

Aug. 28-65  
SOUTHWESTERN TELEPHONE NEWS  
Roy's Picture in Ann (Far Right)



# SALES ISSUE

EXCLUSIVE INTERVIEW WITH  
MRS. STAN MUSIAL PAGE 18

# **No layoffs, earnings, and you . . .**

It seems fitting to begin an issue devoted primarily to sales by calling attention to the fact that Southwestern Bell has had no layoffs during 1958—a recession year.

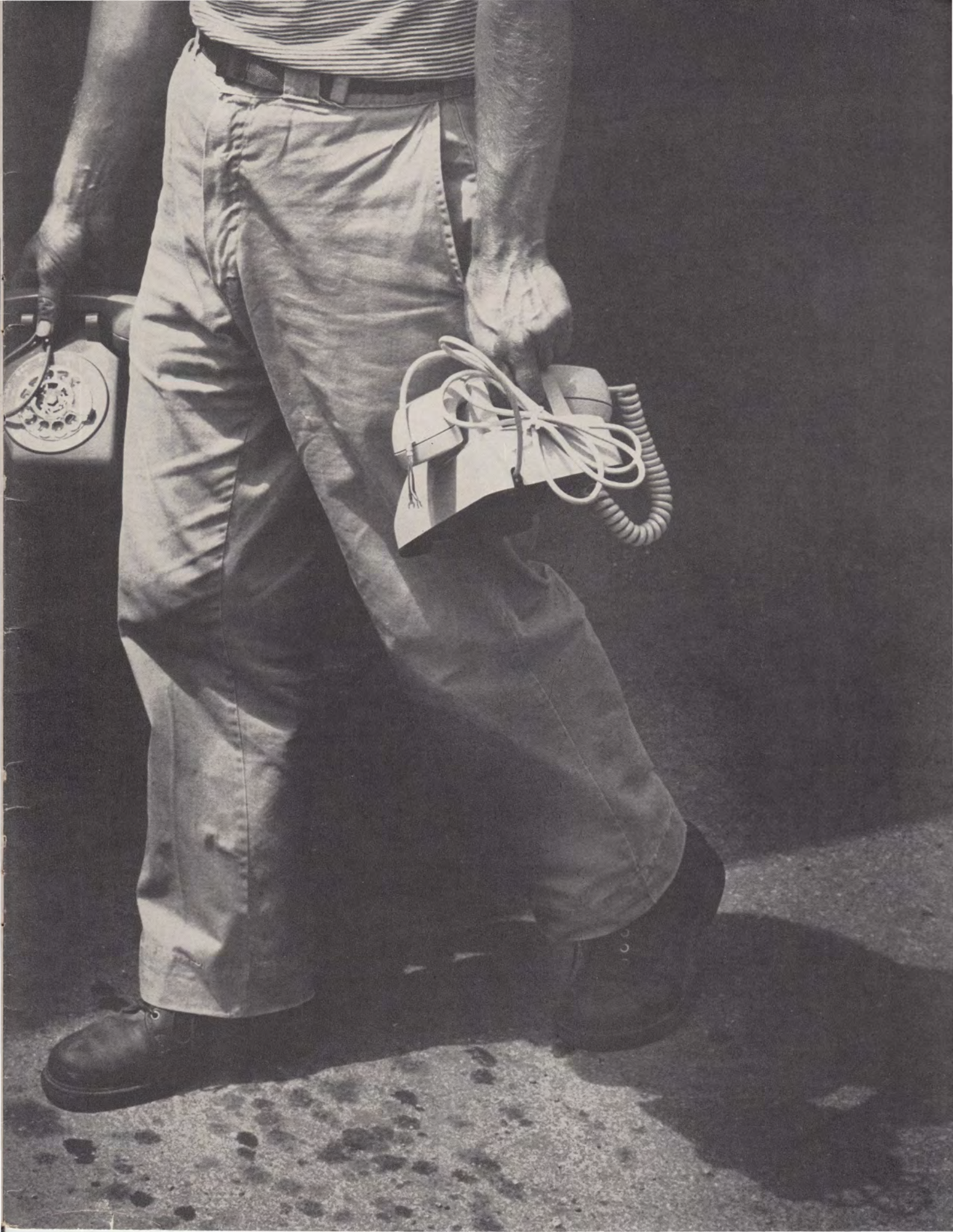
Our record is in sharp contrast with that of many other companies, large and small. Some five million people have been jobless this year. Both layoffs and instances of short-timing have been prevalent.

So the words “job security” have had much more meaning this year. And you find yourself wondering, “What makes my job secure?”

The obvious answer is that jobs are made secure when the company is made secure . . . by adequate earnings. This year Southwestern Bell has remained secure because we've been able to prevent earnings from falling off too sharply, thanks largely to employee efforts in sales.

Through sales, on and off the job, all of us can contribute to our personal security and the continued well being of the business.

Editor



## COVER

No, the *News* didn't hire a professional model. On this month's cover is Mrs. Lillian Musial, wife of St. Louis Cardinal star Stan (The Man) Musial. Daughter Geraldine (Gerry) is in the background. An exclusive *News* candid camera interview (Page 18) shows how this popular and active St. Louis family enjoys complete telephone service.

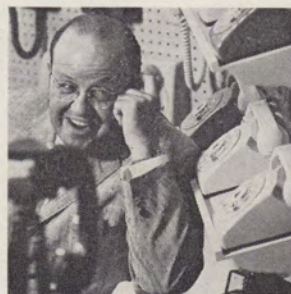


SEPTEMBER, 1958

Volume 46, No. 9

## THAT MERCHANDISING MAN

Ben Smith, Southwestern's general merchandising manager, talks about his favorite subject, relates how and why his job is every employee's business.



## CONTENTS

HIGHLIGHTS.....	5
THAT MERCHANDISING MAN.....	8
WHAT'S THE BEST WAY?.....	14
THE NEWS VISITS MRS. STAN MUSIAL.....	18
THE SALE I'LL NEVER FORGET.....	22
SALES . . . THEY'RE EVERYWHERE!.....	24
PIONEERS PROMENADE.....	29
FASHION'S "TALKINGEST" YEAR.....	46

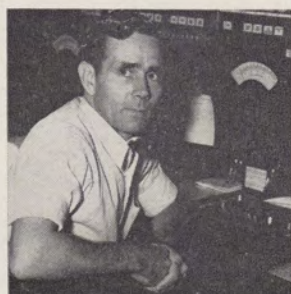
## WHAT'S THE BEST WAY?

When it comes to telling people what we have to sell, what's the best way to get the word around? Newspaper ads? TV spots? Exhibits? What would your answer be?



## THE SALE I'LL NEVER FORGET

Telephone people enjoy selling. And you'll enjoy reading these stories by telephone people—told in their own words—about some unusual sales they'll never forget.



## SALES . . . THEY'RE EVERYWHERE!

General sales manager Tom Peavy says that everywhere you go you'll find sales—and the four simple steps that make selling easier. Here's his story, with an unusual twist that journeys through the fashion world to prove that the four steps to sales really work.



Published monthly for employees of  
 Southwestern Bell Telephone Company,  
 Editorial offices: Room 1322,  
 Telephone Building, 1010 Pine Street,  
 St. Louis 1, Mo.  
 Editor: J. L. Brunson

# HIGHLIGHTS

## *Close To The Problem*

Hillis Brewer, Kansas City, didn't have a listing in the directory, but Hollis Brewer did.

This meant that Hollis was getting lots of calls for Hillis, until a third Brewer, Geneva, a Kansas City service representative, stepped in to straighten out the snarl. She sold Hillis an extra listing.

How did Geneva Brewer know about the mixup?

That's easy. She's married to Hollis.

## *Man Among Presidents*

Evan L. Moser, accounting office supervisor, St. Louis, and president of the Junior Chamber of Commerce in suburban Belleville, Ill., was named outstanding Jaycee president for the state of Illinois. Moser was chosen from presidents of 165 chapters in the state.

## *Turning The Tables*

Charles W. Stratton, area accounting staff, St. Louis, was called on by an insurance salesman recently.

The salesman wound up by buying an upgrade and a promise of an extension for a new room in his home.

In another case, when St. Louis policeman Otto Vogt called on E. G. Greber, vice president and general manager, to sell tickets for the police circus, secretary Lucie Aston caught him looking at a color telephone in the office. She switched the conversation from tickets to telephones and talked him into a color set for his daughter's new home.

## *We Never Close*

Sales in West Memphis, Ark., don't stop when the business office closes.

A woman caller asked Mrs. Carolyn Ashby, operator on a late tour,

how much a color set cost. Mrs. Ashby alertly transferred the call to Mrs. Juanita Forbes, evening chief operator, who sold the customer a gray set.

## *Boyhood Ambition*

"This takes me back 20 years," exclaimed a Kansas City housewife when she saw Richard Laird, cable-splicer, climb a pole near her home.

It was the same pole Laird, 28, often climbed as a boy growing up in the neighborhood.

But in earlier days, neighbors revealed, they had to call the police to get him back down.

## *Tornado Strikes El Dorado*

The third worst tornado in Kansas' history roared through the city of El Dorado earlier this summer, shattering buildings and scattering debris along a wide swath through town.

Out of 64 telephone families in El Dorado, 17 lived in the stricken area. No employees were injured, but the storm destroyed the homes of Allan Park, central office repairman; Cecil Mitchell, installer-repairman; Mrs. Marietta Gann, service representative; Mrs. Ovella Miller, operator; and Miss Nancy Bonnell, operator, who lived with her parents.



"Newly-wed!"

## HIGHLIGHTS continued

The houses of Loren Snider, chief switchman; Mrs. Helen Evans, operator; and Mrs. Jean Wintermote, operator, were damaged.

The storm struck right at supper time. Some of the telephone families whose homes were destroyed found refuge that night in the basement of the new El Dorado telephone building.

Seventeen persons may owe their lives to an underground room built by Cecil Mitchell in his back yard. The twister tore the heavy door off of the cave-like room and debris and rain pounded in on the terrified group, but no one was injured.

"That cellar is the best insurance I ever bought," Mitchell said later.

Altogether, more than a third of El Dorado's 6,650 telephones were knocked out. An aerial long distance cable was also torn down. Fortunately, a stormproof underground cable between El Dorado and Wichita was completed earlier this year, and provided an all-important link as the calling rate soared.

About 3,200 Direct Distance Dialing calls were completed the next day. Operators completed 1,349 outgoing calls, also. At times,

Wichita operators were trying to place as many as 17,000 calls per hour to El Dorado. Local dial equipment, too, was never busier.

Repairs began early the next morning as a well organized disaster plan was activated, using about 60 men from Hutchinson, Winfield, Wellington, Newton, Arkansas City, and Wichita.

### Pure Salesmanship

Sam Klutts, installer-repairman, Hillsboro, Tex., not only sold a gleaming new ivory set to a local priest, but followed it up with a sale of another ivory set to a friend, also a priest.

"They had a sense of humor," said Klutts. "I told them ivory sets would purify conversation."

### Wins St. Louis Contest

A Kansas City service representative, Mrs. Alleene Prentice, won a St. Louis sales contest.

All service representatives in the Missouri-Illinois area competed against one another for an "Oscar" presented by the Sales Executive Association of St. Louis.

Bill Joedicke, St. Louis directory

representative, also won an award by being the top salesman in a force of 35 in the sales canvass for the April, 1958, St. Louis directory. This was the second time he had won the award in four years.

### Can He Say, "Cheap?"



Mrs. Hazel Bradley, Wichita, has a three-year-old parakeet who can say, "Buy color extension telephones." Mrs. Bradley is the aunt of Dave Wall, manager, Bartlesville, Okla.

### Shaggy Dog Story

A Tibetan mastiff from Nepal gets an assist on a sale to Harry Darby, Kansas City, Kan., Republican National Committeeman and former U. S. Senator.

The 100-pound dog caused Darby to fall and sprain his knee. Convalescing at his home, Darby had his secretary order a 25-foot cord, but John Marshall, station installer, sold Darby a pink extension, instead.

## highlights in focus...



CECIL MITCHELL and his wife, Ruth, survey the damage after the tornado in El Dorado, Kan., (see above) destroyed their home early this summer.



SALUDOS AMIGOS. Conrado Perez Segnini, from Venezuela, meets Mrs. Rosemary Ohman, service representative, Houston (see story at right above).

### Good Neighbor Policy

Five young men from the Venezuelan Telephone Company are currently being trained in commercial management by Southwestern Bell in Houston (see below).

The Venezuelan Company is badly in need of trained people for a proposed \$15 million expansion program. Caracas, the capital, with a population of a million people, has 97,000 telephones, compared to Houston's 460,000.

### Topflight Salesman

H. B. Groh, vice president and general manager, Oklahoma City (on the right in photo below), sold Harvey P. Everest, president of the Liberty National Bank, 5 color sets for his home and 12 beige sets for Liberty's new installment loan department.

Everest was so pleased he had typewriters painted beige to match.

Now Groh is sending letters to a long list of top-ranking business and civic leaders in Oklahoma, telling them about color sets.

### Outstanding Citizen

Named outstanding citizen of San Antonio for 1957, Ben Givens, division manager, was presented an award recently. Givens is a director



*"Relax! Can't you enjoy them as trees instead of future telephone poles?"*

of the United Fund, immediate past president of the Chamber of Commerce, past president of the Rotary club, and has been an officer or director of nine other civic and charitable organizations. On top of that, he has found time to be a Sunday school teacher.

