

The Carbon Messenger

Volume 49

Carbon, Eastland County, Texas, Thursday, November 24, 1960

Number 40

Local News In Brief

Mr. and Mrs. Kenneth Watson are the parents of a son, Kenneth Robert, Jr., who was born at 5:40 p. m. Thursday, Nov. 17, in the Gorman Hospital. He weighed 7 pounds and 9 ounces at birth. Mrs. Watson is the former Mary Butler, daughter of Mr. and Mrs. E. R. Butler and a graduate of Carbon High School. The paternal grandparents are Mr. and Mrs. R. H. Watson of Gorman and the paternal great grandmother is Mrs. J. N. Watson, also of Gorman.

Mr. Watson is employed by Texas Electric Service Company and they will be residing in Eastland.

Mr. and Mrs. Leak Lane and daughter, Sandra, of Cisco visited her parents, Mr. and Mrs. Elbert Jackson Sunday. Mrs. Simpson, and son, Virgil, of Romney also visited the Jacksons Sunday.

Mr. and Mrs. Oscar Treadway of Eastland visited Mr. and Mrs. Dan Boatwright Sunday.

Curtis Gilbert and family of Jal, N. M., and Mr. and Mrs. M. L. Gilbert were in Winnsboro last Saturday to attend the funeral of a relative, Leon Gilbert.

Mrs. W. C. Couch returned to Reed's Nursing Home in Gorman Monday after spending a month at her home here.

Mr. and Mrs. Otis Guy visited her brother Tommy Lucas, of Cisco Sunday.

Mr. and Mrs. Walker Martin visited Mrs. Will Lovell last Friday enroute to their home in Tyler after visiting relatives and friends here and in other parts of the county.

Beth Gilbert of Corsicana visited his father, H. P. Gilbert, and wife last Wednesday.

Mr. and Mrs. Jim Jackson of Brownfield visited his sisters, Mrs. Willie Harris and Mrs. Hoyl Reed, and their families here last weekend.

Mr. and Mrs. Woodrow Speer of Port Neches visited her brother, Henry Hines and wife and other relatives and friends here Saturday.

Don Nicholas of Monahans visited his parents, Mr. and Mrs. John Nicholas, during the weekend.

Truman Snell and family and Garland Snell and family of Midland visited their parents, Mr. and Mrs. W. H. Snell, last week.

Lynn Hogan and family and Mrs. Jim Hogan and daughter, Shirley, visited Tommy Nicholas and family in Abilene last weekend.

The Lords Acre Program will be held at the Carbon Methodist Church Friday evening at 7 o'clock. Everyone who is interested is encouraged to attend. Refreshments of cookies and punch will be served.

Mr. and Mrs. W. H. Collins visited their children, M/Sgt. Bob Collins and family of Waco and Mr. and Mrs. James Bigby and children of Fort Worth over the weekend.

Misses Ann Mangum and Rosemary Berry, students of McMurry College, Abilene, were home for the weekend.

Mr. and Mrs. S. S. Sherrell spent the weekend in Dallas visiting their son, Maurice Sherrell, and family. Their grandson returned home with them for a visit.

Mr. and Mrs. Raymond Nance of Abilene visited Marvin Hale and family Saturday.

Rev. Doyle Purifoy and wife of Fort Worth visited Rev. Jim Turner and family Sunday.

Mr. and Mrs. Rayneal Baze and David of Ranger visited the Truman Beens Sunday evening.

Gene Butler and family visited his brother, Jack Butler, and family in Fort Worth Sunday.

We are glad to report that Ike Butler and Mrs. Frank Park who were reported seriously ill in the hospital last week, have returned home and both are greatly improved.

Basketball Tournament

The Carbon High School Invitational Basketball Tournament will be held December 1, 2, 3, and 5. This should be an outstanding tournament with teams from Carbon, Gorman, Eastland, Olden, Seranton, Cross Plains, Moran, and Putnam. The games will start at 5:15 each evening. The Saturday afternoon session will start at 12:15. A nice selection of trophies and individual awards for All-Tournament Teams have been secured.

