

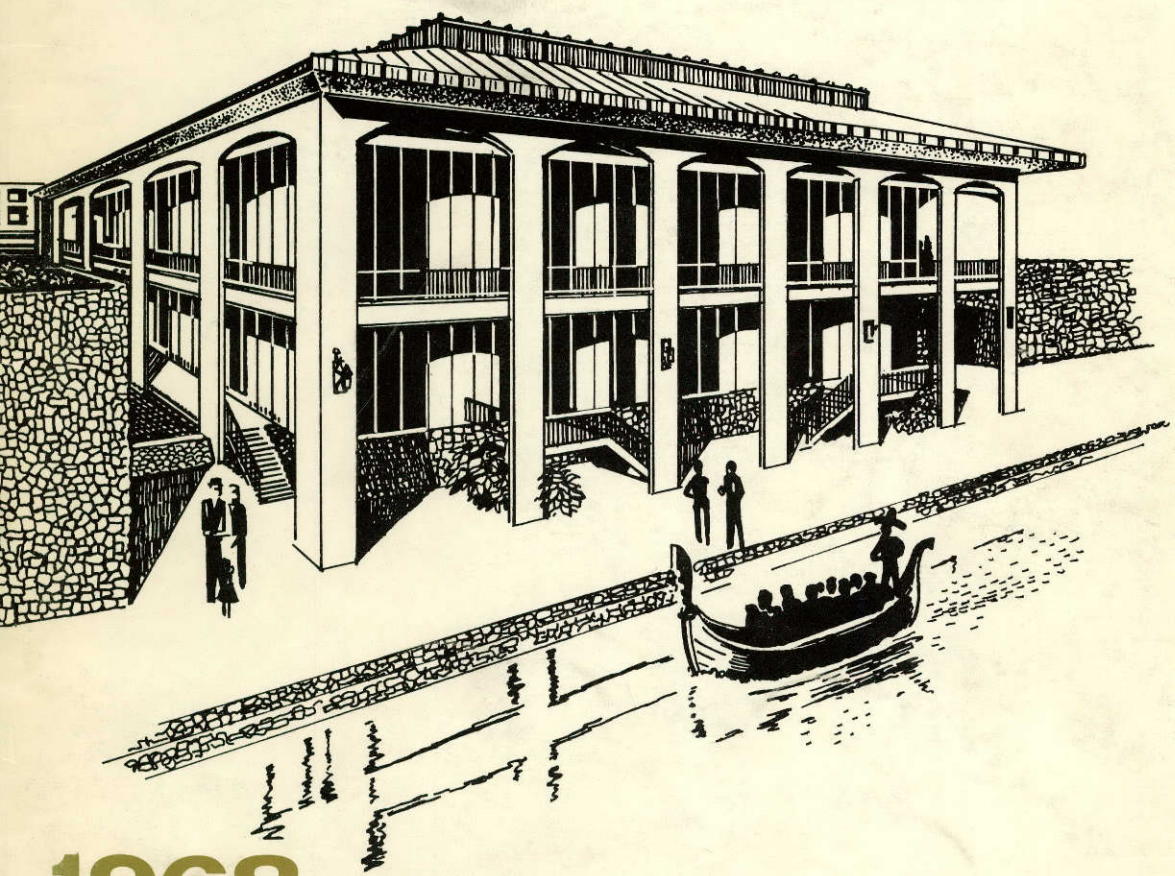
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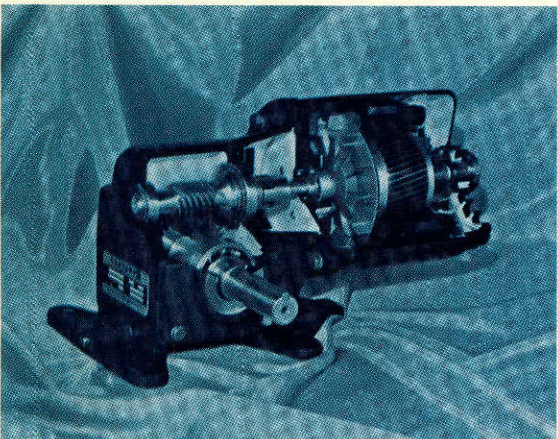
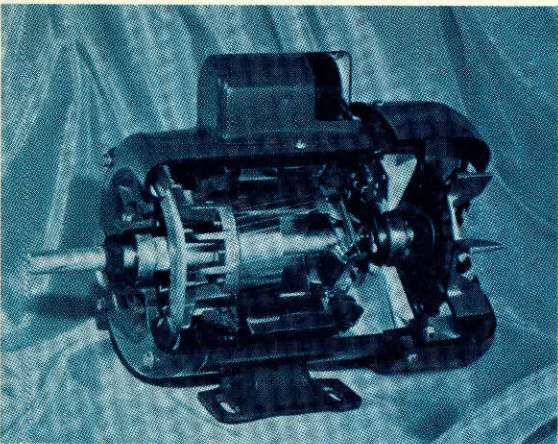
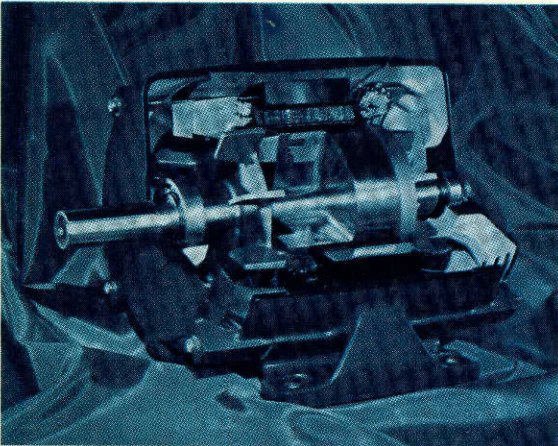
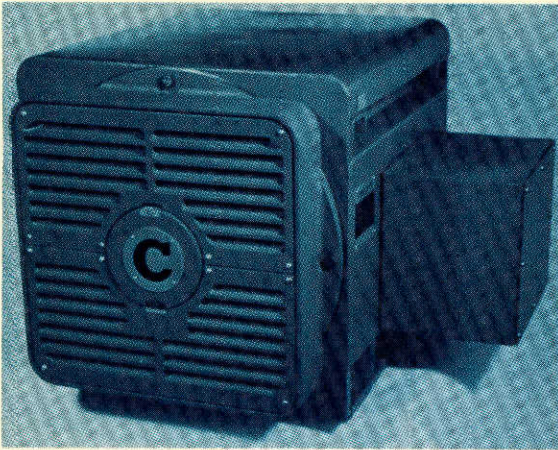


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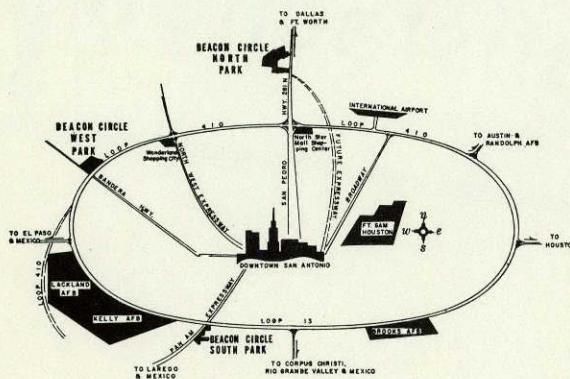


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1968 Buyers Guide

Official membership directory of the San Antonio Chamber of Commerce, January, 1968

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Contents:

The President's Page.....	7
Chamber-Tourist Information Center.....	9
Chamber of Commerce Staff.....	11
Lifetime Members of Chamber.....	21
Membership Roster.....	23
1968 National Business Outlook.....	67
Your Stake in Labor Reform.....	68
Alphabetized Listing of Members.....	69
Advertisers Index.....	93

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The President's Page



By David Straus

President

San Antonio

Chamber of Commerce

San Antonio will re-write its record books in 1968.

All the economic indicators have been trending upward, throughout 1967, on the local scene. Indications are that they'll zoom right off the tops of the charts, in the HemisFair year.

We'll have more tourists, more businessmen and industrialists visiting, more U.S. and foreign officials dropping in during 1968 than in any five normal years.

The Chamber of Commerce has long realized this, and made plans to take advantage of the many opportunities which HemisFair will bring to us. But it may surprise some to learn that the Chamber will also have a tremendous volume of work in 1968 which has no direct relation to the Fair. Some of it, in fact, will involve plans and projects which will not be completed until long after the Fair is over.

Our 12 departments and 30 committees will be working on a tremendous variety of activities in the coming year, ranging from one-time events to long-range, continuous programs.

The Chamber's official Program of Work for the 1967-68 fiscal year, which will end next May 31, includes 110 specific objectives. We would find a great deal to occupy our time and engage our energies next year even if there were no HemisFair.

Two major enterprises commanded our attention almost as soon as we "left the starting gate" in the new year. On Jan. 8-19, the Chamber co-sponsored with Trinity University a National Security Seminar. Lecturers from the Industrial College of the United States provided 33 fact-filled lectures to Seminar registrants on every major subject affecting the security of the United States.

Then, on Jan. 19-21, more than 100 prominent local civic leaders gathered at Lost Valley Resort Ranch in a Chamber-sponsored "Seminar for the Seventies," which will culminate in the adoption of a set of "Goals for San Antonio." The Chamber and the community will be able to use these goals to chart the future of our city in the coming years.

Probably the biggest event of the year for the Chamber staff will be the opening of the new Chamber-Tourist Information Center Building, now under construction at Commerce and Navarro. The date has been tentatively set for March, and we hope to be in the building far enough in advance of HemisFair's April 6 opening date to have all departments functioning smoothly when the Fair kicks off.

The new building will be a tremendous asset to us in welcoming the millions of tourists, business visitors, and international and domestic VIPs who will be streaming into San Antonio from April through October.

Our Industrial Development Department's HemisFair VIP program; the Tourist Department's information and advertising program; and the Latin-American Affairs Department's liaison work with visitors from south of the border will all be drastically accelerated with the opening of HemisFair.

And along with HemisFair support activities, the Chamber will continue its work toward a myriad of community and business improvement goals: Solicitation of conventions; the search for an assured future water supply; development of new tourist attractions; conducting an agri-business inventory; pushing for extension of the Federal Highway Act of 1956 beyond its present expiration date in 1972; a survey of health facilities in San Antonio; continuous liaison with our delegation in

Austin during the special session of the Legislature—all will be functions of the Chamber during 1968.

We will continue our exploration of ways to construct and pay for a major sports stadium, and strongly support the PGA golf tournament and Trinity's HemisCup tennis tournament.

The Chamber will work with the Urban Renewal Agency and various federal and local agencies on redevelopment of blighted areas; we will lead orderly planning on future use of HemisFair property, and seek to provide a solid financial base for the San Antonio Industrial Foundation.

Our Industrial Development Department will continue to pursue vigorously the leads for new business and industry turned up by our own and the CPSB advertising programs, and the President's Test Program.

Our Highway and Public Works Committee will work closely with all involved agencies to provide more parking spaces along the IH 37 right-of-way during HemisFair, and to achieve a smooth flow of traffic downtown. The Public Relations Committee will push for establishment of an Avenue of Heroes to honor San Antonians who have achieved distinction for courageous acts. The White House Press Corps Committee will continue its highly-specialized function of hosting the Presidential news-gathering group, when the President visits the LBJ Ranch.

