

STERLING CITY NEWS-RECORD

Vol. 75

"Since 1890"

PUBLISHED EVERY FRIDAY AT STERLING CITY, TEXAS

JUNE 24, 1966

No. 25



AROUND THE COUNTY



ARTHUR BARLEMANN, JR. COUNTY AGENT

Quite a few trees, pecans in particular, are showing up with infestations of the walnut caterpillar. The immature or worm stage of this insect is a reddish brown caterpillar with narrow yellow lines the entire length of the body. As the caterpillar reaches maturity, it turns almost black with two gray lines on the back and two on the sides. Many soft, long, gray hairs cover the body.

The walnut caterpillar feeds on the foliage of trees for about three weeks before maturing into a moth. Feeding in groups or clusters, the worms will strip the leaves from a branch before moving onto another branch for feeding. Periodically, the worms move to the trunk of the tree to molt and, after shedding their skin, they return to feeding. They do not encase themselves in a web as some other caterpillars do.

Several insecticide sprays are very effective against the caterpillar. One of the more effective common ones is Malathion. Used at the rate of three pounds of 25% wettable powder per hundred gallons of water, the Malathion spray will control the pests. Others that work well are DDT at the rate of two pounds of 50% wettable powder to a hundred gallons; Sevin, Chlordane, or Toxaphene.

If the infestation is limited to just one or two limbs or a small area, cut off the small limb and burn it. For larger infestations, use the spray.

Several persons lately have inquired about the control of what is commonly called candlemoths. Actually, there are several types of moths involved; all moths are night fliers and are attracted to lights. The main ones that we see are the moth stage of the cutworm, the armyworm, the tomato hornworm, and the cotton bollworm or tomato fruit worm or corn earworm—these things are one and the same insect and the name depends on what they are both doing at the time.

There is no effective control that will work against these moths. The use of commercial aerosol insect repellents such as dieldrin, diazinon, DDT, or lindane will help some but they must be used every night. Yellow light bulbs in the outside lights will also help. But these remedies are all of short-time duration.

Most people have learned through unpleasant experiences not to swat one of these moths in the house on the walls or furniture. The results of such acts are spots which are very hard to remove due to a secretion on the bug.

During the two week period ending June 11 fifteen cases of screwworms in Texas were identified by the Mission Laboratory. Several of these cases were found in the interior of the state. The nearest case was one in Sutton County; others in this part of the state were found in Kerr County, Val Verde County, and Terrell County.

According to the laboratory personnel, the number of samples submitted for identification has dropped in recent weeks. This is causing some concern to the program officials. They fear that in some areas, livestock producers are busy with other jobs and are not seeing all the cases in their livestock. To date, samples from 42 cases have been submitted from Sterling County. All have been identified as nonscrewworm.

It is just a year ago that the siege of 15 cases of screwworms in this county was in full swing. Beginning on June 12 and ending on June 27, 15

Barbecue Honors Miss Wool Contestants

A barbecue and dance at the Alvie Cole ranch south of town honored the National Miss Wool contestants last Saturday afternoon and night. Hosts were Sterling members of the Texas Sheep and Goat Raisers Assn. and members of the Ladies' Auxiliary.

About 150 persons attended, including the girls, their escorts, their chaperones, local TSGRA members' families and invited guests. The group watched shearing of sheep at a barbecued supper, swam, and danced on the tennis courts that night.

The group stopped at the courthouse for an official welcome and greeting first. Worth Durham, vice-president of the TSGRA, welcomed the group and introduced County Judge W. R. Brooks, Mayor Lee Reed, Commissioner H. F. Donalson, and Deputy Sheriff W. G. Fincher.

Mr. and Mrs. Stan Horwood took the group by their Santa Fe ranch to see a working oil well.

The caravan of cars went on to the Cole ranch about 4 p. m. and the girls went back to San Angelo about 11 p. m.

George Skeete's Ranch Home Burns

The George Skeetes of Water Valley lost their home completely by fire early Thursday morning of last week. George and Robbie were asleep and when they awoke, the house was about gone—George did not even get out with his shoes, billfold or glasses.

The ranch home is 17 miles west of Water Valley and was a complete loss—even the car in the adjoining garage. Damage was estimated by the Skeetes at \$32,000.

The home was built on the ranch by the Skeetes about two years ago, and was brick veneer.

Charged With Alcoholic Sales

The State Liquor Control Board agents Monday charged Antonio Munoz with selling alcoholic beverages without a license and with the possession of more than the maximum amount of such beverages.

Munoz was charged in County Court, and bond of \$1,000 was set by Judge W. R. Brooks.

He was released on bond signed by H. L. Hildebrand and Mrs. Stan Horwood until County Court meets.

Attend Brother's Funeral

W. R. Kennedy of Winters, brother of Mrs. D. C. Durham, was buried at Winters Thursday of last week. He was almost 92 years old.

Attending the services from here were Mrs. Durham, Mr. and Mrs. Roy Morgan and the Rev. Andy Daniels.

Little League Hits Winning Streak

The local Little League team started late — too late to really get into a league play round—but won the last three. On Tuesday, June 14, Sterling beat the Robert Lee Indians 8-7; then on Friday, June 17, they beat Bronte 11-10; and on Monday of this week they beat the league leaders, Robert Lee Cardinals 7-6 at Robert Lee.

Manager Jack Asbill is trying to get a game with Norton for next week—but that game is not a certainty yet.

PEEWEE GAME

The Pee wee team has lost three games and won one so far this summer, said Asbill.



Behind the 8-Ball

As has been our custom each summer, we take off—or lay off—one week, not printing a paper. We plan to take off next week and have a short vacation trip. The shop will be closed all next week and what's left of this week. It's sort of a now or never proposition. If we don't go at this time—we won't—or can't.

It seems like our summers are as full as the school months. With all the summer school—and all the shop work—it is almost impossible to take off for a vacation trip—but one either does or doesn't. So we will.

Some weekly papers shut down for two weeks in the summer and give the working staff all a vacation at once. It's the only way they can operate—it is said. And it works out all right.

8-BALL

We have a few more copies of the Diamond Jubilee issue of the News-Record on hand for sale at 50¢ or we will wrap and mail to anyone for 75¢.

If you want extra copies, get them before they are all gone.

Last year the Bronte paper put out a Jubilee issue and printed a lot of extras. They were all gone in less than two weeks after going on sale.

8-BALL SEEN IN STERLING

Natural gas lines still being laid over town. A moving van moving Mrs. L. Hodges to San Angelo.

