

STERLING CITY NEWS-RECORD

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AROUND THE COUNTY by

ARTHUR BARLEMANN, JR. COUNTY AGENT

Many pecan trees here this year are showing evidence of Rosette. Rosette is a nutritional deficiency of trees, pecan trees in particular. Actually, it is a soil condition which ties up the zinc in the soil so that it is not available to the trees. Pecan trees require zinc for growth.

Rosette is evidenced by dead spots, yellowed tops, and leaves produced in compact bunches of small leaves. This year the condition is more evident than it has been in several years. The trees had a hard winter with the severe freezes, some late freezes this spring, and a long dry winter. For this reason, they are in poorer condition and susceptible to diseases.

The recommended control for rosette is application of zinc sulfate. Most effective method of application is the use of the zinc sulfate in spray. It can be added to the casebearer spray at the rate of two pounds of 36% zinc sulfate in one hundred gallons of water. The first application can be made when spraying for the initial crop of casebearers. A second application should be made three to four weeks later.

Thus far, no casebearer eggs have been found here. In other parts of the state farther south, they are running about ten days ahead of the past few years infestations. In most areas, they have had fairly heavy crops of eggs and larva where the traps were used on trees.

If you plan to spray your trees, it might be well to get your insecticides so you can be ready to spray when they hit. Recommended insecticides and the amounts to use per one hundred gallons of water are: Malathion, 3 pounds of 55% wettable powder; Toxaphene, 5 pounds of 40% wettable powder; Sevin, 2 pounds of 80% wettable powder; DD, 3 pounds of 30% wettable powder plus six pounds of wettable sulfur to control the aphid or mite which is immune to DDT.

A good combination to use against the casebearer here is the Malathion and Sevin. This gives a quicker, longer

FHA Officers Are Installed

The Sterling City FHA met Monday night at 7:00 in the community center. The members mothers and the incoming freshmen were invited for the installation of the new officers. The new officers are:

President — Beverly Brooks
1st V-Pres. — Sharon Currington
2nd V-Pres. — Betty Collier
3rd V-Pres. — Lelah Estes
Secretary — Charlotte Foster
Treasurer — Jaynell Cope
Reporter — Pam McEntire
Parliamentarian & Historian — Bethany Wells
Hostess & Devotional — Carolyn Cole
Mrs. Robert Bass gave a book review on "Those Who Love" by Irving Stone.

Fifteen members, Susan Terry, Sally Mixon, Gaye Stewart, Janis Igo, Linda Estes, Mrs. Bill J. Cole, Mrs. Dan Collier, Mrs. J. I. Cope, Mrs. Marion Hays, Mrs. Bill Brooks, and Mrs. F. S. Price were present. Elaine Price, Helen Hays, Sharon Currington and Lelah Estes were hostesses.

lasting control. The Malathion will give a quick knockdown of the insects present while the Sevin will give a longer-lasting residual effect of up to twenty-one days.

The spring buildup of screw-worm cases started at the Mission laboratory in April, according to their reports. During the month there were 19 confirmed cases of screw-worms in the state. This compares to thirteen in 1966, eighteen in 1965, and to a whopping 2,633 in April of 1962.

A total of 635 non-screw-worm samples were submitted during the month. The laboratory urges continued vigilance during the summer. Samples sent in by Curtis Wilson, William and J.Q. Foster, W.N. and L.R. Reed, and David Glass all have been identified as non-screw-worm.

Brooks Confirmed as Postmaster

W. R. Brooks, county judge of Sterling County, has been confirmed as postmaster of Sterling City. This action by the U.S. Senate came Monday of this week.

Mrs. Virgie Garrett has been acting postmaster for the past year and four months.

When the postmastership of Sterling City was declared open, Brooks took the examination. He made the grade and was subsequently recommended by Congressman Omar Burleson, 17th district; nominated by President Johnson and has now been confirmed by the Senate.

At this time it is not known just when he will be installed as postmaster. Mrs. Garrett is to be chief career clerk in the office and Mrs. Lola Smith the other clerk.

CUB SCOUT PACK MEETS MONDAY, MAY 15

The monthly Pack meeting of the Sterling Cub Scouts is to be held Monday, May 15 at 8 p.m. in the community center. All parents, friends—and any interested persons are invited to attend the meeting and see the program, see their collections and achievements, and give them a boost.

Jim Cantrell is Cubmaster. Den mothers are Mrs. Merton Ferguson and Mrs. B.D. Blair. The Cubs meet each Monday in Den Meetings at four o'clock, it was said.

Lions Hear Report of Nominating Group

The Sterling Lions Club heard the recommendations of the nominating committee at the Wednesday luncheon. Chairman Stan Horwood read the recommendations for new officers as follows:

Jim Davis — president
Ross Foster — 1st v-pres
Early Barton — 2nd v-pres
Tom Asbill — 3rd v-pres
Hal Knight — secretary-treasurer
S. M. Bailey — Lion Tamer
Henry Bauer — Tail Twister
New directors — Earl Bailey, H. L. Hildebrand and D. Kirk Hopkins.

Rains Last Week

Good, but somewhat scattered showers fell over Sterling County last week. On Thursday 20 inch fell here in town and areas to the south were favored with more than an inch. On Friday 1.45 inch fell in the city proper and other areas received lesser rain.

NORADATA CLUB

The Noradata Club met Thursday, May 4 in the community center with Mrs. Charles Probandt as hostess.

Eighteen members were present and the following invited guests — Mrs. Wayne Loury, Mrs. Charles Allen, Mrs. Ray Mixon, Mrs. Robert Bass, Mrs. Wayne Posey, Mrs. Ricky Hopkins, Mrs. Clinton Hodges and Mrs. Tom Crossler.

Mrs. Bill Brooks gave the program. The members voted to give a gift to the hospital shower. The club is trying to get the steps at the community center repaired and are taking bids for the job.