Our Air Transport and General Aviation and Shippers Committees will continue their work to improve transportation service into and out of San Antonio. The Beautify San Antonio Association—a Chamber Division—will strive harder than ever to keep our city clean and beautiful during the HemisFair year. Our Armed Forces and Area Relations and Education and Research and Statistics Committees will continue to work in their specific areas.

The Economic Analysis Board will continue its monthly meetings, developing information for an economic newsletter, and *San Antonio Magazine* will bring new life and color to the local literary scene, in its second year.

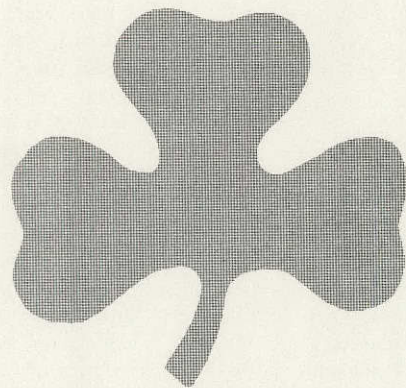
All will be important, all will command the energies of many, many volunteers whose only reward for serving on Chamber committees is the knowledge that they have helped to build a better San Antonio.

Never before have the opportunities been so great. Never before have the potential returns for investment of time and energy in community service looked so promising. Individually, we can do little. Working together, focusing our united efforts through the vehicle of the Chamber of Commerce, we can move upward to a new plateau of progress.

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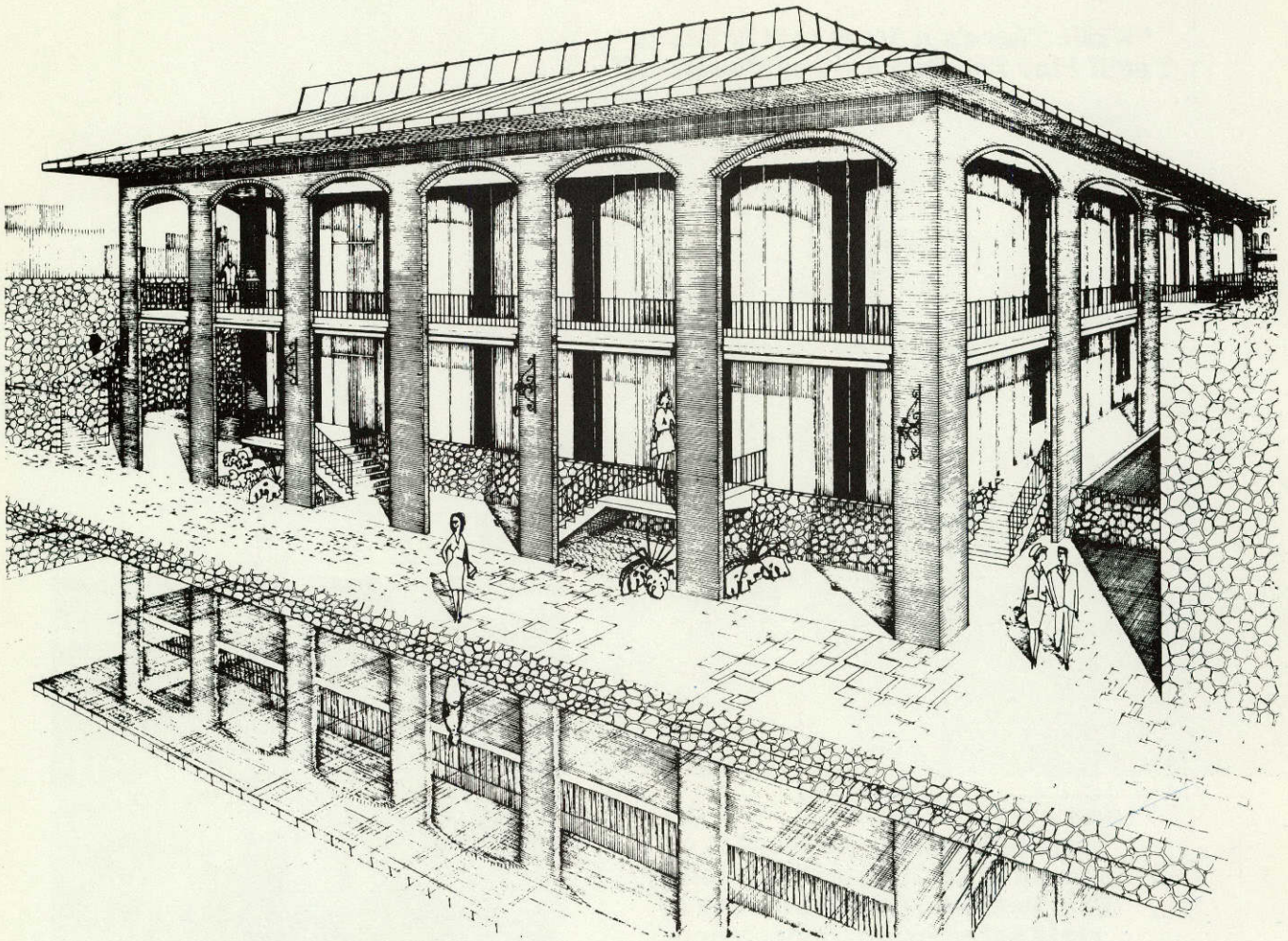


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New Building for Chamber Headquarters And City Tourist Information Center

The new Chamber Headquarters and City Tourist Information Center Building on the corner of Commerce and South Alamo streets, is the realization of a project launched in November of 1966 by the Chamber's president at that time, Bob A. Roth.

Business and community leaders have contributed approximately \$400,000 toward construction, furnishing and equipping this new "showcase of San Antonio." For many years to come this building will serve the millions of tourists who will visit the Alamo City, and will provide an attractive, efficiently designed structure for Chamber volunteers and professionals to conduct the business of building a dynamic San Antonio.

The building is adjacent to the new multi-

million dollar convention center. The "street floor" is reserved for the City's Tourist Information Center, along with Chamber executive offices and a 54-seat auditorium. The lower "river floor" is for offices of the Chamber's professional staff. Together the two floors provide some 15,000 sq. ft. of space.

The Spanish Colonial style building was designed by architects Noonan & Krocker and Phelps & Simmons & Associates. It is constructed of earth-colored brick with walls of bronze-tinted glass rimmed with bronze aluminum.

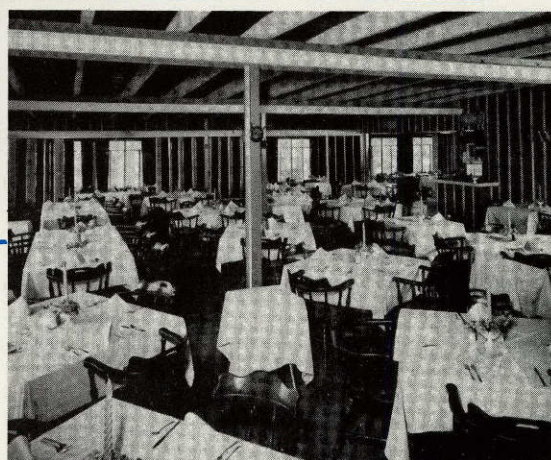
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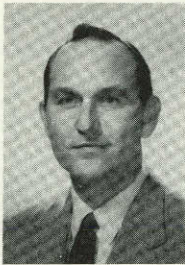
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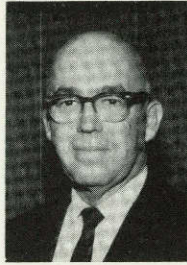
Chamber of Commerce Staff

MELVIN SISK, Executive Vice President. Sisk was born in Bowie, Texas, and attended Texas Technological College. During World War II he served with the Army Air Corps in the China, Burma, India Theater. He is a past president, Texas Chamber of Commerce managers; director, Southern Association of Chamber of Commerce Executives; an active committeeman of the American Chamber of Commerce Executives. He has received top awards for membership sales in TCCM, SACCE and ACCE. Sisk began Chamber work at Leveland, Texas, in 1940. In his present capacity he serves as member of the San Antonio Chamber Board of Directors, Executive Committee and Budget & Finance Committee. He is also a member of Rotary Club. Sisk and his wife, Ernestine, have five children. They attend the Alamo Heights Presbyterian Church.



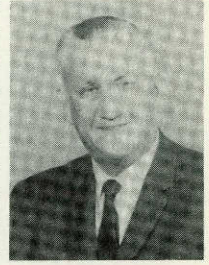
SISK

T. G. "POP" PETERS, Assistant General Manager. Born in Sanderson, Texas, and attended North Texas University. During World War II, he served in the U. S. Air Corps. Peters was with the Hamilton, Texas, Chamber of Commerce for 18 years before coming to San Antonio in 1962. In his present capacity he serves as staff manager for the Armed Forces and Membership Meetings committees. He and his wife, Virginia, have two children: Tommy, 11, and Mary Ann, 3½. They attend the Shearer Hills Baptist Church.



PETERS

W. L. JONES, Manager, Farm & Ranch and Highway & Public Works Department. Now in his 22nd year as a member of the staff of the San Antonio Chamber. A native of Bryan, Texas, he has attended Texas A&M University, the University of Massachusetts and Colorado State College. He is a past president of Nacogdoches Jaycees and Lions Club; past president of Texas Vocational Agricultural Teachers Assn.; president and secretary-treasurer, South Texas Fairs and Stock Shows Assn.; secretary-treasurer, U.S. 87 Highway Improvement Assn. Cited in Ripley's Believe It Or Not for receiving his Master of Science Degree in Agriculture before receiving Bachelor of Science Degree—all before he was 21 years old. He is married to the former Cecyle Dunn of Anderson, Texas. They have three children: Mr. Cynthia Smith, San Antonio; Mrs. Carolyn Wagborne, San Antonio; and John Paul Jones, an officer in the U. S. Navy, presently assigned to the aircraft carrier U.S.S. Bon Homme Richard.



JONES

★ ★ ★

GENE NEELEY, Manager, Research & Statistics Department. Born in El Campo, Texas, he was graduated cum laude from St. Mary's University in San Antonio and served with the U.S. Air Force. Currently an active member of the Downtown Optimist Club. As Research & Statistics manager he provides Chamber staff assistance for the Air Transport, General Aviation, Research & Statistics, and Rail & Highway Transport committees. He and his wife, Frankie, have two children: Mark, 8 and Lynn, 4. They are members of St. Thomas More Church.



NEELEY

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LON L. NUSOM, Secretary, Shippers Committee. Born in Cuero, Texas, he attended the University of Texas and later served in the Office of Defense Transportation. Nusom is a member of the Rotary Club of San Antonio and president of The Torch Club; past president of San Antonio Transportation Club, Texas Industrial Traffic League, and International Association of Torch Clubs; past general chairman of Southwest Shipper Advisory Board; founder member of American Society of Traffic and Transportation, and a member of Association of Interstate Commerce Commission Practitioners. He is a Texas State Champion Saxophone Soloist. Nusom and his wife, Mary, have one son, Dr. Tom R. Reid.



NUSOM

MURIEL L. ANDERSON, Manager, Finance Department. A native of San Antonio, she was educated at Belmont for Girls and St. Mary's University. She has been associated with the Business & Professional Women's Club and the National Association of Accountants. Before joining the staff of the San Antonio Chamber last year, Miss Anderson was engaged in oil and ranching accounting and for 5 years was associated with Eaton and Huddle, Certified Public Accountants.



