be better prepared. You must develop answers and arguments to an array of questions in different areas. This means you must work a little harder, learn a little more and be a bit more versatile.

**Win Over One Man**

The psychological factor of the buying committee is a barrier to some salesmen.

They're afraid to face what seems to them a hostile ring of faces.

This stage fright is normal. There is usually some fear of the unknown. But it should not inhibit you to the point of freezing before the group.

One way of getting over the hurdle is to mentally pick out one member of the committee and concentrate on him. Pretend there is nobody else in the room but you and this man. You will find yourself warming up to your presentation. If you reach this man you'll usually

get to the rest of the committee. If you watch your chosen man you will spot a reaction sooner or later. He may smile or nod at you. This means you're making headway.

Lawyers use this device quite often in addressing juries. They will single out one juror and play to him. The idea is that he might swing the others to the attorney's side.

Now carry this theory over to the buying committee. Suppose you make one friend on that committee. He may go to bat for you when it meets to make its final decision.

**Take It Easy**

Some committee members may try to get you off balance with rapid-fire questions.



There's no reason you have to adopt their pace. Take your time. Think over each question and answer clearly and to the point.

Don't waste time in long embellishments after you've answered the question. These are busy men who are interested only in pertinent facts.

If matters reach a stand still you might invite questions from the committee. This will show your confidence in your product and company.

**Motivation Is the Same**

Always bear in mind that whether you are dealing with one buyer or a committee the motivation is the same.

Purchases are not made on the basis of sentiment, personality or whim. Committee members are primarily interested in whether your product fills a particular need in their organization. Next, your price has to be right and your company able to supply the product when it is needed.

"Well," you say, "This is nothing new. Every buyer I've ever dealt with has thought along the same lines."

Exactly! Only now you have six or seven minds running in the same direction instead of one. Therefore your sales talk must be that much more effective.

When talking to a committee

REPRINTS AVAILABLE . . . each article in this series is expanded to approximately 2000 words—includes a self-evaluation quiz—is printed in 2 colors in a 4 page format, on white glossy paper and is 3-hole punched to fit any standard 3-ring binder . . . prices are as follows:  
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 50 to 99 copies (of each article) . . . . . 30 cents each  
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**BUSINESS OPPORTUNITY MAN OR WOMAN**

Reliable person from this area to service and collect from automatic dispensers. No experience needed—we establish accounts for you. Car, references and \$985.00 to \$1785.00 cash capital necessary. 4 to 12 hours weekly nets excellent monthly income. Full time more. For local interview, write Eagle Industries, 3954 Wooddale Ave. So., Minneapolis, Minn. 55416.

**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 income. More full time. For personal interview write P. O. BOX 10573, DALLAS, TEXAS, 75207. Include phone number.

**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.

your proposition must be angled to the buyer's point of view more so than when you are selling to a single purchaser. You must understand the needs and wants of the prospect firm and convince the committee that your product will satisfy its needs. Stress the buyer's point of view throughout your presentation.

**Think Big**

If you appear before a buying committee the chances are that you're dealing for big stakes. In a large order committee members are mainly concerned about the essential qualities of your product, not the trivial details. They want to know its performance, durability and maintenance needs. Don't dwell on secondary issues that will only take up time without shedding much light.

You might also keep in mind that the committee appearance does not permit much of the easy, informal give and take that you experience with one buyer. Jokes, anecdotes and small talk should be kept to a minimum. Get on the track and stay there.

Your appearance before a buying committee may be a great success except for one thing; you did not get an order.

This can and does happen. When it does be sure that you get a rain check. Conduct yourself in such a manner that you'll be invited back.

Are you effective before a buying committee? Hold up the mirror to yourself and see. If you can answer "yes" to at least seven of the following questions you are probably at home before the committee.

