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### Officers Installed By Presbyterian Women

The Presbyterian Women of the Church met Monday afternoon in the home of Mrs. Herman Couch.

Christmas greenery and red pyracantha berries for decorations made a colorful yuletide atmosphere for the meeting. Christmas corsages decorated a small tree in the living room and they were given to the guests for favors.

Rev. John W. Byrd led in prayer after the hymn, "It Came Upon a Midnight Clear" had been sung.

Mrs. J. D. Nichols read the history of the organization for 1959. Mrs. C. C. Mitchell read the Bible passages, Isaiah 7:14 and Luke 2:1-20 to introduce the program titled, "Come Lord Jesus" which was led by Mrs. J. L. Whistler. The hymn, "O, Little Town of Bethlehem" was sung in closing.

Rev. Byrd led a very impressive service to install the new officers including: president, Mrs. Byrd; vice-president, Mrs. G. K. Mitchell; treasurer, Mrs. C. C. Mitchell; historian, Mrs. J. D. Nichols; also the following chairman: Spiritual Growth, Mrs. A. H. Zuberbuehler; Christian Education, Mrs. W. G. Downie; Stewardship, Mrs. E. E. Farley.

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Church Extension, Mrs. Sid Harkins; world missions, Mrs. W. E. Hill; Annuities and Relief, Mrs. J. L. Whistler; General Fund Agencies, Mrs. L. W. Welch; and chairman of Circle I, Mrs. E. F. Pierson; Circle 2, Mrs. Whistler. Mrs. C. C. Mitchell is the outgoing president.

A special offering for the annual Christmas Joy Gift, for ministerial relief was taken.

Susan Couch served fruit cake and pound cake and Eloise Farley presided at the tea and coffee service. Mints and nuts were also on the table.

Those present were Rev. and Mrs. Byrd, and Mmes. Jolly Harkins, E. E. Farley, J. W. McKee, David Mitchell, G. K. Mitchell, Sue B. Moseley, J. D. Nichols, J. S. Smith, R. A. Gatlin, C. C. Mitchell, E. F. Pierson, W. H. Savage, Sylvan Walker, N. M. Mitchell, L. W. Welch, Leola Hill, J. L. Whistler and A. H. Zuberbuehler.

### Personals . . . .

Mrs. Berta Lassiter has been notified that she will serve with J. M. Hanks as co-chairman of the representation committee at the meeting of District 6, T.S.T.A., in El Paso in March. Mrs. Lassiter, a member of the elementary school faculty, is also a member of the local unit of T.S.T.A.

Riggins Jewel & Gift Shop will be open every night 'til Christmas. —adv.

Mr. and Mrs. Roger Rose left Sunday on a business trip to San Antonio. They also visited Col and Mrs. H. G. Woodward and returned home Wednesday.

Mr. and Mrs. F. A. Hanson and son have moved from the Henry Mansfield rent house to the railroad section house vacated by Mr. and Mrs. Jernegan.



The engagement of Miss Betty Gayvough Ledbetter to Joe Albert Nessmith of Van Horn has been announced by the bride-elect's parents, Mr. and Mrs. E. W. Ledbetter, of that city. Her fiancé is the son of Mr. and Mrs. W. H. Nessmith, also of Van Horn and former Sanderson residents. Nuptials are set for December 18 at the Presbyterian Church in Van Horn.

Mr. and Mrs. W. R. Stumberg visited in San Antonio last week with relatives. While he attended the Texas Sheep and Goat Raisers' Association, she visited in Beeville with her sister, Mrs. Will Edmondson.

If you are in doubt . . . give a gift certificate from RIGGINS JEWEL & GIFT SHOP. adv.

Danny Garcia will arrive Friday from El Paso to spend the holidays here with his parents Mr. and Mrs. Manuel Garcia. He attends Lydia Patterson Institute.

Mr. and Mrs. Bert Bell and daughter and her mother, Mrs. J. W. Carruthers, Jr., visited in Carta Valley the first of last week with Mrs. Carruthers' son and daughter-in-law, Mr. and Mrs. Walter Carruthers.

Buster Maples has brought his father, R. I. Maples, home from a Fort Stockton hospital and he is reported to be recovering satisfactorily. He had an appendectomy over two weeks ago.

Ray Elder has moved to Mrs. A. A. Shelton's garage apartment.

