

# STERLING CITY NEWS-RECORD

Vol. 76

"Since 1890"

PUBLISHED EVERY FRIDAY AT STERLING CITY, TEXAS

JULY 21, 1967

No. 29



AROUND  
THE  
COUNTY  
by



ARTHUR BARLEMANN, JR. COUNTY AGENT

The week of July 23-29 has been proclaimed National Farm Safety Week by President Lyndon Johnson.

The President in signing the proclamation emphasized that "Agriculture remains America's first and most important industry. It supplies food for our people and many millions throughout the world, and a vast measure of the raw materials used in the making of other products. Therefore, whatever diminishes or impedes the efficiency and productivity of our farmers is detrimental to men and women everywhere."

The objective of National Farm Safety Week is to draw attention to the safety problems of rural people and to suggest ways to prevent accidents on the farm, in the home, and on the highway.

"Disabling injuries and the resultant economic losses are at an all time high. Not only is personal hardship involved, but we as a nation cannot tolerate the drain on our rural manpower and economic vitality in this time of critical world food needs," points out Leon J. Urban, manager of the National Safety Council Farm Department.

The theme of National Farm Safety Week emphasizes a "Reverence for Life." With over 8,000 farm residents killed and 740,000 injured last year, it is time for rural residents to take time to be careful. Remember, Farm Safety Week is the time to stop accidents which cost money, time, suffering and even lives. Then, be careful all year—ranchers and farmers are getting fewer and fewer.

A new publication, TEXAS ANNUAL EWE COST AND RETURNS BY AREAS, gives emphasis to returns and costs for raising sheep in the four principal areas of the state. The publication was written by the Extension Management specialists. One of the authors is Robert Kensing, farm management specialist for District 7 headquartered at San Angelo.

The bulletin goes into stocking rates, feed cost, land costs, and returns for each area of the state. Along with the costs, it goes into some of the expected returns in these areas. Any one desiring a copy of this bulletin may have it by coming by the county agent's office or dropping him a card.

The Reagan County Junior Rodeo is slated to be held on July 28 and 29. This rodeo is sponsored by the Reagan County 4-H Club and the Sheriff's Posse.

There are three age groups—12 and under, 13 through 15, and 16 through 18. Entry blanks and minor's releases are available in the county agent's office. If you want one, pick it up before Saturday morning as the county agent's office here will be closed next week. Entry blanks are due in the county agent's office at Big Lake by July 27 along with the entry fees.

Screwworm cases continue to build up in counties on several sides of Sterling County. Some time ago, Irion County reported a case identified by the Mission Laboratory. Since that time, several more cases have been identified in Reagan and Crockett Counties. This week, Crockett County had three cases twelve miles west of Ozona. Another Crockett County case was reported eighteen miles west of Mertzon.

Thus far, Sterling County has had seven samples submitted to the laboratory this year. All were identified as non-screwworms. The state of Texas has had ninety-one cases thus far in 1967; Arizona has

## HOSPITAL NOTES

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

John C. Reed  
Temp Foster  
Mrs. Elizabeth Clarke  
John Thompson  
Dismissals since Thursday morning of last week are—  
Mrs. Jim Duke  
Mrs. Clifford Stevens  
and infant daughter  
H. D. Glass  
Mrs. Kathy Crossan and infant son, Charles Bode  
Mrs. J. R. Dillard

## Texas Prison Rodeo

HUNTSVILLE Some of the nation's topflight entertainment personalities have been booked for personal appearances at the 36th Annual Texas Prison Rodeo each Sunday in October at Huntsville.

H. H. Coffield of Rockdale, prison board chairman and chairman of the rodeo committee, announced that three artists of the Lawrence Welk television show will appear the first two Sundays. Jo Ann Castle, Welk's piano stylist, will give out with her own brand of honky tonk piano playing on October 1, followed by Norma Zimmer and Larry Hooper on October 8.

Both Miss Castle and Miss Zimmer were favorites during the 1966 rodeo series. Miss Zimmer's singing has brought her many honors. Hooper doubles as a genial pianist and deep-voiced singer. His rendition of "Oh Happy Day" piled up an impressive sales record of one million discs.

For the October 15 show, the featured attraction will be Judy Lynn and the Judy Lynn Show, said to be the most colorful figures in the country-western stable of music.

Sharing the October 22 limelight will be two well-known country music stars, Buck Owens and Floyd Tillman. Both have reputations as real crowd pleasers. Owens will be supported by his own musical group, The Buckaroos.

Closing the 1967 rodeo series on October 29 will be Roy Acuff, no stranger to prison rodeo fans. He will again bring his own brand of country music—the kind that spelled fame and fortune for this native son of Tennessee.

Also on the bill of fare all five Sundays will be former inmate Candy Barr, who proved to be a popular attraction last year. The famous Zoppe Family will be presented during each performance in the prison stadium beginning at 2 p.m.

## Attend Wedding in Fort Worth Saturday

Attending the wedding of Miss Kathy Nairn and Andrew Steven Kovich in Fort Worth last Saturday were the Jack Douthits Miss Lee Douthit was one of the bridesmaids in the wedding party.

The wedding was held in the Unity Church in Ft. Worth, and the reception was held at the Ridglea Country Club in the same city.

Ray Lane underwent surgery at the Malone-Hogan hospital in Big Spring Tuesday morning of this week.

recorded eight, and California two.

The humid weather in many areas is favorable to a build-up of worms. This makes it more important to maintain a close watch on livestock during the next weeks to come.



## Behind the 8-Ball

By the editor.

Following our usual summer practice, we plan to miss an issue as a vacation deal—and we plan to skip next week's issue, that of July 28.

Many small weekly newspapers follow this custom and give their staff a vacation and just close down for a week or two during the summer. Now, we plan to keep the shop open, but will not put out the paper next week. We plan to be gone a couple of days, but the shop will be open for the other business of the week.

Most small papers miss a couple of issues a year at the same time, like two in the summer. But, we, due to a long standing practice, take one week in the summer and one the week between Christmas and New Year for our vacation period. We like the "split" vacation period better and it seems to work better in our case.

### 8-BALL

Charlie Coombes, who is retiring soon as district manager of the West Texas Utilities Co. in San Angelo is an "old hat" man.

This is sorta "now it can be told" deal.