1. Are you seriously intent on understanding the buying committee instead of rebelling against it? Yes  No
2. Do you stick to the main facts when appearing before a committee? Yes  No
3. Do you try and catch the attention of one committee member and convince him? Yes  No
4. Do you think over carefully each question that is put to you? Yes  No
5. Do you adopt the committee's point of view? Yes  No
6. Do you understand the needs and wants of the committee's firm? Yes  No
7. Do you leave a good impression with the committee, order or no order? Yes  No
8. Do you keep jokes and small talk to a minimum? Yes  No
9. Are you training yourself in knowledge about various facets of business, e.g. finance, production? Yes  No
10. Are you able to talk intelligently about them before a committee? Yes  No

**PLAN...**

**A CLEAN BREAK WITH THE PAST**



**Remodel to Electric Heat**

It's easy to add electric home heating when you remodel a home. Everything from decorator wall panel units to an electric heat pump is available for your selection. Baby-safe baseboard units with individual room controls are a big favorite with families who have growing children.

WTU's low 1¢ winter heating rate, Guaranteed Operating Cost, and Equal Payment Plan keep operating costs way down. In fact—you pay no more for clean flameless electric home heating.

See your electric home heating contractor or WTU for complete information.

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**"Your Foremost Route Man"**

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 ICE CREAM NOVELTIES, MARGARINE

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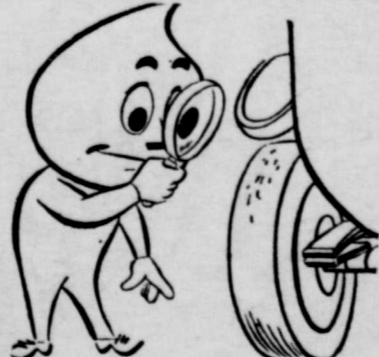
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**Murrell's Humble Service Station**

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 Sterling City, Texas

Mr. and Mrs. Webb Hudson have returned from Arkansas where they visited the Benny Greens. Mrs. Green is their daughter.

**FOR SALE**—Pressure pump and tank, good shape. See or call G. C. Cannon.

**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**

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

We train you at home in your spare time for a job that can pay you a big income, provide your car, pay your expenses and give you lifetime security. Opportunities in the field of investigating auto accident claims for insurance companies or from your own office are wide open for men who want extra income or a full time, fascinating career. Nationwide placement assistance given. Write today to: **Nationwide Claims Adjustors Training Division** 5904 E. Colfax, Denver, Colorado, 80220

**LONGER BENEFITS UNDER SOCIAL SECURITY FOR STUDENTS (Up to 22 Years)**

The social security law now provides monthly benefits to unmarried students under age 22. These benefits are payable only on the record of an insured parent who is drawing disability or retirement payments, or who is deceased. The amount of the benefit depends on the earnings of the parent and the number of dependents entitled to payments on the parent's account. Student payments can be as high as \$102 per month and more in future years.

Students whose benefits were stopped under the old law when they reached age 18 may be eligible to receive payments now.

Ted F. Moellering, District Manager of the San Angelo Social Security Office, believes here are many students in this area who could qualify for monthly payments.

These payments are not automatic. Any student who has a parent who is retired, disabled, or deceased should contact the people at the social security office for additional information and application forms. If you wait too long, you risk losing benefits.

The district social security office is located at 3000 West Harris in San Angelo. The telephone number is 949-4608. The office remains open each Monday evening until 8:30 for the convenience of those who are unable to come in during regular office hours.



**HENRY BAUER**  
CONSIGNEE  
Ph. 8-4321 Sterling City, Tex.  
WHOLESALE



**Behind the 8-Ball**

By the editor.

A wire from Congressman Omar Burleson Wednesday of this week announced a grant of \$10,000 plus for Sterling County for education of the children in low income families here—in both elementary and secondary education.

Last year the school had a head start program here for children that would be first graders in the fall.

8-BALL

Mrs. Ruth Hill, nurse at the Sterling County Hospital, is moving into the R. P. Brown house here. She has lived in Jeff Davis' little rent house west of town for a number of years. Her mother, Mrs. Elizabeth Clarke, will make her home with Mrs. Hill.

8-BALL

Bill McRee of Big Spring, Boy Scout executive, was in town Wednesday working up plans for renewing the charter of the Explorer Scouts here. George White has been sponsor leader of the Explorers in Sterling City since Fred McDonald moved to Loop.

8-BALL

Wednesday, February 22, George Washington's birthday, was a holiday for the State Highway groups here, and for the post post office.

8-BALL

The junior high basketball tournament here last weekend was a "howling" success! The fans were vociferous—and noisy for their favorites—and a lot of fun was had by all. There were a lot of thrilling moments and plays during the three day tournament.