MISS ANDERSON

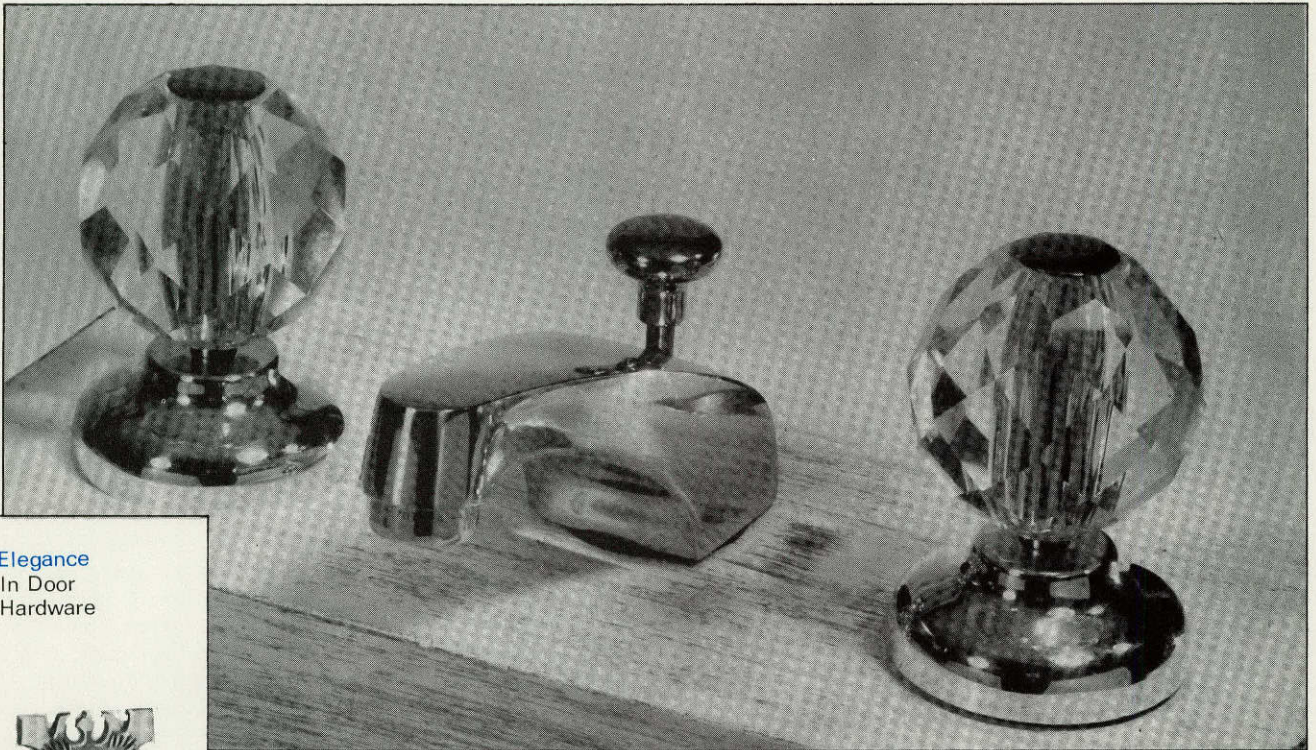
THOMAS H. PERKINS, Manager, Industrial Development Department. A native of Haynesville, La., he received his higher education at the University of Texas. Before joining the San Antonio Chamber some 8 months ago, Perkins was associated with the Austin Chamber for 16 years. He is a member of the American Industrial Development Council, and a member and former director of Southern and Texas Industrial Development Councils. As manager of the Industrial Development Department he provides Chamber staff assistance for the Industrial Development and HemisFair V.I.P. committees. Perkins and his wife, Diane, have two children and are members of the Presbyterian Church.



PERKINS

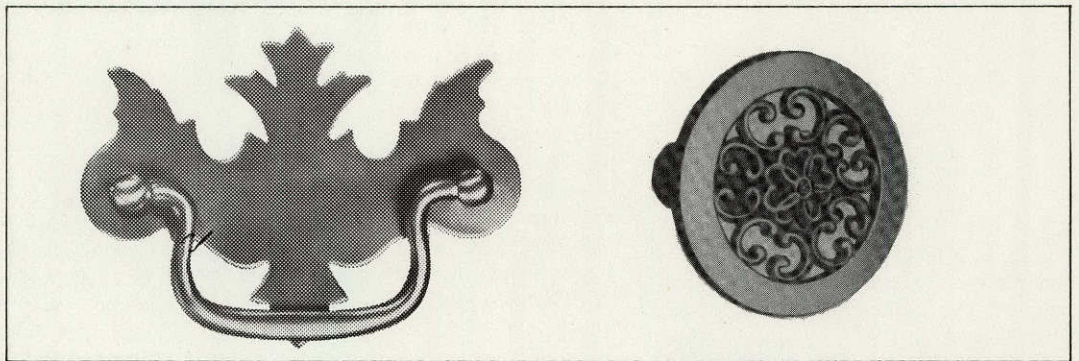
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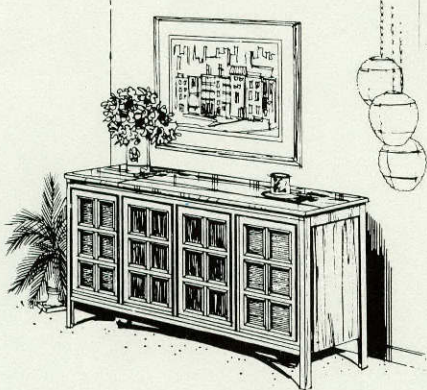
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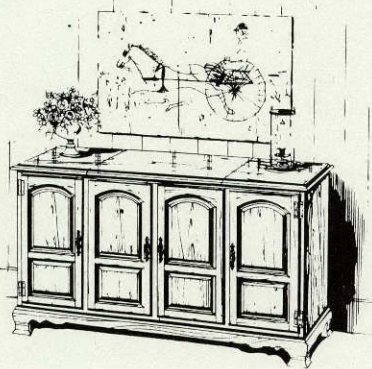
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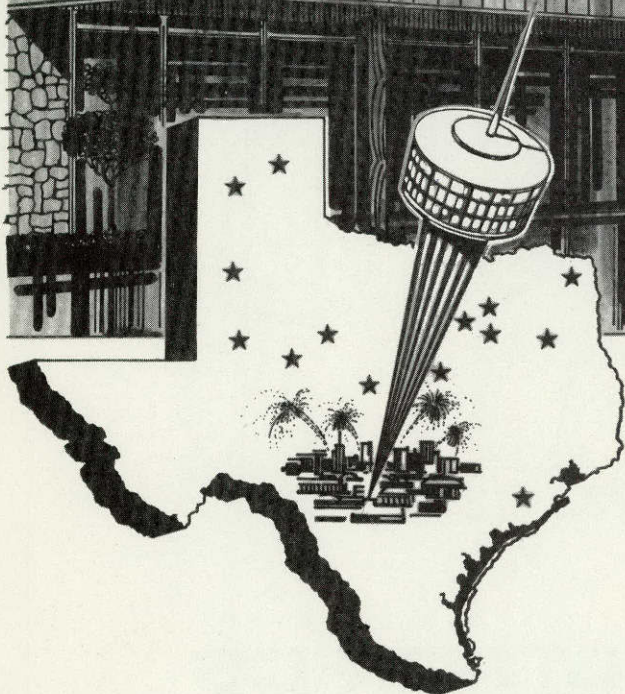
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CHAMBER OF COMMERCE STAFF (Continued From Page 11)

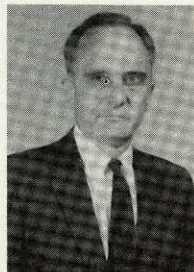
WILLIAM HOLCHAK, Manager, Public Relations Department. Born in Kenedy, Texas, was graduated from the University of Texas with a Bachelor of Journalism degree in 1949, and in 1958 received his Master's degree from Trinity University. Served with the U. S. Navy. Holchak authored the humorous novel, "The Doodles of Texas." As PR manager he provides staff assistance for the Public Relations, White House Press and Red Carpet committes, and the Economic Analysis Board. Holchak is president of Methodist District Mission Board and a director of Wesley Community Centers. He and his wife, Joyce, have two sons: Glenn, 10 and Paul, 3. They are members of St. Andrew's Methodist Church.



HOLCHAK

★ ★ ★

VIRGIL DIETERICH, Manager, Civic Affairs Department. Joined the Chamber staff last fall upon retirement as a colonel in the U.S. Air Force. He was born in Kansas and attended Kansas University. He is a former University City Councilman. As Civic Affairs manager, provides staff assistance for Education, Health & Medical Facilities, Sports, Legislative Affairs, Area Relations and Urban Development committees. Dieterich and his wife, Freda, have two children: Nancy, 21 and James, 19.



DIETERICH

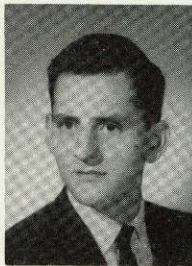
★ ★ ★

DICK NEELY, Advertising Director, SAN ANTONIO magazine. Prior to joining the staff of the San Antonio Chamber early this year, was a national advertising salesman for the Express-News for 11 years. A native of Valley Mills, Texas, who has resided in San Antonio for the past 16 years. Attended Trinity University and was in the U. S. Air Force from 1952-56. Neely and his wife, Judy, have a son, Wade Clark, 8.



NEELY

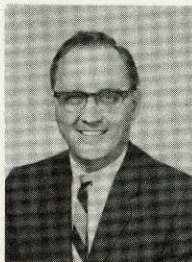
ROBERTO E. GARZA, Manager, International Affairs Department. Born in Laredo, Texas, Garza attended North Texas State University. For more than four years before joining the San Antonio Chamber, he was assistant manager of the Laredo Chamber. In his present capacity he provides staff assistance for the Latin American Affairs, Foreign Relations and International Trade committees. He and his wife, Hortensia, have two children: Bob Jr., 3, and Dennis, 4 months. They belong to the Catholic church.



GARZA

★ ★ ★

WALT WARNER, Manager, Tourist Department. Served as assistant executive director of the Texas Tourist Development Agency before joining the San Antonio Chamber. Born in San Angelo, he attended the University of Texas and has served in the U.S. Coast Guard. In his present position he provides Chamber staff assistance for the Tourist Division, which includes Civic Advertising, New Projects, Paseo del Rio Project, Hospitality Training Seminar and Campsite Facilities. Warner and his wife, Jane, have two children: Debra 10 and Doug 7. They attend Trinity Baptist Church.



WARNER

★ ★ ★

ROGER RIDINGS, Editor, THE SAN ANTONIAN. Joined the Chamber staff early in 1965 after completing 22 years with the U.S. Air Force. Born in Elgin, Texas, he attended Southwest Texas State College, San Marcos, before entering military service. Member and former vice president of Alamo Industrial Editors Assn., member of Texas State Historical Theatre Foundation, and executive secretary of Beautify San Antonio Assn. Assists in Public Relations Department in providing staff coordination for the Public Relations Committee and the Red Carpet Committee.



RIDINGS

JIM CARTER, Manager, Convention Department. Born in Tulsa, Oklahoma, Carter received his Bachelor of Arts degree from Oklahoma City University; Master of Arts at Eastern New Mexico; and Bachelor of Divinity at Southern Methodist University. He served with the U.S. Army. Prior to joining the staff of the San Antonio Chamber last summer, Carter was assistant convention manager of the Dallas Chamber of Commerce. As manager of the Convention Department here he provides staff assistance for the Convention and Market committees. He and his wife, Pat, have three children: Pam, 6; Lee, 5; and Kim, 2. They attend Holy Spirit Church.