Once upon a time while I was out of the shop, Charlie and Wayne Loury, local manager, came in and not finding me around, took an old hat of mine down to the West Texas Utilities Co. office. Wayne told me that I must have left my hat down there, but it was an old hat and I had forgotten it was down at the office.

But, sure enough, it was my old hat. Somebody (I won't say who) kinda let me in on who was responsible. So, I got a warrant of arrest from the county attorney here and filled it out in fun—against Charlie for hat theft.

I even told Jim Longley (a vice-president of the company) about it, and he said that Charlie owed me and the attorney a steak dinner or something.

Well sir, Charlie hasn't yet come through with a steak dinner, but I am "rich" in hats. By my somewhat faulty memory, I have received at least five hats from Coombes since that day. The last was last week at Lions Club when he brought up and presented me with a large Mexican hat (you could do a hat dance on it) that has Viva Villa on the front of it.

One of the hats was a real swanky western that got worn during the Diamond Jubilee in Sterling last year. One was a replica of the kind that Hoss Cartwright wears on Bonanza; and one was a little sissie hat that no self-respecting man of the west would be caught out in. Various dispositions have been made of the hats. Two have been retained at the Douthit domicile for future use or wearing, and one was actually sold (by me).

So, Charlie, you have oodles storage room to handle any of witnesses that you replaced my "swiped" hat and I actually don't have enough more hats.

I am now hollering calf-ropes. Thanks, and a pleasant retirement to you.

You will be hard to replace with the WTU.

### 8-BALL

Seems like the United Nations will have observers on both sides of the Israel-Arab war now. They sorta had 'em just before the recent war broke out, till Nasser asked the U.N. to remove them. Then, wham, the war started and the Israelis won—so now both sides are agreeing to have the observers again.

It may be that the Arabs want to call it all off and get back to the old status quo, but I kinda doubt that it will happen that way. Not unless the U.N. can push the Israelis back to the old lines. The Arabs

## Lions Talk Mosquito Control

The Lions Club members talked of spraying the town for mosquito control when they met Wednesday noon. It was urged that all property owners treat standing water with oil, and overturn all buckets, cans and the like for elimination of breeding spots. The club hopes to get the town sprayed soon.

Phil Robberson said the little league stands were nearly completed and needed paint. Sherill Jim Cantrell said the county had set a speed limit of 10 miles per hour in the city park and signs were being put up to that effect.

President Jim Davis appointed a community center committee to work out and adjust rules for the building. He named Tom Asbill, Wayne Posey, and Jack Douthit.

Guests present were Bill Dorsey, Bill Bauer and Jean Durham.

## At A&M Fireman's School

College Station — Three Sterling City firemen are participating in the 36th annual Texas Fireman's Training School this week, July 16-21, at Texas A&M University.

They include Troy Templin, Kenneth Peel, and Andrew Coronado.

They are among 2,200 firemen that are attending, representing 565 cities and 29 states in the United States and several foreign countries. Included are men who work in fire prevention and control for municipalities, industries and armed services.

Texas towns sending firemen to the school receive key rate credit for their insurance rates according to the number of firemen participating. Cities sponsoring one qualified fireman who completes the work successfully receive three per cent credit. Those who sponsor a fireman and fire marshal, or assistant fire marshal, get four per cent credit. And cities with two or more firemen and the fire marshal gain a five per cent credit.

Postmaster and Mrs. W. R. Brooks attended the postmaster's convention in Austin last weekend.

are now pretending (since they lost) that they were not playing for keeps.

I wonder why the U.N. does not have observers at the U.S. Vet Cong war area. Maybe neither side wants them.

Or maybe neither side will tolerate 'em.

### 8-BALL

Things have picked up in Sterling this year. We have a lot of oil play, a lot of oil values on the tax rolls, a new City Cafe, some improvements on the school yard and the city park and little league park, the divided highway at the west end of town, a new fire truck coming, a number of home improvements, and we "almost had a cracking plant north of town on the divide" and there are a lot of new faces to be seen in town all along.

Sterling City may never be very big but it is going to be a darn good little town.

And that's the best kind—in the long run.

### 8-BALL

These freeways in the large cities throw me, especially when I'm not too sure which lane I want in. So I just straddle all of 'em. This is good for me, cause then I can decide at the last minute, but it is kinda hard on those behind me.

I can usually manage to get to where I'm going though—and that's something.

### 8-BALL

Boy—are these phones here acting up this week? Most of the time, I get a busy signal on mine—even when I start dialing 8—the first number—and from then on. The board must be full of bugs—or something. I can't even get the operator most of the time.



## AS IT LOOKS FROM HERE

By Omar Burleson, Member of Congress, 17th District

WASHINGTON, D. C. — We are still trying to buy friends and influence people with the taxpayers' hard-earned money.

The foreign aid bill is soon to come before the Congress, and it is pretty much the same old story of the past 15 years—keep the hand-outs going and everybody around the world will love us.

The fact is, some of those we have helped most kick Uncle in the seat of his pants the hardest.

We continue to dip our oar into everyone's business—Rhodesia, the Congo, Greece—to play Santa Claus and the policeman at the same time.

Now, it is proposed that, for all intents and purposes, we give away the Panama Canal, which has cost the American people more than \$5 billion since our Treaty with Panama in 1903. This magnanimity on the part of the United States is supposed to placate Panama's demands and to show all Latin America that we no longer claim sovereignty over that which we have bought and paid for in perpetuity.

Since the Bolshevik Revolution of 1917, the Russians have demanded and announced their intention to overthrow U. S. control of the Canal. They have never lost sight of that goal. After last month's Mid-East crisis, the Soviets repeated their demand that all strategic waterways be put under "international" control. Yet, that same crisis and the shut-down of the Suez Canal by Egypt, demonstrate how important it is to freedom that the Panama Canal remain in strong and responsible U. S. hands.

To "internationalize" the canal or to surrender our sovereignty over it, can have the effect of augmenting Soviet power in the Western world and to weaken our own capability to resist aggression everywhere.

Theodore Roosevelt, quoted in the Kansas City Star on December 2, 1918, following the 1917 Bolshevik Revolution had this to say:

"The Panama Canal must not be internationalized. It is our canal; we built it; we fortified it; and we will protect it and we will not permit our enemies to use it in war. In time of peace all nations shall use it alike, but in time of war our interest at once becomes dominant."