### Sell For The Bedroom

Following the successful promotion of April as "kitchen telephone month," October has been designated as "bedroom telephone month" throughout the Southwestern Company.

### He Sells Off The Job

You don't have to be a "contact" employee who meets customers on the job in order to sell telephone equipment.

Otis Turner, house serviceman, Coffeyville, Kan., (at left) sold 143 color sets, 41 extensions, and 20 additional items in three months, increasing annual revenue by \$2,759.



OKLAHOMAN H. B. Groh, vice president and general manager (right), sells banker on color (see story above).



ALL OF US can sell, says Otis Turner, house serviceman (see story, right).

The good word is ...

**SELLAPHONE**

watch for it!

An interview with...

## THAT MERCHANDISING MAN

Merchandising is the word on everyone's lips these days. Just what is it? Why is it needed? How does it affect you? Ben Smith, general merchandising manager, answers some questions about merchandising and its place in the telephone business.

**Editor's note:** *In trying to picture the general merchandising manager most appropriately, we felt he should be literally surrounded by his products. We think you'll agree the photographer succeeded in accomplishing this effect.*

*And to help put Mr. Smith at ease, our photographer suggested that the News staff writer talk with him about his favorite subject . . . the merchandising of telephone services.*

*The idea worked like a charm: Mr. Smith got so wrapped up in the conversation that he forgot about being nervous; the photographer captured a wide variety of facial expressions, as the pictures on the following pages will show; and the News writer got more than enough ideas to complete this interview.*

**Q.** How do you define merchandising?

**A.** I have about 200 definitions . . . I make a hobby of collecting them.

One of my favorites comes from Stanley Marcus of Neiman-Marcus in Dallas. He says merchandising is "having what your customer wants when he wants it—and then making it easy for him to say, 'Yes.'"

**Q.** Does this definition apply equally well to the telephone business?

**A.** Yes . . . although maybe it's oversimplified for any serious study of the field.

True, merchandising is "having what your customer wants when he wants it," but there are lots of things involved in this. Things like finding new uses or greater uses for our present services . . . anticipating the need for new services and developing them . . . or creating a desire for a service and then providing it to fit the customer's wishes.

And don't let me forget the most important thing . . . making a profit. We want to sell our services, but at the same time we want to make sure we're making money. We can lose money selling if our rates and pricing structure aren't right.

**Q.** Then you would consider things like pricing a part

of merchandising?

**A.** Sure . . . and a lot of other things, like product design, research, distribution and packaging, advertising, and many other fields. In fact, just about everything we do in the telephone business ties in with selling our services at a profit.

**Q.** You've used the word "selling" a couple of times. Do you consider the words "selling" and "merchandising" interchangeable?

**A.** No. I think of selling as a part of merchandising, just as advertising is.

Merchandising should be the philosophy of the business.

Selling is the end product—the concrete expression of that philosophy in an effort to market our services.

The sale is what you work for. But before the salesman's contact is made, the work of a host of other people already has been performed.

So a sale—I would say—is the successful culmination of everyone's merchandising efforts.

**Q.** You say "everyone's efforts." Whose job is merchandising?

**A.** Yours. Mine. The installer's. The service representative's. In short, everyone's job.

**Q.** We're back to that word "everyone" again. Why do you consider merchandising a part of an operator's job, for example?

**A.** That's easy.

The operator is merchandising when she completes a call promptly and pleasantly—because she's encouraging the customer to try our services more often.

Let's take some other examples. Why do I consider merchandising a part of an engineer's or a forecaster's job?

That's easy, too. Engineering, plant, traffic, or com-

*Merchandising is "having what your customer wants when he wants it—and then making it easy for him to say, "Yes."*





# THAT MERCHANDISING MAN Continued from Page 9

mercial people are merchandising when their estimates reflect actually what the customer will want. Then they're thinking of the customer—of pleasing him—of giving the best service we can provide.

**Q.** Let me confine the question to "sales," then. Whose job is selling?

**A.** Let me answer that by posing a question: "On a basketball team, whose job is it to score points?"

The answer is pretty obvious. Each team member tries for a basket whenever he has the opportunity.

On the job, of course, commercial and plant contact people have the most opportunities to make sales. So I guess the biggest share of the on-job selling responsibility rests with them . . . service reps, installers, repairmen, and, naturally, the commercial sales and directory representatives.

But off the job—that's a different story. The accounting girl can contribute as much to the sales effort as the commercial manager. I think the houseservice-man in Coffeyville, Kansas, who sold 143 color phones in three months, is a good example of how a non-contact employee can sell our services. So sales—like merchandising—is a real team effort.

**Q.** Where do you fit in this merchandising team?

**A.** Some of my friends might get a chuckle out of

*"The operator is merchandising when she completes a call promptly and pleasantly. . . ."*



*"The installer who makes a sale is creating a job for himself."*

this—considering how much I like to talk about merchandising—but my biggest job is listening.

I spend a lot of time visiting with people—inside and outside of the company. Most of them are full of ideas. My job is to keep merchandising on my mind, listen for their ideas, then take these ideas and see how they apply to our business in general.

Lots of times little things, like using a customer's name at the right time, can open the door to a sale. So I ask a lot of questions like—"What do you do?" or "How do you say it?"—and try to pick up some intangibles which might help everyone sell better.

If a certain technique works for an installer in Dallas, maybe it could help us sell easier everywhere. That's a big part of my job—finding ideas and passing them along.

Of course, I also devote a lot of time to trying to create a merchandising climate throughout the company. That's the chief reason for having a merchandising manager—to help everyone raise his viewpoints somewhat as to what we can and should do, and to point out to people how every employee benefits from merchandising activities.

**Q.** This "benefit" idea . . . how does merchandising help me?

**A.** Well, stop for a minute and imagine yourself as the

owner of a one-man company.

It's pretty clear in such a case that you'd have to sell your products in order to prosper. And it's no different in a large company.

The installer who makes a sale is creating a job for himself. And isn't he also creating jobs for people in all departments who help serve those new telephones?

I think so. And I think it's becoming more and more important as we move closer to the *saturation point* in basic telephone growth.

**Q.** Would you mind explaining what you mean by "saturation point" in basic telephone growth?

**A.** Not at all. You see, when we first started in this business, we had two kinds of growth.

First, the country was growing in population. So we could grow with the nation, so to speak.

And second, not many people had telephones. So in those days we could grow by persuading a higher and higher percentage of people to subscribe to our services.

Today, we can still get some growth by keeping up with the U. S. population increase.

But now almost 90 per cent of all homes have telephone service. That's what I mean by "saturation point" . . . we're reaching the point where we're running out of homes without phones.

Continued rapid growth in the future, then, must



*"And don't let me forget the most important thing . . . making a profit."*

*"People like to be sold if the salesman has a sincere interest in their needs."*



come about by providing more services for each customer.

**Q.** And merchandising is the answer?

**A.** *Aggressive* merchandising is the answer.

We should show customers why they need more adequate telephone service, as well as creating desires and needs for our new and better services.

We've been in the habit of thinking of growth in terms of customer demand. In other words, in the past we've been doing a pretty good job of growing just by "taking orders," so to speak.

But today we're to the point where we've got to create demand . . . explore new markets . . . even develop new products and services just to interest customers in more complete telephone service.

Other industries are doing this. Look at television. More people have TV sets than have telephones or even bathtubs, and they've passed us up in just the last 10 to 15 years.

That's an example of what *aggressive* merchandising can do—and I think we've got to get into the race to compete with other industries for the consumer's dollar.

**Q.** Aren't we doing a pretty good job of merchandising right now? And, if so, do you feel we can improve this showing even more?

**A.** Yes, we're doing a darn good job right now. And it's really been gratifying to see how sales have

# THAT MERCHANDISING MAN Continued from Page 11

helped bolster our revenues during this year's general business slump.

But I think this is just an indication of what we can do when we set our mind to it. We're just scratching the surface of some of our potential markets.

Less than one out of five people have two telephones in their homes now.

But why shouldn't most people have three, four, or five phones—and in color? Our job is just to show them how they would benefit from more complete service and to create a real desire for these things.

Long distance is another good example. What can we do to make just plain *fun* an everyday reason for making long distance calls? You can call any place in the U. S. for less than \$2, yet many people think of long distance calls only in terms of special occasions. And the same people will go down to the department store and pay more than \$2 for a mink-covered beer

can opener or a spring cord for their electric razor.

So even though we have made good progress in merchandising, I think we are still at the foot of the hill looking up.

**Q.** How will all this merchandising effort affect the technical side of our job—the indexes, I mean?

**A.** From everything I've seen, an active merchandising program actually improves the technical job we do. Just looking at the record, you'll find that just about any place that's doing a good selling job is doing a pretty good job on their other indexes, too.

And I've noticed that people who are really making an effort to sell seem to get more satisfaction out of their jobs. Why? I think it's because in trying to make a sale they know they have the customer's interest at heart. In other words, in suggesting better and more complete telephone arrangements, they're

*“ . . . we've got to create demand . . . explore new markets . . . even develop new products . . . ”*

*“ . . . why shouldn't most people have three, four, or five phones—and in color? ”*



doing the customer a service.

**Q.** What about our customers? Are they likely to resent our more aggressive merchandising techniques?

**A.** No. Not at all. I think the reverse is true.

People like to be sold if the salesman has a sincere interest in their needs. Just consider some of the purchases you've made recently. If you bought a new suit and the salesman was helpful in making recommendations and in suggesting accessories that might improve the appearance of the suit, you probably left the store with a good feeling toward the salesman and the store and, most important, with a sense of satisfaction about making a good purchase.

So far in this discussion I've said that just about everything was a part of merchandising—sales, advertising, market research, and so on. Now let me make a switch. I think merchandising is a part of the company's over-all public relations program. If we define merchandising as "giving the customer what he wants when he wants it," this certainly has a direct bearing on how customers will feel about us.

So, in my opinion, aggressive merchandising should enhance the public's opinion of the telephone company rather than detract from it.

**Q.** Merchandising has been very important to us during 1958—a recession year—but how important do you feel it will be in the boom times generally predicted over the next 25 years?

**A.** I think it will be even more important.

Here's why. In the past the telephone company has been able to fight inflation and rising costs with some "technical economies." I'm referring to dial telephones, more efficient central office equipment, improved operations like operator distance dialing, and more economical transmission systems such as microwaves and coaxial cable.

But we're to the point now where we can't see any great technical improvements for the near future. Direct distance dialing, for example, will result in better service for customers, but the over-all savings to us will not be great.

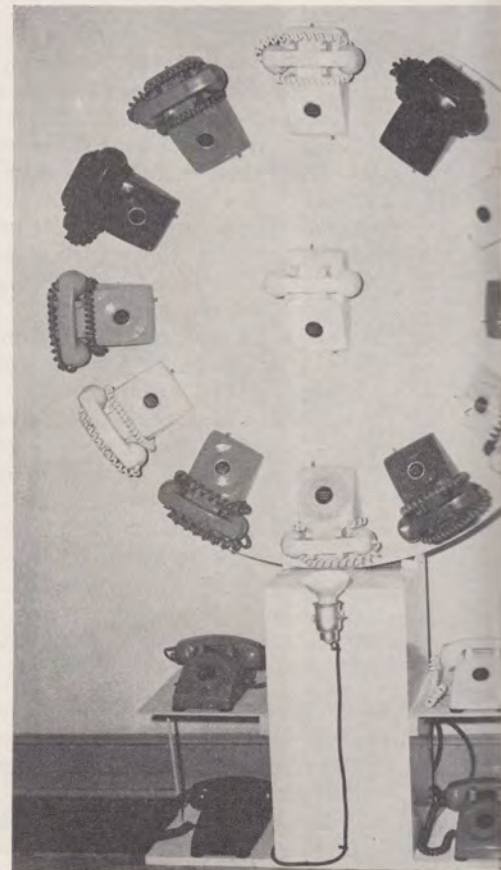
So to meet rising costs in the years ahead, and to insure ourselves adequate earnings, we'll need to pick up additional revenues from merchandising and sales activities. That's why I feel that merchandising will play an even more important role in the future than it has in this business slump. As I mentioned earlier, merchandising should become a philosophy of the business—a concept that will cut across all departments and pervade everyone's thinking.

*" . . . merchandising should become a philosophy . . . a concept that will cut across all departments and pervade everyone's thinking."*





IS IT a telephone showcase on a truck? Or an installer's kit, such as the one PBX installer Bill Pritchard is showing an interested St. Louis customer?



Speaking of sales...

## WHAT'S THE BEST WAY TO GET

Selling is mostly telling. And we can't sell unless people know about the many service bargains we have to offer. But what *is* the best way to get the word around? What would your answer be?

Did you ever think of sales as a communication problem?

The world is made up of people and things, and sales is what brings these two together.

People learn about things and buy them. But people have to be told before they can buy. That's sales.

That's one reason the telephone company says selling is telling.

We have lots of ways to tell people about our goods and our services. We use television, newspapers, billboards, radio, exhibits, show windows, signs, films, posters, and inserts in our telephone bills.

All of these are good ways to communicate with people—to get the word around about our products.

But what's the best and most convincing way to reach potential customers? What's the added element that will cinch sales? What would you say?



IS IT window displays such as the one which attracts Miss Virginia Schneider, personnel clerk, St. Louis?

IS IT a do-it-yourself display, such as the one designed by Vic Emmel, installer-repairman, Concordia, Kan.? Ingeniously made, it runs on an old teletype motor and a 1938 Chevrolet water pump.