In Appreciation

We wish to thank our friends and neighbors for their kindness to us during Mrs. Park's illness. The cards, visits, flowers, food, and prayers mean more to us than we could ever put into words. May God bless each of you and may you have such loyal friends in times of need.

The Frank Park Family

Night Watchman Resigns; Harris Takes Position

Bill Parten who has served as Night Watchman for Carbon for the past 7 years, resigned that place Monday night to accept a position on the Eastland City Police. Bill has been loyal to his job here and stated that he wished to thank all the citizens of Carbon for their cooperation during the time he served as watchman.

In a meeting held Monday night the job of night watchman was given to Gilford Harris by the city officials and business men. Gilford is well known here having lived here most of his life and he asks the cooperation of the citizens in his new work. He assumed his duties as watchman Tuesday night.

Birthday Dinner

On Saturday, November 19, a birthday dinner was given for Mrs. J. C. Brownlee. Several of her relatives were present including two sisters and one brother from Dub in and a niece and her husband from Comanche.

Those present were Mr. and Mrs. M. L. Warren, Mrs. Maggie O Neal, Mrs. R. Z. Solley all of De Leon; Mr. and Mrs. M. O Solley of Dublin and Mr. and Mrs. M. L. Jackson of Comanche. All enjoyed a real nice dinner and several nice gifts were received.

Basketball News

The Carbon Wolverines played Carlton there last Friday night. The Carbon girls lost by the score of 40 to 53 in a well-played game. Mary Been with 16 points and Kay McDaniel with 15 points, were high scorers for Carbon. The Carbon boys also lost by the score of 43 to 59, after defeating Carlton here last week in a close game. High scorers were Larry Morrow 13, Weldon Cook 9, and Rhodney Jackson 8.

Our B team boys lost to Carlton in a close game 30 to 31. Richard Arnold was high point man with 10.

Carbon plays Scranton boys and girls Tuesday night, Nov. 29, in the local gym.

The Carbon High school boys and girls defeated May here Tuesday night. The boys score was 36 to 24. Larry Morrow was high point man with 17. Sandlin scored 8 and Cook 6.

Our girls defeated May 45-30 with Kay McDaniel making 24 points, Ruby Hull 12 and Mary Been 7.

Express Company Hearing Put Off For Second Time

The Hearing on the American Railway Express Company's proposal to consolidate its Cisco and Eastland offices (and operate them from Eastland) has been postponed until a date to be announced, according to information contained in a letter from the Railroad Commission of Texas which was received at the Chamber of Commerce offices here Thursday.

The Railroad Commission of Texas set up the hearing at the request of the Express Company. The hearing was originally set for Thursday, November 10th, but was postponed until Tuesday, November 22nd. This last action postpones the hearing until the Commission sets the date.

Pecan Show Plans Are Worked Out At Joint Meeting At C-C

The agriculture committee of the Cisco Chamber of Commerce met in a joint meeting at 7:30 p. m. Monday in the CofC offices here with representatives of the Eastland County Pecan Growers Association to formulate plans for the Eastland County Pecan Show to be held December 14-15, according to an announcement by Mrs. Peggy Gallagher, Chamber secretary.

Committee members have secured a building for the show, Mrs. Gallagher said. It will be held at Jack Rawson's Plumbing and Furniture Store at 418 Avenue D. Mr. Rawson was discussing plans to move furniture so the show could be held in the north side of his building, it was reported.

Mrs. Sandra Shelton of Eastland, the County Home Demonstration Agent, brought Mrs. C. M. McCain, also of Eastland, as a special guest to the meeting. Mrs. McCain will head a group of County women who will organize the bake show to be held in conjunction with the show, Mrs. Gallagher reported.

Sam Kimmell, president of the CofC, was to furnish cedar boughs to be used as decorations at the show. Among those attending the meeting were H. L. Sims of East-

Committee Will Begin Study Of Sabanno Project

A temporary committee has been appointed by the Upper Leon Soil Conservation district to determine landowner sentiment for or against a flood prevention project for the Sabanno watershed.