HOSPITAL NOTES

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

John C. Reed
Mrs. J. C. Smith
Mrs. Zona Wilhelm
Mrs. W. R. Hudson
Dismissals within the past two weeks include—
Mrs. V.T. Ferguson
Mrs. E. B. Butler
Mrs. Bill Reed
Eric Edwards



AS IT LOOKS FROM HERE

By Omar Burleson, Member of Congress, 17th District

Washington, D. C. — While attending a luncheon at the White House for General Westmoreland, pickets out front on Pennsylvania Avenue could be observed through the window.

A young man without beard, and cleaner looking than the others, dropped his sign "Get Out of Viet Nam" between his knees and cheered General Westmoreland as he passed in his car. He was just a little overcome but quickly recovered and again raised his sign.

It just might have been he was a hired marcher and "protestor." There is now a business organized by three 18 and 19 year-old boys at George Washington University, called "Proxy Pickets." Now, anyone can have his own picket. If there is something going on which we do not like, these people will do our griping and protesting for us. If the weather is too bad, if we are too busy or too lazy, Proxy Pickets will furnish the protest.

It is reported that for \$17 five pickets will march anywhere, protesting anything for an hour. For \$154 fifty pickets will spread the gloom. Proxy Pickets have a good location, being handy to the White House, the Capitol and other places where protesting is popular. The overhead should be fairly reasonable. Many of the signs can be used over and over again, which simply say, "I protest." Participants in some demonstrations seemingly need no reason — they just "protest" anything. We are entitled to ask who pays the expenses.

The advertisement of the organization concludes, "Exercises your Constitutional rights of self-expression." Evidently it does have its principles because they say they will conduct only peaceful protests and that there will be no violence, no burning anything, and they will not picket for the communists.

Many "protectors" have "protestors." Those protesting the protestors, however, are usually not very well organized and the cause they represent is usually not as well known.

Thus far there has been no organized protest march against the inflammatory statements of Martin Luther King, Stokely Carmichael or Cassius Clay. Those which have occurred have been on the fringes of other protest demonstrations.

Legal and orderly protests can be made other than by street demonstrations.

Protests have been made to the Justice Department to enforce what Laws we have against the desecration of our Flag the burning of draft cards and the incitement of crowds by inflammatory statements. A Law in is the books against draft card burning, and legislation has been introduced to make the desecration of our Flag a clearer offense and carrying a greater punishment.

The Justice Department replies to written inquiries with the opinion that "Any individual who calls upon his fellow citizens to disobey our Country's Laws, who advocates violence or who seeks to set one race against another does his Nation and himself a grave disservice." But, they say that

Summer Shool Programs Here

A pre-school class will be held from Monday, June 12, 1967 through Friday, July 21, 1967 for next year six year old students who will enter the first grade September 1, 1967. This will be a pre-school round-up for fall entrance. All six year olds should bring a birth certificate and record of immunizations, etc. Mrs. Evelyn King will teach the six week course again. School begins at 8:00 a.m. to about 1 p.m.

A physical development program will be taught also from Monday, June 12, 1967 through Friday, July 21.

This year grades 1-8 will be divided into three groups with grades one through three meeting at 10:00 a.m. - 12 noon. Grades 4 - 6 at 8:00 a.m. and grades 7-8 from 1:00-3:00 p.m. The school will sponsor swimming two days a week for all who can participate in grades 1 through 12. Mr. James Thompson, high school principal will be in charge.

School Closing Dates

SENIOR EXAMS— Thursday and Friday, May 18-19
BACCALAUREATE— Sunday night, 8 p.m. May 21 in school auditorium.
COMMENCEMENT— Tuesday night, 8 p.m. auditorium.
FINAL EXAMINATIONS— Monday and Tuesday May 22 and 23.
MAY 24—Off day for students and work day for teachers.
ELEMENTARY GRADUATION—May 24 in auditorium.
FINAL REPORTS— Thursday May 25
MAY 26—Vacation begins.

A. D. Naron Dead

A. D. Naron, 54, of Houston, died Monday in Houston. He had been ill for several years. Services were held in Houston Wednesday of this week. He is survived by his wife and two sons, Arthur Dale and Keith Naron. Mr. Naron was a brother-in-law of Mrs. Levi Martin. They had gone to Houston to see him just a week ago.

Honored by Faculty

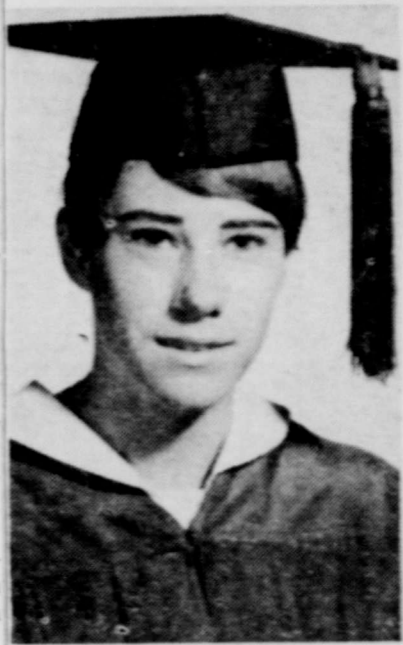
The faculty of the Sterling School honored Miss Willene Glass with a tea at the home of Mrs. Arthur Barlemann Jr. last Friday afternoon. Miss Glass, a teacher in the system, was presented with a silver serving piece. She plans to be married in June.

Mr. and Mrs. Fowler McEntire entertained the members of the senior class with a barbecue supper at their ranch home Tuesday evening.

Whether statements made by these men can be suppressed depends on whether they fall outside the protection accorded to freedom of speech by the First Amendment to the Constitution. It is pointed out by an Assistant Attorney General that "Congress shall make no Law abridging freedom of speech." Decisions involving this issue are quoted under the doctrine of freedom of speech and of the press susceptible of restrictions only when necessary to prevent grave and immediate danger to interests with the government may lawfully protect.