8-BALL

Many persons do not ever think of a "hereafter life." In fact, they don't think too much of the life they are actually living at the present.

8-BALL

The Roland Lowes and the Clyde Reynolds spent last weekend in El Paso.

8-BALL

"Many moons ago" as the old song went, I thought the world was going too slow. Especially for the likes of me.

With a few years behind me, I now think that everything (including time) is going too fast. Especially for the likes of me.

I wonder how you can slow "time" down a little.

It used to be that days went by in a hurry; then the years went by in a hurry; and now, even decades go by in a hurry.

8-BALL

Tuesday was to have been the day that the three moon shot astronauts were to have made the first Apollo flight. They are dead and buried—due to the fire in the space

**Cancer Fund Drive In March**

Mrs. Chesley McDonald announced this week that the annual drive for the American Cancer Society would be held here in March. She has also told of appointing as key workers in the drive Mrs. Danny Stewart, Mrs. Worth Allen, Mrs. Claude Collins and Mrs. Tom Crossler.

**CARD OF THANKS**

We wish to express our most sincere thanks and appreciation to our many friends for all the kindnesses and acts of love and for the flowers, food, and care that all of you have so generously bestowed upon us; and our deepest thanks to Dr. Swann and the nurses who were so kind to our loved one.

May God shower each of you with His most choice blessings.

The Leon Wallace family

**SCHOOL LUNCH ROOM MENUS**

MONDAY, FEB. 27

Salmon Salad  
Macaroni and Cheese  
Buttered Peas  
Vegetable Salad  
Rolls  
Peaches  
Cookies

TUESDAY, FEBRUARY 28

Chili and Tamales  
Pinto Beans  
Baked Potatoes  
Mixed Vegetable Salad  
Rolls, Crackers  
Apple Crisp

WEDNESDAY, MARCH 1

Stroganoff with Rice  
Blackeyed Peas  
Mixed Greens  
Celery Sticks  
Cornbread Muffins  
Brownies

THURSDAY, MARCH 2

Turkey, Dressing, Gravy  
String Beans  
Buttered Carrots  
Fruit Salad  
Rolls  
Jubilee Jumbles

FRIDAY, MARCH 3

Hamburger Patties with Barbeque Sauce  
Lima Beans  
Spinach with Crisp Bacon  
Lettuce and Tomato Salad  
Rolls  
Icebox Cookies

**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.

capsule last month. Three promising young men lost to the space program, their country, and alas, to their families.

**Elswick-Poole Vows Read Here Saturday**

Miss Deloris Jean Elswick became the bride of Joseph Bailey Poole, Jr. of Houston Saturday, February 18 in the home of the bride's sister, Mrs. William E. Cole of Sterling City. The Rev. Phil Robertson, pastor of the Methodist Church here, officiated.

The bride is the daughter of Harvey George Elswick of Webster Springs, West Virginia. The bridegroom is the son of Mr. and Mrs. Joseph Bailey Poole of Houston.

Mr. William Cole gave the bride in marriage. Mrs. William Cole, sister of the bride, attended the bride as maid of honor. Mr. Amous Vaughn of Ballinger was best man.

The bride wore a floor length gown of white chiffon over white satin trimmed in blue eyelet chiffon and ribbon. Assisting at the reception afterward in the home of Mr. and Mrs. William Cole were Mrs. Bill Gartrell and Mrs. Delmar Radde.

The couple will make their home in Houston.

**Noratadata Club Met Tuesday**

The members of the Noratadata Club met in the home of Mrs. J. I. Cope Tuesday night for the regular meeting. Mrs. Cope was hostess.

Mrs. Henry Bauer and Mrs. Cope provided the program.

Bridge was played following the refreshments and business meeting.

Present were Mrs. Bauer, Mrs. W. R. Brooks, Mrs. Alvie Cole, Mrs. Worth Durham, Mrs. Forrest Foster, Mrs. Lyn Glass, Mrs. Stan Horwood, Mrs. Foster S. Price, Mrs. M. C. Reed, Mrs. Charles Probandt, Mrs. I. W. Terry and Mrs. Hubert Williams.

**FOR SALE**—150 Mystery Novels (Hardbacks); 50c each. See or call Mrs. H.L. Bailey at 8-2641.

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