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1968 Buyers Guide

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MEXICO ★ TEXAS ★ NEW MEXICO
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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New Building for Chamber Headquarters
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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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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.

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.

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.

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 Nazodoches Jaycees and Lions Club; past president of Texas Vocaional 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 Waghorne, 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.

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.

MISS ANDERSON

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.

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.

(Continued on Page 15)
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WILLIAM HOLCHAK, Manager, Public Relations Department. Born in Kenedy, Texas, was graduated from the University of Texas with a Bachelor of Journalism degree in 1948, 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 committees, 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.

* * *

WILLIAM HOLCHAK

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.

* * *

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.

* * *

ROGER RIDDINGS, Editor, THE SAN ANTONIAN. Joined the Chamber staff early in 1955 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.

* * *

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.

* * *

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.

* * *


(Continued on Page 19)
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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 Alumni 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.

R. CLARKE, San Antonio State University, has a church. As Membership manager he provides Chamber staff assistance for the Alumni 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.

RONALD ZANE CHASTAIN, Editor-Executive Manager, SAN ANTONIO Magazine. Attended University of Louisiana State University and Perkinston Junior College in Mississippi. Prior to joining the staff of the San Antonio Chamber in October, 1966, Chastain was director 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 recipient of the Andrew Alonso 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.

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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MR. THOMAS S. WEST, JR.
2206 Alamo National Bldg.
CA 6-9275