Justice Holmes stated it this way "The question in every case is whether the words are used in such circumstances and are of such a nature as to create a clear and present danger that they will bring about the substantive evils that Congress has a right to prevent. It is a question of proximity and degree."

The department ends its response to a written inquiry that they are appreciative of the seriousness of the matter, and with judicial principles as a guide are reviewing actions by Carmichael and others to determine whether any applicable Federal Law is violated.



ELAINE PRICE

To Present Piano Recital Sunday

Elaine Price, a piano pupil of Mrs. E. S. Kreyer of San Angelo, will present a ten-piece piano recital at the local Methodist Church Sunday afternoon at 3 o'clock. Everybody is invited to the recital, said Mrs. Kreyer.

Elaine, a graduating senior here, has taken piano for ten years, the past four from Mrs. Kreyer.

Elaine will play selections from Mozart, Chopin, Debussy, MacDowell and Rachmaninoff.

MRS. F. S. PRICE'S BROTHER DEAD

Rex Allen, 47, of Throckmorton, died at Throckmorton Tuesday of this week, following a lengthy illness. Services were held Thursday at the Throckmorton Church of Christ at 3 p.m. and burial followed there.

Mr. Allen is survived by his wife, Doris; two sons, Curtiss, 15, and Marshall, 9; his mother, Mrs. Hill Allen; three sisters, Mrs. Johnny Moore of Goree, Mrs. Foster S. Price of Sterling City and Mrs. S. D. Liles Jr. of Throckmorton; and three brothers, Mark of Clarendon, Taylor of Goree, and Rhoades of Munday.

Church of Christ Meeting

Mr. Lanny Henninger who is presently minister for the Richland Hills Church of Christ in Fort Worth will be the guest evangelist with the local church of Christ June 18-25. Week day services will be at 7:00 a.m. and 8:00 p.m.

VACATION BIBLE SCHOOL JUNE 5-9

The church of Christ will hold its vacation bible school at night from 7:30 9:00 p.m. between June 5 through June 9. The faculty will consist of Dan M. Whitaker, educational director at Johnson St. in San Angelo who will teach the adult and high school class. The theme for this class will be "God Lives Today" and special films will be shown each evening. Teachers for the children's classes will be Mrs. Foster S. Price, Mrs. Danny Stewart, Miss Shirley Price, Mrs. T. J. Finnegan and Mrs. Bob Hays. The theme for these classes will be "Anywhere With Jesus."

CARD OF THANKS

I wish to express my deep appreciation for all the nice cards, flowers and visits extended to me during my stay in the hospital.

In a special way, I want to thank Dr. Swann, the nurses and the entire hospital staff for their kindness and concern during this time.

Many the Lord bless each of you.

Mrs. V. T. Ferguson

FRESH HONEY for sale. W. L. Martin, phone 8-3141.

Will baby sit in your home day or night. References. Mrs. Dora Privett, 8-3291.



LAND GIFT TO UNIVERSITY

The University of Houston has been authorized by the Texas Legislature to accept a gift of 50 acres of land to be used as the site of the university's Clear Lake City Center. Friendswood Development Company, a subsidiary of Humble Oil & Refining Company, will donate the land, which is near NASA's Manned Spacecraft Center southeast of Houston. John B. Turner, left, president of Friendswood, and Dr. Philip G. Hoffman, president of the university, examine the site on a photographic map. The University of Houston plans to construct a \$3 million building on the property in 1969 to serve personnel of NASA and aerospace firms, as well as other residents of the area.

IN THIS WORLD

ALMOST AS OLD AS THE NATION ITSELF, THE NEW YORK STOCK EXCHANGE WAS FOUNDED 175 YEARS AGO UNDER A BUTTWOOD TREE ON WALL STREET...

LOOKING TOWARD TRINITY CHURCH, WALL AT NASSAU ST.

JUST THREE YEARS EARLIER ON THE STEPS OF FEDERAL HALL CLOSE BY, NOW MARKED BY A MONUMENT, GEORGE WASHINGTON TOOK THE OATH OF OFFICE AS AMERICA'S FIRST PRESIDENT.

THE EXCHANGE HAS SERVED SINCE MAY OF 1792 AS THE MARKET PLACE FOR OUR NATION'S PROGRESS AND NOW LISTS OVER 11 BILLION SHARES OF STOCK IN AMERICA'S LEADING CORPORATIONS.

End of School Exercises Set

Baccalaureate May 21 Commencement May 23

High School principal James Thompson has announced the end of school exercises for the 1967 graduating class. The Baccalaureate Service will be held Sunday, May 21, at 8 p.m. in the school auditorium. Commencement exercises will be held on Tuesday, May 23 at 8 p.m. in the school auditorium.

Marion Hays, Church of Christ minister, will preach the Baccalaureate sermon. Beverly Brooks will play the processional and recessional. Mrs. George White will lead the congregation in the singing of "Holy, Holy, Holy" and "Come Thou Almighty King." The Rev. Phil Robberson, Methodist minister, will give the invocation.

Sid Stevenson, dean of men at Angelo State College, will be the speaker at the Commencement exercises on May 23. Beverly Brooks will play the processional and recessional. Chris Frizzell will give the invocation. Elaine Price will give the salutatory address. Superintendent O. T. Jones will introduce speaker Stevenson. Collin Douthit will give the valedictory address, followed by the certification of the class by high school principal, James Thompson. President of the school board Chesley McDonald will present the diplomas, then follows the honors awards. Drew Durham will give the benediction.

Graduates this year include Jimmy Applin, Jimmy Cole, Corwin Collins, Johnny Copeland, Jerry Currington, Collin Douthit, Drew Durham, Wayland Foster, Chris Frizzell, Helen Hays, Ann Lawson, Elaine Price, Alex Sedillo, Bobby Westbrook, and Larry Wilson.