The details of proposals to abrogate existing Treaties over the Panama Canal and to change its status of sovereignty are not yet known in detail. Both Houses of Congress, however, have repeatedly reiterated their approval of the fundamental provisions of the Treaty of 1903. Should the Senate approve, a profound change will come over the operation of the Canal. The question to be seriously considered is the soundness and workability of any new and untested concept—the concept of whether the Canal can still serve U. S. interests if it is no longer operated under the direct control and sovereignty of our Nation.

The American people have the right to clear answers to many questions involved in justifying this proposed transaction. Pa-

## GOOD RAINS HIT STERLING

Good showers though spotted fell over Sterling early Wednesday and throughout the day. The south portion of the county got the heaviest—up to two inches, with the divide getting an inch or more in favored spots.

Here in town the fall was lighter—with about .6 being received by noon.

Charles Probandt got over two inches south of town and several scattered ranches reported better than one inch.

With further sprinkles and light rains Wednesday night and Thursday morning, the total reached was 1.30 inches here in town.

## Recent Bride Feted At Parties

Mrs. Rufus W. Foster and Mrs. Reynolds W. Foster were hostesses at an introductory tea last Saturday honoring Mrs. Reynolds Lee Foster, recent bride. The tea was held in Mrs. Rufus Foster's home.

Eighty-five called at the affair, and out-of-town guests from San Angelo, Garden City, and Ozona were present.

In the receiving line were the two hostesses, the honoree and Mrs. Roy B. Davis, Sr. of San Angelo. In the house party were Mrs. Clyde Reynolds, Mrs. Finis Westbrook, Mrs. Danny Welch, Mrs. Chesley McDonald, Mrs. Worth Allen, Mrs. David Glass, Charlotte Foster, Mrs. Guy Day-vault, Mrs. Ray Lane, Mrs. Dayton Barrett, Mrs. Danny Stewart, and Mrs. Frank Milligan.

Providing music at the piano during the tea hours were Susan Terry, Rebecca Reynolds, and Mrs. I. W. Terry.

### Dinner Bridge

Mrs. I. W. Terry and Mrs. Finis Westbrook entertained with a dinner-bridge party at the Terry home Friday evening honoring Mrs. Reynolds Lee Foster. There were four tables of guests.

### BRUNCH PARTY AT THE McDONALDS

On Tuesday morning of this week a paper party shower for Mrs. Reynolds Lee Foster was held in the home of Mrs. Chesley McDonald. The affair was an informal patio party with sixty guests present.

Hostesses for the party were Mrs. Ray Lane, Mrs. Jimmy Floyd, Mrs. Danny Stewart, Mrs. David Glass, Mrs. Tony Allen, and Mrs. McDonald.

Mr. and Mrs. Horace Donaldson are in Richardson this week visiting their daughter and son-in-law and grandson, Mr. and Mrs. Bill Barbee and Hull. Mrs. Barbee was to undergo surgery there on Thursday and the Donaldsons went to be with her and her family.

ramount are these:

Would a new treaty protect the American soil of the Canal Zone, obtained by both Treaty with Panama and purchase of property from individual owners?

Will any new Treaty abrogate the body of law in the Panama Canal Zone Code and the administration of justice based upon it?

Will any new treaty protect the investment of approximately \$5 billion made by U. S. taxpayers since the building of the Canal?

Will any new treaty protect U. S. interests in the Canal in the event that a sea level design or nuclear excavation prove impractical?

It is pretty well understood that we may propose the building of another canal, but probably without sovereignty over it for the protection of our tremendous investment.)

Our sovereignty in the Canal Zone has been for the good of all and honorably exercised for civilization. The demands of Panamanian politics and to show our generosity are hardly enough to justify giving it away.

## SCIENCE SKETCHES



**BOOK PEOPLE** and machine people are learning to speak each other's language in a library science course at the University of Texas. The reason is that librarians are expected to become increasingly involved with computers as the complexities of information storage and retrieval increase.



**RUBBER FLASHINGS** that result when soft rubber products are molded can be quickly removed by using carbon dioxide to freeze the products, says Cardox, Chicago. The products are dumped into a "tumbler" frozen with an injection of CO<sub>2</sub> and tumbled in the barrel-like machine until all the flashings, brittle by the cold, have broken off.



**AERIAL PHOTOGRAPHS** can be viewed in 3-D without using the special red-and-blue filters formerly required, according to the Geological Survey. A new system known as the SteriImage Alternator (SIA) permits the operator to view the projected stereopairs of aerial photographs through rotating cylindrical shutters.

## Social Security

\$102,576.00 in social security benefits was paid to residents of Sterling County last year.

At the end of 1966, 131 men, women and children were receiving benefits at a monthly rate of \$6,548.00, Ted F. Moellering, social security district manager in San Angelo, reported today. "115 were older people," he said, "receiving benefits as retired workers, the wives and husbands of retired workers and as the surviving widows or aged dependent parents of workers who have died."

But social security is not just for older people, Moellering pointed out. 12 young widows and children in Sterling County were receiving monthly benefits amounting to \$782 at the end of December. 4 disabled workers and dependents were receiving benefits at a monthly rate of \$351.00. Practically every young family in Sterling County has survivors protection under social security that can be worth \$75,000 or more, and equally valuable disability insurance protection.

"The average worker," he said, "can be expected to collect more than the value of his social security tax contributions just in the benefits payable to him and his wife in retirement." If he does not live to retirement, his family stands to collect far more than the contributions he has paid; and the same will be true if he should become totally disabled for work before 65.

Monthly payments to the family of a worker who dies, leaving 2 or more children, can range from \$66 to \$368 a month, depending on the worker's average earnings under social security.

"Social security survivors benefits," Moellering said, "can be paid to the family of a young man who has worked and paid social security contributions for as little as a year and a half during the three years before his death."

Benefits to the mother and children continue until the youngest child reaches 18, or indefinitely, if the child has a disability which began before his 18th birthday and makes it impossible for him to work and become self-supporting. Under a change in the law enacted in 1965, a child's benefits can be continued up until age 22 if he or she continues in school.

Under the schedule of taxes in the present social security law even the group of young workers who will start work in 1974, after the maximum tax rates for old-age, survivors, and disability insurance go into effect, will pay only about 80 to 85 percent of the value of their total potential benefits. The matching contributions paid by their employers will account for the other 15 to 30 percent.