IS IT newspaper ads? Or ads on radio or television? These media can reach thousands of people.

## THE WORD AROUND?



IS IT exhibits, like the one pictured here at the Tulsa Home Show, manned by Mrs. Ada Scott, service representative?

**WHAT'S THE BEST WAY?**  
Turn the page and see

## WHAT'S THE BEST WAY TO GET THE WORD AROUND?

YOU ARE THE BEST WAY—you and the 57,000 other potential salesmen in our company. Selling is telling, and you can't beat word-of-mouth for sales effect. Over coffee cups, at the back fence, around

the corner at the store, you can help the total sales effort by *telling* people about products, person to person. Many people don't know about the conveniences we have for sale. Tell them. They'll like you for it.

Jackie Miller, right, service representative, Kirkwood, Mo., and her friend, Mrs. Cloris Rauscher. When the Rauschers added a room to their home, Jackie, a frequent visitor in the Rauscher home, suggested a new ivory set to supplement telephones in the breakfast room and upstairs. This thoughtful suggestion has pleased the Rauscher family very much.







## Did you ever play Prospector?

**IT'S FUN.** Played successfully it brings you that glow of satisfaction that comes only from a job well done.

Here's how to play:

A prospector, according to Webster, is "one who looks out."

In this game you "look out" for persons who need telephone

service—either those who have none at all or those whose

phone facilities are inadequate.

Use the following materials: a book of prospect slips, a

map, a conception of adequate telephone service, an

envelope, and items you locate "prospects". You drop a filled

envelope in the company mail. Things happen you don't see—

your report comes back— "Your prospect— was sold— con-

gratulations—".

Try it!

It's for wide-awake telephone people.



# Sales ain't new!

Selling telephones isn't a new idea, as this excerpt from a 1930 copy of Southwestern News shows. But even though the telephone business has changed drastically since it was first published, the message is as up to date as a pink "500" set. There's another parallel—when it was published, the company and the nation faced uncertain economic trials. Sales helped keep it going. They could make the difference now.



# The News

“Baseball’s First Lady” and

Mrs. Lillian Musial chats with a friend from color phone (one of five in the Musial home), located in their popular lower level recreation room. As shown in similar photo on the cover, two main lines permit daughter Gerry to telephone simultaneously from blue wall phone in powder room.

# visits Mrs. Stan Musial

family show how they enjoy complete telephone service

by Ralph Mueth

*Stan—the man of the Musial household—has firmly established himself as one of the greatest National League baseball players of all time.*

*Day by day his baseball records continue to pile up. His 3,000th major league hit—the occasion for the photograph (right) of the congratulatory kiss in Chicago earlier this year—was a mark achieved by only seven other players in the long history of baseball.*

*The Cardinals' great star also ranks in baseball's all-time top ten in doubles, home runs, runs batted in, extra base hits (a National League record), and total bases. He also holds seven National League batting championships, is making a strong bid for his eighth.*

*One other Musial record (all of them are too numerous to mention) is the five home runs in one day, scored during a doubleheader against the Giants at Busch Stadium in 1954.*

*But anyone who knows the difference between a double play and a foul tip knows about Stan's baseball prowess. So our story focuses on his home, his lovely wife and three children, and the complete, up-to-date telephone service they enjoy.*

This month's cover of the NEWS shows Mrs. Stan Musial and her daughter, Geraldine, enjoying the telephone service at the Musials' home in St. Louis Hills.

One of the reasons they're able to enjoy it so much is because it's the kind of service that is tailored especially for the wants and needs of the active Musial family.

The Musial lineup at home includes Lillian and Stan, their son Dick (17), and daughters Geraldine (13) and Janet (8).

Their telephone service includes five telephones



Stan's 3,000th hit merited a kiss from his wife, Lillian.

(two portable and all in color, of course), two main lines, plus key equipment (for pick up and hold features), three jacks, and an extension bell. And long distance service is likely to be heavier when Stan is away harassing opposing pitchers in other National League cities.

Here, then, is the candid camera story on the famous St. Louis Cardinal slugger's family at home with their telephones.

Do they enjoy this complete and colorful telephone service? We'll let the pictures of Mrs. Musial and her family speak for themselves.

# The News visits Mrs. Stan Musial (Continued from Page 19)



An important member of the Stan Musial household is Gerry's French poodle, Jacques, who patiently plays nearby while his mistress carries on an animated conversation with a teenage friend from her bedroom telephone.

Eight-year-old Janet thinks it's fun to phone, too. (She didn't tell us what her school chum said . . . but it must have been funny.) This wall color phone is conveniently located between the kitchen and the breakfast room.





Dick, an outstanding scholar and athlete at CBC high school in St. Louis, will enter Notre Dame this fall, where he plans to take up premedical studies. The mural in the background is from a newspaper photo taken following a football game in which he starred. Stan had dropped in locker room to offer his son congratulations.

Telephones are located conveniently throughout the Musial home, as is this one in the master bedroom. Says Mrs. Musial: "We really enjoy our telephone service. That's why our children got their own telephone. It was a Christmas gift to them from Stan and me."



# The sale I'll never forget

All salesmen remember sales that have given them particular pleasure or driven home an object lesson. We asked a few telephone salesmen, "What's the sale you'll never forget?" Here is what they answered.

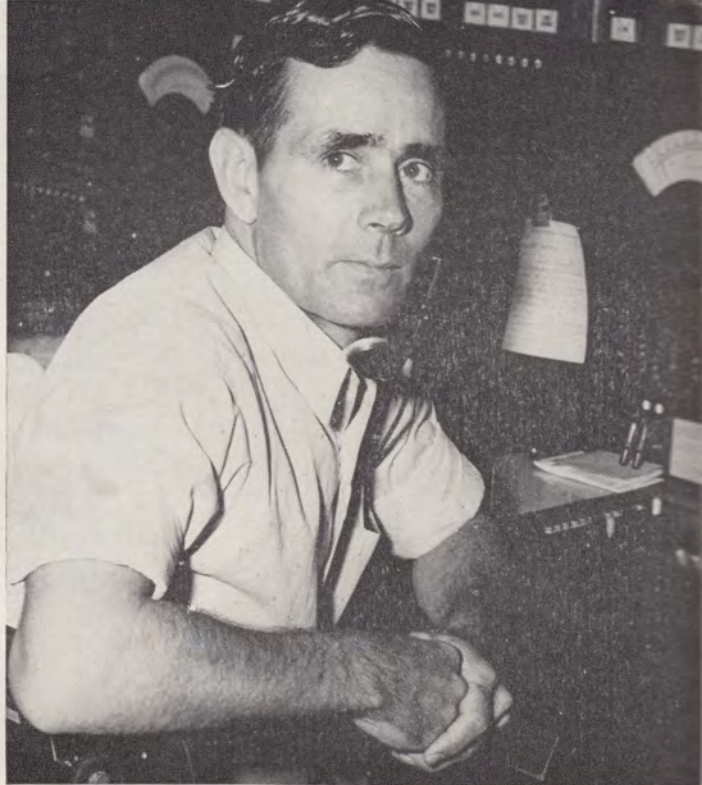
L. M. Croy, directory representative, Arkansas (below)

I was up a tree when I made the sale I'll never forget.

It taught me that you've got to talk to customers where you find them. One time at Mammoth Springs I found the man I wanted to see trimming branches.

He invited me to "come on up" so I climbed a ladder at the side of the building, walked across the roof, and sat on a branch and talked while he worked.

I ended up signing him up for advertising in the Yellow Pages.



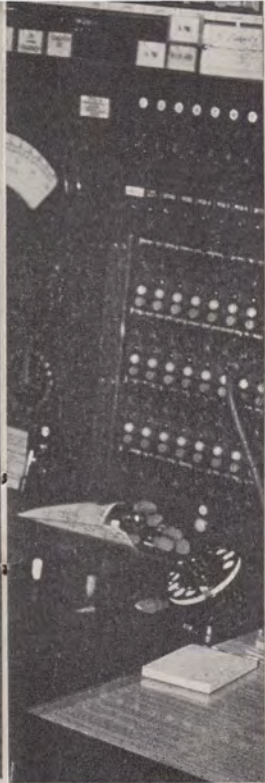
Bill Skaggs, special representative, Topeka

The sale I'll never forget involved 18 physicians. They were moving into a new building. I decided to contact them in advance to arrange proper telephone service. That's when I found out that it's almost impossible to get and keep appointments with a group of doctors.

So, I sent a letter to each, explaining the purpose of my visit, and enclosed a self-addressed appointment card.

This worked fine (except for one day when I had three appointments within 15 minutes), and the sales results were gratifying: 8 additional lines, 8 additional extensions, 33 color sets, plus a pay station.





Raymond Brown, deskman, Little Rock

I was working a trouble report from the Little Rock local testboard one day when I made a sale I'll never forget.

The customer had complained that she couldn't be heard over her telephone. I rang her number and, since I couldn't make out what she was saying, I had to work out a way to find out if she could hear me.

"If you can hear me, click your receiver hook three times," I told her.

She answered with three clicks.

I kept talking, and she kept listening—she couldn't do anything else but listen and answer "Yes" or "No" with receiver clicks. I found out what her needs were, made a recommendation, sold her a bedroom telephone in color.

Mrs. Edna Leming, posting clerk,  
St. Louis disbursement accounting (below)

There are two sales I'll never forget. They were the ones that got me interested in selling.

My first sale was to a hairdresser, where I had my hair cut.

That same night I had an appointment with the dentist. He was moving to a new office, and I ended up selling him two lines, an additional telephone, and a gong set.

From then on, I started selling in earnest. So far I've made 26 sales (to July 29) off the job. I'm going ahead now and see just how many telephones I can sell.



Mrs. Frances Wendlandt, service rep, Salina, Kan.  
Mrs. Phyllis Peterson, service rep, Abilene, Kan.

"We'll never forget the first sales we ever made.

"Right out of initial school, the first day of on-the-job sales training, each of us sold additional telephones for trailers."

Mrs. Wendlandt's first customer was a man in the Air Force. He remarked that trailers are harder to get around in. Then she suggested a bedroom telephone would offer convenience, plus safety for his wife whenever he was away at night. And, if they called long distance much (which is typical of service people) they could both listen at once. New, modern telephones would also go with his new, modern trailer house. He bought a pink phone for his bedroom and a white wall set for his kitchen.

Mrs. Peterson's experience was similar. She explained why an additional telephone leads to a more relaxed and convenient way of living, then suggested our new color phones, which blend with all colors and add to the graciousness of the home. They accepted the plan, and two color telephones were installed.



T. H. PEAVY, general sales manager  
". . . make sales, make friends . . ."

# SALES . . .

And so are the four simple steps that help build a sale, says Tom Peavy, general sales manager

"Consider for a moment the clothes you're wearing right now. Someone sold every stitch to you, directly or indirectly . . . just as someone sold you all the other things you own. Sales really are everywhere . . . and you can't go far without running into the elements of sales logic we call the 'four steps to sales.'"

That's Tom Peavy, general sales manager, talking. And the four sales steps he mentions pay off every day . . . for telephone people who are selling in all departments, or for the salesman in any business.

What are these four steps?

"Nothing magic," says Peavy, "just carrying out your contact in a natural, logical manner.

"The first step is to *get the facts*. You should find out as much as you can about the customer's present service and his telephone habits and needs. Find out the number of rooms and floors in his home, and how many people use the service.

"Then you can proceed to step number two . . . *making the recommendation*. Tell the customer how

he will benefit from each item recommended. Paint a word picture showing him how the service is tailored to his personal wants and needs. That's complete telephone service.

"The third step," Peavy continues, "is *answering any objections*, real or fanciful. But often customer objections are overcome while the recommendation is being made.

"The fourth and final step, of course, is *closing the sale*. That isn't hard; just ask the customer to buy, in a way that makes it easy for him to say, 'Yes.' Usually it's easy to get a favorable answer if you say something like, 'We can have your new service installed on Friday. That's okay, isn't it?'"

These four simple steps will work for anyone, on or off the job, and they help make selling a lot of fun, Peavy says. "Try using them at your next opportunity. People use them to sell you every day. Now, it's your turn. You'll find the four selling steps can help you make sales, make friends for you and the company, too."

Even in the world of fashion . . . the four steps to sales make selling easier, add to customer satisfaction

One thing a telephone girl on a lunch hour enjoys more than window shopping is really shopping.

The temptation is especially strong in the twilight of summer. It's that time of the year when warm weather wear displayed in shop windows fades into fall's fashion finery many weeks preceding the season's first frost, and nature's own colorful transition.

Here's a picture story of how one telephone girl succumbed. It's also pictorial proof of how the "four steps to sales" Mr. Peavy outlines actually work . . . making sales and making friends.

The model is Mrs. Aggie Quinn, secretary to the assistant vice president—personnel. The shop is Peck & Peck, downtown St. Louis.