Mrs. Ruth Hill planting chrysanthemums in the round planter in front of the hospital. The Miss Wool caravan cars snaking around through town last Saturday afternoon.

The Rev. Jack Badgero doing sleight of hand tricks. The trophies brought home by the F. S. Prices from the wool show at Sonora in the window of Bailey Bros. store.

The mercury reading at the bank flirting around the 100 mark most of the time.

The News-Record shop closed for a week.

8-BALL

Our sympathy to George and Robbie Skeete, who lost their ranch home by fire last week. They didn't get to save anything in the blaze to speak of and were lucky to even get out without any injuries.

The Phoenix will rise again, though, folks.

Mrs. Worth Allen is the official chaperone for the 20 Miss Wool contestants in San Angelo this week. She is on the job with the girls all the week, including staying with them at the Town House Motel or Hotel. Her daughter, Lynda B. Rhea, was the Texas Miss Wool contestant two years ago, and we imagine Mrs. Allen knows all the ropes.

Corwin Collins returned to his home here last weekend from the Baptist Encampment at Glorieta, New Mexico.

Augustine's Visitors

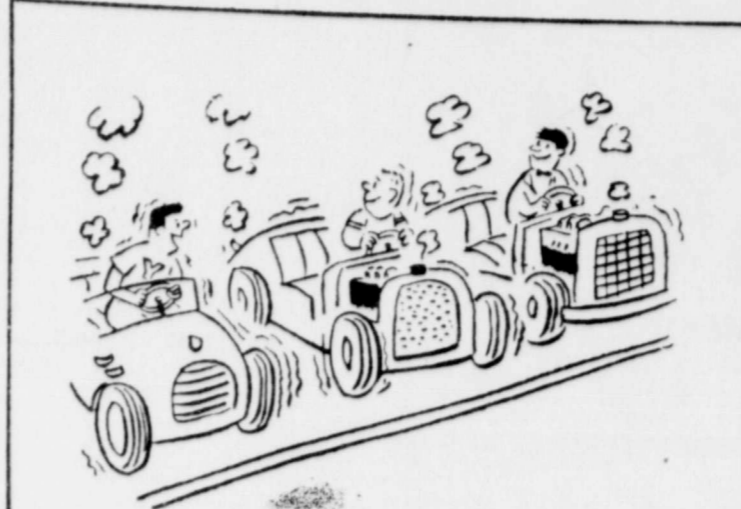
The Sam Augustines of Jackson, Miss. visited his parents, the Will Augustines, here recently. Mr. and Mrs. Will Augustine returned home with them for a return visit, and flew back to Sterling last week.

The Bill Wiemers family attended a class reunion of Bills in Fredericksburg Sunday afternoon. On Monday they camped out at Inks Lake State Park.

Mr. and Mrs. Finis Westbrook have gone on a vacation trip to the Klondike Country in Canada.

Roy Ferguson of Saginaw, Texas, is visiting Mr. and Mrs. Merton Ferguson and other relatives in Sterling City.

You Bet Your Life



"Let's have a race to Main Street."



More than 30% of the drivers involved in fatal accidents in 1965 were under 25 years of age.

Prices Top Sonora Wool Show

Foster S. Price and his son Frank just copped about all the top ribbons and trophies at the Sonora Wool Show recently with his Debouillet fleeces.

The Price fleeces placed first, second, third and fourth in ewe fleeces, and first, second and third in ram fleeces.

Price took the grand champion fleece trophy on all entries in the adult show. This is about the first time the large trophy has left Sutton County.

Vacation Bible School Next Week

The Methodist-Presbyterian Vacation Bible School will be held here next week, June 27-30. Mrs. Charles Probandt and Mrs. Arthur Barlemann are co-directors of the combined school activities. The V.B.S. will meet from 2:30 to 3 p. m. daily, said the directors.

The kindergarten through grade two will meet at the Methodist Church, while grade 3, 4, 5 & 6 will meet at the Presbyterian Church. All children in town that fall in the age bracket are invited.

Workers in the kindergarten will be Mrs. Clinton Hodges and Mrs. Charles Allen; grades land 2 workers will be Mrs. B. R. Bynum and Mrs. Edwina Cope; Mrs. Stan Horwood and Mrs. Charles Probandt will work with grades 3 and 4; and Mrs. Ross Foster and Mrs. C. J. Copeland will work with grades 5 and 6.

Mrs. I. W. Terry will serve as music director.

Gene Morrison Dies in Houston

Gene Morrison, chemistry teacher in the local high school, died suddenly in Houston Tuesday night. Gene had taught chemistry here and had tendered resignation, effective September 1, so he could take a job as a chemist with the Lon Star Cement Co. in Houston.

Tuesday evening he and a group of friends had gone to a restaurant to eat, when he began gasping for breath and died soon thereafter, it was said.

Funeral services will be held in Alpine this (Friday) afternoon, presumably at 2 p. m. it was thought.

Local superintendent of schools, O. T. Jones, plans to attend the services.

PROGRAM OF ORGAN MUSIC

Sunday, June 26, at 7:00 p. m. a program of organ music will be presented at the First Methodist Church. Mr. George Burdick of Fredericksburg will be the organist. Mr. Burdick is the regular organist for the St. Barnabas Episcopal Church there. Not only does he play the organ but he also installs and repairs them.

Everyone is invited to attend this interesting program.

Earl Seago Goes to Red Oak

Earl B. Seago, high school principal here the past seven years, has resigned and is going to Red Oak as high school principal. While here Mr. Seago taught high school math, physics, speech, physical education, health, coached tennis and volleyball, and served as high school counselor.

Red Oak is between Dallas and Waxahachie, and the school has an enrollment of 375.

While here Mr. Seago taught the youth class of the Methodist Church. He was American Legion commander, served on the local chapter of Salvation Army, National Foundation, Heart Association, Volunteer Firemen, and was president of the American Cancer Society chapter here.

He picked up 33 hours of credits at summer sessions and extension courses while in Sterling. He attended A&M three summers and Sul Ross one. His extension courses were taken from the University of Texas.

Gene Morrison Dies in Houston

Gene Morrison, chemistry teacher in the local high school, died suddenly in Houston Tuesday night. Gene had taught chemistry here and had tendered resignation, effective September 1, so he could take a job as a chemist with the Lon Star Cement Co. in Houston.

Tuesday evening he and a group of friends had gone to a restaurant to eat, when he began gasping for breath and died soon thereafter, it was said.