Over a working lifetime of 45 years, ending with his retirement at 65 in the year 2019, a young worker who earned the top amount covered by social security in every year would contribute a total of \$10,318 toward his retirement protection. Adding interest, compounded at 3 3/4 percent, the value of the worker's contributions at age 65 would be \$26,412. The value of the benefits payable to him and his wife in retirement, assuming average life expectancy would be \$32,853. 20 percent more than the value of his total social security contributions.

"These calculations," Moellering said, "are based on an assumption that the law will not be changed at all during the young worker's lifetime. It can be expected that there will continue to be changes in the law to improve benefits—as there have been in the past."

As pointed out in testimony before the Ways and Means Committee of the House of Representatives in hearings on changes in the law now being considered, the financing of the social security system allows for increases in the benefit level as earnings rise in the future without any change in the contribution rate.

LOSE WEIGHT safely with Dex-A-Diet Tablets. Only 98¢ at your drugstore.

## Oil Stimulates Economy in Sterling

More than \$5.8 million a year of economic stimulation for Sterling County flows from its oil and gas wells each year, an annual study by Texas Mid-Continent Oil & Gas Association showed today.

"As one of the 206 producing counties in Texas, Sterling County's economy is sensitive to fluctuations in the oil industry generally," commented W. A. Landreth, Fort Worth, Association president. "Long range, the demand for oil looks strong and current production rates continue to provide Texas a major source of its income. On the other hand, Texas operators are beset by competition from other oil producing areas, government ceilings on natural gas prices, heavy tax payments, and a price for crude oil that is insufficient to encourage the amount of exploratory drilling that is needed to find future reserves."

Based on latest U. S. Bureau of Mines production figures, Sterling County in 1965 produced 1.9 million barrels of crude oil, valued at \$5.8 million and 136.0 million cubic feet of natural gas valued at \$17,600, and ranks 120th among Texas counties in production.

A major distribution of income from sale of oil and gas went to county landowners in royalty payments totaling more than \$722,062.

In 1966, a year that saw drilling in Texas fall lowest since 1947, oil and gas operators drilled 78 wells in Sterling County. Of these 17 were wildcats seeking new fields.

The Association estimated that operators in the county spent more than \$6.1 million in drilling last year, of which \$1.5 million was lost in dry holes.

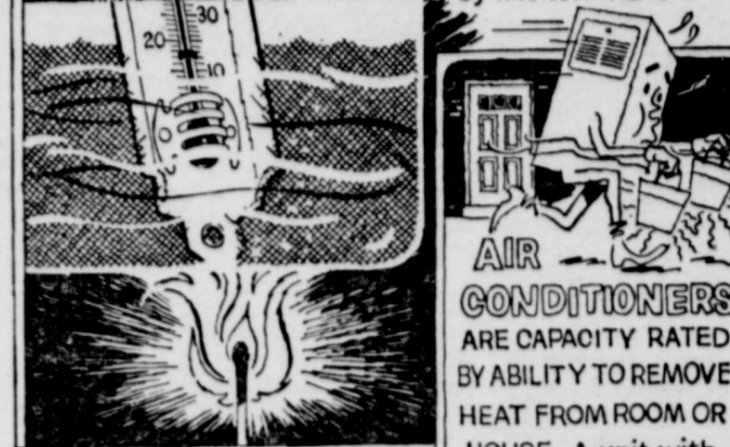
Sharing heavily in the county's production each year is the State Treasury, which received \$266,141 in production taxes in 1965 paid by the production and royalty owners. Crude oil production paid \$264,909 and natural gas production \$1,232.

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

## It's a fact--

A BRITISH THERMAL UNIT (BTU) IS AMOUNT OF HEAT NEEDED TO RAISE TEMPERATURE OF ONE POUND OF WATER ONE DEGREE (F)

AT SEA LEVEL—about amount given off by kitchen match.



90% OF "WHOLE-HOUSE" UNITS ARE RATED IN Btuh



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## Sterling City News-Record

YOUR PRINTING HEADQUARTERS

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- \* Circulars
- \* Business Cards
- \* Tickets
- \* Envelopes
- \* Padded Forms
- \* Programs
- \* Pamphlets
- \* Card Forms

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- \* Printed Tags
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## News-Record

Phone 8-3251

Box 608

Sterling City

**STERLING CITY NEWS-RECORD**

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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**

**ST. PASCHAL BAYLON CATHOLIC CHURCH**

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

**FIRST BAPTIST CHURCH**

Andy Daniels, Pastor  
Sunday school — 9:45 a.m.  
Morning worship — 11:00 a.m.  
Traning Union — 7:00 p.m.  
Evening Worship — 8:00 p.m.  
Teachers Meeting — 7:30 p.m.  
Prayer Meeting — 8:00 p.m.

**CHURCH OF CHRIST**

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

**FIRST METHODIST CHURCH**

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

**FIRST PRESBYTERIAN CHURCH**

Sunday school — 10:00 a.m.  
Morning worship — 11:00 a.m.

8:15 A. M. SUNDAYS  
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GEO. McENTIRE, JR.