# they're everywhere!



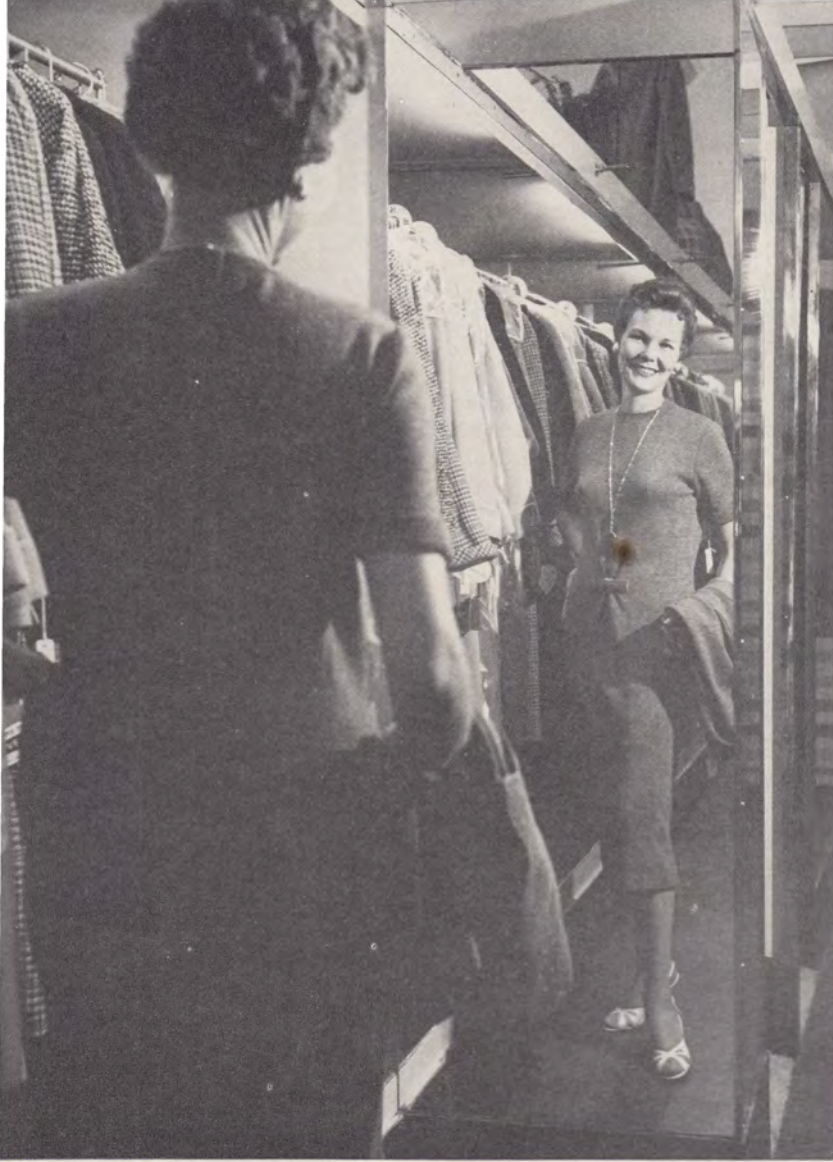
Mrs. Aggie Quinn, secretary, St. Louis, ponders a purchase. Attractive displays—like this Peck & Peck window—and other advertising lay the groundwork for sales. They help create customer wants, lower resistance, make it easy to sell.

**FIRST STEP TO A SALE:** Get the facts. Saleswoman (Mrs. Ethel Tufts, mother of Madeleine Tufts, a St. Louis south district service rep) gains valuable sales information by querying Aggie about her wants, needs, and uses of clothing.



# SALES . . .

(Continued from Page 25)



**STEP TWO:** Making the recommendation. Often merely a suggestion, like a handy color telephone for the bedroom or the family room. Here Aggie tries on suggested fall dress.



**STEP THREE:** Answering the customer's objections. Aggie questioned length of dress, after checking in mirror; saleswoman pointed out ". . . that's the new length for fall."





FOURTH AND FINAL STEP: You guessed it . . . closing the sale. And another satisfied Peck and Peck customer.

A new hat to add to the fall ensemble? And that purse in the window, too? Why, of course. Aggie will even want the tweed coat. A complete fall ensemble adds much more pleasure and customer satisfaction, just as does complete telephone service.

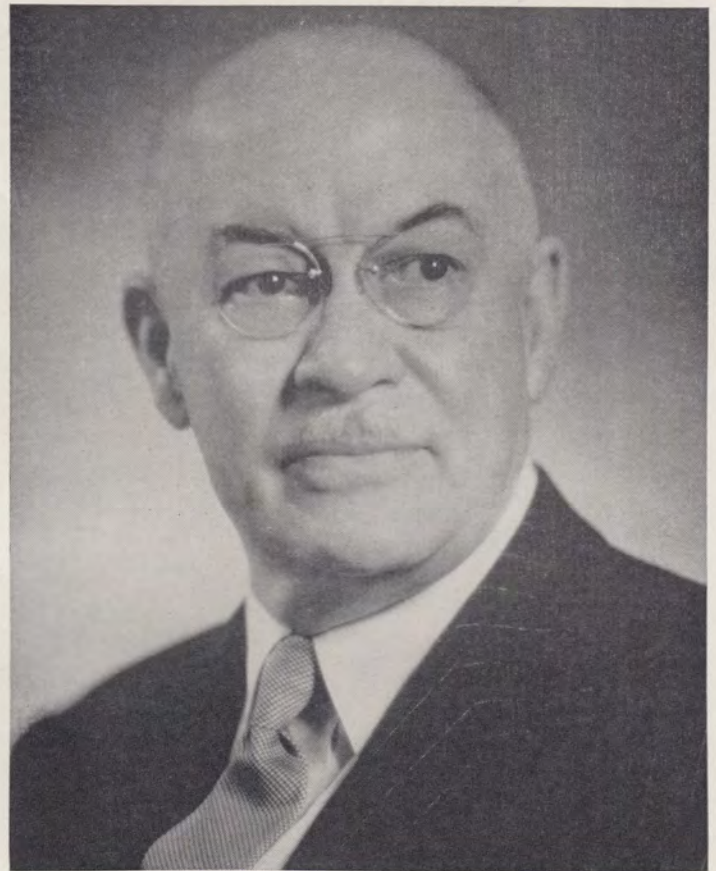
Back to the office with some well chosen additions for a fall wardrobe . . . and photographic proof that "four steps to sales" play a big part in the things we buy. Next time you buy something—or sell another telephone—see how well four steps to sales really work.

**P.S. Aggie actually did buy the outfit.**





WARREN E. BRAY



THOMAS H. BARTON

## Bray and Barton get "Distinguished American" awards

Two Arkansas telephone men, Warren E. Bray, vice president and general manager, and Col. T. H. Barton, a member of the Board of Directors of Southwestern Bell, were presented "Distinguished American Citizen" awards by Harding College, Searcy, Ark., at commencement exercises at the college this year.

The citation was made to both men "in recognition of life-long constructive support of American ideals, as evidenced by outstanding business accomplishments, dynamic community leadership, commendable work in developing educational programs for Arkansas, and achievements on behalf of national security."

Bray has been general manager of the Arkansas area since its creation in 1950, and was named vice president last January. He is president of the Little Rock

Chamber of Commerce, a director of the Arkansas State Chamber of Commerce, and a member of the advisory committee to the governor on civil defense.

Barton came to Arkansas from his native Texas in 1920 and organized the El Dorado Natural Gas Company which later became the Natural Gas and Fuel Corporation. He was president and director of the Lion Oil Refining Company from 1929 to 1947, when he was elected chairman of the board. He is now a director of the Monsanto Chemical Company, a title he took when Lion merged with Monsanto. He is president of the Arkansas Livestock show, a member of the board of directors of the Arkansas Economic council, and active in Boy Scout and Red Cross activities. He has been a director of Southwestern Bell since 1949.

# Pioneers Promenade

**Derbies and Flora Dora hats are dress of the day for 1,000 Texas convention-goers**

San Antonio's old streets got a new dash of color when 1,042 Lone Star Chapter Pioneers thronged into town for their 1958 convention. They were dressed from the toes of the ladies' high-button shoes to the crowns of the gents' derby hats like gay citizens of the fine-feathered 90's.

In a city where fiestas are commonplace, they turned the heads of even costume-conscious San Antonians.

Opening event of the three-day convention was a dinner-dance at La Villita, the original townsight of San Antonio de Bexar, now restored to its Spanish colonial appearance. Next day they abandoned costumes for modern dress, a business meeting, a peek (for the ladies) at 1958 styles, and a formal dance. The meeting closed Sunday with chapel services before the Pioneers boarded special trains and buses to take them back to their home exchanges.



**ARRIVING IN SAN ANTONIO** on special train from Dallas and Fort Worth, Mr. and Mrs. Gordon Young were already in step with Gay 90's convention theme. Most women found much-flounced and crinolined dresses were easier to wear than to pack. Young is president of the Big D Club.

**PROMENADING 1890-style** down winding San Antonio River were Mr. and Mrs. C. L. Brewer of Lubbock and Mrs. Stella Beverly of Houston.





SHUTTERBUGS found sightseers Frances and Charles Shaw and Mildred Renfro, Beaumont, more picturesque than Alamo.

## Pioneers Promenade

Continued from page 29

HIT OF THE EVENING were can-can dancers. Shown here in action are Hazel Crosthwaite, Mrs. Linda Schmitt, Mrs. Myrtle Carter, Mrs. Thekla Engel, and Mrs. Lois Perkins.



CHOW LINE at La Villita party sported derbies, sun-bonnets, picture hats. Over half of the 1,042 convention-goers wore costumes, many of them family heirlooms.



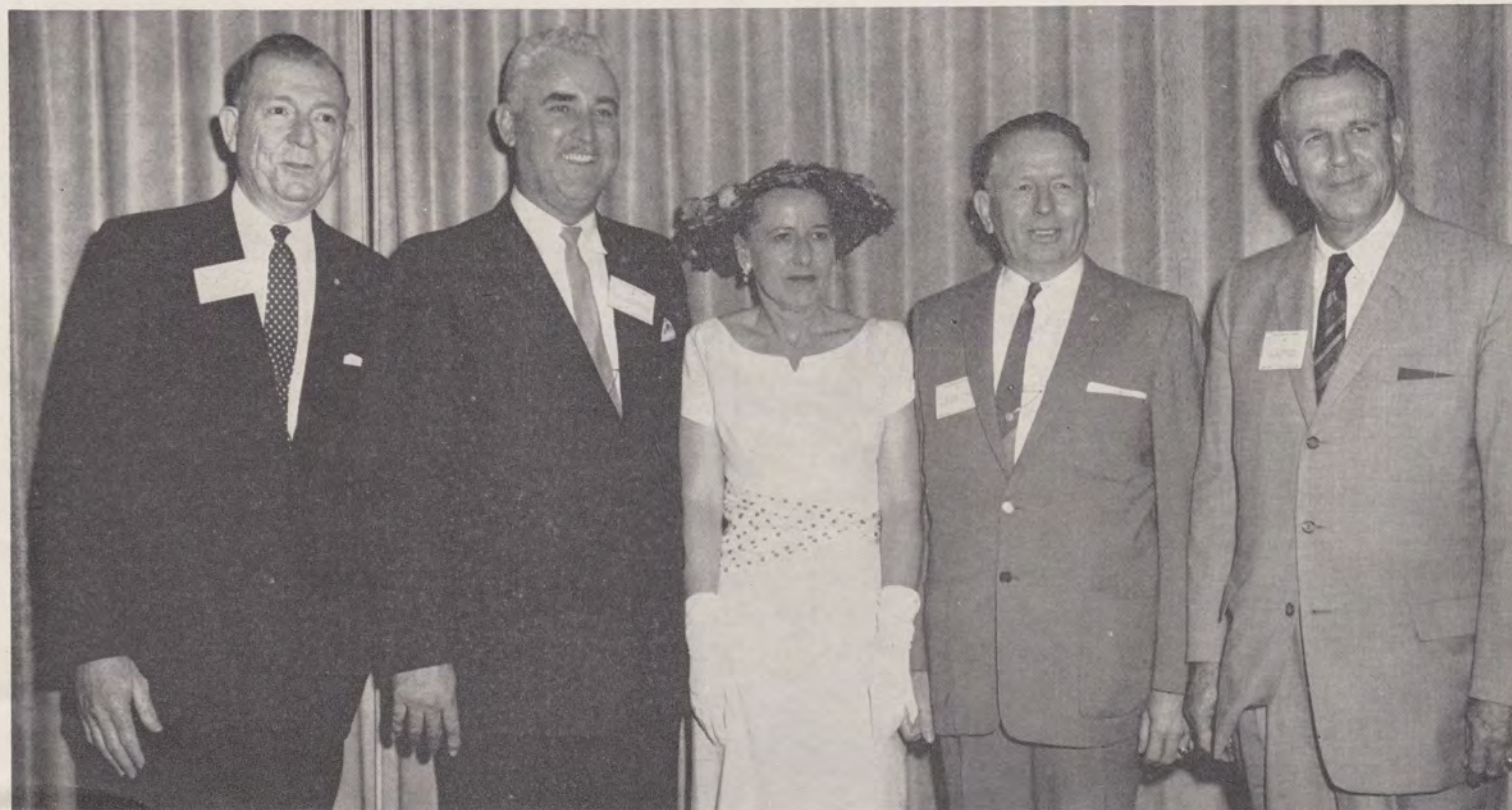


CRINOLINED FIGURINES, made in San Antonio Design for Living ceramics class, were favors for the 400 women attending style show and luncheon. Co-chairmen were Mrs. Constance Wiedenfeld and Mrs. Edna Holland.

NOSTALGIC conventioners, Mr. and Mrs. W. B. Kellogg of Kerrville, stayed in same room at Gunter Hotel where they honeymooned 47 years ago.