The committee is composed of W. G. Kirk, Gorman banker, chairman; Cecil Shults of Rising Star, vice-president; Glen Caruth of Gorman, secretary; and H. A. Tyrone of Carbon, reporter.

The group met at Rising Star Monday to set up a program of meetings to determine community sentiment concerning the project. The first such meeting was scheduled for Nimrod and is to be hosted by the Nimrod Neighbors Progressive Club; the Sabanno Valley Game Preserve Association will host a future meeting. The watershed program will be explained at these meetings. The Sabanno watershed includes a 190,000 acre area.

If enough area residents are interested, the necessary information and agreements will be gathered and made for presentation in proper form to the state board of supervisors. In this event, a permanent organization would be formed.

Under the program, the United States Department of Agriculture supplies the major funds for the flood control structures which are then turned over to the spon-

land, president of the E.C.P.G.A., and J. M. Cooper, County Agriculture Agent.

A beauty show will be held as a highlight of the Pecan Show, Mrs. Gallagher said. Plans call for entries to be accepted at stations and towns throughout the county. Contest rules require the entrants to be unmarried Eastland County girls.

Complete plans and the program for the pecan show were to be revealed in news releases submitted by the Cisco Chamber and by Mr. Cooper.

Members of the agriculture committee include Anton White, chairman; Sutton Crofts, Harry Schaefer, Dr. Dan Craig, Robert Donovan, Carl Gorr, Weldon Isenhower, Don Kincaid, A. Z. Myrick, Ernest Reich, Oscar Schaefer, Lee Starr, W. B. Starr, J. L. Thornton, Harry Donica and Tommy Toland.

The committee met last Thursday and decided on a final budget of \$250 with \$198 of the total slated for expenses in connection with the show.

State Highway Funds Budgeted For County Work

The State Highway Commission has allotted \$4,181,000 to provide for right of way and construction costs on the ABC System of highways in District 23's nine counties, which includes Eastland County, according to a report on the commission's recent meeting.

The ABC System includes all state and U. S. 'highways but does not include farm-to-market roads or Interstate highways. The money will be spent on certain highways in the system which are not up to the standards set by the State Highway Department as determined by traffic volume.

Preliminary work on many of these projects is already underway as the Commission approved funds for the advanced planning earlier in the year.

Projects for Eastland County include:

State Highway 6 from U. S. 80 in Eastland, north to present Highway 6, 1.3 miles of grading, structures and surfacing.

Ten miles of surfacing, grading and structures on State Highway 6 from FM Road 1027 in Carbon, north to U. S. 80 in Eastland.

State Highway 206 from the Callahan County line northeast to FM Road 569, two miles of work.

E. M. Pritchard, District 23 engineer, has announced that the Texas Highway Department will spend about \$860,000 for state and U. S. highway construction and reconstruction in Eastland County during 1961-62.

soring agency, usually the county commissioners court, for maintenance.

Peanut Sacks

Binder Twine, Sweeps
& Bailing Wire

Call on us for your needs.

Household Ware, Electric Supplies

Nails, Tools, Paints, Glass

Pipe fittings Bolts Etc.

We appreciate Your Business In Each Department

Carbon Trading Company

Friday and Saturday

Specials

Folgers Coffee 1 lb 69c

Milk Tall Can 2 for 29c

Duncan Hines Cake Mix 35c

Kimbell Oleo 1b 19c

Crackers 1b Box 25c

Carbon Trading Company

See Texas First

City Beneath the Sea
Under the clam waters of Medina Lake west of San Antonio is the site of the settlement of Mountain Valley. A Mormon leader, Lyman Wright, established 16 families on this site in 1854 only to be driven away four years later by the Indians. Medina Lake makes a quiet resting place for this settlement with its violent history. The lake is also reputed to be the resting place of many of those big fish that "got away."

Famous San Antonio Fort
Teddy Roosevelt trained his famous Rough Riders in Texas in the same fort that housed such outstanding generals as Grant, Lee, Sheridan and Hood. It's the 3,000 acre Fort Sam Houston, the greatest Army post in the United States. It is located within the confines of San Antonio.