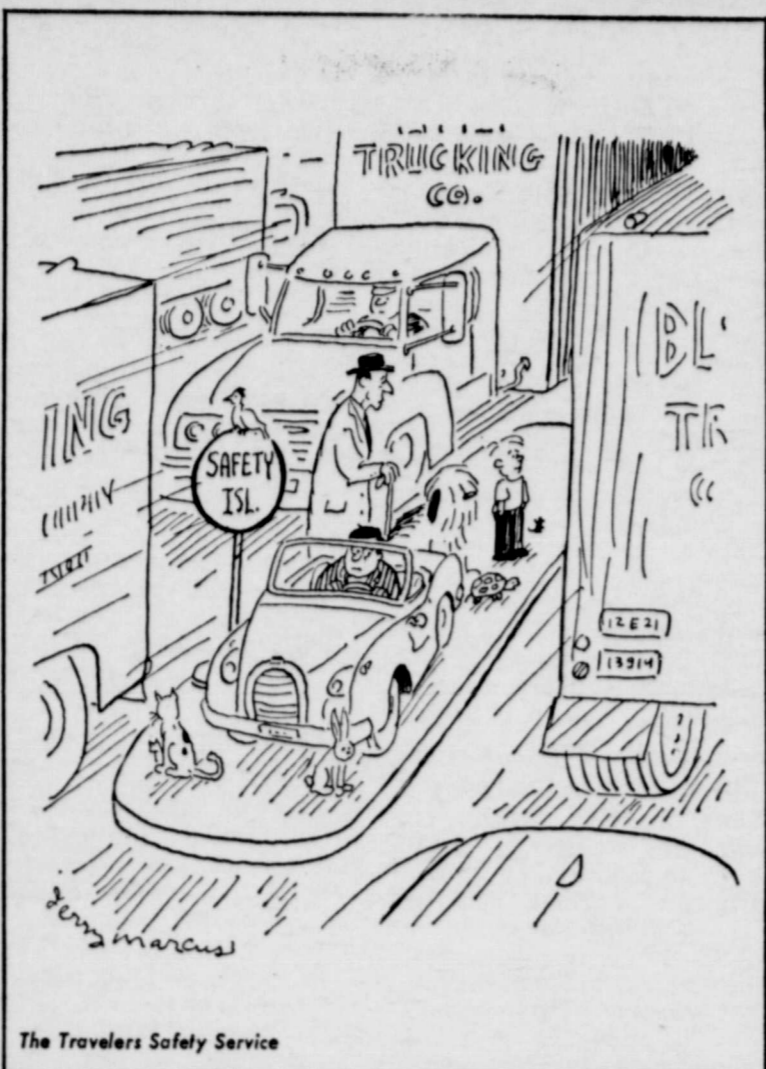
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COME IN AND SEE US  
I Will Appreciate Your Barber Business  
**Joe Stucke**

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"YOUR HEAD IS MY BUSINESS"  
Just West of Brock's Grocery  
Hair Cuts \$1.50 after Feb. 15

**Was It Sudden?**

Jerry Marcus



The Travelers Safety Service

Traffic accidents killed 52,500 and injured 4,400,000 in 1966.

**Education Service Centers Established**

Education Service Centers—a new development in Texas education—will move a step closer to establishment this month with a series of organizational meetings in 20 regions across the State.

When established these Education Service Centers will (1) provide for the establishment of the Regional Media Centers authorized by the Fifty-ninth Legislature (2) coordinate and encourage development of supplemental educational services and centers under Title III of the Elementary and Secondary Education Act of 1965 in accordance with State law and policies of the United States Office of Education and (3) provide a locally-oriented base for statewide educational planning.

Through the media services, the regional centers will provide participating school districts with such visual aid as motion pictures and slides, a magnetic tape duplicating service for audio and video tapes, and a visual duplication service to reproduce transparencies and filmstrips.

In addition to providing schools in a region with instructional media services, a center will provide an opportunity for resources of the region—metropolitan and rural—to contribute to educational planning.

Still additional services will be developed by each center in answer to regional needs. And as needs vary from region to region, so will services. Through participating on the Joint Committee, local schools will help to determine what those services should be.

The Fifty-ninth Legislature, with its enactment of Senate Bill 408, paved the way for these media services of the Education Service Centers. This bill provided for a State program for educational media for Texas schools and authorized the State Board of Education to establish needed plans and procedures to facilitate media services.

Under provisions of this law, the State should be ready to implement such centers by September 1, 1967.

**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.

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

**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.

**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.

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ON SUNDAYS  
EAT SUNDAY DINNER  
AT THE  
CITY CAFE  
Sterling City, Texas

**For True Inspiration and Healing**

The unique service of the Christian Science Reading Room has been designed to aid you and others in sharing the healing benefits which ever-increasing thousands are receiving through Christian Science

Here the Bible, "Science and Health with Key to the Scriptures" by Mary Baker Eddy—containing the complete explanation of Christian Science—and other Christian Science literature may be read, borrowed, or purchased.

**Christian Science Reading Room**  
4 So. Fillmore  
San Angelo, Hrs. 11-3

Visitors Welcome  
Information concerning free public lectures, church services, and other Christian Science activities also available.

**THANKS TO ALL**

We want to express our thanks to all who brought or donated food, money and help at the Sterling Settlers Reunion here. Everything was appreciated and needed. A special thanks to Albert McGinness and Roland Lowe for furnishing refrigerators for use at the park.

A number of unclaimed salad bowls, plates and serving spoons were not picked up. They are in the club room of the community center. Please go get yours.

Mrs. Riley King  
Mrs. Worth Allen

50-gal. electric water heater. Use dvery little. Will sell or trade. See Ray Pizer or call 8-2041.

**Keep Records on Dependents**

Taxpayers' failure to keep good records on the support provided to dependents who do not live in the household with the taxpayer continues to be a leading factor causing tax audits. District Director Ellis Campbell, Jr. points out that when you support a dependent that lives with someone else, you should keep careful records on the amount of support you provide if you plan to claim the dependent on your income tax return. Only one taxpayer can claim the \$600 exemption on his tax return, even though several persons may have contributed more than half the support.

On the other hand, if someone else provides support for one of your dependents but you plan on claiming the dependency, you must keep a record of the amount of support you provide in rent, food, clothing, medical expenses, educational expenses, and other normal support expenses.

Cases requiring careful records on the support of dependents are: 1) children receiving support from both of their divorced parents; 2) support of a grandchild or other relative living with someone else.

IRS Document No. 5013 gives detailed information on claiming dependents and the records required to support the claim. This document may be obtained from your local Internal Revenue Service office, or by writing Internal Revenue Service, P. O. Box 1736, Dallas, Texas 75221.

**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**

**ANGUS-HOLSTEIN Crossbred**  
Thrifty fast growing Holstein bull calves for feeding. The good steer kind. Holstein and Guernsey heifer calves from Wisconsin's better farms. All calves 2 to 12 weeks old delivered on your approval. We guarantee these calves to be healthy upon arrival. Call or write for prices. Buy with confidence from:  
**Nolan Livestock Co., Bonduel, Wisconsin Phone 758-4741**

In case of fire dial 8-4771.