TEXAS PIONEER leaders for 1958-59 are R. W. (Red) Huff of Houston, first vice president; P. E. (Jack) Porterfield of Fort Worth, president; Mrs. Virginia Wakefield of Fort Worth, second vice president; Victor Tinsley of Fort Worth, secretary-treasurer. Shown at the far right is retiring president R. A. (Dick) Goodson of Dallas.





JOHN E. KEITH



MARION J. STOKER



ROBERT L. BANKSON

## Bankson named Secretary-Treasurer

### Succeeds Stoker, who retires; Keith takes over Arkansas post

Robert L. Bankson, formerly general commercial manager for Arkansas, was elected secretary-treasurer of the company effective August 1.

He succeeded Marion J. Stoker, who retired August 1 after more than 40 years in the telephone business.

At the same time, John E. Keith, St. Louis division manager, was appointed to succeed Bankson.

Bankson joined the telephone company in St. Louis as an engineer shortly after being graduated from Washington University in 1920 with a B.S. in electrical engineering. He moved to Little Rock as division sales engineer in May, 1927, and had been in Arkansas since then. He moved up through a series of management jobs in the commercial department, including district manager, Hot Springs; division commercial manager, Little Rock; and division manager, Little Rock. When the company was reorganized into state areas in 1950, Bankson was appointed general commercial manager for Arkansas.

He is widely known in Arkansas as a civic leader, having served in key positions for chambers of commerce, the Salvation Army, the Rotary Club, and the Arkansas Economic Council. He was on the board of stewards for the First Methodist Church of Little Rock.

Stoker entered the telephone business in the commercial engineering section of Northwestern Bell,

Omaha. In 1918, he enlisted in the Navy and attended the Naval Training School at Chicago, returning to telephone work at Omaha in 1919.

He joined Southwestern Bell in 1924 as general development engineer in St. Louis and has since served in key positions with the company in Missouri, Kansas, Oklahoma, and Texas. He was elected secretary-treasurer in May, 1955.

During his long career, Stoker has an impressive record of civic leadership. He was active in community campaigns, chambers of commerce, and in Boy Scout and Y. M. C. A. work. He is a past president of the board of trustees of Park College, Parkville, Mo., and is a director of the First National Bank in Kansas City.

Keith joined Southwestern Bell in March, 1946, as a business representative in St. Louis. He was promoted to division manager in St. Louis in January, 1957, after serving in Fort Worth as division commercial superintendent. Prior to that he held a number of jobs in Missouri, including district manager, Moberly, Mo., and directory sales manager, St. Louis.

Missouri football fans may remember Keith as a member of the 1942 Sugar Bowl team. He was graduated from the University of Missouri in 1943 and is a World War II veteran, serving in the field artillery in Europe. A native of Fort Smith, Ark., he attended high school in Kansas City and Claremore, Okla.





H. W. Cockrell  
Little Rock  
Plant



John R. Cody  
Little Rock  
Plant



A. B. Porter  
Morrilton, Ark.  
Plant



Mrs. Gladys Wilson  
St. Joseph, Mo.  
Commercial

# Retirements



Elsie Lovejoy  
St. Louis  
Accounting



John W. Lips  
St. Louis  
Engineering



P. J. O'Connor  
St. Louis  
Plant



Mrs. Irene Schemkes  
St. Louis  
Traffic



Thelma Morton  
Kansas City  
Traffic



Mrs. Anndell Land  
Fayette, Mo.  
Traffic



J. B. Reid  
Topeka  
Engineering



G. E. Nesladek  
Topeka  
Plant



Eugenia Grotewohl  
Topeka  
Traffic



Mrs. Ida Molloy  
Topeka  
Traffic



Mrs. Hattie Sahlberg  
Wichita  
Traffic



W. F. Howard  
Wichita  
Plant



Blanche Allen  
Paola, Kan.  
Traffic



Blanche Burcher  
Paola, Kan.  
Traffic



Mrs. Wilma Carpenter  
Paola, Kan.  
Traffic



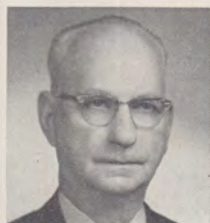
Mrs. Kathryn Ballew  
Arkansas City, Kan.  
Traffic



Anna Seiler  
Coffeyville, Kan.  
Traffic



Roxanna Owen  
Concordia, Kan.  
Traffic



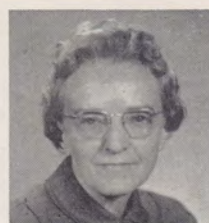
C. R. Wegscheider  
Iola, Kan.  
Plant



Fred Weirick  
Parsons, Kan.  
Plant



Mrs. Floe Arterburn  
Amarillo, Tex.  
Traffic



Mrs. Vada Kinard  
Lubbock  
Traffic



Mrs. Lola Junell  
San Antonio  
Traffic



LaDora Nichols  
Temple, Tex.  
Traffic

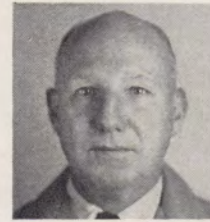
# Retirements



Luella Fritch  
Houston  
Traffic



Ethel Reynolds  
Houston  
Traffic



W. L. Gunlock  
Houston  
Plant



Mathew Bennett  
Dallas  
Plant



Preston Lay  
Dallas  
Plant



P. J. Trieller  
Dallas  
Plant



J. L. Walker  
Dallas  
Plant



Mrs. Nell Gann  
Dallas  
Traffic



Mrs. Nell Harris  
Dallas  
Traffic



Mrs. Vera Stauffer  
Dallas  
Traffic



Mrs. Evie Williamson  
Dallas  
Traffic



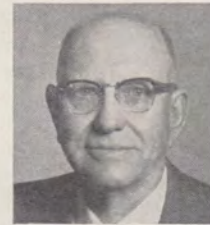
Beatrice Evans  
Tulsa  
Traffic



Mrs. Beatrice Merton  
Tulsa  
Traffic



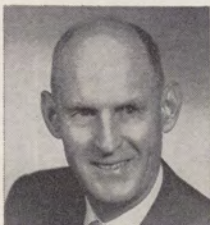
Pearl Morris  
Tulsa  
Traffic



Willis N. Saylor  
Newkirk, Okla.  
Plant



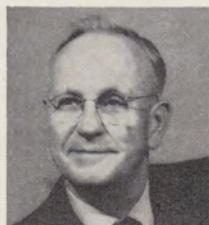
Mrs. Anna Frieden  
Nowata, Okla.  
Commercial



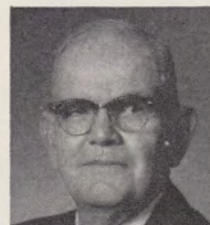
John L. Landon  
Oklahoma City  
Accounting



Warner Alexander  
Oklahoma City  
Plant



V. P. Blalock  
Oklahoma City  
Plant



Dee O. Chambers  
Oklahoma City  
Plant



Frank J. Koch  
Oklahoma City  
Plant



Jearldine Devoll  
Oklahoma City  
Traffic



Sarah Burba  
Ada, Okla.  
Traffic



Bernice Tims  
Altus, Okla.  
Traffic



Lorelle Cloud  
Henryetta, Okla.  
Traffic



Mrs. Lucille Morris  
Lawton, Okla.  
Traffic



Marguerite McDermott  
Muskogee, Okla.  
Traffic



Florence Elmore  
Pawnee, Okla.  
Traffic



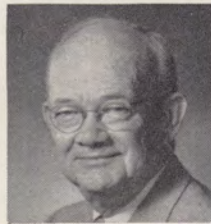
—45—  
Ray Jackson  
Austin  
Traffic



—40—  
W. E. Lamb  
Austin  
Plant



—40—  
E. G. Paschall  
Fort Worth  
Plant



—40—  
J. A. Mercer  
New Braunfels, Tex.  
Plant

# Service anniversaries



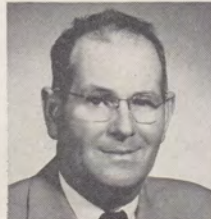
—40—  
H. F. Norwood  
Houston  
Plant



—40—  
H. C. Boggs  
San Antonio  
Plant



—40—  
O. T. Horner  
Teague, Tex.  
Plant



—40—  
J. H. Davis  
Temple, Tex.  
Plant



—40—  
Mrs. Mae Day  
Waco, Tex.  
Traffic



—40—  
A. B. Gale  
Little Rock  
Plant



—40—  
Lillie Keazer  
Marion, Kan.  
Traffic



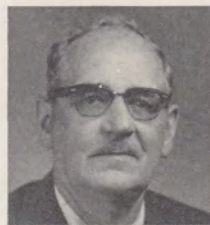
—40—  
Mrs. Marie Hart  
Sabetha, Kan.  
Traffic



—40—  
Mrs. Lucille Aniol  
Wichita  
Traffic



—40—  
C. H. Merryfield  
Topeka  
Plant



—40—  
Arthur Brink  
Ottawa, Kan.  
Plant



—40—  
L. Mobley  
Kirkwood, Mo.  
Plant



—40—  
Margaret Fitzsimmons  
St. Louis  
Commercial



—40—  
Helen Edwards  
Kansas City  
Accounting



—40—  
P. R. Pummill  
Kansas City  
Plant



—40—  
E. V. Henry  
Enid, Okla.  
Plant



—40—  
S. J. Spence  
Tulsa  
Plant



—40—  
Marie Henkes  
Tulsa  
Traffic



—40—  
Nobie McKinney  
Clinton, Okla.  
Commercial



—40—  
Audie Fowler  
Oklahoma City  
Traffic



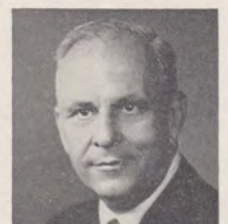
—35—  
Marie Fowler  
Perry, Okla.  
Traffic



—35—  
Mrs. Edith Walton  
Hutchinson, Kan.  
Traffic



—35—  
Mrs. Gladys Richards  
Topeka  
Traffic



—35—  
C. H. Summerfield  
Parsons, Kan.  
Commercial

# Service anniversaries



—35—  
Edith Anderson  
Little Rock  
Traffic



—35—  
Mrs. Willie Chambers  
Hot Springs, Ark.  
Traffic



—35—  
Mrs. Jessie Winsel  
Springfield, Mo.  
Traffic



—35—  
Mrs. Clara Clark  
St. Louis  
Traffic



—35—  
Mrs. Hannah Koenig  
St. Louis  
Traffic



—35—  
Mrs. Marie Mason  
St. Louis  
Traffic



—35—  
Ida Smith  
St. Louis  
Traffic



—35—  
W. K. Brown  
St. Louis  
Plant



—35—  
R. A. Rasp  
St. Louis  
Plant



—35—  
W. P. Tietjens  
St. Louis  
Plant



—35—  
C. V. Entriiken  
Kansas City  
Plant



—35—  
Earl Kirkpatrick  
Kansas City  
Plant



—35—  
Mrs. Mildred Thomas  
Kansas City  
Traffic



—35—  
Mrs. Elsa Wetterman  
Kansas City  
Traffic



—35—  
Pauline White  
Kansas City  
Traffic



—35—  
Mrs. Norma Lewis  
Victoria, Tex.  
Traffic



—35—  
W. D. Berlin  
Dallas  
Accounting



—35—  
Fred R. Deason  
Dallas  
Accounting



—35—  
Elmer Gast  
Dallas  
Accounting



—35—  
G. H. Werner  
Dallas  
Engineering



—35—  
S. J. Billingsley  
Dallas  
Plant



—35—  
Velma McCauley  
Dallas  
Traffic



—35—  
C. Baber  
Houston  
Plant



—35—  
Mrs. Willie Hunter  
Houston  
Traffic



—35—  
J. Sharp  
Houston  
Plant



—35—  
L. Shoemaker  
Houston  
Plant



—35—  
O. E. Socia  
Houston  
Plant



—35—  
E. J. Willhoite  
Houston  
Plant

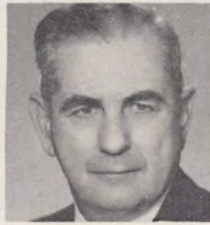
# Service anniversaries



—35—  
J. O. Allmon  
Denison, Tex.  
Plant



—35—  
R. M. Byerly  
Pampa, Tex.  
Plant



—35—  
C. G. Amberg  
Tyler, Tex.  
Plant



—35—  
Mrs. Edith Bundy  
Tyler, Tex.  
Traffic



—35—  
Mrs. Helen Dill  
Fort Worth  
Traffic



—35—  
Mrs. Willie Porter  
Fort Worth  
Traffic



—35—  
Anita Heinrich  
Corpus Christi, Tex.  
Traffic



—35—  
Mrs. Thelma Lippincott  
Corpus Christi, Tex.  
Traffic



—35—  
Mrs. Margaret Counsellor  
Galveston, Tex.  
Traffic



—35—  
Mrs. Dottie McAllister  
San Antonio  
Traffic



—35—  
Sadie Brockman  
Wichita Falls, Tex.  
Traffic



—30—  
Mrs. Inez Wallis  
Fort Smith, Ark.  
Traffic



—30—  
Mrs. Ruby Johnson  
Pine Bluff, Ark.  
Traffic



—30—  
Mrs. Ruth Shoemake  
Little Rock  
Traffic



—30—  
Ella Tipton  
Little Rock  
Plant



—30—  
R. O. Browning  
Hot Springs, Ark.  
Plant



—30—  
J. V. Wilson  
Newport, Ark.  
Commercial



—30—  
Mrs. Lena Bookout  
Rogers, Ark.  
Commercial



—30—  
Mrs. Lena Skillern  
Searcy, Ark.  
Commercial



—30—  
Mrs. Mary Lipton  
Warren, Ark.  
Commercial



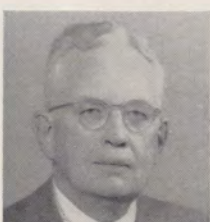
—30—  
Jewell Hamilton  
Springfield, Mo.  
Traffic