CARTER

★ ★ ★

BETTY KEEFE, Assistant Manager, Tourist Department. Born in Taylor, Texas, she holds a Bachelor of Journalism degree from the University of Texas. Prior to joining the staff of the San Antonio Chamber 18 months ago, Mrs. Keefe was associated with the Texas State Historical Survey Committee in Austin. She is married to Thomas Keefe, an administrative resident of Santa Rosa Medical Center. The Keefes have two children: Leslie Denise, 6, and Patrick Miles, 6 months. They are members of the Lutheran Church.



MRS. KEEFE

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ROSE G. POMERANTZ, Advertising Representative, Buyer's Guide. A native San Antonian, she attended Brackenridge High School and San Antonio College. Active with Parent Teachers Assn., Council of Jewish Women, HemisFair Women's Committee, American Red Cross and Temple Beth El. Mrs. Pomerantz has two sons: Ernest, 25, serving with U. S. Navy Headquarters, London, England; and Gary, 17, a senior at Robert E. Lee High School, San Antonio.

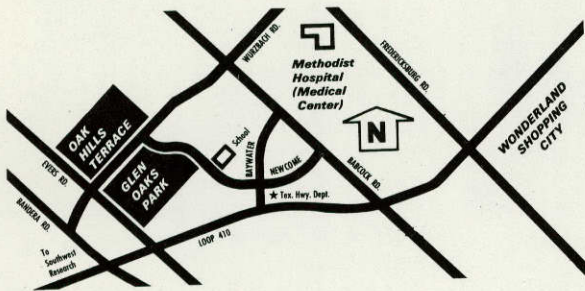


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(Continued on Page 19)

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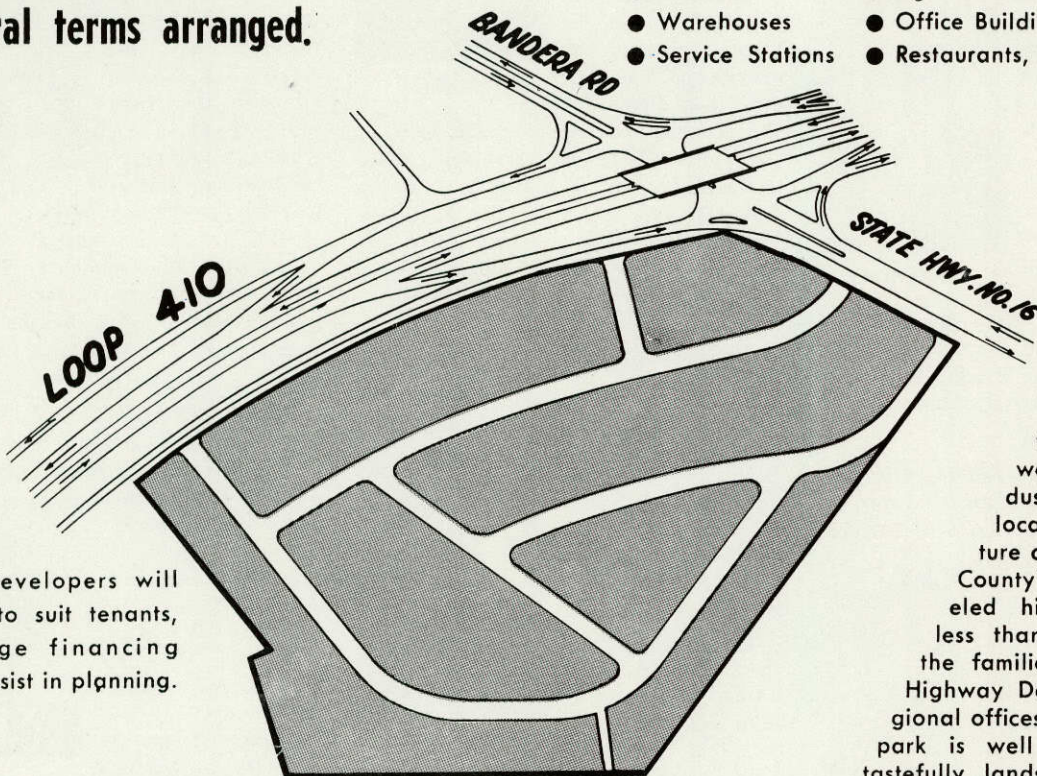
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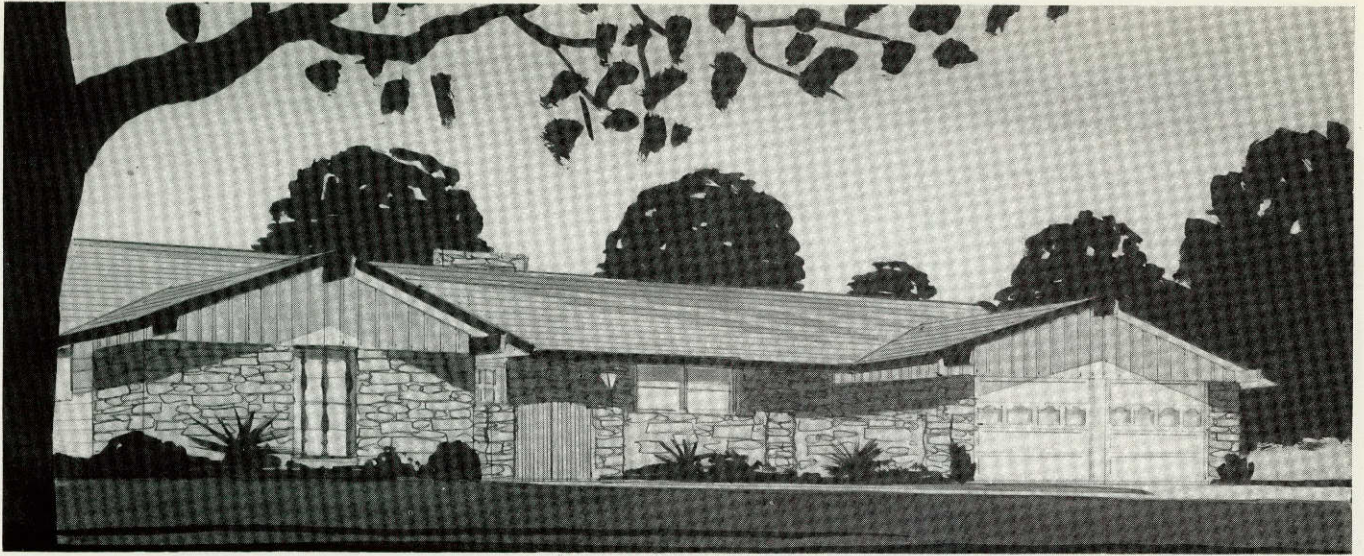
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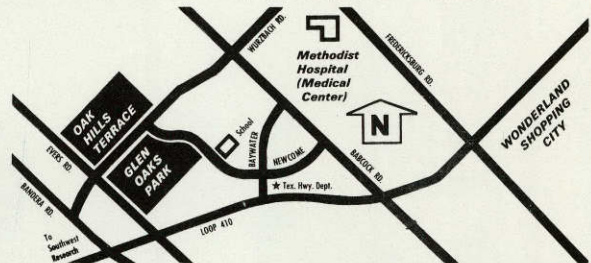
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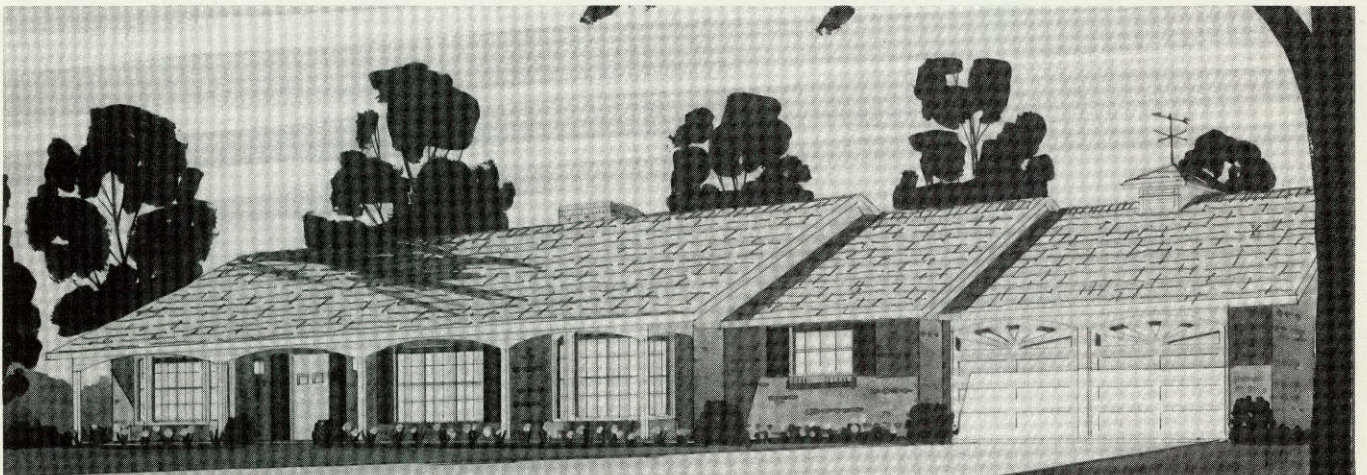
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(Continued from Page 15)

JACK C. KING JR., Manager, Membership Department. A native of Harlingen, Texas, King attended the University of Texas, served with the U.S. Air Force, and for six years was associated with the Amarillo Chamber of Commerce. He is a graduate of the Institute of Organization Management. As Membership manager he provides Chamber staff assistance for the Alamo Round-Up Club, The Ambassadors and the Budget & Finance Committee. King and his wife, Melba, have three children: Jackie, 11; Meshelle, 8; and Sherry, 5. They attend the Presbyterian church.



KING

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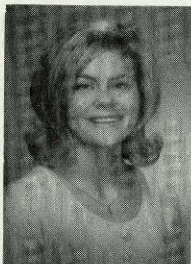
RONALD ZANE CHASTAIN, Editor-Editor-Business Manager, SAN ANTONIO Magazine. Attended University of Houston, Louisiana State University and Perkinson Junior College in Mississippi. Prior to joining the staff of the San Antonio Chamber in October, 1966, Chastain was editor of a national trade magazine in Duluth, Minn. He has also been associated with the Houston Press and the Duluth News-Tribune. He is a Korean War veteran and winner of the Andrew Alonzo Stagg Physical Fitness Medal for walking 50 miles in 17½ hours. He is a member of Sigma Delta Chi, Business Press Association, American Association of Commerce Publications and San Antonio Press Club. Chastain and his wife, Pat, have four children: Carole, 10; Lesley, 5; Jill, 3; and Suzanne, 3 months.



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SANDRA (SANDY) CLARKE, Circulation Manager, SAN ANTONIO Magazine. Transplanted from her native Houston, Miss Clarke was a high school cheerleader for three years, attended Trinity University and in 1966 was Trinity's ROTC Brigade Sweetheart. She is the daughter of Mr. and Mrs. J. H. Clark of Wharton, and a member of the First Presbyterian Church.