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In Sterling City each week

Charter No. 9813 Reserve District No. 1
REPORT OF CONDITION OF THE FIRST NATIONAL BANK
of Sterling City, in the State of Texas, at the Close of Business on April 25, 1967 Published in Response to Call Made by Comptroller of the Currency, under Section 5211, U. S. Revised Statutes.

| ASSETS | |
|--------------------------------------------------------------------------|---------------------|
| Cash, balances with other banks, and cash items in process of collection | \$448,468.00 |
| United States Government obligations, direct and guaranteed | 649,433.00 |
| Obligations of States and political subdivisions | 397,125.00 |
| Securities of Federal agencies and corporations not guaranteed by U. S. | 200,032.00 |
| Loans and discounts | 1,662,290.00 |
| Fixed Assets | 84,625.00 |
| Other Assets | 15,306.00 |
| TOTAL ASSETS | 3,957,343.00 |
| LIABILITIES | |
| Demand deposits of individuals, partnerships, and corporations | 1,562,868.00 |
| Time and savings deposits of individuals, partnerships, and corporations | 1,511,940.00 |
| Deposits of United States Government | 9,387.00 |
| Deposits of States and political subdivisions | 351,857.00 |
| TOTAL DEPOSITS | 3,436,661.92 |
| (a) Total demand deposits | 1,817,749.96 |
| (b) Total time and savings deposits | 1,616,911.96 |
| Other liabilities | 112.00 |
| TOTAL LIABILITIES | 3,436,774.00 |
| CAPITAL ACCOUNTS | |
| Common stock, — total par value | 200,000.00 |
| No. shares authorized 2,000 | |
| No. shares outstanding 2,000 | |
| Surplus | 200,000.00 |
| Undivided profits | 110,730.00 |
| Reserves | 9,831.00 |
| TOTAL CAPITAL ACCOUNTS | 520,571.00 |
| Total Liabilities and Capital Accounts | 3,957,343.00 |

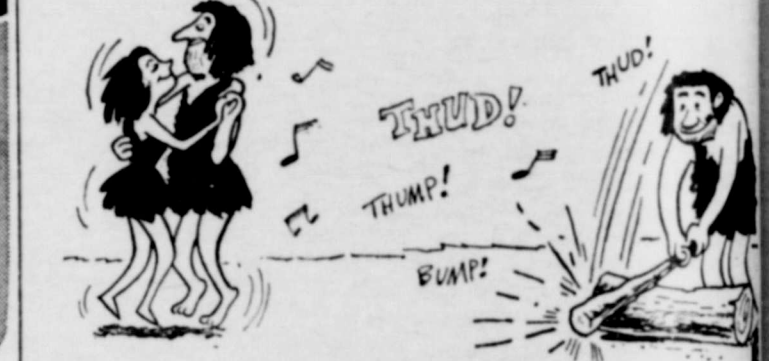
I, D. Kirk Hopkins, Executive Vice-President and Cashier of the above-named bank do hereby declare that this report of condition is true and correct to the best of my knowledge and belief.

D. KIRK HOPKINS

We, the undersigned directors attest the correctness of this report of condition and declare that it has been examined by us and to the best of our knowledge and belief true and correct.

H. L. HILDEBRAND
ROLAND L. LOWE (Directors)
CLYDE R. FOSTER

MUSIC FACTS AND FANCIES



You may thrill to the sounds of Debussy or Herman's Hermits, but historians believe that the thud of one log on another sounded like music to our ancestors 100,000 years ago!

We've had some odd musical instruments since then, including wooden boxes and leather bags. But the largest musical instrument ever constructed is the Auditorium Organ in Atlantic City, New Jersey; completed in 1930, this heroic instrument has 12 "keyboards," 1,477 stop controls and 33,112 pipes—and produces the volume of 25 brass bands!

Who made the first piano? The earliest in existence is one built in 1720 by Bartolommeo Christofori of Padua, Florence, Italy, and now preserved in the Kraus Museum of Florence.

The player piano was invented in 1862 by a Frenchman named Forneaux; called the "Pianista," it operated by means of a handcrank which produced a vacuum to work a set of "fingers" which in turn played the keyboard of an ordinary piano. The player-piano reached its peak in 1923, when almost 350,000 players were produced, but a few short years, the industry was just about out of business.

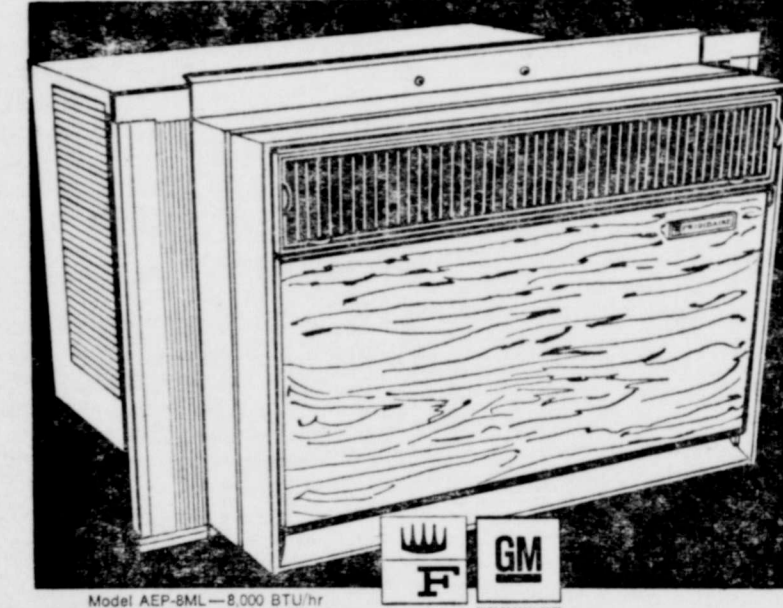
Then in 1956, Aeolian Corp. introduced the first new player manufactured in 20 years. Last year, more than 8,500 players were sold! Why the re-birth of interest in players? More and more families are discovering that a player piano can be a lively centerpiece of family entertainment. And piano rolls are available in thousands of selections ranging from reliable favorites like "The Old Piano Roll Blues" to popular hits such as "Mame" and "Winchester Cathedral."