—30—  
Mrs. Charlene Matthews  
Springfield, Mo.  
Traffic



—30—  
Mrs. Alene Barter  
Kansas City  
Accounting



—30—  
C. Ashley  
Kansas City  
Commercial



—30—  
Earl M. Maelzer  
Kansas City  
Plant



—30—  
A. B. McGuire  
Kansas City  
Plant



—30—  
Cecil Workman  
Kansas City  
Plant

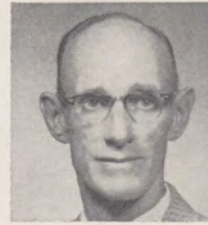


—30—  
Mrs. Cleo Parle  
Kansas City  
Traffic

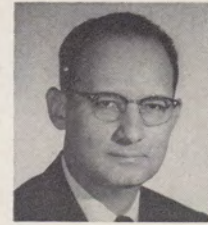
# Service anniversaries



—30—  
Roy R. Eckert  
St. Joseph, Mo.  
Plant



—30—  
Herman E. Hall  
St. Joseph, Mo.  
Plant



—30—  
M. E. Ozenberger  
St. Joseph, Mo.  
Plant



—30—  
Fred M. Smith  
St. Joseph, Mo.  
Plant



—30—  
Charles Schaefer  
St. Louis  
Genl. Accounting



—30—  
Carl O. Nelson  
St. Louis  
Accounting



—30—  
M. G. Meyers  
St. Louis  
Engineering



—30—  
Vincent Hoffmann  
St. Louis  
Engineering



—30—  
Waldo G. Mueller  
St. Louis  
Genl. Personnel



—30—  
D. H. Turner  
St. Louis  
Genl. Plant



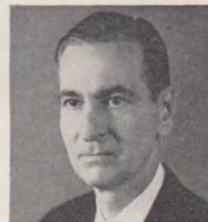
—30—  
O. M. Brown  
St. Louis  
Plant



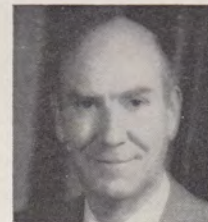
—30—  
Karl Butsch  
St. Louis  
Plant



—30—  
C. A. Guariglia  
St. Louis  
Plant



—30—  
H. P. Hagan  
St. Louis  
Plant



—30—  
John Karsten  
St. Louis  
Plant



—30—  
M. Thompson  
St. Louis  
Plant



—30—  
N. S. Plein  
Kirkwood, Mo.  
Plant



—30—  
Stephen O'Dell  
Newton, Kan.  
Plant



—30—  
Norbert Klinge  
Topeka  
Plant



—30—  
Oren Hotchkiss  
Topeka  
Plant



—30—  
Mrs. Hazel Price  
Topeka  
Traffic



—30—  
M. M. Christenson  
Topeka  
Commercial



—30—  
Earl K. Jones  
Wichita  
Commercial



—30—  
Joe Carrico  
Wichita  
Plant



—30—  
Mrs. Bernice Haner  
Wichita  
Traffic



—30—  
Mrs. Faye Miner  
Marysville, Kan.  
Traffic



—30—  
Mamie Moore  
Ardmore, Okla.  
Traffic



—30—  
Catherine Donnell  
Bartlesville, Okla.  
Traffic

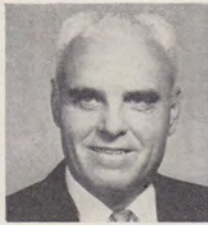
# Service anniversaries



—30—  
Dorothy Vaughn  
Duncan, Okla.  
Traffic



—30—  
Angelina Yett  
Okmulgee, Okla.  
Traffic



—30—  
F. G. Countryman  
Lawton, Okla.  
Plant



—30—  
W. E. Cullen  
Tulsa  
Plant



—30—  
C. E. Mills  
Oklahoma City  
Engineering



—30—  
C. T. Boyter  
Oklahoma City  
Plant



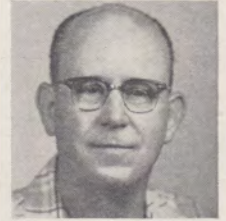
—30—  
Virgil B. Story  
Oklahoma City  
Plant



—30—  
Estelle Hutchings  
Wewoka, Okla.  
Commercial



—30—  
Mrs. Ethel Tipton  
Corsicana, Tex.  
Commercial



—30—  
G. H. Bennett  
Austin  
Plant



—30—  
J. M. Barnwell  
San Antonio  
Plant



—30—  
A. E. Gordon  
San Antonio  
Plant



—30—  
J. E. Henry  
San Antonio  
Plant



—30—  
F. C. Nobles  
San Antonio  
Plant



—30—  
Mrs. Martha Bonn  
San Antonio  
Traffic



—30—  
Mrs. Bertie Meshew  
San Antonio  
Traffic



—30—  
T. J. Stuart  
Dallas  
Engineering



—30—  
H. O. Butler  
Dallas  
Plant



—30—  
C. G. Cook  
Dallas  
Plant



—30—  
C. L. Gamble  
Dallas  
Plant



—30—  
C. D. Hall  
Dallas  
Plant



—30—  
E. L. Hamilton  
Dallas  
Plant



—30—  
J. S. Hayter  
Dallas  
Plant



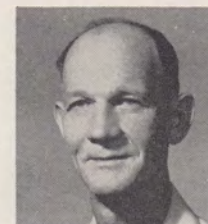
—30—  
F. S. Kirby  
Dallas  
Plant



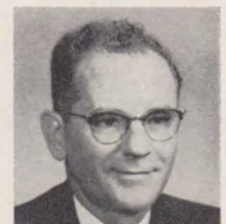
—30—  
R. B. Lewis  
Dallas  
Plant



—30—  
T. W. McNatt  
Dallas  
Plant



—30—  
Jack Spradlin  
Dallas  
Plant



—30—  
E. Richards  
Beaumont, Tex.  
Plant

V

# Service anniversaries



—30—  
Mrs. Olean Craun  
Corpus Christi, Tex.  
Traffic



—30—  
Mrs. Helen Hanes  
Fort Worth  
Traffic



—30—  
Mrs. Dora Patterson  
Lubbock  
Traffic



—30—  
J. O. Biggs  
Waco, Tex.  
Plant



—30—  
D. B. Keller  
Houston  
Plant



—30—  
A. H. Blume  
Houston  
Plant



—30—  
R. J. Hitchcock  
Houston  
Plant



—30—  
A. W. Merdian  
Houston  
Plant



—30—  
C. W. Plum  
Houston  
Plant



—30—  
Mrs. Hattie Richardson  
Houston  
Traffic

# Promoted to management



Mrs. Winifred Warr  
Sr. Stenographer to  
Secy., Rev. Acctg. Mgr.  
Oklahoma City  
Accounting



Mrs. Virginia Chandler  
Force Adjstmt. Clk.  
to Secy., Dist. Mgr.  
Oklahoma City  
Commercial



Mrs. Theopa Cross  
Service Asst. to  
Rel. Nt. Chief Opr.  
Ardmore, Okla.  
Traffic



Mrs. Imogene Evans  
Service Asst. to  
Asst. Chief Operator  
El Reno, Okla.  
Traffic



Mrs. Shirley Buffington  
Service Asst. to  
Asst. Chief Operator  
Emporia, Kan.  
Traffic



Mrs. Leah Tribble  
Service Asst. to  
Ev. Chief Operator  
Leavenworth, Kan.  
Traffic



Patricia Ehrman  
Force Adjstmt. Clk.  
to Chief Operator  
Sabetha, Kan.  
Traffic



Mrs. Leola Baker  
Operator to  
Asst. Chief Operator  
Kirksville, Mo.  
Traffic



Lorraine Faust  
Clerk to Secy.,  
Dist. Plant Supt.  
E. St. Louis, Ill.  
Plant



Dorothy Layes  
Sr. Stenographer to  
Secy., Mach. Acctg. Mgr.  
St. Louis  
Accounting



Mrs. Vaudine Barton  
Operator to  
Ev. Chief Operator  
Granbury, Tex.  
Traffic



Mrs. Waunda Alles  
Service Asst. to  
Asst. Chief Operator  
Houston  
Traffic



Jimmie R. Lewis  
Service Asst. to  
Rel. Nt. Chief Opr.  
Houston  
Traffic



Mrs. Dorothy Tice  
Service Asst. to  
Rel. Nt. Chief Opr.  
Houston  
Traffic



Mrs. Louise Evett  
Service Asst. to  
Asst. Chief Operator  
Odessa, Tex.  
Traffic



Mrs. Elester Pryor  
Service Asst. to  
Asst. Chief Operator  
Silsbee, Tex.  
Traffic



# Organization changes

1958 TOTAL TO JULY

Promotions within management . 223

Promoted to management . . . . . 123

Moved to better jobs  
within nonmanagement . . . . . 1,041



Robert Fleming  
Accounts Supv.  
Little Rock  
Accounting



Richard N. Moore  
Toll Supervisor  
Little Rock  
Accounting



C. G. Tarbell, Jr.  
Asst. Engr., Equip.  
Little Rock  
Engineering



James C. Barr  
Trans. Inspector  
Little Rock  
Plant



L. C. McBryde  
Chief Switchman  
El Dorado, Ark.  
Plant



William Duckworth  
Chief Switchman  
Hot Springs, Ark.  
Plant



Leonard Carver  
Actg. Chief Switchman  
Jonesboro, Ark.  
Plant



Ralph H. Mills  
Wire Chief  
Newport, Ark.  
Plant



William Buckner  
Chief Deskman  
Kansas City, Kan.  
Plant



Robert Kauffman  
Installation Frmn.  
Kansas City, Kan.  
Plant



Lewis M. Ward  
Inventory and Costs Engr.  
Topeka  
Engineering



Ben H. Bedwell  
Sr. Staff Engr.  
Topeka  
Traffic



Keith Brown  
Facilities Engineer  
Topeka  
Plant



William J. Maggard  
Installation Frmn.  
Topeka  
Plant



John L. Bryant  
Wire Chief  
Leavenworth, Kan.  
Plant



Eugene P. Regan  
Plant Foreman  
Leavenworth, Kan.  
Plant



John Livergood  
Exchange Engineer  
Salina, Kan.  
Plant



Robert Nelson  
Facilities Engineer  
Salina, Kan.  
Plant



Lyle E. Young  
Wire Chief  
Emporia, Kan.  
Plant



Charles Colton  
Exchange Engineer  
Hays, Kan.  
Plant



Melvin Harper  
Wire Chief  
Norton, Kan.  
Plant



Edward C. Moody  
Dist. Traf. Supt.  
Hutchinson, Kan.  
Traffic



O. L. Dearden  
Dist. Traf. Supt.  
Wichita  
Traffic



Frank C. Neff  
Dist. Traf. Supt.  
Wichita  
Traffic



Stephen W. Line  
Installation Frmn.  
E. St. Louis, Ill.  
Plant



L. J. Briesacher  
Wire Chief  
Union, Mo.  
Plant



Mary A. Meyer  
Chief Operator  
Union, Mo.  
Traffic



Pattie Roels  
Chief Operator  
Eldon, Mo.  
Traffic

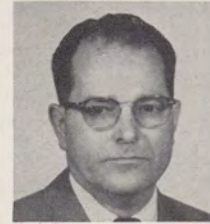
# Organization changes



P. W. Anderson  
Repair Foreman  
Joplin, Mo.  
Plant



G. W. Haslett  
Chief Deskman  
Joplin, Mo.  
Plant



V. J. Howard  
Installation Frmn.  
Joplin, Mo.  
Plant



V. L. Hart  
Wire Chief  
Brookfield, Mo.  
Plant



James D. Hall  
Accounts Supv.  
Kansas City  
Accounting



Robert P. Baker  
Supvg. Repair Frmn.  
Kansas City  
Plant



Robert A. Buhl  
Supvg. Instal. Frmn.  
Kansas City  
Plant



C. G. Parmenter  
Chief Assigner  
Kansas City  
Plant



Patrick Earley  
Dist. Traf. Supt.  
Kansas City  
Traffic



Herman D. Eden  
Sr. Staff Supv.  
Kansas City  
Traffic



John Brennen  
Chief Switchman  
Sikeston, Mo.  
Plant



George King  
Plant Foreman  
Sikeston, Mo.  
Plant



Edwin R. Acheson  
Dist. Wire Chief  
Chillicothe, Mo.  
Plant



E. L. Hendren  
Plant Foreman  
Hannibal, Mo.  
Plant



A. A. Unterreiner  
Chief Switchman  
Poplar Bluff, Mo.  
Plant



William L. Johnston  
Facilities Engineer  
Webster Groves, Mo.  
Plant



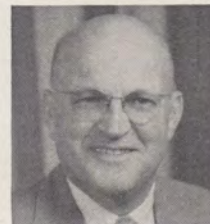
J. E. Hinchcliffe  
Sr. Engineer, Sch.  
St. Louis  
Engineering