CONTRACT CONSTRUCTION

A & A PUMP COMPANY
320 Brooklyn
CA 6-1191

ARC CONSTRUCTION & PLUMBING
718 Labor Street
LE 2-2491

ACME FLOOR FINISHERS, INC.
906 San Pedro Ave.
CA 5-2841

ACME ROOFING & SHEET METAL
6327 San Pedro
DI 2-5241

ALAMO ENTERPRISES
4831 West Avenue
DI 4-0167

ALAMO REFRIGERATION CO.
P. O. Box 12370
TA 2-3356

ALAMO SHEET METAL & ROOFING
1722 W. Martin
CA 6-5702

JOHN A. ALBERT COMPANY
2425 Broadway
CA 6-7168

ALLAN CONSTRUCTION CO., INC.
9656 San Pedro Avenue
DI 2-5281

ALLEN ELECTRIC COMPANY
738 S. Mary's
CA 7-1471

NATHAN ALTERMAN ELEC. CO.
P. O. Box 16187
DI 2-9311

AMERICAN ROOFING & METAL CO.
880 Wyoming Street
CA 7-4691

ANDERSON MACHINERY CO.
P. O. Box 1297
MO 1-2336

ASSOCIATED POOLS, INC.
4447 Fredericksburg Rd.
PE 5-9101

ATLAS FLOOR COMPANY
1149 W. Hildebrand Ave.
PE 4-5006

MR. JESSE A. BAKER, BUILDER
P. O. Box 1001
CA 2-1311—OX 6-0891

BAUM PLASTERING COMPANY
2015 Perez St.
CA 4-7421

BEACON ELECTRIC CO.
766 E. Dewey
PE 3-0211

A. H. BECK FOUNDATION CO., INC.
5123 Blanco Road
DI 2-5281

BECKWITH ELECTRONIC ENG. CO.
110 W. Rhapsody
DI 2-9551

BELDON ROOFING & SUPPLY CO.
627 W. Martin St.
CA 3-8488

M. BERNHARD & SONS, INC.
P. O. Box 5158
PE 2-5836

BEXAR ELECTRIC COMPANY
2014 West Avenue
PE 5-9111

BEXAR-TX MACHINERY
P. O. Box 13010
DI 4-0271

BIG STATE ELECTRIC CO.
P. O. Box 5239
CA 7-4654

MR. WALLACE BOLDT
2814 Friar Tuck Road
TA 6-8376

WALTER E. BOWDEN, GEN. CONT.
638 E. Park Ave.
CA 4-7472

FRANK T. BOWMAN CONSTR.
4464 Rittiman Road
MO 1-9581

BREMER & WILHELM, BUILDERS
3031 Culebra
GE 2-7847—GE 2-7761

BRICKSTONE PRODUCTS CORP.
1936 E. Commerce St.
CA 2-6362

R. W. BRIGGS & CO.
P. O. Box 1881
TA 6-6621

BROWNING CONSTRUCTION CO.
P. O. Box 606
PE 6-1701

BUSBY THE BUILDER, INC.
1901 Nacogdoches Rd.
TA 4-3241

C & L HOBBES & SON
3124 S. Flores St.
LE 2-1881

CALLAHAN HOMES
9111 Oak Ledge
TA 2-1216

MR. W. F. CASTELLA
1039 West Hildebrand
PE 4-6351

CENTRAL HOME SERVICES
P. O. Box 5057
PE 4-6663

CHRIS B. CHRISTIANS
P. O. Box 5396
PE 3-0451

BUYERS GUIDE 23
<table>
<thead>
<tr>
<th>Name of Company</th>
<th>Address Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>FAIRFIELD BUILDING CORP.</td>
<td>5402 Rollingwood, San Antonio, TX 78229</td>
</tr>
<tr>
<td>FEATHERLITE CO. OF S. A., INC.</td>
<td>P.O. Box 97, San Antonio, TX 78262</td>
</tr>
<tr>
<td>FERRELL AIR CONDITIONING, INC.</td>
<td>1231 W. Hildebrand Ave, San Antonio, TX 78214</td>
</tr>
<tr>
<td>MR. O. A. FESSENDEN</td>
<td>P.O. Box 5002, San Antonio, TX 78213</td>
</tr>
<tr>
<td>J. M. FISHER LUMBER CO.</td>
<td>P.O. Box 11, San Antonio, TX 78213</td>
</tr>
<tr>
<td>MR. GENE FLAIG, BUILDER</td>
<td>7070 San Pedro Avenue, San Antonio, TX 78214</td>
</tr>
<tr>
<td>FORGY CONSTRUCTION CO.</td>
<td>P.O. Box 6755, San Antonio, TX 78214</td>
</tr>
<tr>
<td>FOSS ELECTRIC COMPANY</td>
<td>9010 Aero, San Antonio, TX 78214</td>
</tr>
<tr>
<td>FREEBORN-HUGHES MILLWORK</td>
<td>P.O. Box 7087, San Antonio, TX 78214</td>
</tr>
<tr>
<td>GARY POOLS, INC.</td>
<td>111 N. E. Military Drive, San Antonio, TX 78214</td>
</tr>
<tr>
<td>GENERAL SUPPLY CO., INC.</td>
<td>P.O. Box 13426, San Antonio, TX 78214</td>
</tr>
<tr>
<td>MR. DONALD C. GLASS</td>
<td>536 Castano, San Antonio, TX 78214</td>
</tr>
<tr>
<td>JACK GOEBEL CONSTRUCTION CO.</td>
<td>2143 Zercher, San Antonio, TX 78214</td>
</tr>
<tr>
<td>GUADALUPE LUMBER COMPANY</td>
<td>1547 S. Zarzamora St, San Antonio, TX 78214</td>
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<tr>
<td>GUIDO ERECTION CO., INC.</td>
<td>P.O. Box 16038, San Antonio, TX 78214</td>
</tr>
<tr>
<td>ROBERT L. GUYLER CONST. CO.</td>
<td>Lampasas, Texas, CA 2-3684 (512)</td>
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<tr>
<td>HALL SPRINKLER OF S. A.</td>
<td>8718 Bots, San Antonio, TX 78214</td>
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<tr>
<td>RILEY HARRIS ELECTRIC CO.</td>
<td>183 De Chante, San Antonio, TX 78214</td>
</tr>
<tr>
<td>HARRWELL &amp; McCOMBS, INC.</td>
<td>P.O. Box 18286, San Antonio, TX 78214</td>
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<tr>
<td>HICKS COMPANY, INC.</td>
<td>227 Fredericksburg Rd, San Antonio, TX 78214</td>
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<tr>
<td>HOGAN MECHANICAL, INC.</td>
<td>1404 West Hildebrand Ave, San Antonio, TX 78214</td>
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<td>HOLIDAY HOMES</td>
<td>8118 Broadway, San Antonio, TX 78214</td>
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<tr>
<td>HARRY HOOKER CONST. CO.</td>
<td>P.O. Box 16003, San Antonio, TX 78214</td>
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<td>HOOKER ELECTRIC CO.</td>
<td>8339 San Pedro Ave, San Antonio, TX 78214</td>
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<td>JJ HOMES</td>
<td>1007 Rittiman Rd, San Antonio, TX 78214</td>
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<td>JAYBAR DEVELOPMENT COMPANY</td>
<td>7600 Broadway, San Antonio, TX 78214</td>
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<tr>
<td>JESSE &amp; CHANDLER</td>
<td>2238 N. W. Loop 410, San Antonio, TX 78214</td>
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<tr>
<td>MR. JOE W. JOERIS</td>
<td>P.O. Box 2615, San Antonio, TX 78214</td>
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<td>JUD PLUMBING &amp; HEATING CO.</td>
<td>P.O. Box 5148, San Antonio, TX 78214</td>
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<td>MR. STANLEY V. JUNCAL</td>
<td>P.O. Box 13009, San Antonio, TX 78214</td>
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<td>KILLIAN-HOUSE COMPANY</td>
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**SANTA ROSA MEDICAL CENTER**