Mr. and Mrs. F. H. Talbot of El Paso, former residents, stopped

here Friday enroute to Uvalde to visit with their son, Jack Talbot, and family and to Corpus Christi to visit with her mother and other relatives.

Just a few more days to make your selection of our wonderful gifts . . . watches, diamonds china and many gift items. RIGGINS JEWEL & GIFT SHOP. adv.

Pvt. Stanley Sullivan, who is taking basic training at Fort Ord Calif., will arrive here the last of the week to visit his mother, Mrs. Peggy Sullivan, during the holidays.

Mr. and Mrs. J. Garner went to San Angelo Wednesday to visit with his mother, Mrs. Jessie Garner, for a few days.

### If you want to Buy or Sell REAL ESTATE

SEE  
 O. T. SUDDUTH  
 LICENSED REALTOR  
 Residence Phone DI 5-2510  
 Office Phone DI 5-2921

Mrs. Novis McElroy of Odessa visited here Sunday with her mother, Mrs. C. H. White, and with friends.

Mr. and Mrs. Don McSparran and three children of Odessa were visitors last week with his cousin, Gene McSparran, and family.

Just a few more days to make your selection of our wonderful gifts . . . watches, diamonds china and many gift items. RIGGINS JEWEL & GIFT SHOP. adv.

Mrs. M. G. Northcut visited in Sheffield Sunday with her mother, Mrs. Mamie Holmes, and Mrs. Lizzie Billings with her daughter, Mrs. Hollis Haley, and family.

Mrs. H. W. Halsell of El Paso was a week end visitor here in the home of her brother, Gene Litton, and family.

Mrs. Lizzie Billings and Miss Eva Billings went to El Paso Thursday to spend the holidays with Mrs. Billings' daughter

Mrs. Raymond Phillips, and family.

Mrs. W. W. Sudduth went to Fort Stockton Tuesday to be with her niece, Susie Eason, who had an emergency appendectomy.

Mr. and Mrs. C. B. Peterson were business visitors in Odessa the first of the week. Mrs. Clarence Chandler accompanied

them on the trip to visit with his son, Gene Chandler, and family.

Mrs. Lee Grigsby is leaving Friday for Ingleside, Calif., to spend the holidays with her grandson, Francis Grigsby.

Pfc. Joe Pena will arrive Friday from Fort Hood to spend the holidays with his parents, Mr. and Mrs. Luis Pena.

## WASHATERIA AND DRYERS LAWRENCE JANES CO.



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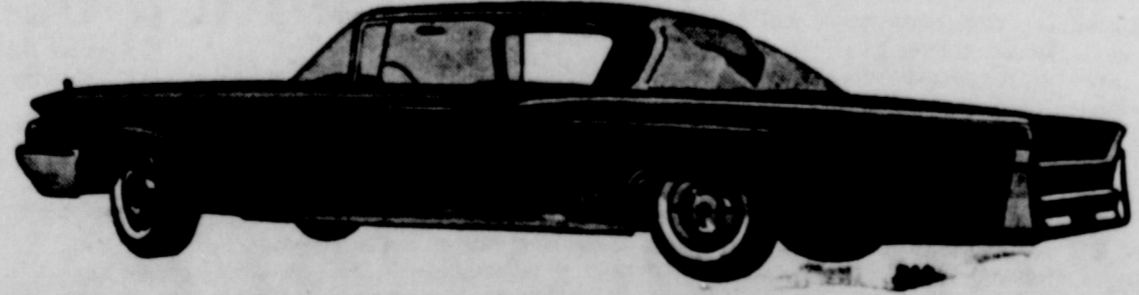
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OTHERS BOAST ABOUT "HOLDING" THE PRICE LINE . . . LOOK WHAT'S HAPPENING AT OUR SHOWROOMS

No "numbers game" this. We can actually sell you a brand-new Mercury Monterey 2-door Sedan for just \$72 more than you'd pay for the best of the new "low-price name" cars with comparable equipment including automatic transmission, heater-defroster and radio! \$72—that's all—and we'll put you in the best-built, best-looking, best-riding car on the road. Come on in today—and see what we mean.

\*Based on manufacturer's suggested delivered price for a Monterey 2-door Sedan, 1960 v. 1959.