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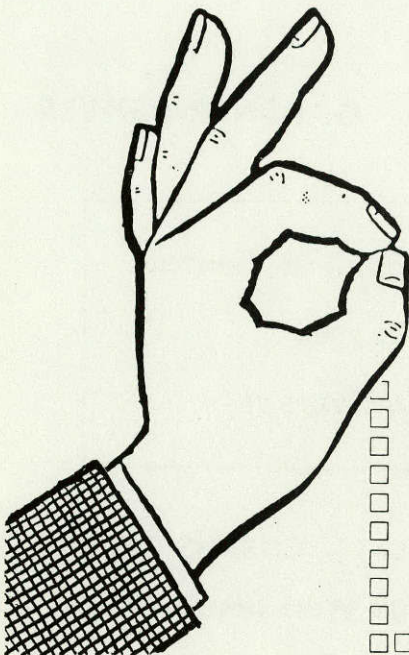
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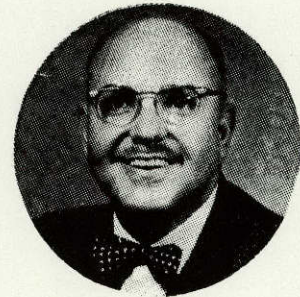
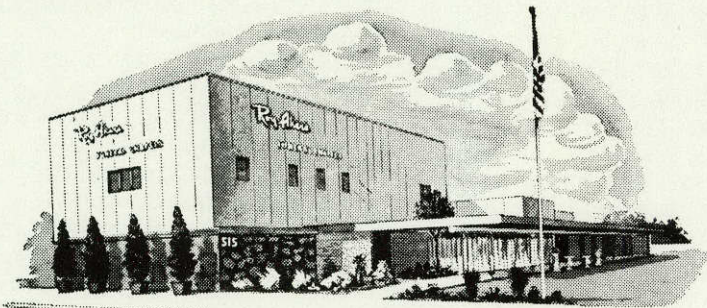
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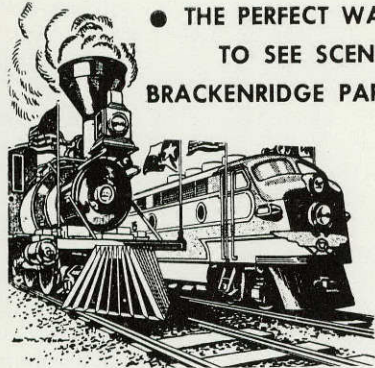
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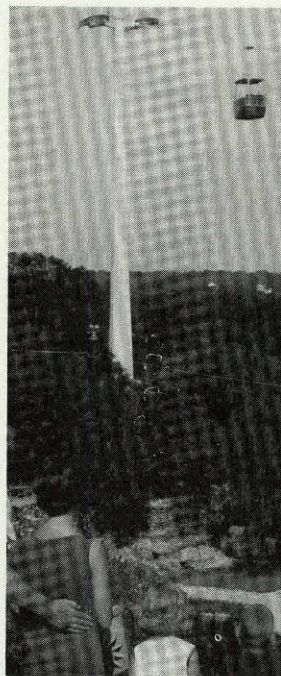
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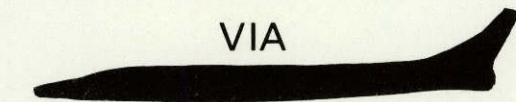
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 8410 Speedway 341-3306
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 119 Military Plaza CA 7-8483
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 1032 Basse Road PE 2-3000
 VOSS METAL WORKS
 214 Regent LE 3-7176
 WALL COLMONOY CORP.
 P.O. Box 3464 WA 4-5061
 WEINER BUSINESS FORMS CO.
 201 South Flores CA 7-9159
 WEINER NEWS COMPANY
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 1416 Majestic Bldg. CA 6-8217
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 233 No. Mesquite CA 7-9211
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 P.O. Box 246 CA 6-5351—CA 2-9111
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 CHECKER CAB CO.
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 P.O. Box 1737 CA 5-2623
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 619 NBC Bldg. 224-5825
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 EASTERN AIRLINES, INC.
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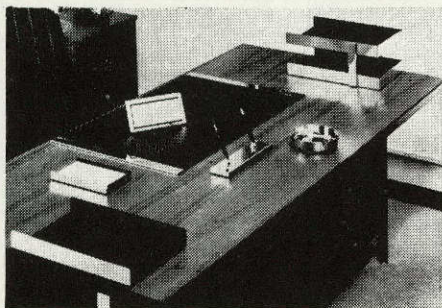
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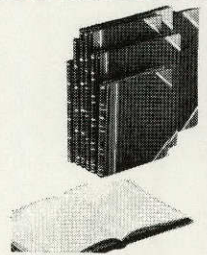
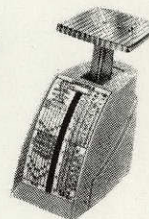
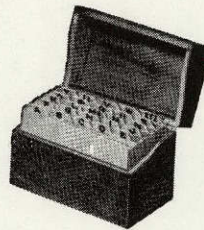
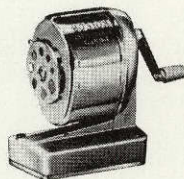
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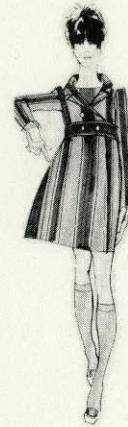
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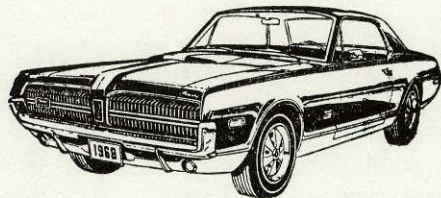


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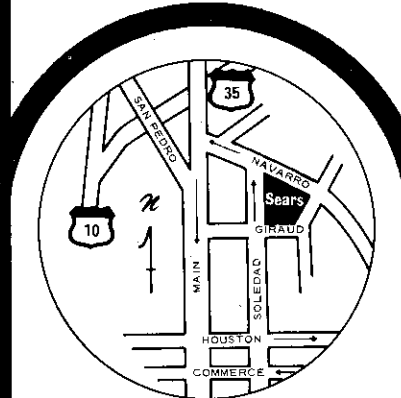
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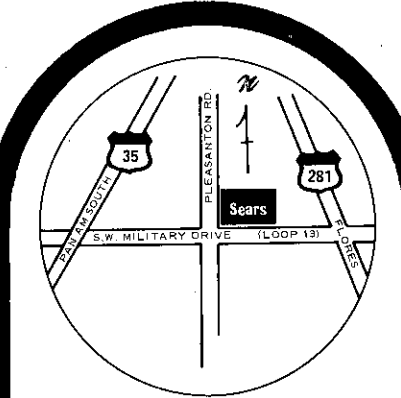
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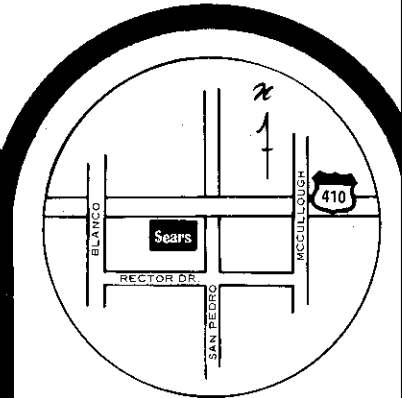
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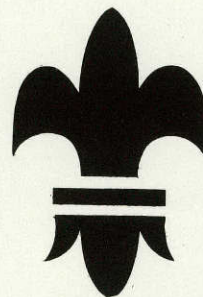
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1027 N. St. Mary's St. CA 6-7161	815 North New Braunfels CA 3-8222
COOKIE'S FACTORY OUTLET	ELLIOTT PAINT CO. OF TEXAS
444 W. Hildebrand Ave. PE 3-9041	2600 Broadway DI 4-0342
COOPER EQUIPMENT CO.	ELLIOTT'S
8723 Broadway TA 6-6314	352 No. Star Mall DI 2-5257
COX BAKERY	ELY'S LIQUOR STORE
348 N. Star Mall DI 2-7891	726 San Pedro Ave. CA 4-6262
CRAIG & HORN FIRE EQUIPMENT	EL MATADOR (CATERERS)
1227 Ada St. LE 4-4357	106 No. St. Mary's St. CA 3-2082
CRAIN & PALMER PHARMACY	EL TROPICAL RESTAURANT
112-A Avenue E CA 6-2206	126 Main Plaza CA 3-8054
CRITCHETT PIANO COMPANY	EMPIRE FURNITURE COMPANY
1907 W. Woodlawn PE 4-4217	3107 Fredericksburg Rr. PE 3-7129
CROTTY BROS. DALLAS, INC.	M. C. ENGEL BLDG. MATERIALS
4119 Broadway TA 4-9011	8414 Broadway TA 6-3211
CUSTOM APPOINTMENTS	EXER-GENIE
326 E. Nueva CA 3-9664	6836 San Pedro Avenue DI 2-7417
CULLIGAN SOFT WATER SERVICE	F & W SALES COMPANY
1034 Austin St. CA 6-5344	325 W. Josephine PE 4-5115
CUMMINS SALES & SERVICE, INC.	FACTORY OUTLET SHOE STORE
P. O. Box 18306, Serna Sta. OL 5-5420	114 Melrose West TA 6-9581
DACBERT PIANO COMPANY	FARRIS
1400 Nogalitos St. CA 3-6151	222 W. Commerce St. CA 7-6591
CHARLES DAILEY LIQUORS, INC.	FEDERAL CREDIT CLOTHIERS
2410 N. Main Ave. PE 6-1751	120 W. Houston St. CA 7-2451
DAIRY EQUIPMENT CO.	FEDERAL LUMBER CO., INC.
1405 N. Flores St. CA 7-3672	P. O. Box 7389 GE 3-9311
DAVE'S FLOWER LAND	FENTIMAN TRUNK COMPANY
3900 Broadway TA 4-4511	514 E. Houston St. CA 5-7991
LEE DAVIS PAINT CO.	FIELD ENTERPRISES GROUP
P. O. Box 5305 PE 6-3174	1222 N. Main Ave. CA 6-7629
DEASON RADIO & T. V.	FINCKE MARKET
802 S. St. Mary's CA 7-8335	400 E. Josephine CA 2-8232
DELLMAR PHARMACY	FIRESIDE READERS SERVICE
103 Addax DI 4-3406	206 San Pedro Avenue CA 7-7703
DELP GULF SERVICE	FIRESTONE TIRE — RUBBER CO.
1118 Harry Wurzbach TA 6-8861	P. O. Box 9007 CA 7-7375
DELUXE SUPER MARKET INC.	HARRY FISH
5103 South Flores WA 3-7791	1616 N. Main CA 6-5341
DENISON FURNITURE CENTER	FLASHER EQUIPMENT COMPANY
3103 West Ave. DI 4-4561	246 W. Josephine St. PE 6-1451
DENNY'S	THE FOTO CENTER
918 North Main CA 3-7710	213 E. Houston St. CA 7-8851
DE WESE'S TIP TOP CAFE	FOX COMPANY
2814 Fredericksburg Rd. PE 2-0191	1734 Broadway CA 6-6311