Funeral services will be held in Alpine this (Friday) afternoon, presumably at 2 p. m. it was thought.

Local superintendent of schools, O. T. Jones, plans to attend the services.

PROGRAM OF ORGAN MUSIC

Sunday, June 26, at 7:00 p. m. a program of organ music will be presented at the First Methodist Church. Mr. George Burdick of Fredericksburg will be the organist. Mr. Burdick is the regular organist for the St. Barnabas Episcopal Church there. Not only does he play the organ but he also installs and repairs them.

Everyone is invited to attend this interesting program.

LIONS CLUB

Jack Badgero, visiting evangelist at the Baptist revival this week, spoke to the Lions Club luncheon Wednesday. He did a few slight-of-hand tricks and gave a serious talk. The Rev. Badgero was introduced by Rev. Andy Daniels, pastor of the First Baptist Church.

Ladies Night and Installation of Officers Tuesday

Next Tuesday night, June 28, the club will have a barbecue in the City Park, starting at 6:30. The affair is the annual ladies night and the new officers will be installed, said President Stan Horwood. All Lions are asked to bring either a dessert or a salad to the supper.

No Luncheon Next Wednesday

Because of the Tuesday night ladies night program there will be no luncheon meeting on next Wednesday, it was announced.

The officers to be installed are as follows:

- D. Kirk Hopkins, president
- Jim Davis, 1st vice-pres.
- Ross Foster, 2nd vice-pres.
- Early Barton, 3rd vice-pres.
- Hal Knight, secretary
- Henry Bauer, tail twister
- S. M. Bailey, Lion tamer
- New directors, E. L. Bailey and H. L. Hildebrand

Rain Hits Last Friday Morning

High Winds Accompany Moisture

Heavy rains accompanied by high winds and lightning hit Sterling County early last Friday morning. Two inches and more fell here in town, and all areas of the county got an inch or more. The rain fell hard and most of it ran off, badly washing low places and bare spots.

Lightning put the power off here in town for about 2 1/2 hours. Albert McGinnes, local WTU manager, and his crew worked all day Saturday repairing damage — either done by high winds or lightning.

A rain was needed on the ranges — in fact a good rain is needed now. The pastures are in good shape but won't be long if it doesn't rain again.

HOSPITAL NOTES

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

- Mrs. W. B. Atkinson
- Fred McCabe, Sr.
- Mark Chumley

Dismissals since Thursday morning of last week include: Mrs. Milton Tomlinson

SUMMER ACTIVITIES PROGRAM

The summer school program is going at full swing with over 75 students participating in it from the first through the eighth grades. The largest class of students are the 4th, 5th and 6th grades which meet at 1 p. m. Four square, tennis and baseball seem to be the main games with a variety of others available for the participants. The swimming program has the most interest as 48 went swimming this past Wednesday. All in all the program seems to be running with lots of interest.

Danny Joe and Dessie Lynn Asbill of Yeso, N. M. and Genie Sue Del Curto of Vaughn, N. M. spent this week with Mrs. Ruby Grunty and Mrs. Dessie Asbill.

Visitors at the Albert McGinnes home here this week have been their daughter, Mary Lynn, of San Angelo; Albert's father, Sam McGinnes; and his brother and family, Mr. and Mrs. Elton McGinnes and Jerry, and Mrs. L. T. Wilson, all of Eldorado.

IT'S A FACT!..... by THOMPSON

THE HEAVIEST NEW-BORN BABY
WAS BORN TO A WOMAN NAMED FATIMA
IN SOUTHERN TURKEY ON JUNE 3, 1961,
AND TOPPED THE SCALES AT 24 LBS.

THE WORLD'S LARGEST
BABY-SITTING AGENCY
IS IN LOS ANGELES,
WITH 800 "SITTERS"
SERVING 25,000 FAMILIES.

DAILY TRANSPORTATION OF BABIES
BETWEEN NURSERY AND
CONVALESCING MOTHERS AT THE
MEMPHIS BAPTIST MEMORIAL HOSPITAL
IS ACCOMPLISHED WITH
STAINLESS STEEL CONVEYERS—
PRODUCED BY WILSON MANUFACTURING CO.
WITH STEEL SUPPLIED BY ALLEGHENY LUDLUM CO.

NEW EXAMINATIONS FOR PRISON WORK

The United States Civil Service Commission has announced an examination for Supervisory Trades and Crafts positions in the Federal Bureau of Prisons. Options involved include Auto Mechanic, Carpenter, Electrician, Machinist, Painter, Plumber, Sheet Metal Worker, and Welder (Combination). Entrance rates for these positions range from \$3.15 to \$4.75 per hour and are for duty in Federal Penal and Correctional Institutions in the Bureau of Prisons, and Institutions in the Department of Corrections, District of Columbia Government.

To qualify, applicants must show sufficient competence and abilities to serve as Foreman or Lead Foreman in a shop with responsibility for programming and conducting an approved vocational training program in the field applied for, and to perform the duties of the position on own initiative under unusual conditions of independence. Full information is contained in Announcement SL-14-2(1966).

Persons interested in these positions should contact the Executive Secretary, Board of United States Civil Service Examiners, United States Penitentiary, Leavenworth, Kansas 66048 for announcement and application forms. Applications will be accepted until further notice.

Mrs. Fred Hodges moved to San Angelo this week

MEDICARE PREMIUM NOTICES IN MAIL

First medicare premium notices are in the mail to more than 2 million of the elderly people who signed up for the voluntary doctor bill insurance to supplement their basic hospital insurance under medicare, Robert M. Ball, Commissioner of Social Security, announced today.

Another 15 million older people enrolled for the doctor bill insurance will not receive premium notices, Ball said. Their \$3 premiums will be deducted from their monthly social security, railroad retirement, or civil service benefit checks, beginning with the checks due early in July. In addition, a number of States will be paying the premiums for their old age assistance recipients under agreements with the Social Security Administration.

The premium notices now being delivered, Ball said, call for quarterly payments of \$9, payment for the doctor bill insurance protection for the months of July, August, and September. This is one-half the cost of the protection; the other half is paid out of general Federal revenues.

With the punch card premium notice is a return envelope pre-addressed to one of the six social security payment centers which are located in New York, Philadelphia, Birmingham, Chicago, Kansas City, and San Francisco. Payment should be made by check or money order payable to "Social Security Medical Insurance," Ball said.