Barber Work

My Barber Shop in Carbon is now open and your patronage will be appreciated. - Gene Butler
Open from 8 a. m. to 6 p. m. each week day.

BIBLE VERSE



LUKE 5:4
Now when he had left speaking, he said unto Simon, Launch out into the deep, and let down your nets for a draught.

Watch Repair

Let me repair your watch or jewelry. Parts for most any make of watch, also a large selection of jewelry.

The Time Shop
Oran Justice, Owner Gorman

The Carbon Messenger
Dated Thursday At Carbon
Eastland County, Texas

Entered as second class matter at the Post Office at Carbon, Texas as under the act of Congress March 3rd 1879
W. M. Dunn, publisher

See Us for Your Cleaning & Pressing Needs

Expert and Courteous Service At All Times

We Close each Saturday at noon

POOL

Dry Cleaners

EASTLAND, TEXAS

Laundry Service

Automatic coin operated washers and dryers open 24 hours every day
WASHERS 20c per load
DRYERS 25c for 2 washer loads

LAUNDROMAT

In Old Tip Top Cafe Bldg. Eastland, Texas

Citation by Publication
THE STATE OF TEXAS
To any Sheriff or any Constable within the State of Texas - GREETING:

You are hereby commanded to cause to be published once each week for four consecutive weeks, the first publication to be at least twenty-eight days before the return day thereof, in a newspaper printed in Eastland County, Texas, the accompanying citation, of which the herein below following is a true copy.

CITATION BY PUBLICATION
THE STATE OF TEXAS TO:

J. W. Wallace,
defendant,

Greeting: **YOU ARE HEREBY COMMANDED** to appear before the Honorable 91st District Court of Eastland County at the Court-house thereof, in Eastland, Texas, by filing a written answer at or before 10 o'clock a. m. of the first Monday next after the expiration of forty-two days from the date of the issuance of this Citation, same being the 19th day of December A. D. 1960 to plaintiff's first amended original petition filed in said court, on the 1st day of November A. D. 1960, in this cause, numbered 23,251 on the docket of said court and styled Jennie B. Wallace, plaintiff, vs J. W. Wallace, defendant.

A brief statement of the nature of this suit is as follows, to-wit: suit for divorce and adjudication and partition of separate property of the plaintiff in an undivided interest in and to the N. W. quarter of the S. E. quarter and South 1/2 of N. E. quarter of S. E. quarter of section 21, township 17 North range 12 East Creek County, Oklahoma, and oil and gas royalty thereunder.

as is more fully shown by Plaintiff's first amended original petition on file in this suit.

If this citation is not served within ninety days after the date of its issuance, it shall be returned unserved.

The officer executing this writ shall promptly serve the same according to requirements of law, and the mandates hereof, and make due return as the law directs.

Issued and given under my hand and the seal of said court at Eastland, Texas, this the 1st

CITATION BY PUBLICATION

THE STATE OF TEXAS:
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Citation by Publication
THE STATE OF TEXAS

To: Donald W. Stevenson,
defendant, Greeting:

YOU ARE HEREBY COMMANDED to appear before the Honorable 91st District Court of Eastland County at the Court-house thereof, in Eastland, Texas, by filing a written answer at or before 10 o'clock A. M. of the first Monday next after the expiration of forty-two days from the date of the issuance of this citation, same being the 12th day of December A. D. 1960, to plaintiff's petition filed in said court, on the 26th day of October A. D. 1960, in this cause, numbered 23,278 on the docket of said court and styled Winifred B. Stevenson, plaintiff, vs. Donald W. Stevenson, defendant.

A brief statement of the nature of this suit is as follows, to-wit:

This is a suit for divorce as is more fully shown by plaintiff's petition on file in this suit.

If this citation is not served within ninety days after the date of its issuance, it shall be returned unserved.

The officer executing this writ shall promptly serve the same according to requirements of law, and the mandates hereof, and make due returns as the law directs.

Issued and given under my hand and the seal of said court at Eastland, Texas, this the 26th day of Oct. A. D. 1960

(SEAL)
Attest: ROY L. LANE, Clerk,
91st District Court,
Eastland County, Texas.