Forrest W. Banta  
Plant Trng. Supv.  
St. Louis  
Plant



Earle M. Cline  
Test Center Frmn.  
St. Louis  
Plant



G. B. Herider  
Supvg. Repair Frmn.  
St. Louis  
Plant



John J. McGrath  
Test Center Frmn.  
St. Louis  
Plant



Kenneth Slavick  
Chief Deskman  
St. Louis  
Plant



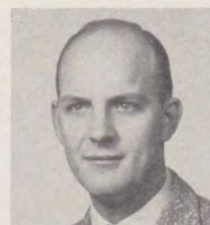
William G. Maloney  
Dial Equip. Supv.  
St. Louis  
Genl. Plant



P. J. Rapp  
Genl. Plt. Supv.—Equipmt.  
St. Louis  
Genl. Plant



Edwin M. Carruth  
Cler. Meths. Supv.  
St. Louis  
Executive



Jack M. Newell  
Cler. Meths. Supv.  
St. Louis  
Executive



L. William Murrell  
Pers. Devlpmt. Supv.  
St. Louis  
Executive



Mrs. Jean Yaeger  
Pers. Trng. Asst.  
St. Louis  
Executive



William S. Bauer  
Methods Accountant  
St. Louis  
Genl. Accounting



Thomas M. Huckins  
Acctg. Ofc. Supv.  
St. Louis  
Accounting



Warren J. Meyer  
Acctg. Ofc. Supv.  
St. Louis  
Accounting



Doyle E. Rogers  
Disbmt. Acctg. Mgr.  
St. Louis  
Accounting

## Organization changes



Henry Armstrong  
Dir. Prod. Supv.  
St. Louis  
Commercial



Jack N. Brooks  
Dir. Results Supv.  
St. Louis  
Commercial



Mary Laun  
Coml. Pers. Asst.  
St. Louis  
Commercial



William Hoffmann  
Dist. Traf. Supt.  
St. Louis  
Traffic



Rex M. Whitton  
Staff Engineer  
St. Louis  
Traffic



Cecil A. Wyatt  
Sr. Staff Engr.  
St. Louis  
Traffic



A. B. Crider  
Public Info. Supv.  
St. Louis  
Area Information



Allyn F. Glaub  
Production Asst.  
St. Louis  
Genl. Information



W. A. Leatherock  
Production Asst.  
St. Louis  
Genl. Information



Howard D. Jayne  
District Manager  
Moberly, Mo.  
Commercial



David L. Metz  
Manager  
Cape Girardeau, Mo.  
Commercial



Thomas R. Castle  
Asst. Dist. Traf. Supt.  
Cape Girardeau, Mo.  
Traffic



Jack D. Howard  
Asst. Dist. Traf. Supt.  
Abilene, Tex.  
Traffic



K. E. Meredith  
Dist. Traf. Supt.  
Abilene, Tex.  
Traffic



Donald J. Sery  
Dist. Traf. Supt.  
Austin  
Traffic



Kenneth Brasel  
Div. Info. Supv.  
Austin  
Commercial



Allen C. Short  
Manager  
Beeville, Tex.  
Commercial



Harris A. Marr  
Manager  
Brownsville, Tex.  
Commercial



A. A. Tomchesson  
Tabulating Supv.  
Fort Worth  
Accounting



John R. Robbins  
Dist. Plant Supt.  
Denison, Tex.  
Plant



Mrs. Alice Schneider  
Agency Chief Opr.  
Marion, Tex.  
Traffic



Louise Burns  
Chief Operator  
Temple, Tex.  
Traffic



Mrs. Mary Fieseler  
Ev. Chief Operator  
Temple, Tex.  
Traffic



James J. Cheek  
Staff Supervisor  
San Antonio  
Traffic

# Organization changes



A. R. Baldwin  
Asst. Rev. Acctg. Mgr.  
Dallas  
Accounting



E. L. Croslin  
Asst. Rev. Acctg. Mgr.  
Dallas  
Accounting



Wallace L. Swenson  
Asst. Disb. Acctg. Mgr.  
Dallas  
Accounting



R. L. Miller  
Acctg. Ofc. Supv.  
Dallas  
Accounting



John M. Adams  
Sr. Staff Engr.  
Dallas  
Traffic



W. B. Andrews  
Sr. Staff Engr.  
Dallas  
Traffic



R. W. Hatch  
Staff Supervisor  
Dallas  
Traffic



Ivan H. Sorensen  
Staff Supervisor  
Dallas  
Traffic



Dale I. Jones  
Asst. Dist. Traf. Supt.  
Dallas  
Traffic



Roy D. Welch  
Asst. Dist. Traf. Supt.  
Dallas  
Traffic



R. E. Parker  
Div. Acctg. Mgr.  
Houston  
Accounting



R. H. Powers  
Div. Acctg. Supv.  
Houston  
Accounting



W. G. Graf  
Mach. Acctg. Mgr.  
Houston  
Accounting



Mrs. Juanita Cannon  
Reports Prep. Supv.  
Houston  
Accounting



D. R. Boucher  
Disbmt. Acctg. Mgr.  
Houston  
Accounting



R. G. Kramer  
Asst. Disb. Acctg. Mgr.  
Houston  
Accounting



W. D. Fleck  
Rev. Acctg. Mgr.  
Houston  
Accounting



E. H. Mayfield  
Asst. Rev. Acctg. Mgr.  
Houston  
Accounting



Donald E. Wade  
Asst. Rev. Acctg. Mgr.  
Houston  
Accounting



George Swenson  
Unit Material Supv.  
Houston  
Accounting



R. D. Cannon  
Unit Payroll Supv.  
Houston  
Accounting



Paul E. McGuirk  
Unit Voucher Supv.  
Houston  
Accounting



T. E. Martin  
Tech. Trng. Supv.  
Houston  
Plant



C. W. Plum  
Tech. Trng. Supv.  
Houston  
Plant



S. D. Triplett  
Tech. Trng. Supv.  
Houston  
Plant



L. E. Turner  
Tech. Trng. Supv.  
Houston  
Plant



W. T. Mooney  
Chief Switchman  
Houston  
Plant



W. A. Needham  
Chief Switchman  
Houston  
Plant



J. R. Sanders  
Frame Foreman  
Houston  
Plant



Mrs. Madora Brooks  
Asst. Chief Operator  
Houston  
Traffic



Mrs. Leola McDougal  
Asst. Chief Operator  
Houston  
Traffic



Mrs. Hattie Swenson  
Asst. Chief Operator  
Houston  
Traffic

# Organization changes



Mrs. Opal Atkins  
Chief Operator  
Houston  
Traffic



Mrs. Wilma Otto  
Chief Operator  
Houston  
Traffic



Mary E. Boyd  
Ev. Chief Operator  
Houston  
Traffic



Mrs. Lou Helms  
Ev. Chief Operator  
Houston  
Traffic



Mrs. Olive Maxwell  
Ev. Chief Operator  
Houston  
Traffic



Mrs. Ervil Woods  
Ev. Chief Operator  
Houston  
Traffic



Mrs. Lillian George  
Nt. Chief Operator  
Houston  
Traffic



Billie J. Stroud  
Nt. Chief Operator  
Houston  
Traffic



Pauline DeHaven  
Chief Operator  
Hugo, Okla.  
Traffic



Winnie Morgan  
Ev. Chief Operator  
Hugo, Okla.  
Traffic



Viva Patterson  
Ev. Chief Operator  
Okmulgee, Okla.  
Traffic



Wanda R. Baugh  
Ev. Chief Operator  
Wetumka, Okla.  
Traffic



Mrs. Antonette Strauss  
Chief Operator  
Enid, Okla.  
Traffic



Mrs. Clara Martin  
Chief Operator  
Idabel, Okla.  
Traffic



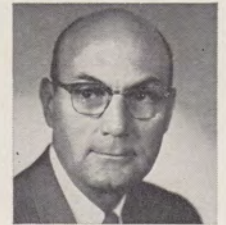
Mrs. Leona Dressler  
Chief Operator  
Muskogee, Okla.  
Traffic



Clarence R. Gebken  
Unit Accounts Supv.  
Tulsa  
Accounting



Max L. Lehew  
Manager  
Seminole, Okla.  
Commercial



Melvin C. Bretz  
Asst. Con. Co. Agnt.  
Oklahoma City  
Commercial



A. Van Nortwick  
Rev. Acctg. Mgr.  
Oklahoma City  
Accounting



L. V. Deck  
Asst. Rev. Acctg. Mgr.  
Oklahoma City  
Accounting



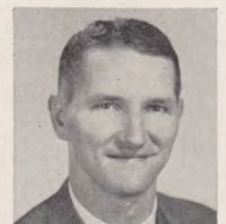
Paul Gerner  
Asst. Rev. Acctg. Mgr.  
Oklahoma City  
Accounting



Warren E. Bock  
Disbmt. Acctg. Mgr.  
Oklahoma City  
Accounting



E. W. Hendricks  
Asst. Disb. Acctg. Mgr.  
Oklahoma City  
Accounting

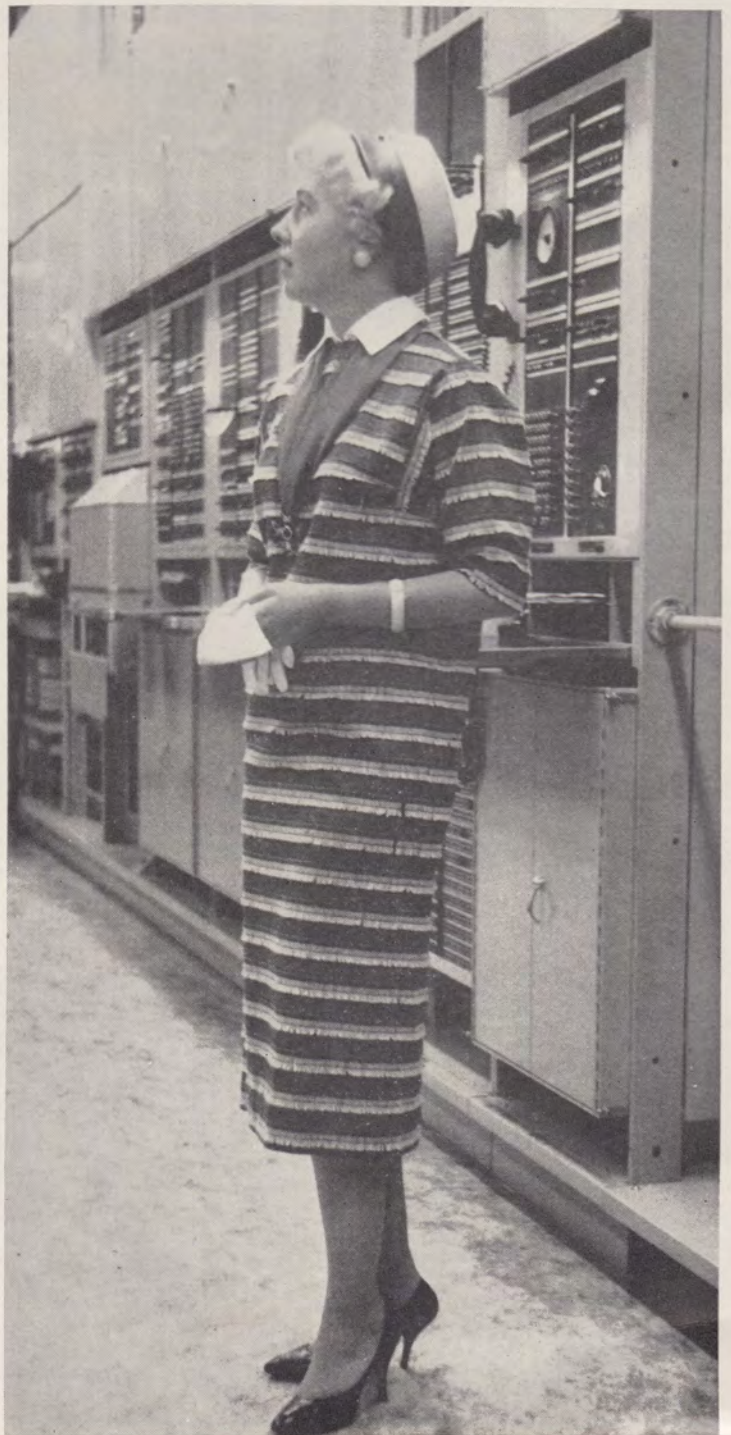


Toms D. White  
Mach. Acctg. Mgr.  
Oklahoma City  
Accounting

# After hours *by Phyllis Nibling*



FRINGED DRESS out of '20's is charcoal wool and viscose with woven white fringe stripes, detachable linen collar, red chiffon order ribbon by Jeanne Durrell. Gray leather cloche, like other hats, is by Asbury Millinery. Jewelry by Gall Novelties.



FLYING TRAPEZE is full circle of embossed net with double flounce over strapless black satin sheath. Red satin cummerbund nips in front, lets it flare in back. By Clifton Wilhite.



TALK OF FASHION WORLD, photographed against latest talking equipment in Dallas crossbar office, is summed up in three "looks." Orange-brown cotton check with lantern skirt by Jeanne Durrell has natural waist. Model is Rose Looney, commercial results clerk. Lorch's brown cotton tweed trapeze has fitted front, flared back, is worn by operator Mrs. Mary Seguin. Operator Patsy Murrell's cocoon by Ike Clark is cotton-rayon-silk in orange and gold shadow stripes cut on bias.

## Fashion's talkingest year

Everybody's had something to say about fashions this year, and for good reasons. There's been a lot to talk about, most conversations beginning and ending with the chemise.