**UNKNOWN SOLDIER**  
WHO GAVE HIS LIFE FOR HIS COUNTRY.

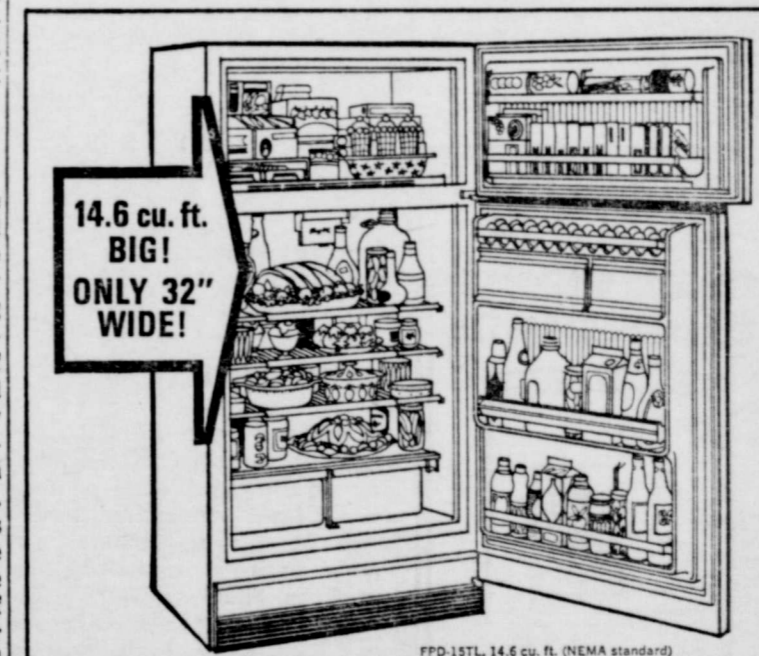
We join in the nationwide tribute to our heroes.

"IN FLANDERS FIELD THE POPPIES GROW."

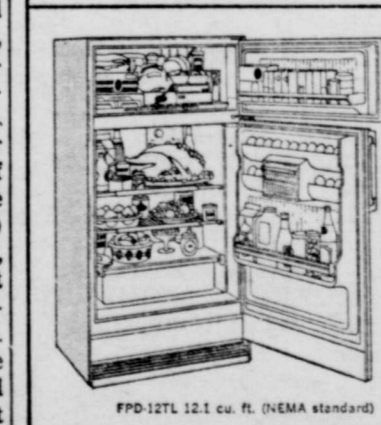
**THE FIRST NATIONAL BANK**  
STERLING CITY, TEXAS  
Member of F. D. I. C.

TOTAL ELECTRIC LIVING  
A CLEAN BREAK WITH THE PAST

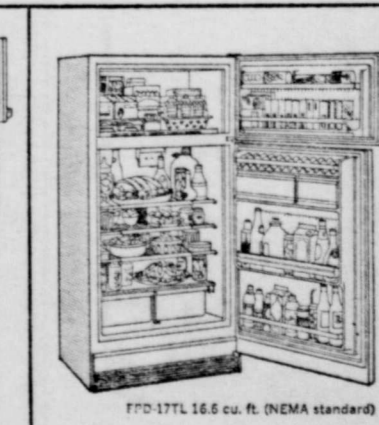
**NEW FRIGIDAIRE FROST-PROOF REFRIGERATORS**  
for every family, every budget!



FPD-15TL, 14.6 cu. ft. (NEMA standard)



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**YOU'LL NEVER DEFROST AGAIN!**  
Frigidaire Frost-Proof system keeps both freezer and fresh food section 100% free from frost. No freezer space lost to frost, no messy melting frost. Forget defrosting forever!



**WEST TEXAS UTILITIES**  
AN INVESTOR OWNED ELECTRIC COMPANY

**FILING AN ESTATE TAX RETURN**

If you are worried about your heirs owing an estate tax on your property when you die, here are the rules: An estate tax return must be filed if the fair market value of your property is more than \$60,000 on the date of your death. However, the community property laws usually allow the estate to be worth \$120,000 in community property since each spouse is entitled to a \$60,000 exemption. Remember these rules apply only to Federal estate tax and not to Texas State Inheritance Taxes.

**FOR SALE**—30-gal electric water heater, 17-months old in good condition; also jet pressure pump. Both can be seen in operation. See G. H. Cannon.

Visiting the Owen Armstrongs here last week were Mrs. Armstrong's sister, Mrs. J. W. McGehee of Cedar Hill and her niece and husband, Mr. and Mrs. R. J. Foster and Louise of Mansfield, Texas. They exclaimed over the cooler weather here — as better than the central Texas area.

Have mower: will mow yards. David Cooney, 8-3141

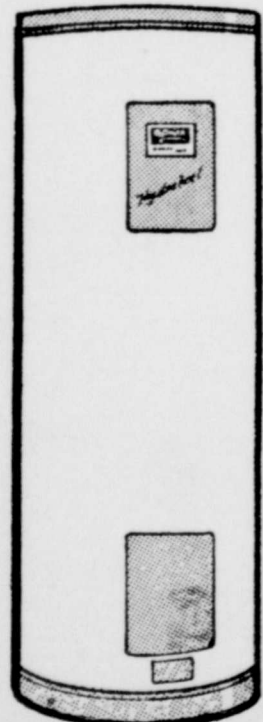
**1967-68 Basketball**

- Nov. 21—Robert Lee, There
- Nov. 23—Sands, Here
- Dec. 5—Miles, Here
- Dec. 7, 8, 9—Garden City Tournament (Boys & Girls)
- Dec. 12—Sands, There
- Dec. 14, 15, 16—Sands Tournament (Boys & Girls)
- Dec. 19—Mertzon, Here
- Dec. 22—Miles, There
- Jan. 2—Mertzon, There
- Jan. 5-6—Iraan Tourney (boys)
- \*Jan. 16—Bronte, There
- \*Jan. 19—Forsan, Here
- \*Jan. 23—Garden City, Here
- \*Jan. 30—Water Valley, There
- \*Feb. 2—Bronte, Here
- \*Feb. 6—Forsan, There
- \*Feb. 9—Garden City, There
- \*Feb. 16—Water Valley, Here
- \* District Games

**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.

- NEEDS NO FLUE
- EASY TO INSTALL
- 10 YEAR DEPENDABLE SERVICE GUARANTEE



**Smith**  
ALL ELECTRIC WATER HEATER  
FREE WIRING

Free 220 volt wiring to all residential customers of WTU who buy an electric water heater from local dealer.