A modern Pianola piano isn't only a two-way player that can be pumped by pedals or electrically operated; it also fills two basic family needs: a regular-play spinnet for lessons, and a fine piano for use by the accomplished pianist.

Who had the "worst ear for music"? Perhaps it was Ulysses S. Grant. Asked how many songs he was acquainted with, he replied that he was familiar with two: one was "Yankee Doodle," and one was not.

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How quiet is pin-drop quiet? You be the Judge! Hear its amazingly soft murmur of comfort for yourself! Find out how Frigidaire engineers reduced noise at every critical point to develop its Soft-Sound features and advantages. Look over the striking exterior beauty . . . smart front panel styling with concealed controls and walnut pattern or beige finishes. It's the very newest in room air conditioners today.

ONLY FRIGIDAIRE OFFERS THIS 3-WAY GUARANTEE

- Five years on rated cooling capacity, if at any time within 5 years after date of delivery to the original purchaser, this Frigidaire Room Air Conditioner while in proper operating condition fails to deliver its rated capacity, under the conditions and within the tolerances prescribed by NEMA's Standard GM-1-1965, The Frigidaire Division of General Motors Corporation will replace this Room Air Conditioner with a current model of same rated capacity at no cost to the owner or user.
- Five years on refrigerating system. Frigidaire warrants the refrigerating mechanism of this room air conditioner for 5 years for repair of any defect.
- One full year on all other parts. Frigidaire warrants this room air conditioner for one year for repair of any defect.

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STERLING CITY NEWS-RECORD

WACK DOUTHIT, Publisher
Published Every Friday

SUBSCRIPTION RATES
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\$5.00 A YEAR IN STATE
\$6.00 A YEAR OUT STATE

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RECORD established in 1899
Consolidated in 1902

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What's Doing in the Churches

FIRST METHODIST CHURCH

Rev. Robberson, Pastor
Church school — 10:00 a.m.
Morning worship 11:00 a.m.
Evening Worship — 7:00 p.m.

FIRST PRESBYTERIAN CHURCH

Rev. 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.

FIRST BAPTIST CHURCH

Rev. Andy Daniels, Pastor
Sunday school — 9:45 a.m.
Morning worship 11:00 a.m.

CHURCH OF CHRIST

Rev. Marion H. Hays, Minister
Bible school — 10:00 a.m.
Morning worship 11:00 a.m.

THE BIBLE SPEAKS TO YOU

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Social Security

Older people in the Sterling City area who have paid doctor bills but have not yet claimed their medicare doctor bill insurance payments are invited to have their claims checked by the San Angelo social security office before mailing them to the medicare carrier, according to Ted F. Moellering, district manager.

"In the first six months of the medicare program some benefit payments were delayed because the applicants did not include all the necessary information with their claims," he said.

Moellering believes that most people will need this help only the first time they make a medical insurance claim. "The Medicare Handbook, which is given to all beneficiaries, explains how to make the claims," he said, "and the form is relatively simple, but most people can use some advice the first time they apply. We're glad to offer assistance, and we believe we can help many people to avoid some delay in their payment."

Moellering noted that the medicare claim may be made either by the patient or by the doctor, if he accepts assignment of the insurance. If the doctor applies for the medicare payment, he bills the patient only for any part of the \$50 deductible.

Under the other method of payment the doctor bills the

patient, the patient pays the bill, and then the patient sends the completed request for payment form to the medicare carrier. A statement from the doctor showing the treatment given and the charges already paid by the patient must be furnished either on the request for payment form or in a separate receipted bill.

In the Sterling City area, medicare doctor bill insurance is handled by Blue Cross-Blue Shield in Dallas.

The same simple one-page request for payment form is mailed to the carrier no matter whether the payment is to go to the patient or to the doctor. Doctor's offices, accustomed to filling out insurance forms, should have no difficulty providing the few items of information requested, Moellering noted. But handling of forms received directly from medicare beneficiaries is sometimes delayed because some essential item of information has been omitted.

If the beneficiary leaves out his medicare identification number, for example, it is impossible to verify that he is signed up for the doctor bill insurance, or how much of his deductible amount has been paid. Some elderly people with failing eyesight are unable to make legible entries. And some do not get adequately itemized receipts from their physicians, or forget to enclose the receipts with their claims. If the request for payment form is incomplete or improv-

erly filled out the medicare carrier has to write back to the beneficiary, thus delaying the payment.

"The social security office does not make the decision or pay the claim," Moellering said. "The law requires that the payments be handled through the selected medicare carriers. But we can answer general question about medicare and help people in the Sterling City area get their applications ready for review by the carrier."

"If an older person cannot visit the social security office in person, he can send the forms by mail or by someone else," he said, "but in this case, he should be sure to give his telephone number."

The San Angelo social security office is located at 3000 West Harris. The phone number is 949-4608. Office hours are from 8:30 a.m. — 7:30 p.m. on Monday, and 8:30 a.m. — 4:30 p.m. Tuesday through Friday.

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SMOOTH SELLING

by George N. Kahn, Marketing Consultant
THE AUTOMATED SALESMAN

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We hear a great deal these days about automated production; how work has been put on a more efficient and economical basis through the use of machines. This, of course, has brought an attendant problem of unemployment.

Today's salesman may wonder gloomily if he will not someday be replaced by a machine. He knows that white as well as blue collar workers have lost their jobs through mechanization.

I don't believe the salesman has to worry. There are elements of salesmanship which a machine could never duplicate. Factors like goodwill, servicing, etc. depend on the personal relationship between buyer and seller. The techniques of overcoming objections, presentation and closing are structured on face-to-face contact.

The salesman can also take heart from the fact that business and industry are still recruiting salesmen at a good clip and that marketing budgets are expanding.