The Children's Hospital
The John F. Kennedy Memorial Pavilion
Otto Koehler Radiation Therapy and Research Unit
Santa Rosa General Hospital

519 West Houston, San Antonio, Texas 78207
owned and operated by the Sisters of Charity of the Incarnate Word

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<td>P.O. Box 6882, San Antonio, TX 78214</td>
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<tr>
<td>FRED CLARK ELECTRIC CO.</td>
<td>2727 N. St. Mary's, San Antonio, TX 78214</td>
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<td>CLIFF'S FENCE CO.</td>
<td>1721 Culebra Rd, San Antonio, TX 78214</td>
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CENTRALLY LOCATED ★ MOST MODERN EQUIPMENT ★ TWO BEAUTIFUL CHAPELS AT GROUND LEVEL ★ PLENTY OFF-STREET PARKING ADJACENT TO CHAPELS ★ PRIVATE SLUMBER ROOMS ★ PERSONAL SERVICE ON EVERY CALL.

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BRACKENRIDGE
EAGLE
World's Longest Miniature Railroad
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TO SEE SCENIC
BRACKENRIDGE PARK

(Round Trip Takes 16 Minutes)
Trains Run Every 8 Minutes

The Eagle is a one-fifth-scale model of a passenger train used today by the Missouri Pacific Railroad. It is exact in all details. A replica of an 1865 steam train has now been added to the line.