PHONE DI 6 3003 FERGUSON MOTOR CO. SANDERSON, TEXAS

**Christmas Theme Employed For Study Club Meet**

The Evening Study Club was entertained in the home of Mrs. W. W. Sudduth last Thursday evening with Mmes. E. R. Searcy, A. J. Riess and Gerald Petersen serving as co-hostesses.

Ropes of Christmas greenery with gold balls were suspended across the doorways and other seasonal decorations were noted in the living and dining rooms.

The theme of the program was "Our Christmas Heritage" and each member told of a Christmas tradition.

Mrs. Irvin Robbins played the organ when Mrs. Petersen and Mrs. Gene Richardson sang several Christmas songs.

Mrs. Sudduth gave a reading "The Merry Years of Christmas", using illustrations in water colors by Don Smith.

Mmes. Searcy, C. G. Riggins and W. H. Grigsby were named on a nominating committee.

Two new members were welcomed, Mrs. Richardson and Mrs. B. J. McKinnerney.

A basket of food was provided

for a needy family. Members also brought old glasses and costume jewelry for a project.

Refreshments of white fruit cake, Christmas candy and coffee continued the seasonal motif. The dining table, covered in a red Christmas cloth, was centered with white poinsettias and a large gold candle encircled with gold leaves.

Members present were Mmes. J. R. Hodgkins, M. F. Bader, Roy Deaton, W. H. Grigsby, Weldon Cox, C. G. Riggins, Newt Harper, Irvin Robbins, Vic Littleton and Carlton Smith; also five guests, Mmes. Virgil Franks, L. R. Hall, Val Freeman, Marvin Oliva and H. G. Franks of Warsaw, Mo.

Mrs. Margaret Jane Niccolls and children of Lordsburg, N.M. will arrive Saturday to spend the Christmas holidays here with her parents, Mr. and Mrs. Clyde Higgins, and her sister, Mrs. L. G. Hinkle, and family.

GIFT certificates for permanent waves are wonderful for Christmas. RIGGINS BEAUTY SHOP.

**Mrs. Hugh Rose Hostess Tuesday To Bridge Party**

Mrs. Hugh Rose was hostess for the meeting of the Tuesday Bridge Club this week.

Luncheon was served at Harvey's Restaurant at 1:00 o'clock with four guests present: Mmes. Landon Rose, Judith Streigler, R. B. Dyer and Tol Murrah.

The members then went to the Rose home for card games. Yule decorations were noted throughout the house and gifts were exchanged from a Christmas tree in the living room.

High score prize went to Mrs. J. A. Gilbreath, second high to Mrs. Bustin Canon and traveling prizes to Mrs. Austin Chriesman and Mrs. W. R. Stumberg.

Also present were Mmes. Willie Banner, M. F. Bader, Herbert Brown, Will J. Murrah, Jack Riggs, J. O. Little, Jr., Austin Nance, John Harrison, Mary Lou Kellar, Gene Litton and S. H. Underwood.

Home-made Christmas candies, fruit cookies and coffee were served throughout the afternoon

**Bonhomie Club Has Yule Party**

The members of the Bonhomie Club had their Christmas party Wednesday afternoon in the home of Mrs. H. P. Boyd. Christmas decorations were noted in the party rooms with a large and beautifully decorated tree forming the center of attraction in the living room. Secret pals exchanged gifts which were pilced around the tree.

Mrs. Boyd served black-bottom pie with coffee to her guests including Mmes. F. G. Grigsby, B. F. Dawson, Alfred Bendele, J. W. Carruthers, Jr., O. J. Cresswell, Marion Batson, J. Garner, C. F. Cox and A. B. Gates.

Christmas carols were played during the party, the members joining in singing them before adjournment.

GIFT certificates for permanent waves are wonderful for Christmas. RIGGINS BEAUTY SHOP.

**Mrs. H. E. Fletcher Hostess Wednesday To '51 Bridge Club**

Mrs. H. E. Fletcher was hostess for the Christmas party to entertain the members of the '51 Bridge Club last Wednesday.

Assisted by Mrs. H. P. Boyd she served a luncheon at 1:00 o'clock. Baked turkey and dressing and the usual Christmas fare were on the menu.

The guests included Mmes. M. F. Bader, E. J. Hanson, J. A. Gilbreath, J. O. Little, Jr., O. T. Sudduth, Jack Riggs, Vic Littleton, A. J. Riess, Carlton Smith, S. H. Underwood, Mary Lou Kellar and John Reininger.