**Lowe Hardware & Furniture Co.**

Ph. 8-4141 Sterling City, Tex.

"The old believe everything; the middle-aged suspect everything; the young know everything." -- Oscar Wilde.

By the time we get old enough not to care what anyone says about us, nobody says anything.



**On Most Wanted List**

At 9:48 a.m., August 8, 1966, an unidentified white male who was armed attempted to rob the Inwood National Bank of Dallas, Dallas, Texas. A customer who attempted to intervene was shot and killed by the robber. An FBI artist's conception of this individual has been described by witnesses as an excellent likeness of this person. The man was described as approximately 5'8" or 5'9" tall, and weighing about 160 pounds. His hair was very dark or black and well groomed. His eyes were dark and he possessed a muscular build with broad shoulders and a narrow waist. Witnesses stated this individual's speech indicated the possibility that he was from Texas, Oklahoma, Arkansas or Louisiana.

During the commission of this attempted robbery, the robber kept telling customers and employees in the bank not to look at him or he would kill them. One witness thought he had the initials "J. B." on his upper left arm. Another witness noted that when he walked he rose on his toes noticeably.

The FBI has requested that anyone having any information as to the identity of this individual please contact the nearest office of the FBI. Anyone having such information is cautioned not to attempt to apprehend this individual, inasmuch as he is considered armed and extremely dangerous.

**PLANT OPERATORS**

Positions are immediately available for men with Chemical, Cycling, Refinery or Gasoline Plant operating experience. Starting pay is commensurate with experience, ranging from \$2.80 to \$3.75 P.H., plus shift differential of 9c & 18c. Jobs have been created by a company expansion program.

This is a new and modern plant. Top pay and benefits. Call for appointment (Tel.: Houston JA-9-6260), or write Industrial Employment Associates 3111 Baldwin, Houston, Tex. (Consultants to Management) SINCLAIR-KOPPERS CHEMICAL COMPANY En Equal Opportunity Employer

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

In case of fire dial 8-4771.

**Direct Dialing Here Soon**

On September 10, customers in Sterling City and 13 other General Telephone towns will become the first to have a new long distance service called EDDD, according to R. R. McCullough, district manager. The facilities which make it possible for approximately 40,000 customers in Sterling City, Big Lake, Bronte, Carlsbad, Christoval, Eden, Eldorado, Mertzon, Miles, Ozona, Robert Lee, Rowena, San Angelo, and Sonora to dial person to person as well as station to station calls will be located in the office at 14 West Twohig, San Angelo.

Cost of the project making the new service available will be over \$1,200,000.

Plans for a project of this magnitude must be laid well in advance, McCullough stated. During the past three years, new central office buildings have been built in Carlsbad, Christoval, Eldorado and Sonora. New central office equipment has been placed in these buildings. Additional long distance circuits have been added between San Angelo and the area towns that will have access to the EDDD network. All customers in the exchanges involved now have seven digit telephone numbers except Sterling City. Sterling City customers will be assigned seven digit numbers at the time of the EDDD conversion.

Expanded Direct Distance Dialing (EDDD) is different from the conventional Direct Distance Dialing (DDD) in that it allows customers to dial person to person, collect, credit card or special calls as well as station to station calls.

Here's how EDDD works: On September 10, two new numbers --112 and 110-- will become a part of the telephone long distance routine. Dialing one of these two numbers first connects you with equipment which permits you to dial your call. To dial a station to station call, you simply dial the access code--112, then the area code of the town you are calling--then the 7-digit number you are calling. To dial a person to person or special call you dial the access code--110, then the area code of the town you are calling--then the 7-digit number you are calling.

McCullough noted that instructions for EDDD service will be in front of the new telephone directory which customers will receive in September. In addition, an EDDD instruction booklet will be mailed to all customers at the time of the conversion outlining how to use this convenient, modern telephone service. The company also has speaking teams to explain this new service which will appear before civic clubs and other groups upon request to McCullough's office.

McCullough indicated that the overall conversion to Expanded Direct Distance Dialing

which will involve 14 exchanges and 40,000 telephones between now and the cutover on September 10 is the largest and most complex project ever undertaken in San Angelo. When the project is complete, West Texans served by General Telephone Company will be able to dial to most points throughout the United States and Canada.

**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 or \$2,900 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.

**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.

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



**SMOOTH SELLING**

by George N. Kahn, Marketing Consultant

**RUNNING INTO THE RUDE BUYER**

Copyright—George N. Kahn

Joe Frost, an advertising specialty salesman, was showing his products to an indifferent prospect.

The more Joe put into his presentation the more bored the man seemed to become.

When Joe had just about exhausted his line, the prospect, stifling a yawn, asked:

"What else do you have in your little bag of tricks?"

Joe came apart at the seams. He had become increasingly annoyed with the man and his remark was the final straw.

"I'm not a magician," Joe snapped back. "I have no tricks. I can, however, help you to promote your business but you obviously would rather insult me than listen to my sales talk."

With that, Joe packed his bag and strode out.

He was still angry about the incident when he told me the story six months later.

"You were justified in getting upset," I remarked, "but no salesman ever sold a prospect anything by walking out on him."

"But why should I stay there and take his abuse?" Joe replied.

"Because you might find out what is causing him to act like that," I retorted.

**One in Every Territory**

Almost all salesmen have run into the insulting buyer. There is at least one in every territory. You know this fellow. He doesn't have a good word to say about you or your product. He makes snide remarks about your line, finds petty faults with your approach and generally behaves like a petulant child. In some cases he flies into fake rages.

The salesman being human, naturally resents this kind of individual. After all, selling is tough enough without extra problems thrown in. Then, too, it is difficult to maintain one's self esteem in the face of such abuse.

The salesman should not let himself be used as a floor mat for a buyer just because he happens to be in a bad humor on a particular day. He should stand up to the man and demand an apology if the occasion warrants one. The customer will have more respect for the salesman.

But these situations are seldom that simple. When a buyer blows off steam at a salesman there is usually a logical reason for it. It's up to the salesman to find this reason.

He will never discover it if he walks out in a huff.

**Are You at Fault?**  
If a buyer behaves badly toward you, there is one question you must ask yourself:

"Have I done anything to make this man dislike or resent me?"