By: Nelda Rutherford, Deputy.

day of November A. D. 1960

Attest: Roy L. Lane, Clerk,
91st District Court of
Eastland County, Texas.
By Nelda Rutherford, Deputy.

California is 770 miles long.

EVERYBODY ought to have GAS LIGHTS!

Distinctively and artistically styled Gas lights cast a soft glow that bids "welcome" to guests, serves as a silent deterrent to nighttime trespassers.

SEVEN MODELS PRICED FROM \$49.50 INSTALLED

PIONEER NATURAL GAS COMPANY

Used Cars

See us for the best Used Car Buy In Town

Also expert mechanics in our Shop
Hood King Motor Company
Eastland, Texas

Christmas Gifts

Electric Blankets Twin Size 14.95
Double Bed Single Control 15.95 Dual Control 19.95
Boys and Girls Bicycles 20 24 26 34.50 up
Portable Mixers 9.95 up Steam Irons 9.95

Furniture

See our large selection of Living and Bed Room Suites, Liberal Trade-ins and Easy Payments
Also a large selection of other Furniture
See our large Stock of Floor Coverings

Higginbotham

Gorman Texas

Friday And Saturday Specials And All Next Week

Sausage	49c lb.
Ham Steak	55c lb.
Pork Roast	40c lb.
Beef Roast	55c lb.
Club Steak	70c lb.
T-Bone	70c lb.
Round Steak	85c lb.
Fryers	45c lb.

Swanner Locker Plant
Gorman, Texas

Tractor Tires Headquarters

New and Used



Fast repair work on any size tire or tube. Reasonable prices. Bring us your flats. We fix them while you wait.

The Old Reliable

Jim Horton Tire Service

Your Seiberling Dealer

East Main St.

Eastland Texas

I'd have to go straight if everybody had GAS LIGHTS!

Distinctive... \$49.50 INSTALLED

PIONEER NATURAL GAS COMPANY

LEGAL NOTICE

To any Sheriff or any Constable within the State of Texas — GREETING:

You are hereby commanded to cause to be published once each week for four consecutive weeks, the first publication to be at least twenty-eight days before the return day thereof, in a newspaper printed in Eastland County, Texas, the accompanying citation, of which the herein below following is a true copy.

CITATION BY PUBLICATION THE STATE OF TEXAS

TO: Janie Theadford, a widow; R. A. Hill; Mollie Webb; Ola Webb Lucas and husband Binky Lucas; Tom Webb; George Harrison Webb; Ollie S. Webb; Will E. Webb; Nickles M. Webb; Kindell W. Webb; if living, are non-residents of this State and the residence of each of them are unknown; and if dead, the heirs and unknown heirs and the heirs of the heirs and unknown heirs of each and every one of said above named persons, are defendants,

Greeting: YOU ARE HEREBY COMMANDED to appear before the

Honorable 91st District Court of Eastland County at the Courthouse thereof, in Eastland, Texas, by filing a written answer at or before 10 o'clock A. M. of the first Monday next after the expiration of forty-two days from the date of the issuance of this citation, same being the 26th day of December A. D. 1960, to Plaintiff's Petition filed in said court, on the 2nd day of August A. D. 1960, in this cause, numbered 23,213 on the docket of said court and styled W. R. Hammett who is, Plaintiff, vs. Janie Theadford, a widow; R. A. Hill, Mollie Webb; Ola Webb Lucas and husband Binky Lucas; Tom Webb; George Harrison Webb; Ollie S. Webb; Will E. Webb; Nickles M. Webb; Kindell W. Webb; if living and if dead, the heirs and unknown heirs and the heirs of the heirs and unknown heirs of each and every one of the above named persons, who are defendants.

A brief statement of the nature of this suit is as follows, to-wit: Trespass to Try Title suit on Land in Rising Star, Eastland County, Texas, out of the N. E. 1/4 of Section 38, B. B. B. & C. Survey,

Beginning at the S. E. corner of Blk. No. 3 Anderson Addition to said town. Thence North 182 feet, Thence West 212.5 feet, Thence South 182 feet, Thence East 212.5 feet to place of beginning as is more fully shown by Plaintiff's Petition on file in this suit.