Older persons who cannot manage to make the quarterly premium payment of \$9 may send in a payment of \$6 for two months coverage, or \$3 for one month, Ball said. Or if they have any questions about the premium payments, they may get in touch with their social security district offices. Premium payments for medical insurance are due on or before the first day of each month of coverage, he pointed out.

J. G. Keen, Assistant District Manager, San Angelo Social Security District Office, also advised that there will be very few instances when a social security representative will call on you to collect the premiums. This would occur only if you were behind in your payment and were about to let your medicare protection lapse. Therefore, don't pay your medicare premium to anyone other than a social security representative. If you are not sure, call the social security office to be certain they have sent a representative to your house.

BLUE Lustre not only rids carpets of soil but leaves pile soft and lofty. Rent electric shampooer \$1. Lowe Hardware and Furniture Co

SPARE TIME INCOME

Refilling and collecting money from NEW TYPE high quality coin operated dispensers in this area. No selling. To qualify you must have car, references, \$600 to \$1900 cash. Seven to twelve hours weekly can net excellent monthly income. More full time. For personal interview write P. O. BOX 10573, DALLAS, TEXAS 75207. Include phone number.

NOTICE — The Methodist Youth Fellowship is selling the birthday and anniversary calendars again this year. If you have any additions or mistakes to be changed, call Jaynell Cope, 8-2971.

TRAINEES URGENTLY NEEDED

to train in data processing, computer, and keypunch. Must be willing to work. Earn up to \$380 per month while in training. For interview call Mr. Ray, 949-3754 in San Angelo or send coupon to P. O. Box 4055, San Angelo, Texas.

Name _____
Address _____
Age _____ Ph. _____
Occupation _____

SMOOTH SELLING
by George N. Kahn, Marketing Consultant
KEEPING AHEAD OF THE COMPETITION
Copyright—George N. Kahn

I once asked a brilliantly successful salesman:

"What's the toughest competition you've ever faced?"

"Myself", he replied without hesitation.

This is a simple truth that many salesmen take years to learn. Some never learn it. I am not urging you to forget about your competitors. This could be fatal. I am asking you to perfect yourself before you let yourself be panicked by the opposition. If you are a sound, thoughtful salesman, an expert in techniques and product knowledge, you will have little to fear from rivals.

If you are a first-rate man, there is no need to engage in jungle fighting with your competition. Many salesmen complain to their managers about being undersold. If you have other resources at your command there will be no need for this lament. The lowest price isn't some kind of god to which you must bow down. All business in this country does not revolve around the cheapest price. If it did, thousands of wholesale, retail and manufacturing establishments would have closed down long ago.

A good salesman can circumvent price spiraling; he can drop it to a secondary position in the presentation. The men who consistently lead the pack do not get bogged down in price games. These men have first of all mastered themselves and then have amassed a vast amount of information that will help the buyer. So consummate is their skill that price rarely enters into their sales.

Facing Competition

The first thing to realize about competition is that it will always be around. Each salesman should develop a healthy philosophy toward competition that will carry him through his entire selling career.

Secondly, there is nothing wrong or unfair about wooing away business from your competitor—if you do it in an above board manner.

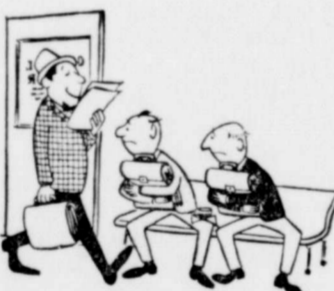
When you start hitting below the belt, however, you do yourself and your company no good at all. To revile and drag down a competitor before a prospect only demeans you in the latter's eyes. If you have to fight competition during an interview do it intelligently. Deliver your key points and let the prospect compare for himself. Conduct yourself like a gentleman. Name calling and innuendo will destroy whatever goodwill you have built.

I once went into a store and asked for a particular brand of snow sled that I wanted to give my son.

The clerk said that he did not have that kind of sled and started to show me other brands. When he noticed my lack of interest, he began running down the sled I had sought; he termed it overpriced and said it was unworthy of its reputation.

"Just a minute", I interrupted. "You're talking about a product that's rated the best in its field. It's almost a household word. Thousands are bought each year. How can you justify your denigration of it?"

The man stammered and fumbled but could not give me a satisfactory answer. He had



worked himself into a trap and could not get out.

Don't trap yourself by tearing down the other guy's product.

Know Your Competition

No salesman should spend much time talking about competing products before a buyer. Mention them only if the prospect brings up the matter and then discuss them just briefly.

However, you should know about the competition's product so you can make your presentation more effective.

I know many top producers who make a list of the competition's line, noting all of its characteristics. They study these carefully, comparing them with their own. Some keep a record on every product in the rival line with detailed facts on each. Some of these files are so sophisticated as to include the competitor's price, position, advertising and promotion effort, distribution, type of salesman and position in the industry.

Ring Your Own Bell

Although it is a good idea to protect yourself by knowing your competition the major emphasis in your sales talk should be on your product. Ring the bell and bang the drum at every available opportunity for your firm and your line. You didn't

seek the interview to discuss the competition. Your data on the competition is merely a reserve battery to bring up if needed. Think of it as a kind of insurance.

Here are some "don'ts" in reference to the competition.

1. Don't volunteer any facts or information on the competition. If it must be brought up, let the prospect bring it up.
2. Don't dwell for any length of time on the competition if the subject is discussed.
3. Don't try to build yourself up by running down the competition.
4. Don't spread malicious stories or rumors about competing salesmen. They might do the same for you some day.
5. Don't allow bad temper to color remarks about the opposition.

The Alibi

A final don't should be added here. Don't use the competition as a whipping boy for your poor performance. Some salesmen can hardly wait to complain to their supervisors about the competition's superior numbers, product, distribution, advertising, etc. Too often the salesman simply uses these factors as an alibi. In many cases they are not even true.

Before you run for help to your manager make sure that you are doing your very best.

To judge for yourself how you are handling the competition, try this little test. If you can answer "yes" to eight of eleven questions, you're ahead of your competition:

1. I always let the prospect bring up the matter of competition, if it is to be mentioned. Yes No
2. I never run down or heap scorn on the competition's product. Yes No
3. I never tell unflattering or disparaging stories about rival salesmen. Yes No
4. I never use the competition as a cover-up for my own mistakes and bad judgment. Yes No
5. I try to overpower and outgun the competition by self improvement. Yes No
6. I have the facts on the competition if I need them. Yes No
7. I don't permit myself to get trapped in price spirals with the competition. Yes No
8. I'm always aware of the competition. Yes No
9. If I make a statement about the competition I know what I'm talking about. Yes No
10. I use sources that provide me with information about the competition. Yes No
11. I keep up-to-date files on the competition. Yes No

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)..... 37½ 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 Train-

ing 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
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. Relaxing Between Rounds
10. The Competition
11. Taking A Risk
12. Playing The Short Game
When ordering, please mention the name of this publication.