Beware of Complacency

Don't assume that the salesman-buyer arrangement is beyond criticism just because it has existed so long. In business, anything that involves profit is subject to review by management. There is no sentiment involved here. It's a dollars and cents proposition and the men upstairs will dump any system if it is not producing. The salesman should realize he is no more immune to change than the production line or raw material purchase.

Automate Yourself

For this reason, the salesman must, in a manner of speaking, automate himself. He must streamline his whole operation to get the maximum benefit for his efforts.

He should plan the best and quickest route to his customers. He must make sure he sees the right people, the influential, so he won't waste time with persons who are not empowered to make decisions. He must organize his paper work so it does not cut seriously into his selling time. In short, he must leave as little as possible to chance. There is far too much at stake for sloppy, inefficient methods. He must have more hits than strikeouts.

If you are selling only two out of 15 prospects, for example, you are not fully automated.

Spur Yourself

Every so often the salesman must apply the spurs to himself

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:

- 1 to 9 copies (of each article)... 50 cents each
10 to 49 copies (of each article)... 37 1/2 cents each
50 to 99 copies (of each article)... 30 cents each
100 or more copies (of each article)... 25 cents each

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:

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

if it isn't done for him. One way to do this is by setting your goals higher and working towards them.

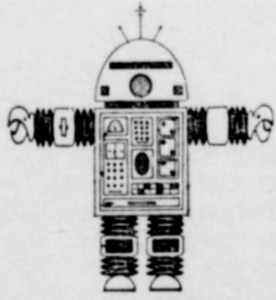
Supposing you are seeing four people a day. Why not then make a list of 15 prospects, with the determination to see at least five of them? Immediately you will start re-visiting and tightening your schedule to take care of the extra calls. You will find ways of squeezing out ten minutes here and a half hour there to give yourself more time for visits. The old adage that necessity is the mother of invention applies here.

Eventually you may find that you have time to call on six of the 15 and perhaps even more. You have established a challenge for yourself. This is healthy for a salesman. It keeps him from being resigned to routine. It will open up new dimensions.

Influentials Only

Whom do you see on your calls? Are you talking to the man who can buy or to some fourth string assistant who talks a good game but couldn't give you an order if his life depended on it?

So many salesmen waste time with the wrong man. They deliver brilliant presentations to a person who may appreciate the performance but cannot reward it.



A little investigative work before your call will eliminate this risk. You can find out the name of the influential and make your appointment with him and with him alone. It's far better to go on to the next call than to spend an hour with someone powerless to make a decision. You'll find yourself having to make a date with the influential anyway.

Sales Saboteurs

Often a salesman is slowed down by things he never gives much thought to. For example, a badly running automobile can cost you all kinds of good time. It may stall in traffic when you are rushing for an important appointment. Then consider too the time you spend in taking it to a garage for repairs.

- 4. You're On Stage
5. You Can't Fire Without Ammunition
6. You Are A Goodwill Salesman, Too
7. Closing The Sale
8. How To Set Up An Interview
9. Resting Between Rounds
10. The Competition
11. Taking A Risk
12. Playing The Short Game
13. Selling An Idea
14. Buying Committees Are Here To Stay

When ordering, please mention the name of this publication.

How about the location of your home? It should be convenient to your territory. Why drive sixty miles a day just to get to your job? If you are inconveniently located perhaps your sales manager of the company can help find you a different place. Besides, if you live closer to your work you'll feel better and have more time to spend with your family.

The Indispensable Salesman

If a salesman is indispensable to his firm he'll never have to worry about being automated out of a job. There is a saying that no one is indispensable and that's true up to a point. If a man does or is incapacitated in some way the company will somehow get along. But some salesmen become so important to the firm, so identified with it, that they enjoy an unique position.

Take the matter of resignation. When some salesmen offer their resignation management expresses polite regrets and says goodbye. When others quit, however, the boss will practically get down on his knees to induce them to change their mind. He'll offer more money, promotion, a better territory—anything to get them to remain. Why? Because these salesmen are so valuable to the company that their loss will be keenly felt.

The Learning Process

Are you automating yourself? One way to find out is by taking this little test. If you can come up with "yes" answers to seven or more questions, you have little to fear from a machine.

- 1. Are you using the best and quickest route for your calls? Yes No
2. Is your car in top operating condition? Yes No
3. Is your paper work organized to leave you sufficient time for calls? Yes No
4. Are you seeing the influential when you make calls? Yes No
5. Do you set goals for yourself, even if they are not completely attainable? Yes No
6. Are you getting enough sleep? Yes No
7. Is your home convenient to your territory? Yes No
8. Do you feel you have something new to learn about selling? Yes No
9. Do you think that management would make a great effort to get you to stay if you offered your resignation? Yes No
10. Is every day a new challenge to you? Yes No

- 15. The Automated Salesman
16. Samples Can't Talk
17. The Unexpected Letter
18. Prospect or Perish
19. How To Dislodge A Prospect From An Existing Supplier
20. Making Salesmen of Customers
21. Repeat Orders Are Not Accidental
22. Room At The Top
23. You Must Give More To Get More
24. Running Into The Rude Buyer

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HOW TO DISCOVER EUROPE!

AMERICANS WHO VISIT EUROPE THIS YEAR ARE BEING LET IN ON ONE OF THE CONTINENT'S BEST-KEPT SECRETS: TOURIST MECCAS WHICH ATTRACT VISITORS LOOKING FOR QUIET, UNSPOILED, AND ECONOMICAL PLACES TO GET AWAY FROM IT ALL.



1. SCANDINAVIANS TAKE THE LEAD IN KNOWLEDGE OF WHERE TO GO, WHAT TO DO AND SEE -- FOR THE THRIFTY, FUN AND SUN-LOVING VIKINGS TAKE ADVANTAGE OF UNIQUE ALL-INCLUSIVE ECONOMY EXCURSIONS BY BUS AND PLANE FROM DENMARK TO HOLIDAY DESTINATIONS THROUGHOUT EUROPE AND THE MEDITERRANEAN.