SOL FRANK COMPANY
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306 E. Houston St. CA 7-7321
FRANK'S OF SAN ANTONIO, INC.
107 Latch Drive 734-0444
FRENCH FURNITURE & CABINET
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BERNARD GARDNER, INC.
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GARMAC SEWING MCH. & APPLN.
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GARZA'S BOOT STORE
808 S. Flores St. CA 7-6871
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P. O. Box 18133—Serna Sta. PE 2-7137
GASKILL-MILLER CORP.
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GENERAL OLDSMOBILE CO.
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GENERAL TIRE SERVICES
1902 S. W. Military Drive WA 4-4411
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GILLESPIE FORD
P. O. Box 1157 CA 7-1411
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522 Broadway CA 3-2695
GLASSER'S ART SHOP
1522 N. Main CA 2-8633
GLODT FLOWERS
3611 Broadway TA 6-8603
NEWT GODFREE CHEVROLET, INC.
437 No. Flores CA 6-2211
JULIAN GOLD, INC.
2809 N. McCullough TA 4-2493
GOLDEN DERRICK RESTAURANT
900 N. E. Military Drive 822-9491
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8902 Broadway TA 4-7357
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GRAVES TEXACO STATION
1905 Culebra Road PE 2-0555
GRAYSON'S
324 E. Houston CA 7-5271
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Rt. 15, Box 219 MY 5-8301
GRIFFIN PIANO CO.
2805 North St. Mary's PE 3-1346
GUADALUPANA DRUG STORE
106 Produce Row CA 7-2671
GUARANTEE SHOE COMPANY
117 Alamo Plaza CA 6-8211
GULF MART
8505 Broadway TA 4-7281
H. E. B. FOOD STORES
P. O. Box 2301 MO 1-2391
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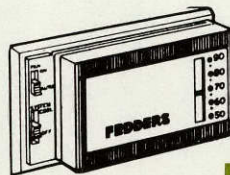
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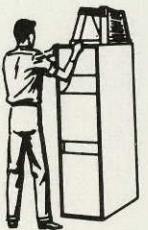


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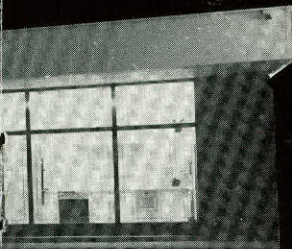


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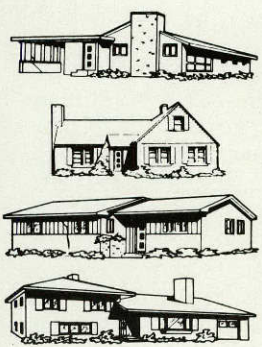
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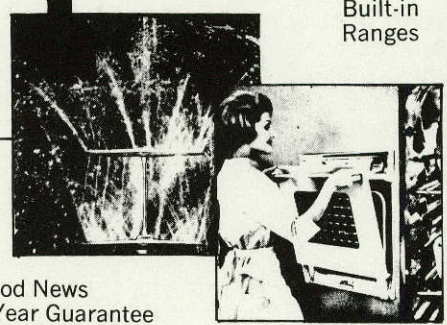
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1902 So. Hackberry	LE 4-8801	102 S. Flores St.	CA 7-1453	200 E. Houston St.	CA 3-7867
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2807 Hillcrest	PE 5-6161	P.O. Box 37388	OR 4-0511	706 Clark Avenue	LE 4-6193
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208 Texas Theatre Bldg.	CA 6-4843	234 South Flores	CA 6-4111	1955 S. E. Military Dr.	LE 3-7103
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850 Cincinnati	PE 2-4431	P.O. Box 12369	PE 5-6184	209 Hubbard Avenue	TA 2-3653
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IMPERIAL LOAN & JEWELRY CO.		L C VENDING		MARTIN & BIEDIGER, INC.	
918 E. Commerce St.	CA 3-1962	310 E. Mitchell	LE 2-3151	127 W. Carolina	LE 2-7359
INDUSTRIAL RADIO COMPANY		LACEY-HARGIS BUSINESS FORMS		MARTIN LUMBER COMPANY	
1318 No. Brazos	PE 6-3119	P.O. Box 12545	CA 3-6641	725 N. Zarzamora	GE 3-9441
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P.O. Box 2207	TA 4-7311	802 W. Commerce St.	CA 3-5566	1738 Fredericksburg Rd.	PE 5-4622
INTERNATIONAL MOTORS		LA FONDA		MAVERICK-CLARKE	
1002 N.E. Loop Expressway	TA 2-0201	5148 Broadway	TA 4-4231	P. O. Box 228	CA 7-2411
MARVIN IVY MOTORS		LA FUENTE MEX. RESTAURANT		MAYFIELD MUSIC CO.	
702 Broadway	CA 7-6691	318 N. Star Mall	DI 4-9235	1109 Broadway Ave.	CA 7-3487
M. JACKS FIRE & SAFETY EQPT.		LA LOUISIANE		I. MEADER AND SON	
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JEFFERSON VILLAGE STORES		LA PALOMA DEL RIO		MEXI-TERIA	
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MISSION TILE COMPANY 2301 S. Presa St. LE 4-5443	NAYLOR'S TROPHY ROOM 730 N. St. Mary's St. CA 3-9141	OLMOS LUMBER COMPANY P. O. Box 16207 DI 4-9271
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803 West Ashby		427 W. Hicks Tve.	
PICCADILLY CAFETERIA	PE 5-4461	S & S EXCLUSIVE TAILORS, INC.	CA 4-6777
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P. O. Box 268		5200 Broadway	
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D. L. PINCUS COMPANY	CA 7-7171	MR. BARNEY SADOVSKY	CA 7-4343
420 E. Houston St.		P. O. Box 1284	
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211 N. St. Mary's		325 E. Commerce St.	
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243 W. Commerce St.		P. O. Box 1940	
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6912 San Pedro Ave.		P. O. Box 226	
RA'CHELL'S	TA 4-5339	S. A. TIRE & SUPPLY	CA 3-2935
1400 Austin Hwy.		628 S. St. Mary's St.	
RALSTON PURINA CO.	LE 3-1271	SATEL'S	TA 2-3376
327 Riverside Dr.		5100 Broadway	
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REPETE AT PETE'S	PE 6-3360	MRS. SCHNEIDER'S CAKE SHOP	PE 5-3741
823 W. Laurel		1843 Fredericksburg Rd.	
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RIATA CADILLAC CO.	CA 6-7221	SEBERA, INC.	2310 Nogalitos LE 3-5171—TA 4-6357
P. O. Box 419		SEIBERT'S PHARMACY, INC.	1602 S. New Braunfels Ave. LE 4-6167
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P.O. Box 3068, Austin, Texas		SHAFFER PLUMBING & ELEC. CO.	414 North St. Mary's St. CA 7-8358
RICHMOND LUMBER COMPANY	PE 4-2511	SHAKEY'S PIZZA PARLOR	7074 San Pedro Ave. TA 2-3319
2103 N. W. Loop 410		THE SHAMROCK OIL & GAS CORP.	P.O. Box 631, Amarillo, Texas
RIEGER MOTORS, INC.	CA 6-9354	SHAW JEWELRY COMPANY	P.O. Box 1629 CA 7-0347
P. O. Box 12358		SHERIDAN CONCESSIONS	3910 No. St. Mary's St. PE 4-5401
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307 Alamo Plaza CA 6-7254
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804 No. Flores Street CA 6-1641
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TEXAS LAWN SPRINKLER CO.
117 West Olmos TA 4-5341
TEXAS STATE OPTICAL CO.
P.O. Box 1310 CA 3-6137
TEXAS PACKAGE STORE
1900 Broadway CA 7-5091
TEX SUN-BEECHCRAFT, INC.
P.O. Box 16248 TA 4-7503
TEZEL-COTTER AIR-CONDIT. CO.
1026 W. Ashby PE 4-5156
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1313 N. E. Loop Expressway TA 8-0511
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1205 Nogalitos CA 3-9841
TONY'S MEXICAN RESTAURANT
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739 Steves LE 3-5145
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P.O. Box 7449 CA 7-1351
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101 N. McCullough CA 7-7207
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2922 West Avenue DI 2-5710
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107 Plaza Terrell TA 6-7121
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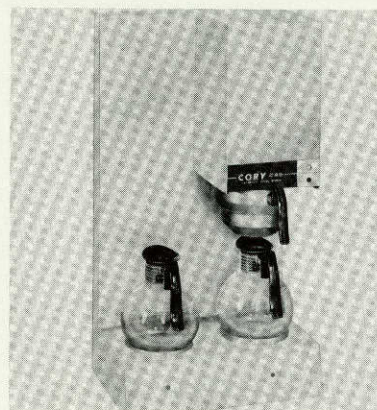
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58 BUYERS GUIDE			

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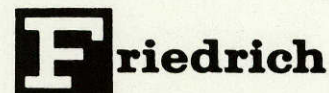
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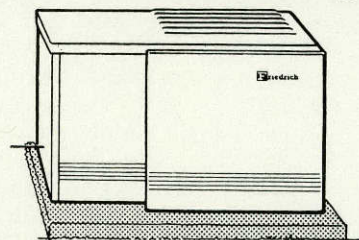
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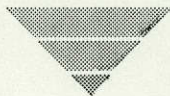
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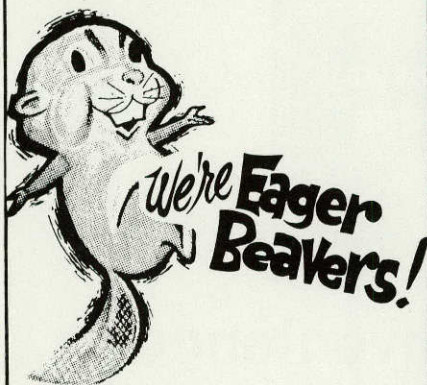
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1968 BUSINESS OUTLOOK

Rising output, wages, prices

By DR. CARL H. MADDEN
National Chamber Chief Economist

Moderate expansion, accompanied by demand-pull and cost-push pressures on prices, is expected for 1968.

The combined expansionary power of a record, postwar federal budget deficit, plus continued Federal Reserve additions to the money supply, are responsible for the demand-pull pressure.

Cost-push pressures come from a wage-settlement pattern that possibly can add 6 percent to labor costs—about double the rate of productivity increases. Cost-push either forces employers to raise their prices—or if that is not possible, suffer reductions in profit.

Our economy will experience further price-level increase next year without measure of restraint from the Federal Government in the form of spending cuts, an income tax increase, and a slowdown in the growth of the money supply.

Without a tax increase or spending cuts, it is conservatively estimated that the federal deficit (on a National Income Accounts basis) will rise to a \$15-\$18 billion level in fiscal 1968. Contrast this with a peak annual deficit during the Korean War of \$5.5 billion which is equivalent to a \$13 billion rate when compared to today's GNP of nearly \$800 billion.

The deficit puts pressure on the Federal Reserve to maintain an easy money policy to insure the success of Treasury financing.

GNP will rise 7% in 1968 to about \$840 billion, but half of the rise (3.5%) will represent price increases compared to the 3% price rise in 1967. The \$840 billion includes consumer spending, \$525 billion; government spending, \$194 billion; gross investment, \$116 billion, and net exports, \$5 billion.

The upward trend of federal spending will continue in 1968 despite efforts to trim nondefense outlays. Purchase of goods and services will probably rise 10%, as will state and local purchases. The major increase will be for defense, and much of the rise in state and local government spending will be financed through the federal budget.

The National Income Accounts budget—which includes the Administrative

Budget and operation of the Trust Funds and federal loan programs—swung from surplus to deficit in early 1966 and has been showing a growing deficit. These large deficits have been occurring at a time when productive capacity and skilled labor have been fully employed—tending to generate inflation.

Increasing the money supply has further stimulated the economy at a 12% annual rate as compared to 5%, generally regarded as appropriate.

Business investment spending on new plant and equipment, after a decline in the first half of 1967, rose slightly in the second half for a 2.3% yearly gain over 1966. This is smaller than the 16.5% increase in 1966.