Think back over your previous visits. Did you deport yourself in the right manner? Were you courteous and attentive to his needs? Was there anything about your personal appearance, grooming or habits that might have annoyed him? Have you performed all of your obligations to the buyer? Is he stewing about some unfilled order, damaged merchandise or lack of proper servicing?

Perhaps you did something to deserve his ill will. If so, you can correct the error on the spot and save yourself from future trouble with the customer. Or the buyer may be shooting off steam on the basis of misunderstanding. He may find you guilty of something you did not commit. In this case you can explain the matter. No matter how angry a buyer is, he will usually give you an opportunity to tell your side of it.

**Salesman Not to Blame**

Let's assume you are calling on a prospect for the first time. Not only do you not get an order but the man is nasty tempered in the bargain. He treats you like someone carrying the plague.

It could very well be that you are the innocent victim of another salesman's poor showing before the customer. The man just ahead of you may have irritated the buyer so much that he is still seething when you come in. Or it may have been the first salesman of the day. In any event, the buyer is not really sore at you. He is simply venting his spleen on the nearest available person.

The buyer may be so upset he won't buy from you or anyone else that day. In this instance, bid him a cordial goodbye and try again another day. However, it may be possible to calm him down and present your story. You might first say

something like this: "Mr. Jones, if there's anything I've done to displease you, please tell me. I'll do anything I can to correct it."

If he's at all fair (and most buyers are) he will assure you that you are not the source of his displeasure. He might even apologize for his rudeness or bad temper. This gives you an advantage and you can go into your presentation with the reasonable assurance that he will hear you out.

**Dismissal Device**

Some buyers insult a salesman as a dismissal device. They want to get rid of him and are not sufficiently adroit to do it in a gentlemanly way. Their irritation is faked.

In this case your wisest reaction is to bring his deception out into the open. Ask him bluntly why he is dismissing you.

There are also buyers who want to create an image of themselves as crusty and hard to get along with. They feel that their position will be more exalted if they erect a barrier between themselves and the salesmen. With such individuals it's best to let them play the lion to their hearts content. They mean no ill will by their remarks and they'll probably warm up to the salesman who is tolerant of their foibles.

**Can You Handle the Rude Buyer?**

Try these questions and see. If you can answer "yes" to at least seven of them you are more than holding your own.

1. When you meet a rude or insulting buyer, do you stay with him instead of walking out? Yes  No
2. When a buyer is insulting do you think about what you might have done on past calls to upset him? Yes  No
3. Do you get right down to business with a buyer and not waste his time? Yes  No
4. Do you take into consideration the fact that the buyer may be taking his resentment of other salesmen out on you? Yes  No
5. Are most of your customers pleasant to you? Yes  No
6. Do you think you can recognize a bad reception as a dismissal device? Yes  No
7. Can you counter such a tactic? Yes  No
8. Do you consider a crusty buyer as a challenge? Yes  No
9. Do you perform all your obligations to the customer? Yes  No
10. Is your department such that you are welcome in a buyer's office? Yes  No



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|---|---|---|
| <p>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:</p> <p>1 to 9 copies (of each article) . . . . .50 cents each<br/>10 to 49 copies (of each article) . . . . .37 1/2 cents each<br/>50 to 99 copies (of each article) . . . . .30 cents each<br/>100 or more copies (of each article) . . . . .25 cents each</p> <p>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:</p> <ol style="list-style-type: none"> <li>1. The Salesman is a V.L.P.</li> <li>2. Are You a Salesman?</li> <li>3. Get Acquainted With Your Company</li> </ol> | <ol style="list-style-type: none"> <li>4. You're On Stage</li> <li>5. You Can't Fire Without Ammunition</li> <li>6. You Are A Goodwill Salesman, Too</li> <li>7. Closing The Sale</li> <li>8. How To Set Up An Interview</li> <li>9. Resting Between Rounds</li> <li>10. The Competition</li> <li>11. Taking A Risk</li> <li>12. Playing The Short Game</li> <li>13. Selling An Idea</li> <li>14. Buying Committees Are Here To Stay</li> </ol> | <ol style="list-style-type: none"> <li>15. The Automated Salesman</li> <li>16. Samples Can't Talk</li> <li>17. The Unexpected Letter</li> <li>18. Prospect or Perish</li> <li>19. How To Dislodge A Prospect From An Existing Supplier</li> <li>20. Making Salesmen of Customers</li> <li>21. Repeat Orders Are Not Accidental</li> <li>22. Room At The Top</li> <li>23. You Must Give More To Get More</li> <li>24. Running Into The Rude Buyer</li> </ol> |
|---|---|---|

When ordering, please mention the name of this publication.

**MEDICARE COMPLETES SUCCESSFUL YEAR IN TEXAS**

During its first year the new Federal medicare program paid out more than \$130,300,000 for the care of people age 65 and over in Texas according to Wayman Register, Social Security Regional Assistant Commissioner in Dallas. About \$100,600,000 of this amount was paid to the 548 hospitals which participate and the remainder was mostly for doctors' services.

Register said that there are \$95,500 people over 65 in the state who are eligible for the Hospital Insurance, and this group produced 300,000 hospital admissions. While there was an increase in hospital use by older people, Register emphasized that the increase has been within "reasonable limits." "Overall, the program has increased total hospital occupancy rates by no more than five percent," he said.

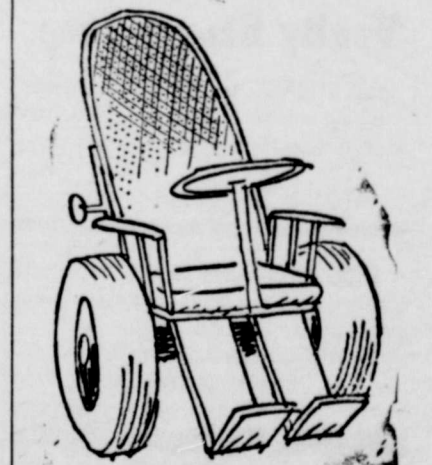
Register explained that it is hard to measure the great improvement in the quality of life for the older person who has had a cataract removed, hernia repaired, or other surgery or therapy; but it is substantial. "And just as important," he emphasized, "many more elderly Americans have been able to get medical care with the dignity that goes with the ability to pay."



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