It hasn't been talked to death, either. It's come out strong in Dallas manufacturers' fall lines, although forecasters say by next spring it may bow to its newest challenger, the trapeze.

Actually, the fall chemise is sleeker than spring's, partly thanks to designers working with heavier fabrics. Compared to the trapeze, which shows up in everything from net to winter cotton, it seems almost

conservative. But they're far from being the whole fashion picture. "Bubble" skirts have come into the daylight for fall, and the Empire waist is important, especially in suits.

But the big news is hems. They've come up again. (Some fashion magazines are showing trapeze hems at mid-knee.) How high really depends on what length looks best on you. But chemise, trapeze, and bubble are all designs to be worn just below the knee, and they look best at that length. You'll probably find yourself tucking up the hems on last year's sheaths before the winter's over.

# Fashion's talkingest year

Continued from page 47



**STILL IN STYLE** are the classic blouse and skirt. Here red and black plaid on thrush with matching jersey and neckband. Background, red and gold wool jumper chemise over red silk shirt. Both by Lorch.



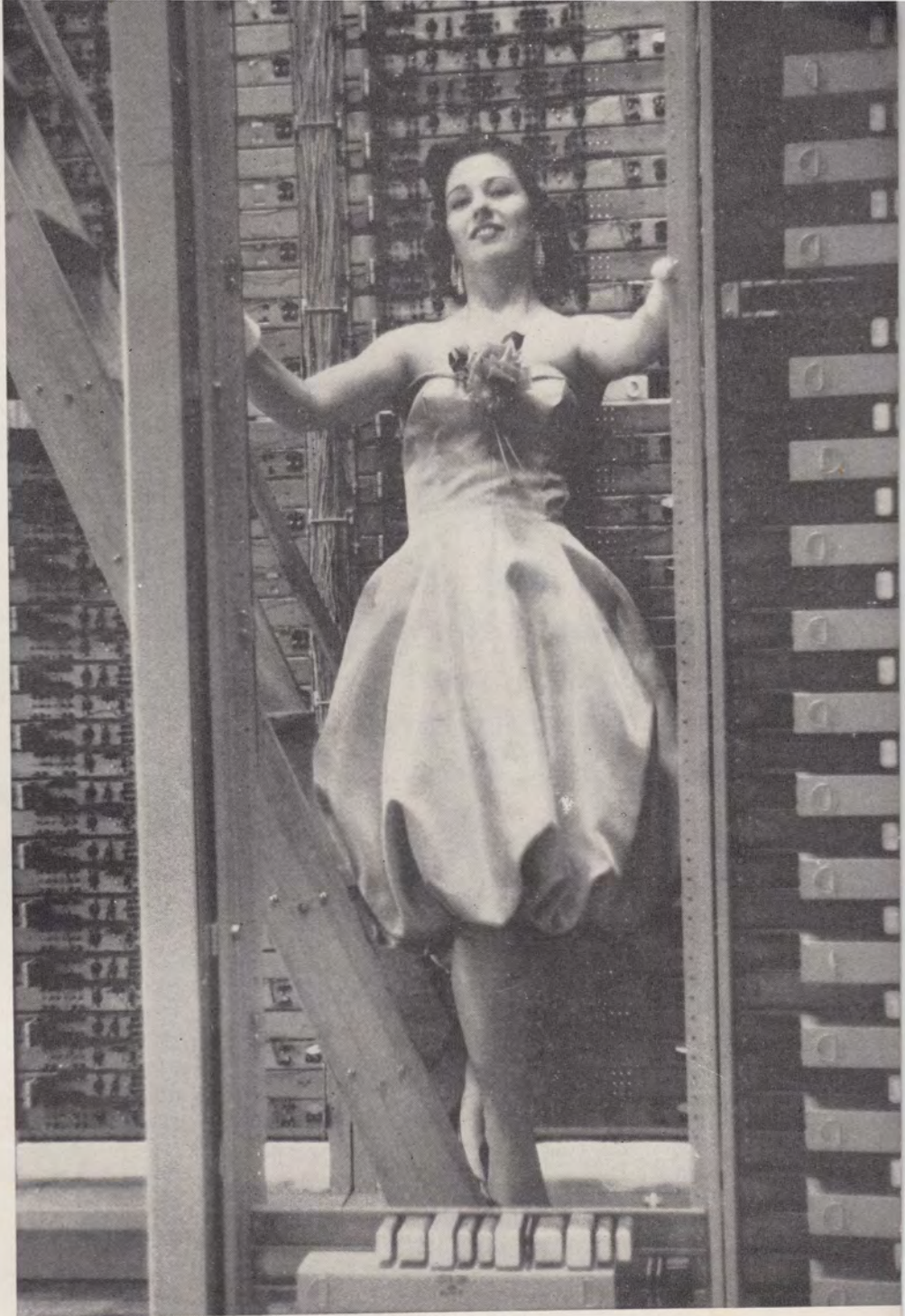
**OVERBLOUSES** come with and without belts in Sunny South versions. Floral print in autumn green, orange, blue can be worn with its self-sash nipping in front only. Classic white cotton midgy has oversized tie trimmed with varicolored buttons and self-piped buttonholes. Tiny heraldic shields pattern a cocoa-colored shirt with a black patent belt a little below the natural waistline.







**FAN-FLARED** panel pleated from Empire waist to harem hem gives gold taffeta look of two waistlines. Dress is fitted at natural waist, tiny sleeves may be worn on or off shoulder. Clifton Wilhite.



**ORANGE FLIP** in organza bubble lined with taffeta is topped off with an oversized silk rose in same sherbert shade by Clifton Wilhite.



**SUIT YOURSELF** in silhouettes. Antique gold and black Italian cotton by Miller-Cupaoli has Empire line jacket snipped off just above hips,  $\frac{3}{4}$  sleeves. Ike Clark's rust cotton tweed with matching cloche is short-sleeved for early fall, multi-pocketed, scarved in organza. New idea is Jeanne Durrell's sleeveless doublebreasted chemise coat in black gabardine lined with rust and black cotton print to match its cowl-necked blouson sheath.

# 45 years of perfect attendance, a Bell System record

Minnie Baird had to battle a snowstorm . . . even take a boat to work . . . to end her long career without a single absence.



**M**INNIE BAIRD, a force adjustment clerk in the traffic department, Bartlesville, Okla., closed her desk drawer on a new Bell System record when she retired June 30.

She hadn't missed a day of work in 45 years and 8 months with the telephone company.

Back in November, 1912, when Minnie came to work, William Howard Taft was president. Oklahoma had only been admitted to the union for five short years. The first transcontinental telephone call wouldn't be made for three years yet. Bing Crosby was still singing soprano. It was even before Federal income tax.

Day after day she has reported for work, through two World Wars, a depression, two booms, a jazz age, an automobile era, a Revolution in Russia, suffragettes, prohibition, Dillinger, rock-and-roll, and into the space age.

Once a severe snowstorm blocked the highway. Miss Baird started two hours early and walked four miles to work through the drifts.

Again, when the Caney River overflowed, Miss Baird drove to the river bank, hired a man to row her across, and continued her way to the office on foot.

"I knew I'd be needed more than ever," said Miss Baird.

Born in Kansas, Miss Baird moved with her parents when she was three to the Northeastern part of the Cherokee nation, now Washington County, Oklahoma.

When she reported for work as an operator in Dewey, Okla., four miles north of Bartlesville, she already had a perfect attendance record through 12 years of grade school and high school.

She became manager-chief operator in 1916 and was transferred to Bartlesville as a clerk-stenographer in 1923.

She has always followed good health habits.

"Much absence from work," she says, "is due to staying out late at night. When it is time to go to work, people don't feel well enough to work."

Miss Baird was honored with a retirement party at the Bartlesville Y. W. C. A. attended by associates of many years at the company, including O. D. Sackman, retired district traffic superintendent and Miss Baird's supervisor for 29 years; H. C. Roberts, her supervisor since 1948; and Miss Sarah Ruckman, now Bartlesville chief operator, who was hired by Miss Baird in Dewey more than 35 years ago.



"Two-car family, ha! We're a three-telephone family!"

After one shuddering bite, the customer beckoned the waitress and asked:

"Miss, what's wrong with these eggs?"

"Don't ask me," she snapped. "I only laid the table."

As she looked helplessly at the flat tire, a passer-by stopped and offered his assistance. The car was jacked up in a jiffy and the tire changed. As the kind gentleman was about to lower the jack, the woman said, "Please let it down easy. My husband's asleep in the back seat."

Something to think about: Footprints in the sands of time never were made by sitting down.

"Jiminy!" screamed a hillbilly bride to her husband. "Yer beard is afire!"

"I know it, I know it," he answered. "Can't you see me prayin' fer rain?"

Anything ever come of the idea to cross electric blankets with toasters to pop people out of bed?

The average motorist is certain he drives carefully. It's the fellow ahead who stays too close.

One thing to be said in behalf of ignorance: It sure starts a lot of interesting arguments.

It's a smart father who knows better than to know best.

"Your teeth are in perfect condition," the dentist informed the Texas oilman.

"Drill anyway, Doc," the Texan said. "I feel lucky today."

"I know a girl who collects foreign coins as a hobby. What's the best way for me to introduce myself?" queried the prospective suitor.

"Tell her you have a yen for her."

"I wonder," wondered a man, "who invented that silly superstition about Friday being an unlucky day?"

"Oh," retorted his companion, "probably some poor fish."

Success formula: Think up a product that costs a dime, sells for a dollar, and is habit forming.

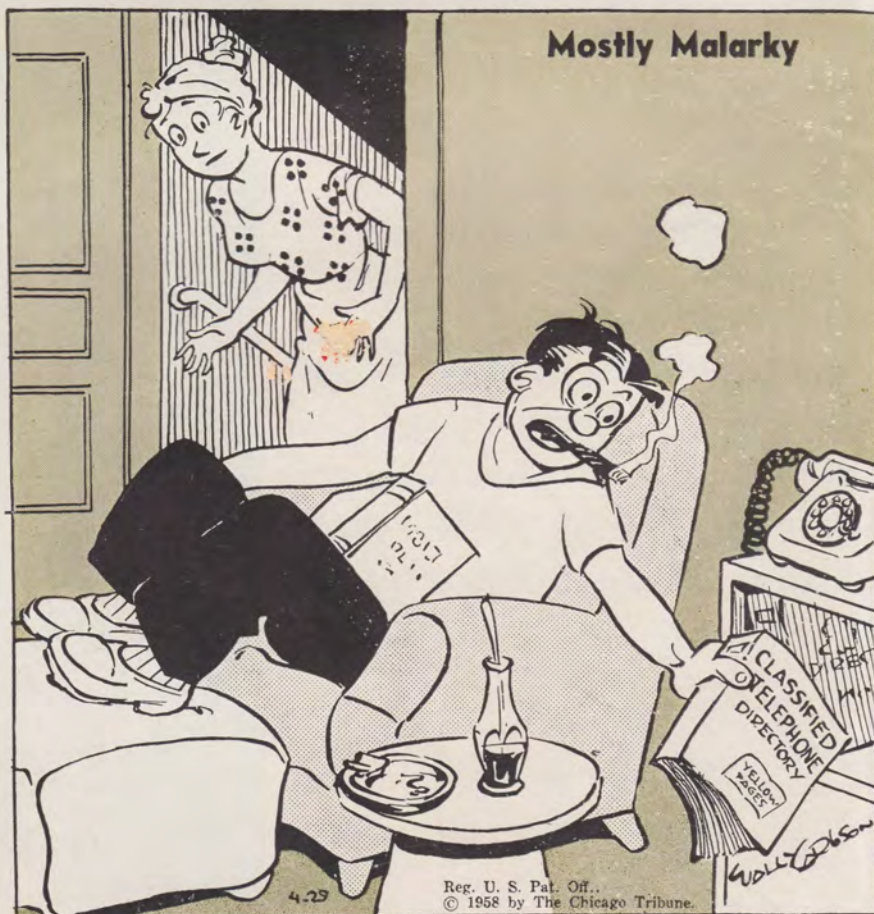


as you may have heard

The American tourist strolled into the South African restaurant and was startled to see a fully uniformed British officer who stood only 6 inches tall.

The head waiter noticed the amazed expression on the American's face, and finally broke the silence by saying, "I gather you've not met the Major."

The tourist admitted this was so, whereupon the head waiter plucked the little man from the floor, placed him on the American's table, and said, "Speak up, Major. Tell the Yank about the time you called the witch doctor a bloody fake."



Mostly Malarky

Reg. U. S. Pat. Off.  
© 1958 by The Chicago Tribune.

"Washer won't run? Wait till I get my 'DON'T Do It Yourself Book!'"

MR R B LEWIS  
8010 UMPHRESS DR  
DALLAS 17 TEX

7102

SOUTHWESTERN TELEPHONE NEWS  
1010 Pine Street  
St. Louis 1, Missouri  
**FORM 3547 REQUESTED**

BULK RATE  
**U. S. POSTAGE  
PAID**  
St. Louis, Missouri  
Permit No. 451

## Please, look out for my mama today . . .

She's six years old and her name's Mary Jane and she's just starting school.

Now, Mary Jane's already pretty smart. She knows not to run into the street, and to look out for cars, and just cross where the policeman says she may.

But sometimes she forgets.

So if you see her, will you please remember that she does forget sometimes, and drive real careful?

Thanks. It gets lonesome here without her.