2. THE TOURS INCLUDE NO HIDDEN EXTRAS, ACCORDING TO JAMES S. STANLEY, PRESIDENT OF LEISURE LEAGUE TRAVEL--WHICH THIS YEAR OFFERS THE TJAEREBORG TOURS IN THE U.S. FOR THE FIRST TIME. THE TOUR PRICE INCLUDES ROUND-TRIP TRANSPORTATION FROM DENMARK, PLUS ALL LODGING AND MEALS DURING THE TOUR PERIOD.



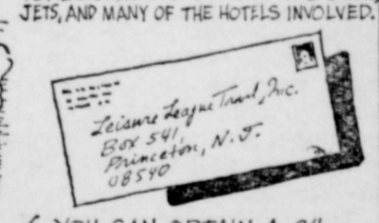
3. YOU CAN SPEND 14 DAYS IN COSTA BRAVA, SPAIN, FOR ONLY \$95.60... 8 DAYS IN BRUCK, AUSTRIA, FOR \$63.10... 15 DAYS IN DUBROVNIK, ON THE YUGOSLAVIAN RIVIERA, FOR \$161.90. A SEVEN-DAY BUS TOUR OF THE RHINE IN GERMANY IS ONLY \$37.20!



4. TJAEREBORG TRAVELS, SCANDINAVIA'S LARGEST TOURIST SERVICE, WAS STARTED BY ELIF KROGAGER, A 57-YEAR-OLD VILAGE PASTOR WHO WAS SO POOR THAT HE COULDN'T AFFORD TO TRAVEL. ONE REASON HIS TOURS ARE SO ECONOMICAL IS THAT TJAEREBORG NOW OWNS THE BUSES, JETS, AND MANY OF THE HOTELS INVOLVED.



5. GREECE, THE CANARY ISLANDS AND ITALY ARE JUST A FEW OF THE PLACES LISTED AMONG THE 2,000 ECONOMY EXCURSIONS THIS YEAR. BUT RESERVATIONS MUST BE MADE EARLY; THE ALL-INCLUSIVE TOURS ARE SO POPULAR AMONG EUROPEANS THAT AMERICANS ARE ALLOWED ONLY 10% OF THE RESERVATIONS.



6. YOU CAN OBTAIN A 24-PAGE TOUR BROCHURE WITH 5 SCHEDULES AND PRICES BY SENDING 25 CENTS IN STAMPS OR COIN TO: LEISURE LEAGUE TRAVEL, INC., BOX 541, PRINCETON, N.J., 08540. A COMPLETE 128-PAGE ILLUSTRATED CATALOGUE IS AVAILABLE FOR \$1.00.

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Behind the 8-Ball

By the editor.

Tempus is fugiting. Right away the graduation speakers over the nation will be telling the graduates that the future of the world depends on them. And maybe it does. Of course, that day will come. And they will be THE WORLD, or be running it. So, it behooves all of us to make sure that the coming generations are prepared to do their job in their world.

This means, of course, better education, more and better home training and guidance and counselling.

And a respect for law and order. A respect for society's rules and regulations, and respect for that which is good, and distaste for that which is bad.

The bars of society seem to let down a little each generation. It has ever seemed thus. And yet the world goes on—and on.

With the gains made in medicine each generation, with explorations in space expanding, and the fight on world poverty, ignorance and slavery, things are getting better each year—worldwide.

Some good things seem to drop by the wayside each generation, and some people say that the world is going to the dogs—or worse. But it "ain't" folks. That's been a cry for, lo, many generations.

The young can handle their world when they get to it. The complicated world of today doesn't faze them. Not really. They will probably make it a better world, in spite of our advice.

Just think back, for the centuries. The cave man and his life was improved little by little and mankind got up to the dawn of civilization—and the mediaval ages when lords and serfs, master and slaves and indentured servants were the order of the age. Civilization progressed—and progressed, till the later middle ages. Some civilizations thrived and died, like Egypt, Mayan, China, and others.

With the dawn of the Christian era, things began to look up. And since that dawn, thing keep looking up and upward. Schools, medicine, learning of the sciences, rules of polite society, law and order, etc took hold.

Some good rulers and some good nations have managed to keep the trend. Scoundrels like Kaiser Bill, Hitler, Mussolini, Hirohito, and others that might come to mind—have been undone. They possibly might have made an unhappy, unfruitful kind of world, one that would be heck to live in.

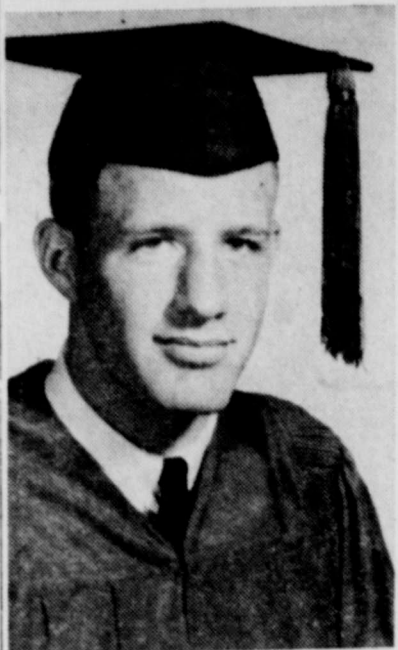
The greatest crop the world has is its young people. The greatest asset is its young persons. All that can and will help and aid them in their growth and development should be the order of the day. And the order of the present generation.

There will always be some nuts, like at Berkley and other places, but the large amount of young people will come thru for the world.

They have to. So they do.

8-BALL
You might say, well Divine Providence will take take of the world, and the good work here. But, as the story goes, when the Son and some of the occupants of the heavenly place, were looking down on the earth, and observing the world in general, one said: "What if the people who are called by Thy name get too busy with work or play, or too tied up with pleasures or selfishness to carry on and make the world a better place—for all" HE answered: somewhat sadly, there is no other way." The young people of the world will not let the conditions of the barbarian return. They will not let the conditions of antiquity return. The world will continue to get better and progress. It always has.