This special woman lives in an electric Gold Medallion Home that is spring-time fresh all year long—quiet, clean, cool electric air conditioning keeps it that way.

This dependable spring-time comfort is hers at guaranteed low cost from West Texas Utilities.

WEST TEXAS UTILITIES
AN INVESTOR OWNED W.T.U. ELECTRIC COMPANY

Norman Butler Gulf Service
GOOD GULF GAS AND OIL
Generator and Regulator Service and Wheel Balancing
Gulf and Ward Riverside Tires. Washing & Greasing
NORMAN BUTLER Owner

"A mighty fine place to stay"
100 beautifully furnished rooms—poolside cabanas and suites—TV—radio—message lights—coffee shop—dining room—private club—baby sitters—heated pool—banquet space
Tel: (214) DA 7-4575
Lamplighter MOTOR INN
9033 R. L. Thornton Freeway on U. S. 80 & 67, East at Loop 12
DALLAS, TEXAS

STERLING CITY NEWS-RECORD

JACK DOUTHIT, Publisher
 Entered November 10, 1902, at the Sterling City postoffice as second class matter.
 Published Every Friday
 SUBSCRIPTION RATES
 \$2.00 a year in Sterling County
 NEWS established in 1890
 RECORD established in 1899
 Consolidated in 1902
 Cards of Thanks, reader or classified ads are charged for at the rate of 5c per word for the first insertion and 3c thereafter
 Phone in your personal items of news—your visits, your visitors, your parties, etc. News-Record 8-3251.

What's Doing in the Churches

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

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

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

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

T. PASCHAL BAYLON CATHOLIC CHURCH
 Fr. Vincent Daugintis, Pastor
 Sunday Mass — 8:00 a.m.
 Thursday Mass — 7:00 p.m.

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

Call 8-4451 for Appointment
Vanity Beauty Shop
 RUBY GRUNY, Owner

Allen Insurance
 AUTOMOBILE, FIRE, THEFT, HOUSE, etc., ALL KINDS
 See us for your Insurance 20% Less Than the Texas Published Rate
 LIFE INSURANCE, HOSPITALIZATION AND ACCIDENT POLICIES
 VERA DELL ALLEN
 Sterling Butane Co. office

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

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

Accent on Health

HEALTH & SAFETY TIPS FROM THE AMERICAN MEDICAL ASSOCIATION
Psoriasis

Psoriasis is a skin disorder that affects at least one out of 50 persons in the United States. It's pronounced so-RYE-ah-sis.

Most often psoriasis appears as "silvery-scaled red patches on the elbows, knees, scalp and trunk," says TODAY'S HEALTH, the magazine of the American Medical Association.

The disorder affects both men and women and most frequently appears between the ages of 15 and 30 years. The individual lesions will appear and disappear, but once they have occurred, they usually will exist in varying degrees of severity for the rest of the person's life.

The exact cause of psoriasis is not known. There is no cure. Some skin specialists have noted that the tendency to this disease may be hereditary. Sometimes the lesions appear following injury to the skin, such as a cut or a burn. Psoriasis often is seasonal, worsening in the winter and improving in summer. Many patients have flare-ups of the disease during periods of physical and emotional stress.

Some doctors have found that psoriasis responds well to sunlight or from sunlamp treatments. Ointments, creams, and lotions for external treatment abound. In recent years skin specialists have had some success with cortice-steroid creams and lotions, particularly when the areas are covered with thin plastic film wrappings. Therapy with tar and ultraviolet light often is recommended in addition to the creams.

Recently, some particularly stubborn cases of psoriasis have responded to some of the drugs commonly used in treatment of certain types of blood diseases and tumors.

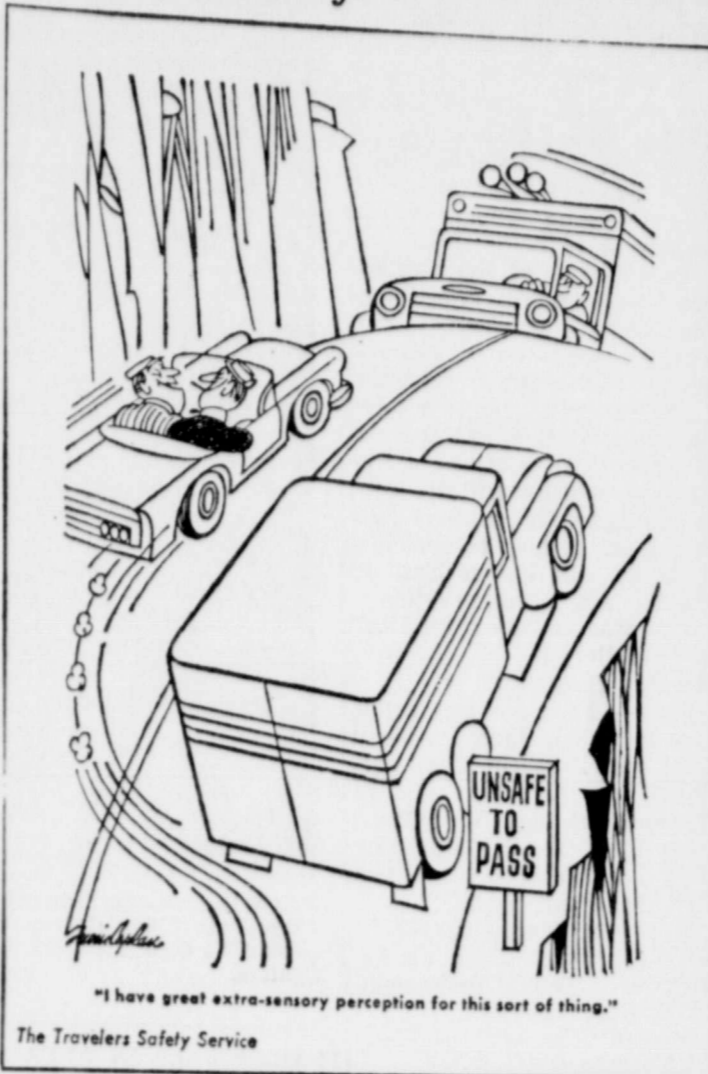
The hazards of undesirable side effects are many, and careful medical supervision is mandatory if disastrous complications are to be avoided.