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Zoo
Witte Museum
Lions Field. You may dis-
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1007 N.E. Military Dr. TA 6-8643
HOWELL REFINING COMPANY
P. O. Box 2776 LE 4-6147
HUNTER-HAYES ELEVATOR CO.
739 E. Locust CA 6-7281
HUTCHESON MEATS
P. O. Box 20043 ED 3-0030
INTER. BUS. MACHINES CORP.
1225 N. Main Ave. CA 5-6311
J. B. MANUFACTURING CO.
P. O. Box 21366 WA 4-6511
JIM’S VILLA ROMA RESTAURANT
5132 S. Military Drive OR 4-8710
JIMENEZ SAUSAGE COMPANY
103 Louisiana St. LE 2-6303
JUDSON’S CANDIES, INC.
831 S. Flores CA 7-2241—CA 2-2296
JUVENILE MFG. CO., INC.
P. O. Box 21380 924-4821
K. L. N. STEEL PRODUCTS CO.
Rt. 13, Box 684D OL 5-4020
SID KATZ, INC.
Perrin-Beettel Rd. 655-7110
MORRIS KEPLER & SON
118 Broadway CA 5-6848
KELLY OBSERVER
P. O. Box 2265 824-2429
MR. R. K. KERR
P. O. Box 18309 MO 1-2371
KEUFFEL & ESSER COMPANY
814 S. McCullough CA 3-3811
KINGSTON MFG. COMPANY
210 Third Street CA 2-1632
KNOWLTON’S CREAMERY
P. O. Box 666 PE 2-1111
KNOX GLASS, INC.
P. O. Box 12565 CA 2-9301
KOELWIT SHEET METAL CORP.
1907 North St. Mary’s St. CA 2-2953
KRUS-FORESTIER CORP.
126 Jon Ann PE 5-9131
WM. H. LA DEW, INC.
8339 San Pedro DI 4-9235
LASO WESTERN WEAR, INC.
P. O. Box 21350 924-5661
LIBERTY MILLS
P. O. Box 7285, Sta. A CA 7-9121
LITHO PRESS, INC.
P. O. Box 8334 ED 3-1711
LONE STAR BREWING COMPANY
P. O. Box 2060 CA 6-8301
LONGHORN PAINT COMPANY
1206 Fulton Ave. PE 2-6522
LONGHORN PORTLAND CEMENT
Rt. 13, Box 714 OL 5-2424
LONGHORN SPECIALTY CO.
P. O. Box 6552 CA 2-9686
LOTUS MFG. COMPANY
482 Warren Street CA 3-1421
LOUIE SPECIALTY WORKS, INC.
330 Dakota LE 3-5166
LUX ARTIFICIAL LIMB COMPANY
503 San Pedro Avenue CA 7-2471
MR. J. L. McFarlin
1507 Roosevelt Avenue LE 2-1132
MADDOX MATTRESS CO.
4109 Fredericksburg Rd. PE 5-5211
MARCO FILTERS, INC.
P. O. Box 12363 DI 4-5961
B. MARTINEZ SONS CO., INC.
701 South Leona St. CA 6-6772
THE MARVEL MFG. COMPANY
5922 San Pedro DI 4-8551
MAXWELL MEYERS, INC.
850 East Houston St. CA 7-9139
THE MAYANS
P. O. Box 2710
MELTON PROVISION COMPANY
P. O. Box 7565 CA 7-3121
METAL GOODS CORPORATION
6335 Peace Pipe OV 4-0124
METZGERS DAIRY OF S. A.
1430 N. Flores St. CA 2-1331
MEYER MACHINERY COMPANY
P.O. Box 5096 PE 4-5161
MILLER CURTAIN CO., INC.
Drawer 11, S. S. A. Sta. WA 3-4587
MISSION CONCRETE PIPE CO.
P. O. Box 9365 CA 7-1106
MOSHER STEEL COMPANY
P. O. Box 119 338-8222
MULLER PRINTING CO.
925 Avenue B CA 6-1461
MUNGULA PRINTERS, INC.
P. O. Box 7387 CA 5-7206
NATIONAL CASH REGISTER CO.
P. O. Box 9007 CA 6-8366
NATL. PRINTING & STA. CO., INC.
450 Soledad CA 3-9511
NAVARIO MOCCASIN MFG. CO.
558 Stonewall WA 2-7592
MR. WILLIAM T. NEILL
401 Maverick Bldg. CA 7-9081
NO. AMERICAN ROCKWELL CORP.
P.O. Box 4558 925-7246
NORTHSIDE RECORDER
2907 Blanco Road PE 6-4307
NORTHRUP CORPORATION
900 N.E. Military Drive TA 4-7413
OLIVETTI UNDERWOOD CORP.
226 W. Cypress St. CA 7-9351
ROBERT E. OLSON CO., INC.
P. O. Box 6846 TA 4-7474
ORCO, INC.
8126 Broadway TA 4-9678
OTIS ELEVATOR COMPANY
P. O. Box 1869 CA 4-6623
OWENS-IllINOIS GLASS CO.
1222 N. Main—Kall. Tower TA 4-4527
PACE FOOD COMPANY
1414 No. San Jacinto PE 5-3631
PAK-MOR MFG. CO.
P.O. Box 14147 WA 5-4317
PATIO COVER OUTLET
2003 No. Main Ave. PE 6-4354
PEARL BREWING CO.
P. O. Box 1661 CA 6-0231
PEPSI-COLA BOTTLING CO. OF S.A.
4238 Director ED 3-4310
PERRY PRINTING COMPANY
518 Brooklyn CA 5-7281
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WEEKDAYS
10 a.m. - 10 p.m.
SAT.-SUN.
9 a.m. - 10 p.m.