8-BALL
I knew a senior class once



COLLIN DOUTHIT

AWARDED ENGINEERING SCHOLARSHIP AT UNIVERSITY OF MISSOURI

Collin Douthit, one of the 1967 graduating class here this year, has been awarded the H. B. Kesler scholarship grant for engineering at the University of Missouri engineering school at Rolla. The grant is \$500 a year for the study of metallurgical engineering and is renewable if grades are kept up. Collin, son of Mr. and Mrs. Jack Douthit, is valedictorian of the graduating class with a four year average of 95.5.

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Mr. and Mrs. John C. Null request the honour of your presence at the marriage of their daughter
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301 West Wyoming Avenue
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Reception following
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HOSPITAL THANKS

The Board of Directors and the employees of Sterling County Hospital wishes to express our gratitude to the people of Sterling County for their many gifts received at the gift tea May 7, 1967. We are especially appreciative of the members of the Epsilon Zeta Club for sponsoring the tea and being such gracious hostesses during the tea hour. Such loyalty and support encourages us to renew our efforts to make the hospital a blessing to the community and to all others that enter the doors for help.

E. L. Bailey, Chairman,
Board of Directors

Among items received at the shower were sheets, pillow cases, cup towels, towels, bath mats, wash rags, blankets, coffee pot, electric knife, other kitchen appliances, diapers, shirts and bands

Roland Lowe, owner of the modern True Value hardware store has just announced that his Bargain-of-the-month special for May will be a Sunbeam Wink-Awake Alarm Clock. This quality alarm wakes you, lets you sleep 5, 10 or 15 minutes more, then wakes you again. This Wink-Awake Alarm that has a manufacturer's list price of \$9.98, will be sold at True Value hardware store for only \$3.99 during May. This offer will last as long as stocks hold out.

that had as a motto—"It is better to be silent and thought a fool than to speak out and remove all doubt."

Very few classes have mottos these days. Guess they just don't think of it.

8-BALL
With 100 degree weather hitting us this week, I sometimes wish I was so rich that I could live in the mountains in the summer and on the coast of Florida in the winter.

But guess it's better that I have to dig the sixteen tons daily in one place. The other way, I'd probably out-Clayton Mr. Powell.

8-BALL
You've probably heard the one where the boy failed his army physical. Said he had stomach trouble. His friend said—I didn't know you had ulcers. The other one said—I don't, no guts.

8-BALL
Or lack of 'em.

Son to the Charles Barrings

A son was born to Mr. and Mrs. Charle Barring Thursday morning of this week. The Barrings live in San Antonio. Mrs. Barring is the former Rachael Ann Durham, daughter of Mr. and Mrs. D. K. Durham of San Angelo. The baby is a great grandson of Mrs. D. C. Durham of Sterling City and the late Mrs. C. N. Crawford.

The Bill Greens of Arkansas visited friends in Sterling last week.

Mrs. Nan Davis is leaving today on a vacation trip that will take her to visit relatives in Richmond, Va. and Montpelier, Vermont. There she is to visit her daughter and son-in-law, Mr. and Mrs. Bob Burnet.

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Buttered Spinach
Cornbread
Peaches
Pound Cake
- TUESDAY, MAY 16
Boiled Weiners
Pinto Beans
French Fried Potatoes
Cole Slaw
Whole Wheat Rolls
Brownies
- WEDNESDAY MAY 17
Chicken & Spaghetti
String Beans
Creamed Potatoes
Fruit Salad
Rolls
Cookies
- THURSDAY, MAY 18
Hamburgers
Lettuce, Tomatoes, Onions
Pickles
Potato Chips
Ice Cream
- FRIDAY, MAY 19
Tuna Salad
Buttered Potatoes
Lettuce & Tomato Salad
Pea Salad
Rolls
Fruit Punch
Cake

Little League Schedule

- MAY 2
Giants—Cardinals
Indians—Yankees
Dodgers—Astros
- MAY 5
Indians—Giants
Dodgers—Cardinals
Yankees—Astros
- MAY 9
Giants—Dodgers
Astros—Indians
Cardinals—Yankees
- MAY 12
Astros—Giants
Yankees—Dodgers
Indians—Cardinals
- MAY 16
Giants—Yankees
Cardinals—Astros
Dodgers—Indians
- MAY 19
Cardinals—Giants
Yankees—Indians
Astros—Dodgers
- MAY 23
Giants—Indians
Cardinals—Dodgers
Astros—Yankees
- MAY 26
Dodgers—Giants
Indians—Astros
Yankees—Indians
- MAY 30
Giants—Astros
Dodgers—Yankees
Cardinals—Indians
- JUNE 2
Yankees—Giants
Astros—Cardinals
Indians—Dodgers

District court will resume here Monday morning. A petit jury has been summoned for possible use in criminal and civil cases on the docket.

With the 105 and 106 degree weather of this week—we can look forward to real hot weather later on.

HELP WANTED—MALE OR FEMALE

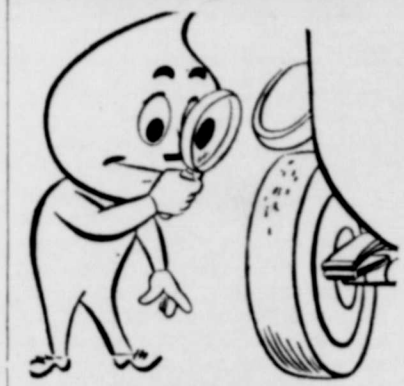
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Giants—Glenn Skelton
Dodgers—Vonlee Poehls
Astros—James Thompsom

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Bronte—Yankees
Bronte—Giants
Robert Lee—Cardinals
Robert Lee—Indians
Norton—Dodgers
Sterling City—Astros
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