Research continues into the nature of psoriasis. Until there is more knowledge of the many mysteries of the disease, the patient's understanding of the disease and sympathetic understanding by his friends, family, physician and others will greatly lessen the burden for those who must live with psoriasis.

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

ENCO
Murrell's Humble Service Station
 We'll lubricate moving parts point by point with just the right lubricants for smooth driving!
 Phone 8-2591
 Sterling City, Texas

You Bet Your Life



"I have great extra-sensory perception for this sort of thing."
 The Travelers Safety Service
 Passing on curves and hills killed or injured 15,000 persons in 1965.

Alumni History Read at the 1966 Banquet by Mrs. Tony Allen, Historian

Tonight we're gathered to celebrate something that started in 1908. We've something in common, you and I.

For we each are graduates of Sterling High.

Over the years, we've turned out classes of hustling lads and bustling lasses. Farmers & ranchers & business men. Doctors & lawyers — (one or two in the pen).

Classes have been small, Twice only two, Once just 3. Was the best we could do. Four times there were 4. Three times there were 5. Twice there were six. The grind to survive.

Three times there were seven. Four times there were 8. Three times there were 9. To graduate. Once there were 10. There were 11 six years, While 12 in five classes Allayed Mothers' fears.

Thirteen in four groups— Our average size— Fourteen seven times. Were added to the wise. Fifteen in six classes. The same as this time, Sixteen only once. To make the big climb.

There were 17 twice— Eighteen never— Three classes had 19. To complete the endeavor. None had twenty. Nor ever twenty-one, Never twenty-two, This reports about done.

But here I must pause To let you hear What's happening to those Who joined us last year— Most are in school Many in SAC Some have been And are already back.

There's Louise and Nelwyn And Betty Jo Our charm contribution To San Angelo.

There's Speedy the Spark And Todd and Wayne Sterling's loss is Angelo's gain.

Janie's at Tech and So is Bill Butch Seago drives in Sterling still.

Bitsy and Mike At Sam Houston State, Karen Williams got tangled in A wedding date.

Shirley's a student in ACC Troy continues in the University.

Henderson County claims our Will of the wisp Our basketball dribbler, One shot Crisp.

Tommy's at home on the family ranch James Latham in school, don't know which branch.

And so my friends the History is writ A few more facts and I'm gonna quit.

But there's one other group The largest slate Twenty-three students in '28.

This is the Class that organized This reunion of classees that has survived.

May we continue to meet And to call the roll Of grandparents and parents And children untold.

Who shall in the future Be added to us The ALUMNI of STERLING The super plus!

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

PIANO! LOOK! We will be picking up a spinet piano in your area. No down payment—Low payments—1st payment in June 1966. Write CREDIT MANAGER—

Lubbock Music Center
 Lubbock, Texas 799401

STUCKE BARBER SHOP

COME IN AND SEE US I Will Appreciate Your Barber Business

Joe Stucke

LEWIS and CLARK
 HOW ABOUT THAT, MR. CLARK?
 AMERICAN EXPLORERS WHO TRAVELED OVER THE NORTHWESTERN ROCKIES TO THE PACIFIC - (1803-1806)
 NO, THANKS... I AIN'T THIRSTY!
 Discover the quick easy way to bank, by mail.
 LEAVE THE LEGWORK TO ME!!
 U.S. MAIL
 BUSINESS FEATURES

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

ATTENTION MEN! LEARN TO OPERATE HEAVY EQUIPMENT

- Scrapper
- Bull Dozer
- Grader
- Pull Shovel
- Drag Line
- Clam Shell

Trained Men are earning over \$165 Per Week

Complete training gives you Actual experience on machines at our resident training center, with employment assistance upon completion. Mail coupon for complete information.

QUALIFY NOW UNIVERSAL EQUIPMENT OPERATORS SCHOOL
 For the many high paying jobs in heavy construction, building roads, bridges, dams, pipe lines, air fields, office buildings, etc. Local and foreign employment opportunities. You can start now without leaving your present job.

Name _____ Age _____
 Street _____
 City _____ State _____
 Ph. _____ Hrs. at Home _____

Contractors: Information about our trained operators available on request

Typing Paper For Sale at News-Record

FOR A REAL TRADER See C. L. KING, Sterling City

CHEVROLETS CHEVY IIs
PICK-UPS TRUCKS CORVAIRS

Caperton Chevrolet
 BRONTE, TEXAS
 Phone 8-4461 Sterling City 473-2501 Bronte

Marshall Blair "Your Foremost Route Man"

CALL 8-4572 FOR DELIVERY OF ALL FOREMOST DAIRY PRODUCTS
 Deliveries in Sterling City on Mondays, Wed. and Fridays



Wayne Bart is Airmen of Quarter at Kinchloe

A2C Wayne L. Bart Jr. has been named airman of the Quarter at Kinchloe AFB, Michigan. He is the husband of the former Barbara Clark, daughter of the Jim Bob Clarks of Sterling City.

Airman Bart received a \$25 cash award, a certificate and a 3-day pass.

Performance of duty, poise, military bearing and knowledge of military and current affairs were among the selection criteria.

Earlier this year Airman Bart received a certificate of appreciation from the commander of the 317th Fighter Interceptor Squadron, Elemen-dorf AFB, Alaska. He has also earned 24 semester hours in Russian at Syracuse University.

AS IT LOOKS FROM HERE

By Omar Burleson, Member of Congress, 17th District

Washington, D. C. — "Truth in Packaging" was a subject of this release in February of this year. Legislation beamed to the proposition that food products should not be labeled to mislead the purchasing public may be up for consideration in the near future.

The trend nowadays, both in the administration of laws already on the books and those proposed, emphasizes favor and protection for the "consumer." Actually, of course, we are all consumers, and there are more of us than there are manufacturers, packagers, and so forth.

Generally the assumption seems to be that the housewife buys a product and gets cheated. There is already a complete Department set up in Government to see that this is not done, but a majority of the Congress may decide that further law is needed on the market and not enough information about them to permit the consumer to make an independent choice. Some apparently feel that we are unable to read the labels and tell the good from the bad. In other words, emphasis is on the assumption that we are being sold the sizzle instead of the steak.

Actually, a product is what it does. A freezer, for instance, is not the sum of its nuts and bolts but something designed to save food, time and effort. A steak stripped of its sizzle is a bloody piece of meat from the carcass of a steer. Where the usage of a product is self-evident, such as the wood screw, little more need be said.