High score prize in the card games went to Mrs. Underwood who with Mrs. Gilbreath, held slam prizes and Mrs. Kellar was second high.

Christmas greens, ornaments and arrangements carried out the Yuletide theme in decora-

tions throughout the house. The guests exchanged gifts from a large Christmas tree in the living room.

Mr. and Mrs. N. M. Mitchell and her mother, Mrs. Leola Hill made a business trip to Fort Stockton Tuesday.

Mrs. C. L. Surratt went to Uvalde last week to visit with her sister, Mrs. S. H. Raney.

If you are in doubt... give a gift certificate from RIGGINS JEWEL & GIFT SHOP.



**TIME'S RUNNING OUT!**

--- but you can complete that gift list at Mac's

So easy to give, so completely appreciated

**MAC'S PACKAGE STORE**

**Dr. Omer D. Price**  
OPTOMETRIST

will be in Sanderson EVERY THURSDAY 9:00 a.m. to 5:30 p.m. OFFICE - 115 W. OAK

**GIVE RECORDS**



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313 N. Persimmon DI 5-2981

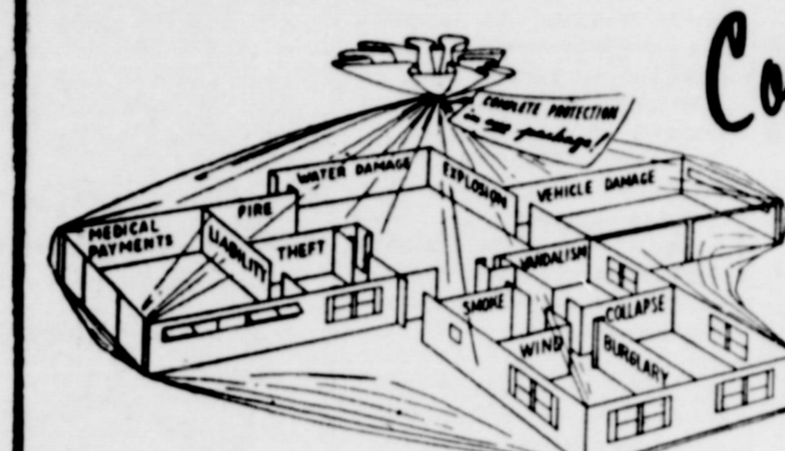


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Bicycles, Tricycles, Pedal Cars  
Surreys with fringe on top

An Ideal Time and Place for Christmas Shopping!

**STEREO for Christmas**

Zenith and Admiral Record Players  
Call us for a free demonstration in your home!

Transistor Radios

**Lawrence Janes Co.**

Open til 8 p.m. Next Week!  
MANY BARGAINS FOR CHRISTMAS

WANT ADS —

FOR SALE— Oil Lease covering my fee owned S-2 of the SW-4 of section 60, Block A-2, GH& SA Ry. Co. Survey, 80 acres Terrell County, Texas, near Dryden. Write Jefferson G. Smith, 715 Littlefield Bldg Austin, Texas. 41-5tp.

FOUND — Large bunch of valuable keys. Owner may identify and pay for this ad at The Times office.

The BEST gift suggestion we know — BOOKS — and we have several varieties in stock and can get, in a very few days, any book that is still in print. The Times.

COME OUT and square dance with us; schottisches and waltzes, too. Saturday night, Dec. 18. V.F.W. Hall at 8 p.m. Everyone cordially invited.

FOR SALE — Chenille Bed Spreads, many colors to choose from Lawrence Janes Co. 13-ft

WANT TO LEASE from 500 to 1500 acres grazing land, watered. Will pay premium price. Butch Stavley phone DI 5-2365

Wanted to Buy Cattle, Sheep, Goats Any Number Ozona, Texas

FOR SALE — Royal Quiet Deluxe portable typewriter, like new. A bargain. The Times.

FOR RENT — 4-room and bath apartment, newly papered and nicely furnished, 310 W. Pine. M. L. Robertson. 36-ftc

Texaco Products PHONE JOLLY HARKINS Di 5-2371 GASOLINE, BUTANE DIESEL, OILS, GREASES

3-YEAR DIARIES with lock and key \$1.00. The Times.