Despite optimistic forecasts of a strong resurgence of such spending in 1968, it is unlikely that this component of gross private domestic investment will rise next year.

Unlike 1966—when housing starts declined—the end of 1967 saw a recovery to a more nearly normal level of about 1.4 million annually, a rate expected to continue through 1968. An 18% increase over 1967 in the dollar volume of residential construction is expected—due mainly to the steadily rising value per residential unit.

During the fourth quarter of 1966 business inventories were being accumulated at a seasonally adjusted annual rate of \$18.5 billion. By mid-1967 the rate had declined to \$0.5 billion. Since midyear, inventory restocking rebounded to a \$3.8 billion rate.

In the first half of 1968, growth of inventories will be speeded up, thereby stimulating increased production. Part of this growth will represent a continuation of the late-1967 correction.

Steel will be stockpiled in the first half of 1968 in anticipation of a possible strike. The subsequent rundown of steel inventories will exert some dampening effect.

Following their cautious performance in late 1966 and the first half of 1967, consumers have since shown increased willingness to buy both durable and nondurable goods. Retail sales grew in the last half of 1967 by a larger amount than in the preceding twelve months.

This higher propensity to consume will continue in 1968, but it will be moderated somewhat if larger Social Security taxes exceed additional benefits and by the prospect of an income surtax.

Consumer prices rose less rapidly in the latter part of 1966 than in the first half. But this pattern was reversed in 1967 as prices rose more rapidly in the second half—a trend that will continue in 1968.

Continued increases in living costs

fortify pressures for a wage-price spiral in 1968—as labor leaders seek higher wages to offset the continuing rise in consumer prices.

The net increase in the labor force in 1967 was 1.5 million. Of this number 0.4 million were added to the armed forces. The net increase in 1968 is expected to be 1.3 million, with only 0.1 million added to the military.

With the late-1967 high-wage agreements in rubber and autos as a pattern and with important industries up for new labor contracts in a tight-labor market environment, the 1968 labor year will be at least as turbulent as in 1967. But, because of a less-strong second half, the unemployment rate for the year will rise to 4.2%.

Corporate profits before taxes peaked in mid-1966 at \$84 billion, subsequently declining to \$79 billion in mid-1967. The latter half of 1967 brought some slight improvement as sales and prices rose. But pressures on manufacturers' profit margins are expected to persist.

Wage increases in recent labor contracts have been well above any rate of productivity gain that can reasonably be anticipated in 1968. Despite continuing pressures on profit margins, before-tax profits should rise to about \$85 billion in 1968 as fuller use of plant capacity is realized. After-tax profits will show a lesser gain if the proposed income surtax becomes law.

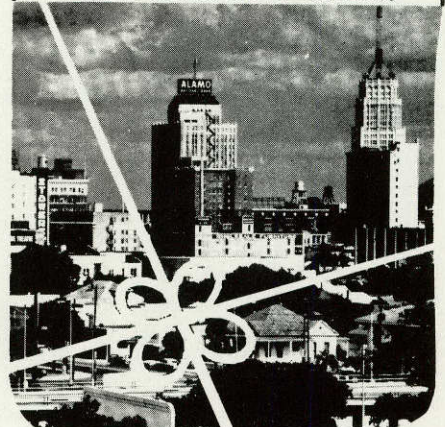
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YOUR STAKE IN LABOR LAW REFORM

By ALLAN SHIVERS
PRESIDENT

U.S. Chamber of Commerce

Regardless of the size of your business, you have a considerable stake in labor law reform. Any employer must consider himself on the firing line in trying to rectify labor law abuses which have accumulated over the past three decades. It is no longer a matter of choice, and you can't "Let George do it" this time.

For, in all sincerity, we have a fight on our hands in attaining a balance of fairness in the adjudication of federal labor laws. The creeping encroachments of unions force us all into the fray, for your business, as well as mine, stands in jeopardy.

The facts are all too plain. While capital has grown wiser, management more efficient, and the customer more discriminating, organized labor has become a lagging member of our economic family. You can bear witness to the way unions have been clinging to their old-time privileges. It has been like an insecure child hanging onto a familiar toy.

An old concept of organized labor

as an underdog is still imbedded in the mainstream of modern thought. Because unions demonstrated weakness in the depression years of the '30s, they were given advantages which they still enjoy in today's boom times. And, significantly, they have been encouraged to keep seeking special favors, instead of being required to shoulder more responsibility.

We are at a point now where these favors, in some instances, are obstacles to our material and social progress. Also, they are contradicting some of our national objectives.

For example, the Federal Government now is making motions in the direction of protecting consumer interests. But how can it logically do so when it condones the monopoly power of unions which is driving up costs and prices?

As has been apparent, the Administration has abandoned its wage-price guidepost method of fighting inflation. Why? Labor's refusal to cooperate has been the large factor. Yet, the Administration has not asked for any legislation to curb union power.

I am sure you are well aware of the union prejudices of the National Labor Relations Board. It has punched holes

in the laws against secondary boycotts and blackmail picketing at your operations. It has invaded your right to run your own business. It has even been criticized by the U. S. Supreme Court for usurping the powers of Congress.

Obviously, the NLRB must be divested of its presumed, and assumed, powers. What, precisely, needs to be done to the law, and how you as a businessman can help achieve needed changes, have been spelled out for you. The National Chamber, with expert outside help, has devised a labor law reform program* which would rid us of a 30-year accumulation of abuses.

Given the incentive of balanced laws, labor and management can then be relied upon to develop a new relationship based on mutual respect. We could expect to see voluntary, rather than compulsory, forms of arbitration. Picket lines would be used to advertise grievances and not as weapons of intimidation. And a way would be found to immunize the public welfare against labor troubles without any help from government.

Then, and then only, will a completely united economic family be added to our national strength, and to our better way of life.

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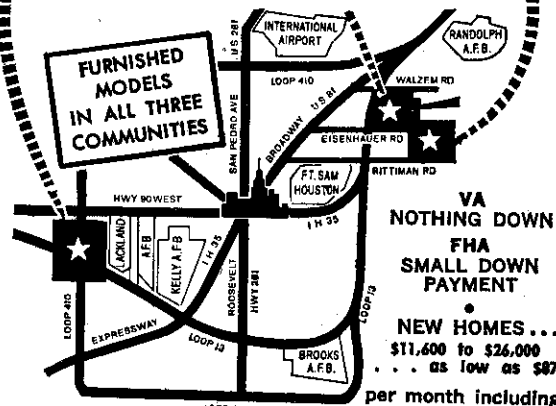
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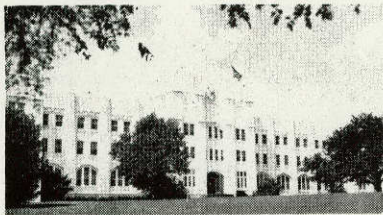


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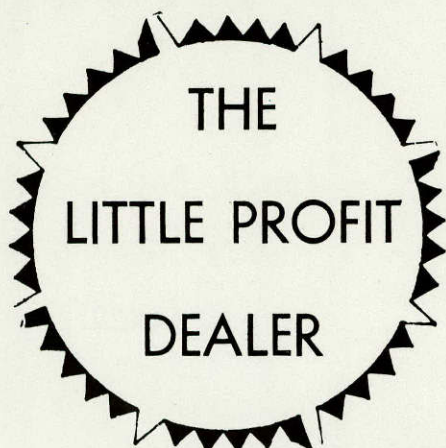
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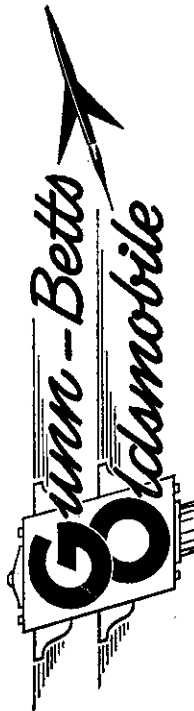
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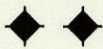
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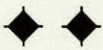
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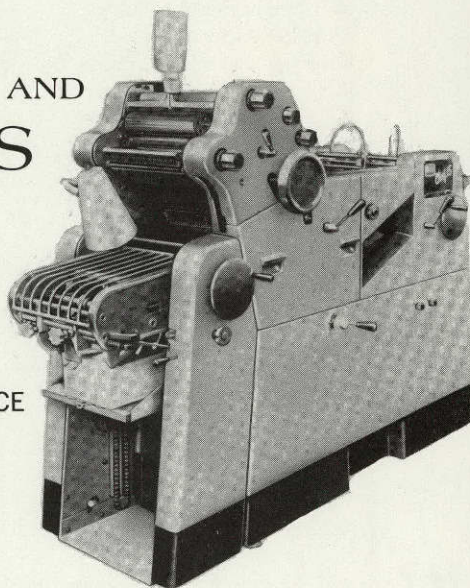
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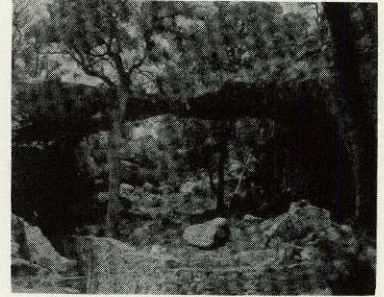
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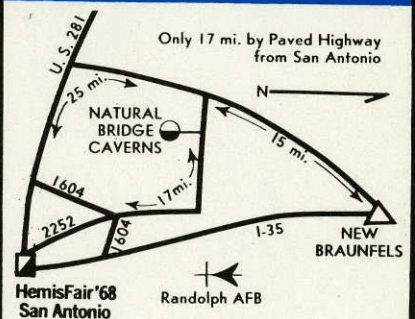
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 Mrs. Herbert A. Tryoff
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 USAF Wilford Hall Hospital

U.S. Civil Service Commission
 U. S. Distributing Co.
 U. S. Sales Co.
 USO Council of Metropolitan
 Uhl Wholesale Florist
 Uncle Ben's Catering Service
 Union State Bank
 Union Stock Yards San Antonio
 United Electric Motors, Inc.
 United Fund of San Antonio
 United Gas Pipe Line Company
 United Services Auotmobile Ass'n.
 United States Fidelity & Guaranty Co.
 United States Plywood Corp.
 Universal Bookbindery, Inc.
 University Drug Store
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 Brig. General O. Elliott Ursin,
 Uvalde Rock Asphalt Company
 — V —
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 Valley-Hi National Bank
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 Mr. Rod Varney
 George C. Vaughan & Sons
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 Veg-Pak, Inc.
 Vella Sales