If this citation is not served within ninety days after the date of its issuance, it shall be returned unserved.

The officer executing this writ shall promptly serve the same according to requirements of law, and the mandates hereof, and make due return as the law directs.

Issued and given under my hand and the seal of said court at Eastland, Texas, this the 9th day of November A. D. 1960.

Attest: Roy L. Lane Clerk, 91st District Court of Eastland County, Texas. By Nelda Ruth-erford, Deputy.

About one-third of the world's total coffee consumption is used by the people of the United States.

The word veto means "I forbid."

Chinese is spoken by more people than any other language.

Tom Thumb's real name was Charles Sherwood Stratton.

People suffering from aleurophobia have an unreasoning fear of cats.

Lost

Black and Brown fiesd dog, lost near Carbon Laundry, named Trixy Mrs. Lela Rasberry, Rt. 3, Cisco, call Hf-2-1902 collect.

Connecticut was the first state to have a written constitution.

Ambulance Service

Air Conditioned by Refrigeration

Wylie Funeral Home

Dial Hf 2-2333

Cisco

Admiral Freezers

Be Sure To Get Our Prices On

Serviceable And Dependable

Several sizes to choose from

Come in and see these new

Freezers and Refrigerators

And Get Our Low Prices

Cisco Locker Plant

Locker Rental & Meat Processing

See How Convenient and Economical it is to send

Your Laundry and Work Clothes to

Cisco Steam Laundry

Pick-up and delivery service at Hogan's Grocery

Every Thursday and Friday

Will also pick up and deliver your Tailor Work

Television Service

Franks T. V. Service

Stephenville Texas

A service man for Frank's TV Service will be here every Tuesday and Saturday starting Oct 25th. Contact Carbon Trading Co. Your business will be appreciated.

EASTLAND NATIONAL BANK

"On The Square"

Member F. D. I. C.

Eastland, Tex

Complete Modern Funeral Home

Including New Chapel

Available Day or Night

Higginbotham Funeral Home

Phone 11 Night Phone 24J

Gorman, Tex

Friday And Saturday

Specials

Fresh Pork Sausage lb	39c
Karo 5 lb Can	74c
Rice 13 oz Pkg	18c
Bab-O can	17c
Bananas lb	14c

Draw String Peanut Bags 2 sizes

We Appreciate Your Business

Hogan's Grocery And Market

Visit Our Softgoods Display

The discovery of dynamite enabled Nobl to endow the famous Nobel prize.

Seventy-two percent of the earth's surface is water.

The first Postal Savings Bank in America was opened in 1911.

Alexander the Great wept because he had no more worlds to conquer.

CITATION BY PUBLICATION THE STATE OF TEXAS:
To any Sheriff or any Constable within the State of Texas — GREETING:

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Citation by Publication THE STATE OF TEXAS
To: Robert Roberson
YOU ARE HEREBY COMMANDED to appear before the Honorable 91st District Court of Eastland County at the Court-house thereof, in Eastland, Texas, by filing a written answer at or before 10 o'clock A. M. of the first Monday next after the expiration of forty-two days from the date of the issuance of this citation, same being the 19th day of December A. D. 1960, to plaintiff's petition filed in said court, on the 4th day of November A. D. 1960, in this cause numbered 23,285 on the docket of said court and styled Winnie Ruth Roberson, plaintiff, vs. Robert Roberson, defendant.

TPA Campaign To Provide Boost For Bond Sales

U. S. Savings Bonds will receive a special boost in November when the Texas Press Association conducts a campaign to inform the public about recent improvements made in series E and H bonds. L. B. Smith, Brady publisher and president of TPA, has announced

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The officer executing this writ shall promptly serve the same according to requirements of law, and the mandates hereof, and make due returns as the law directs.

Issued and given under my hand and the seal of said court at Eastland, Texas, this the 4th day of November A. D. 1960

(SEAL)
Attest: ROY L. LANE, Clerk,
91st District Court of
Eastland County, Texas.