All things electrical — motors wiring and appliance repair — For prompt service, call Arthur Rollins, DI 5-2248. 37-ftc

FOR RENT Light Housekeeping apartments Television Available Phone DI 5-2502

CACTUS MOTEL Harry and Ruby Ekens

STILL have a large selection of books for adults, young people and children. The Times.

FOR RENT — Wringer or automatic washers by the month. Lawrence Janes Co. 13-ftc

Give a BIBLE for Christmas — or a book of Bible stories for children, or anthology of inspiration in Leaves of Gold Streams in the Desert, etc. See our choice of REALLY NICE book gift suggestions. The Sanderson Times.

FOR RENT — Small furnished apartment. Call Mrs. Jack Hayre, DI 5-137. 45-ftc-1p

FOR RENT — Four-room house newly finished and decorated. Unfurnished. Call DI 5-2212 or DI 5-2267. 43-ftc

Have bought a new sheep shearing machine with 6 drops. Am ready to go anywhere, any time. See me at Sanchez Grocery, corner of 4th and Pine. Raul Sanchez. 44-3p

CHRISTMAS TREES Native pinon trees at 107 E. Kerr — J. A. Gilbreath's — sold by the junior class.

Had you thought about a subscription to The Times as a gift for someone? A gift that will make someone think of you every week during 1960. In Terrell and adjoining counties for \$2.50 per year. Elsewhere \$3.00

NOTICE There will be a hot tamale sale Dec. 24 at 5:00 p.m. at the Catholic Hall. Call DI 5-2985 and place your order. Free delivery Benefit of Catholic Church.

RIGGINS JEWEL & GIFT SHOP will be open every night until Christmas.

JUST ARRIVED—Capris in velveteen, corduroy and cottons. Cotton dresses, wash and wear, sizes 12 to 20 1/2, \$3.40 to \$5.95.

Mens' Carl Pool and Jean Wrangler Pants. If you can find your size, a bargain at \$3.25 and \$4.25.

Bedspreads, lint-free chenilles, \$3.25 and \$4.25.

All Dry Goods in stock reduced in prices barely above cost

CHANDLER'S STORE & SERVICE STATION

Open 7 a.m. to 11 p.m. except from 10:45 to 12:15 a.m. Sundays

Listen to Luke

Continued from Page 1— directors do not know!

How do the citizen-taxpayers feel about it? How do the people who will foot the bill for the construction and pick up the tab for deficit operation cotton to the idea.

That is what the directors want to know before they take another step.

All you county taxpayers are asked to talk to or write to the directors and express your view— PRO or CON. They don't want to go up against majority opposition either real or presumed.

The letters will be for the information of the directors only and should be addressed to J. A. Gilbreath, Secy-Mgr., Box 338. They have what could be the basis for some plans for a swimming pool and are ready to go ahead and push for it, if the taxpayers want it. There's little question about whether or not every body would want it.

Congratulations to the C of C for the successful completion of their tree planting promotion project. A job well done!

Grid Schedule Told for Next Season

The football schedule for the Sanderson Eagles has been named for the coming year, according to Coach Carlton Smith.

There has been a change in the district with Rankin, Van Horn and Wink added, Marfa moved up to class AA and Iraan and Fabens were retained in the 7-A district along with Sanderson.

The schedule follows: Sept. 2, Marfa here Sept. 9, Alpine there Sept. 16, San Felipe here Sept. 23 is open. Sept. 30, Brackettville here Oct. 7, Ozona there Oct. 14, Iraan here Oct. 21, Rankin there Oct. 28, Van Horn here Nov. 4, Fabens there Nov. 11, Wink there The last five are district games

NOTICE OF ELECTION TO THE RESIDENT QUALIFIED VOTERS OF TERRELL COUNTY WATER CONTROL & IMPROVEMENT DISTRICT NO. 1:

NOTICE IS HEREBY GIVEN that an election will be held on the 12th day of January, 1960, for the purpose of electing Directors of the Terrell County Water Control and Improvement District No. 1.