Probably we have all experienced disappointment and a feeling of being cheated with a number of things we buy and expect to get its maximum benefit. Power sprays and pressurized toothpaste which runs out of power before the can is empty is a favorite gripe of a lot of us. It is real convenient while it works but provoking that we can not get our money's worth by using it all.

Be this as it may, someone has got to decide what is adequate "information." Where does it begin and end? How thorough must it be for those of us who are not too perceiving or patient enough to find out about the product?

This proposition might be taken a great deal further in some things other than food. Antiques could really furnish a good example. Depending on one's knowledge, today's trash might be tomorrow's treasure. The person who paid \$5 for an 18-inch piece of barbed wire may really have known what he was doing. Over the years there have been several hundred different types of barbed wire and some of it has now become a collector's item under something called "industrial archeology."

Incidentally, if we want to go in for "gadgetry" in products, we can buy soap manufactured in Yokohama with a message that remains visible down to the last siver. It is described as having messages on thin layers which are then pressed together to make the full bar. Not being sure of what the advantages are, one would suppose that youngsters might be able to do their homework while taking a bath.

Drug labeling and beneficial claims is a separate legislative issue from that involving food products. Scientific advances have brought so many drugs on the market recently that

Dow Tanner celebrated his seventh birthday June 15th with a birthday party at the State Park in Sterling City. Those present were Victor Probandt, Eddie Probandt, Mikey Boren, Ross Hord, Mar-in Blair, Robby Piper, Melinda Terry, Cathy Frizzell, and Rox-anna Piper. Punch and cake (decorated in western motif) were served.

Mrs. Foyd Van Meter of Brownsville visited Mr. and Mrs. Merton Ferguson and family Monday and Tuesday of this week. Mrs. Van Meter and Mrs. Ferguson were former classmates at Abilene Christian College where both were members of the ACC Acappella Choir. Mrs. Van Meter is a teacher in the Brownsville public schools.

NOTICE TO BIDDERS

The Commissioners Court of Sterling County, Texas, meeting in regular session, will receive bids at 10:00 o'clock a.m. on Monday, July 11, 1966 on the following equipment:

One new motor grader, equipped to meet or exceed the following specifications: Wt. not less than 22,000 pounds; engine not less than 100 HP Diesel electric starter, cab, heater, hour meter, hydraulic booster steering, muffler and 14.00 x 24 12 ply tires.

To be offered in trade as part payment—one used Cat. 12 Motor Grader SN8T3888 and one used AC Motor Grader SN453379G. This equipment may be seen at the county warehouse in Sterling City, Texas.

The Commissioners Court reserves the right to reject any or all bids.

Sterling County Commissioners Court
By W. R. Brooks, County Judge
Sterling County, Texas

FOR RENT — Little rock house, furnished, Mrs. D. C. Durham. Phone 8-3281.

FOR SALE — my mobile home, 1964 Rembrandt, 10 ft. by 51 ft., 2-bedroom, extra clean. W. G. Fincher, 8-2091.

Kind words make kind echoes.

even the experts are unable to keep up with them. The Food and Drug Administration has grown by leaps and bounds, and Committees of Congress are constantly inquiring into the effects new drugs are having on the consuming public. In some cases it is a serious matter of health by reason of side effects — in some cases worse than the disease it is supposed to cure. All these things have to be policed and the authority for it must be furnished. The fact remains, however, that it is going to be difficult to guarantee by law that the individual is always going to get his money's worth in everything he buys. By and large there is a high integrity on the part of businessmen in our various communities and there are few who are not willing to take serious note of their customers' complaints. This may be the best answer to Truth in Packaging and labeling of products. He, too, is a buyer from his source of supplies.

Field Day at George Skeete's June 24

A field meet will be held at the George Skeete ranch next Friday, June 24. Hosts are the Coke and North Concho River Soil Conservation Districts. A free barbecue dinner will be served at 12 noon.

Co-sponsors of the day are the American Society of Range Management and the West Texas Association of Soil and Water Conservation Districts.

All ranchers and interested persons of this area are invited and urged to attend. Large flat bed trucks will be used to transport the visitors over the ranch. A host of excellent speakers will be on hand to discuss range conservation.

The program as outlined will be as follows:

Morning Session
9:45 — Field meeting called to order - Ben Sims, President Elect and Program Chairman, Tex. Soc. Am. Soc. Range Management, and Vice-Chairman, West Texas Association of Soil & Water Conservation Districts, Paint Rock.

Master of Ceremonies — Dr. Gerald Thomas, Dean of Agriculture, Texas Technological College, Lubbock.

Introductions — By Dr. Gerald Thomas

Discussion of conservation work done on his ranch — George Skeete, rancher, and S&WC District Supervisor.

First Stop — Principles of grass growth that are important to grass production - Howard B. Passy, Soil Conservationist, State Program Staff, Soil Conservation Service, Temple.

Second stop — Grazing Management - Dr. Don Huss, Professor of Range Management, Department of Range Science, Texas A&M University, College Station.

Noon - 12:00-1:30 — Barbecue. Courtesy of Coke County and North Concho River Soil & Water Conservation Districts.

Afternoon

A look ahead in management and use of rangelands — Dr. C. L. Leinweber, Head, Department of Range Science, Texas A&M University, College Station.

Great Plains Conservation Program — J. L. (Cy) Richmond, Area Conservationist, Soil Conservation Service, San Angelo.

Summary — Dr. Gerald Thomas.

Business meeting of the Association of West Texas Soil and Water Conservation Districts.

POSTED—All land operated by me posted against trespassing and hunting.

Violators prosecuted.

GEO. McENTIRE, JR.



that your car is getting the skilled care it deserves? You can be sure by bringing your car to us! As part of the progressive oil industry, it's our job to give your car expert service — the kind that can add thousands of miles to its life.

STEWART'S TEXACO SERVICE
VERNON STEWART, Owner
Phone 8-4841



Frequent shoot-outs between lawmen and outlaws take place around the Texas Section at Six Flags Over Texas. Here a crowd gathers in front of Judge Roy Bean's Jersey Lilly Courthouse as sheriff's deputies invoke Judge Bean's "Law West of the Pecos" on renegade fast draw gun-fighters.