By Roy L. Lane

Notice

The Gorman Locker Plant butchers for their customers on Wednesdays and Fridays. We invite your business.

that Forrest Weimhold, Levelland, will head up the campaign.

Weimhold, publisher of the Levelland Sun - News, contest committee chairman for the Texas Press Association, and his committee are working out details of the campaign to be conducted during November, 1960. The committee is made up of publishers of four state newspapers.

Smith said that in 1959 Texas newspapers used over a 1000 savings bonds advertisements and thousands of news stories, pictures, editorials and features telling the public about series E and H bonds.

"You can readily see," he added, "that promoting the sale of savings bonds is not new for Texas newspapers. However, for the one month period in November, we plan to do something additional to call attention to the many improvements made in bonds by recent legislation."

Both E and H bonds now earn 3-3/4%, based on being held to maturity. For the E bond, this is compounded semi-annually, accumulating to the value of the bond, and for the H it is paid by semi-annual Treasury check.

**BUSINESS AND INDUSTRY LEADERS
ARE LEARNING MORE ABOUT**

The Opportunity Frontier OF TEXAS

**SKILLED HANDS
READY TO WORK
FOR YOU IN.**

The Opportunity Frontier
OF TEXAS.

400 MILES LONG
200 MILES WIDE
RICH IN RESOURCES

These are skilled hands at work in the OPPORTUNITY FRONTIER OF TEXAS for world-renowned firms in the automotive, aircraft, chemical, petrochemical, missile and electronics fields.

Such skilled hands—the availability of high-grade labor—are important to a firm planning to relocate or to open a new plant, warehouse or branch office. So is first-rate transportation by modern highway, rail and air. And so are a genial climate and water supply. THE OPPORTUNITY FRONTIER OF TEXAS has them all.

It also has a strong, diversified economy. THE OPPORTUNITY FRONTIER, much of which is served by Texas Electric Service Company, has one-eighth of the nation's producing oil wells, vast cattle ranges, chemical plants, defense establishments. And it has that vital intangible, growth potential. In keeping abreast of area growth since 1947 we have increased our electric power generating capability more than 1000%, and today are planning and building ahead to assure plenty of dependable, low-cost electric power for continued area progress and growth.

This is a land so magnificently rich in resources that it offers Texas-size opportunities for more population, more business, more industry.

Our Area Development Department will gladly supply plant site information to fit your specific needs.

**TEXAS ELECTRIC
SERVICE COMPANY**
General Offices: Fort Worth, Texas • A Member of the Texas Utilities System

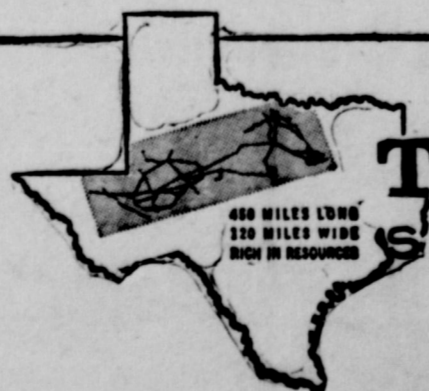
...AND ITS
POTENTIAL FOR
GREAT GROWTH

THE OPPORTUNITY FRONTIER OF TEXAS, much of which is served by Texas Electric Service Company, is on the march toward new and greater progress and development.

The face of the area has been changing dramatically... as automotive, aircraft, electronic, missile and petrochemical plants emerged on the horizon. These industries have added many great names to the area's sound and diversified economy.

To further stimulate industrial growth in THE OPPORTUNITY FRONTIER, your electric service company is sponsoring a series of advertising messages urging American business and industry to consider the many advantages of locating here. The advertisement shown at left is one of the series, and is appearing this month in *Business Week*, *Fortune*, *U. S. News and World Report*, and *The Wall Street Journal*.

Each new industry locating in THE OPPORTUNITY FRONTIER OF TEXAS provides expanded job opportunities, increased business activities and added tax revenues.



TEXAS ELECTRIC SERVICE COMPANY

Dependable Electric Service... A Partner in Area Growth