The polling place for the entire District for said election shall be the Terrell County Court House, Sanderson, Texas. The following named persons will act as election officers: John Byrd, Presiding Judge Herbert Brown, Asst. Judge Mrs. W. E. Stavley, Clerk Mrs. G. E. Babb, Clerk GREENE COOKE, President. EDWARD KERR, Secretary. 44-3

Phone Your News To The Times

INSURE TO BE SURE For all kinds of INSURANCE — call — Troy Druse Agency

O. J. CRESSWELL CONTRACTOR Phone DI 5-2943 Sanderson

FIF Declares \$1 Million Dividend

Over one million dollars in investment income dividends was distributed by Financial Industrial Fund, Inc. to its more than 77,000 investor-shareholders on December 14, 1959, according to an announcement made today by FIF Associates, Inc., representative Troy W. Druse.

This 96th consecutive quarterly dividend of the Fund, now in its 15th year of business, is the first quarterly dividend to total more than \$1 million. It will be paid at the rate of \$0.29 on all FIF shares of record November 30. Including this latest distribution from investment income, total FIF dividends during the past year have amounted to \$11 per share for a total of over three and three-quarter million dollars.

Also during the past 12 months, \$3351,926, or \$153 per FIF share, has been distributed by the Fund from realized securities profits.

Financial Industrial Fund, a diversified and fully managed mutual investment fund with total net assets of over \$160 million makes available both lump-sum and periodic investment programs to individuals, business firms and institutions. Shareowners, representative of every state in the United States, its territories and several foreign countries, participate in the growth and profit potential of over 130 prominent business enterprises in 22 major industrial classifications, according to Druse.

NOTICE Come out and square dance with us; schottisches, waltzes, too Saturday night, Dec. 18, V.F.W. Hall at 8 p.m. Everyone cordially invited.

Mrs. H. M. Schmidt Has Surgery Mrs. H. M. Schmidt had major surgery Tuesday in a Fort Stockton hospital and is reported to be in a satisfactory condition.

HOT TAMALE SALE Saturdays from 12 to 6 p.m.

OCHOA'S GROCERY 315 E. Oak St.

MoorMan's Mintrate RANGE BLOCK



It's New! It's Different! MoorMan's Mintrate Range Block is a mineralized protein concentrate made to be self-fed to cattle, as a supplement to forage. It is a blend of 6 separate high quality protein ingredients with urea and a special mineral. The mineral is complete and balanced and will supply adequate amounts and proper proportions of every mineral ingredient known to be needed by range cattle. Irradiated Yeast is used to supply Vitamin D. Available both with and without added Vitamin A. \*Trademark Reg. U. S. Pat. Off.

John M. Powell PHONE ED 6-2555 FORT STOCKTON

WHSE: — Contact James Wort Motors for key Hillin Ranch Supply, Ft. Stockton Devil's River Feed Co., Ozona

YOUR MOORMAN MAN

Alien Registration Due Before Feb. 1

Marcus T. Neely, District Director of the Immigration and Naturalization Service, stated this week that aliens in the United States will be required to report their addresses to the Attorney General within the near future.

All aliens with few exceptions who are in the United States on January 1 each year must report their addresses by the end of that month. Only the following classes of aliens are excused from this requirement: (1) accredited diplomats; (2) persons accredited to certain international organizations; and (3) those admitted temporarily as agricultural laborers.

Forms with which to make the report can be obtained from any post office or immigration office during the month of January.

Mr. Neely said that the law provides severe penalties for failure to comply with the reporting requirement.

Bobby Martin of El Paso arrived last night to join his brother, Russell, for a visit in the home of their grandparents, Mr. and Mrs. Ben E. Martin.

Mr. and Mrs. R. R. Clark and Bethy spent the week end in Odessa with their daughter, Mrs. Gene Chandler, and family.

Phone Your News To The Times

Secrets of a Sweater Girl Haven't you heard? A sweater's best friend is your dry cleaner! It is a proven fact that our process refreshes, cleans and blocks them as no home-wash can do. Keep your sweaters young looking, always. MODEL CLEANERS DIAL DI5-2271

HITCH YOUR WAGON TO A STAR

It was a dark world which received this astounding news. They looked up in the darkness and saw and heard an angel — an angel with good news.

Lunik hit the moon. His star hits the heart. This Star still leads wise ones to Christ. Man has a capacity to link himself to "Someone other than himself"; Someone who loves you and died for your sins.

His Star will lead you to Him and Life. His Star will light you on your way. His Star will lift you over the low places. His Star will lighten your burdens of life. His Star will lodge you at Home with Him.

How long has it been since you looked up and saw the stars?