14 HOSPITALS IN AREA ELIGIBLE FOR MEDICARE

Fourteen hospitals in the 13-county San Angelo area currently are eligible under the Civil Rights Act of 1964 to participate in Medicare, according to J. G. Keen, assistant manager of the San Angelo Social Security District Office. He stressed that the absence of a hospital's name on the current listing does not mean that the hospital will not be eligible. Keen said that he expects nearly all hospitals to be eligible before the July 1 deadline.

Additional hospitals are being placed on the eligible list as quickly as their status can be reviewed and approved, Keen said. Names of these other hospitals will be announced as soon as they are released by the Department of Health, Education, and Welfare.

As of June 10, a total of 428 hospitals in Texas already were listed as eligible as were more than 72 percent of the hospitals in the Nation.

Hospitals in this area, currently listed as eligible, include Ballinger Memorial Hospital, Ballinger; Reagan Memorial Hospital, Big Lake; Brady Hospital & Clinic, Brady; Medical & Surgical Hospital, Brady; Bronte Hospital, Bronte; Concho County Hospital, Eden; Menard Hospital, Menard; Crockett County Hospital, Ozona; West Coke County Hospital, Robert Lee; Baptist Memorial Geriatrics Hospital, San Angelo; St. John's Hospital, San Angelo; Lillian M. Hudspeth Memorial Hospital, Sonora; Sterling County Hospital, Sterling City; and Winters Municipal Hospital, Winters.

BUS SALE BIDS

SEALED BIDS WILL BE RECEIVED IN THE OFFICE OF: Supt. O. T. Jones until 8:00 p.m. Monday, July 11, 1966 on a 48 passenger 1949 Chevrolet School bus with a Superior body. This bus may be seen at the Sterling City Schools. Bid proposals may be secured by contacting Supt. O. T. Jones at Box 26, Sterling City, Texas. Tel. 8-3531 or 8-3611. The Sterling City Schools Board reserves the right to accept or reject any bid submitted for the best interest of the school. The successful bidder must remove this equipment within 30 days from the date of the award is made. Engine has had a new short block assembly recently installed.

GOOD USED Irrigation PIPE

AT A BARGAIN! Some Like New—All Sizes Obtained in Trade-Ins for Tri-Matic Self Propelled Irrigation Systems Buy Now While Good Selections Are Available. Write or Call **J. B. Knight Co.** Brownfield, Texas P. O. Box 1152 Phone AC 806 637-3557

Advice to our men — Be glad you have passed forty; women are still interested in you, and the army isn't.
8-BALL

Compatibility is when a woman always laughs at her husband's old jokes, and he never laughs at her new hat.
8-BALL

Last Memorial Day, my neighbor's two sons were putting up a flag in their yard. An elderly lady, out for her morning stroll, noted that the flag had only 48 stars and brought this to their attention, pointing out that it did not represent the true state of the union. "Oh, that's all right," said the younger lad. "My Mother doesn't recognize Alabama and Mississippi."

In Red Cross Office—"Blood donors needed—our blood bank is one pint in the red."
8-BALL

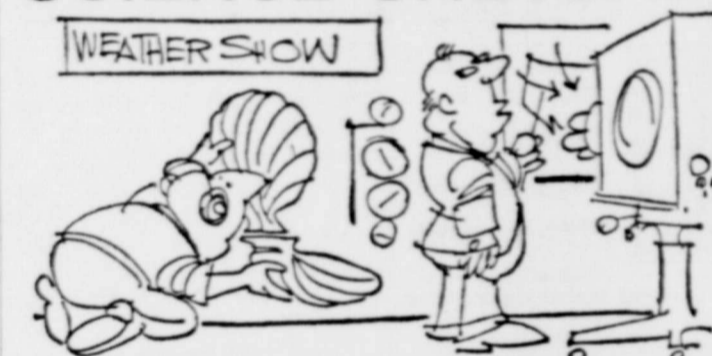
Sign outside a Louisville library: "WANTED — readers. Experience not necessary. Apply within."
8-BALL

It's much easier to be critical than to be correct!
8-BALL

Tact is the art of telling someone where to go and having him looking forward to it.
8-BALL

Birthdays are really not so bad. They seem not to have the allure That they had when we were children. To bad we all have to mature.

SCIENCE SKETCHES



HINTS to climatic variation may come from freshwater clam shells found in prehistoric Indian villages. University of Wisconsin researchers hope that the composition of the shells will provide clues describing past climates and predicting future climatic change.

CARBON DIOXIDE, the gas you exhale, is being put to many new uses. A growing application for CO₂ is that of hardening foundry molds, says Cardox, Chicago. Gas is injected into a sand mix, producing molds that can turn out castings as good as shell-molded ones.

THE FOURTH most important public health problem in the U.S. is alcoholism, according to the American Medical Association. It ranks behind heart disease, mental illness and cancer.

City Savings & Loan Assn.

San Angelo Saving Headquarters

Anticipated Dividend **4 1/2 %**

Directors: James R. Duncan, C. A. Duncan, Wilbur Carr Brown, John S. Cargile, Hudson Russell, W. A. Griffis, Jr. 125 S. IRVING PHONE 655-3118



Behind the

Following a... back in "Har... issue of t... res, one pr... resignation, a... age dat... all... the last

We left... morning. Ju... kitten in... Big Spring... We drove to... Dumas, I... to Clayton... where we... on to T... and whom, y... they are of...

The southe... Colorado tal... the mountai... Continental... you can play... you want to... Verde Nation... the four cor... tional Park... there and th... son is good... are slow—d... 8-

The road o... City throug... Green River... scenic. The... Arches Nati... etc. is really... non. You ju... to appreciate... with anyone. 8-

The Utah... Provo. All t... in Colorado... legs—some... legs. In Sa... stayed at th... Hotel (on sc... town. The... Square—a te... the Mormon... House, Mor... monument to... a large muset... ed by a ten... and is quiet... landscaped i... Each 20 r... guided thro... named place... ple and only... Latter Day S... is conducted... who contrib... call by the... tours for tot... vice-president... ings and Los... er had mad... Dereset cou... er Brigham... contingent i... We heard... in the Tabet... markable a... heard a st... Mormon T... singing "Th... the Republic... donate their... the choir—... said our gui... The Temp... granite that... miles away... in by ox c... time) at f... built a railv... Forty years... was dedicat... masterpiece... Assembly... church) wa... granite that... perfect for... quite impos... ernacle was... in the form... and is capai... persons. T... one of the... world. It w... 1800s.

Inside th... are monum... Hyrum Sn... the cart-pu... Brigham... president... Saints. A... g Angel Mor... est spire o... was the a... to Joseph... him the g...