O. R. MITCHELL

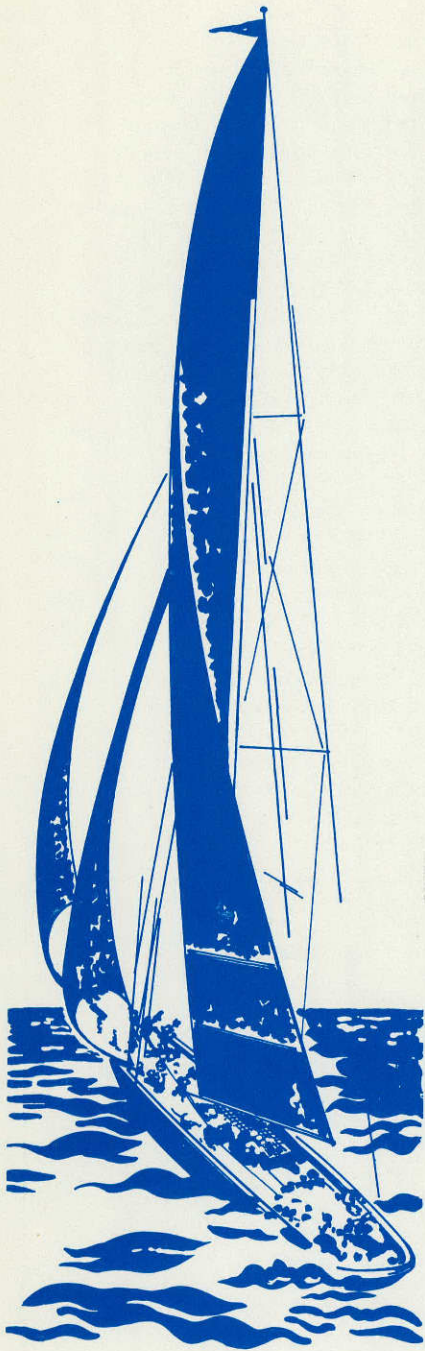
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Adolf Vogel Belt Manufacturing Co.
The Vogue
Mr. E. E. Voigt
William Volker & Co.
Vollmer Electric Co.
Edgar Von Scheele
Voss Metal Works

— W —

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Wadel-Connally Co.
Waghorne & Associates
Walgreen Drugs, Inc.
Walker Furniture Co.
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Rufus A. Walker & Co.
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The Walfarer Motor Hotel
Marshall Webb Co.
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Wedgwood Apartments
Wehring-Goss Equipment Corp.
Weiner Business Forms Co.
Weiner News Company
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Welch Flower Shop
Welco Heating & Air Conditioning
Mr. Neilson P. Wells
Mr. Thomas S. West, Jr.
Mr. Thomas S. West
West & Associates Insurance Agency
Westbrook Lumber Company
West Chemical Products
West Side State Bank
Westbrook Co., Inc.
Western Aero Supply Corp.
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Western Sun Motel
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Wyatt Cafeterias Of S. A.
Wyatt Cafeterias of San Antonio
Wyco Electric, Inc.
James A. Wynn, M.D.

— X —

Xerox Corporation

— Y —

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Yellow Transit Freight Lines, Inc.
Mr. Henry H. Young
Mr. John R. Young
Youngblood's Fried Chicken
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— Z —

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Zero Refrigerated Lines
Thad Ziegler Glass Co.
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Zintgraff Photographic Co.
Zuider Zee Oyster Bar & Seafood Rest.
Mr. Elwood W. Zunker

1968 Buyers Guide Advertisers Index

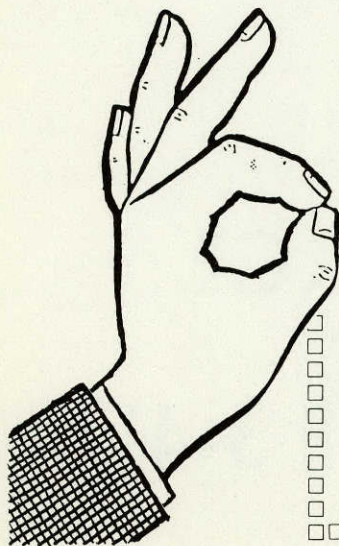
Ace Supply	6	Gunter Hotel	20	Eva' Rosow Realtors	71
Aggregate Plant Products Co.	59	Handy-Andy Stores, Inc.	18	Royal Gulf Service	54
Roy Akers Funeral Chapels	27	Henderson Office Supply	36	H. W. Saathoff Co.	61
Alamo Service Co.	71	Jerry Holleman	80	San Antonio Armature Works	2
Alamo Steel Products, Inc.	51	Inter-Continental Motors Corp.	34	SA Brake & Clutch Service	34
Allen & Allen	12	Jene Tall Shop	37	SAN ANTONIO Magazine	51
American Waste Paper Co.	85	J. C. Jones Paint Warehouse	83	Santa Rosa Medical Center	24
American Printers	65	Jordan Ford	80	Sears, Roebuck & Co.	41
The Barn Door	33	June's Letter Shop	66	Seibert's Pharmacy, Inc.	87
Bexar County National Bank	78	Juvenile Manufacturing Co., Inc.	65	Sheridan Concessions, Inc.	8
Boyd's Camera Repair Service	87	K. O. Steel Castings, Inc.	57	Sims Baldwin Piano & Organ Co.	37
Brackenridge Eagle	28	KBAT Radio Station	75	Slater-White, Inc.	85
Brackenridge Park Sky Ride	29	Kiddie City	34	Stanley Smith Detectives, Inc.	29
C & T Moving & Storage Co.	46	The Roy Klossner Co.	22	Smith Motor Sales Co.	21 and 93
Peter Cantu—Realtors	28	Kotzebue Distributing Co.	54	Southern Jewelry Company	69
Carnation Company	38	John J. Kuntz Lumber Co.	47	Southern Precision Instrument Co.	40
Casa Rio	77	Lackland National Bank	74	Southwest Tile Co.	38
Catto and Catto	40	La Louisiane	45	Sterling Electronics Co.	13
Central Distributing Company	48-49	Longhorn Specialty Co., Inc.	88	Stowers Furniture Co.	95
Central Freight Lines	84	Main-Lincoln Mercury	39	Studer's Photos, Inc.	69
Century Paper Company	77	Merry Camera Service	81	Superior Pontiac	25
Christie's	92	O. R. Mitchell Motors	91	The Tee Pee	10
Citizens National Bank	65	Rex Montgomery Realtors	59	Texas Industrial Laundries	61
Clampitt Paper Company	84	Montgomery Ward & Co.	14	Texas Military Institute	78
Cohen Entertainment Enterprises	47	Morgan Tours, Inc.	30	Texas Type Foundry	86
Comanche Steel Products, Inc.	88	National Cash Register Co.	90	Tindall & Son Pontiac, Inc.	4
Continental Health Spa	53	Natural Bridge Caverns, Inc.	89	Torgeson Company	55
Cory Coffee Service Plan, Inc.	55	Naylor Realty, Inc.	67	Trinity University	68
Dempsey-Tegeler & Co.	29	Charles Orsinger Buick Co.	74	The Trophy House	85
Diet Shop	84	Our Lady of the Lake College	81	Turner Realty	39
Dietz-McLean Optical Co.	52	Pharr Co., Realtors	35	Uncle Ben's Catering Service	94
The Dobbs House	43	Realco Realtors	73	Van Hardeveld Uniforms	72
Ray Ellison Homes	75	The Regency Room	73	Edgar Von Scheele & Co.	16-17
Groos National Bank	96	Dan J. Rheiner Construction Co.	72	White Star Laundry	79
Guess Towel & Uniform Service	31	Riata Cadillac	32	Yellow Cab Company	79
Gunn-Betts Oldsmobile Co.	82	Edna M. Rosin	90	Zachry Properties, Inc.	3

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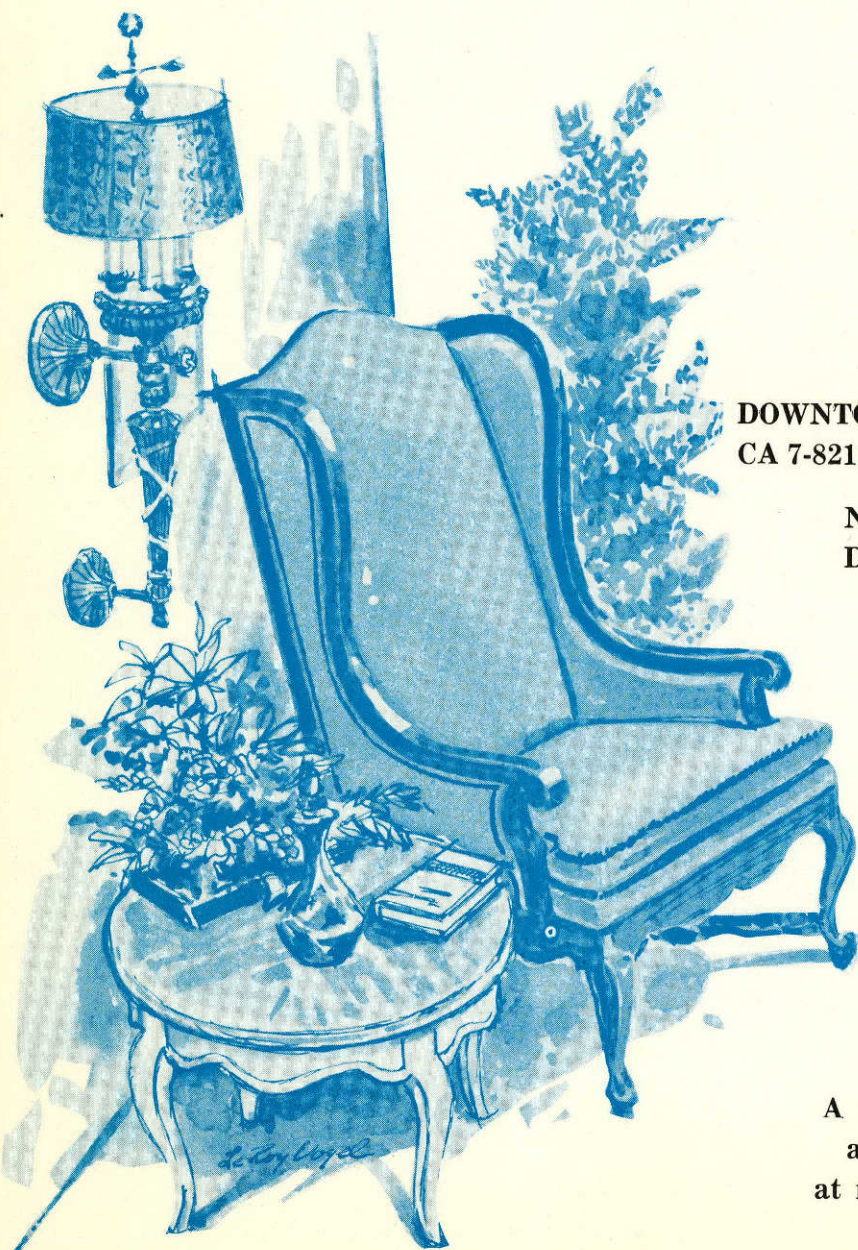
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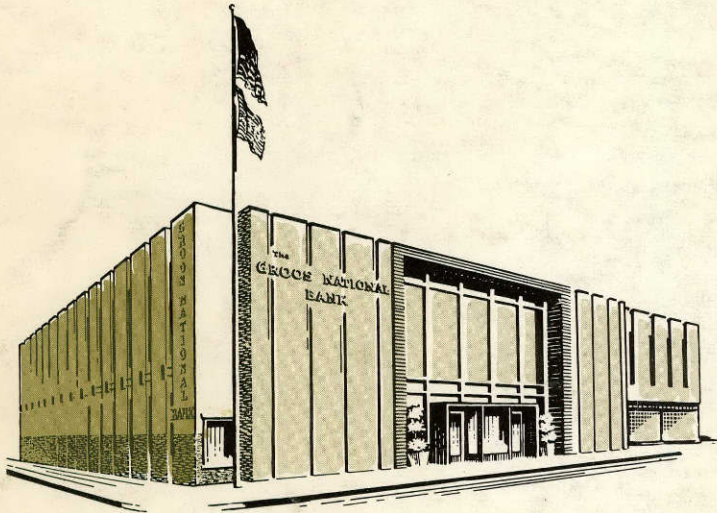
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