Our fears which grip us are the result of our hopelessness and this hopelessness stems from our unbelief in Him.

Our eyes are cast down and see only dust and mud; we see only our problems and miss our promises from Him.

We no longer look at the stars. We no longer expect any angel songs. Some of us don't even believe in angels any more.

We always see stars better in the darkness. Are you too busy to look up to Him? Are you too selfish to want Him and His blessings?

Are you too sufficient to feel your need of Him in your life and in your home?

"Unto you, a Savior is born, Christ the Lord" Christmas challenges us to take a new look at Him and our relation to Him.

Don't ever lose your vision of His Star!

May His richest blessings come to you and yours as you give yourself to Him and find great joy in your worship of Him.

FIRST BAPTIST CHURCH Irl R. Richardson, Pastor

Mrs. Phoebe Esqueda went to San Angelo Wednesday to bring her mother, Mrs. Manuela Gonzales, to her home. Mrs. Gonzales is recuperating from major surgery.

Mr. and Mrs. Jimmie Harrison and baby of Waco visited here last week end with his parents Mr. and Mrs. John Harrison, and his brother, Dudley Harrison and family.

Phone Your News To The Times

Political Announcements —

The Times has been authorized to list the following candidate for respective offices, subject to action of the Democratic Primary May 7, 1959.

For Sheriff, Tax Assessor-Collector: T. H. (Dick) McDonald

For Constable, Precinct 1: Clem Stout

All Things Electrical Motor, Wiring and Appliance Repair REFRIGERATOR REPAIR for prompt service — call — Arthur Rollins DI 5-2248 Richard & 3rd

Our Want Ad Column Gets Results — Use It!

fif ANNOUNCES 96th CONSECUTIVE QUARTERLY DIVIDEND 29 cents per share from net investment income will be paid on December 14, 1959, to Financial Industrial Fund Shareholders of record, November 30, 1959. For the last 12 months, dividends totaled 11 cents per share. For the last 12 months security profits totaled 153 cents per share. financial industrial fund, inc. 950 BROADWAY DENVER, COLORADO

GIVE HER AN ELECTRIC RANGE See your local electric appliance dealer LIGHT COMMUNITY PUBLIC SERVICE POWER

TELEPHONE TALK

by Richard Turner, Manager

A friend of mine asked me a question the other day that may have occurred to you. "Why does the telephone company advertise?" I answered him with a question and asked, "Why does any company advertise?" According to my friend the answer is obvious. A business advertises to sell its products. "Well," I replied, "that's one of the reasons we advertise, to sell our product which is telephone service." "But," he answered, "I've already got telephone service — so have most of the other people I know". I inquired about the number of extensions he had in his home and he told me he had one. When I asked him how he came to buy it he said, "Well, my wife wanted it for the kitchen. She read about the kitchen telephones in one of those little inserts that comes with our telephone bill, then we talked it over and decided to get one." "Jack," I said, "a bill insert is advertising. Thanks to that one we sold one of our products to you."

"But what about your newspaper advertising," he questioned. "Some of those ads don't have a sales message." I agreed and pointed out that in some cases the ads are designed to help the customer get more out of his service by proper usage. "Do you realize," I said, "you save time on an out-of-town call when you can give the operator the number in the distant city?" He said he did. I asked him how he happened to know about it — and he replied, "I don't know exactly. I guess I read about it somewhere, in the newspaper or something." "In the newspaper ad?" I said. "In a newspaper ad," Jack replied. "But," he said with the air of a man with a trump card. "What about cost? Doesn't it cost a lot to advertise?" "It would cost more not to advertise," I told him, "plus the fact our advertising budget is only about one-fourth of one per cent of our total revenue obtained in the state of Texas. And let me give you one more reason. The telephone business is a regulated industry — and we think we owe it to our customers to tell them what we're doing and why — and the best way seems to be through advertising." "Well," Jack said as he left my office, "as Grandma used to say — you learn something new every day."

HOLIDAY GREETINGS I'd like to take this opportunity, on behalf of all of us at the telephone company, to extend our very best wishes for a "Merry Christmas" and a "Happy New Year".

Call by number. It's twice as fast. SOUTHWESTERN BELL TELEPHONE COMPANY

Forget anyone? LAST-MINUTE GIFTS ARE HERE! Spears-Duncan Drug