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## BUSINESS AND INDUSTRY LEADERS ARE LEARNING MORE ABOUT

## The Opportunity Frontic. OFTEXAS



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The opportunty 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 petro hemical plants emerged on the horizon. These industrie have added many great names to the area's sound and
diversified economy.

To further stimulate industrial growth in THE OPPORTUNIT RONTIER, your electric service company is sponsoring a series of advertising messages urging merican busines and industry to consider the many adv nitages of locating here. The advertisement shown at left iz one of the series, and is appearing this month in Busin: © Week, Fortune, U. S. News and World Report, and The Wiall Street Journal Each new industry locating in THE OPPORTUNITY FRONTIER of TEXAS provides expanded job opportunities, increased business activities and added tax rever.ios.

AND ITS
POTENTIAL FOR GREAT GROWTH
 business activities and added tax revenin.