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P.O. Box 9145                       CA 6-5281
ALAMO EXPRESS, INC.
P.O. Box 10180                      LE 4-5411
ALAMO FLYERS, INC.
Hangar #2, Stinson Field            WA 2-1228
ALAMO GAS SUPPLY COMPANY
1520 NBC Building                   CA 7-6337
ALLEN TRANSFER & STORAGE
519 West Cypress St.                CA 6-5916
AMERICAN AIRLINES, INC.
1416 Majestic Blvd.                 CA 6-8217
ARK.-BEST FREIGHT SYSTEM
233 No. Mesquite                    CA 7-9211
BASSE TRUCK LINE, INC.
P.O. Box 10128                      CA 6-3167
BELL TAXICAB CO., INC.
1115 West Houston St.               CA 7-1377
BRANIFF INTL. AIRWAYS, INC.
1122 No. Star Mall                  341-1407
BROADWAY FOOD LOCKERS
1706 Broadway                       CA 6-3189
BROWN EXPRESS
434 South Main Avenue               CA 6-5391
CENTRAL FREIGHT LINES, INC.
P.O. Box 246                        CA 6-5351-CA 2-9111
CENT. GREYHOUND LINES, INC.
500 N. St. Mary’s St.                CA 7-8851
CHECKER CAB CO.
212 Newell                          CA 7-6134
CHEMICAL EXPRESS
P.O. Box 18225                      OL 5-3420
COASTAL TRANSPORT COMPANY
P.O. Box 8821                       MO 1-4131
CONSOLIDATED COPPERSTATE
P.O. Box 396                        CA 7-8146
CONSOLIDATED FREIGHTWAYS
1126 E. Quincey                     CA 7-3228
CONTINENTAL AIR LINES, INC.
P.O. Box 360                         CA 3-6101-TA 4-5300
CONTINENTAL TRAILWAYS
301 Broadway                         CA 6-6136
CULVER STOR. & TRANS. CO., INC.
P.O. Box 1737                        CA 5-2623
CURRY MTR. FREIGHT LINES, INC.
P.O. Box 7245                        CA 5-2766
DELTA AIR LINES, INC.
619 NBC Blvd.                        224-5825
DELTA AIR LINES, INC.
Atlanta Georgia 30320               224-5825
EASTERN AIRLINES, INC.
450 Airport Blvd.                    TA 4-3931
EAST TEX. MTR. FREIGHT LINES
P.O. Box 10188                      CA 5-6821
ELMORE & SONS, INC.
326 Springfield                     MO 1-2401
HERDER TRUCK LINES
3850 E. Commerce St.                ED 3-7111
THE DEE HOWARD COMPANY
P.O. Box 16216                      TA 4-7596

UNIVERSAL BOOKBINDERY, INC.
P.O. Box 156                         CA 5-6551
VECTOGRAPH CORP. OF AMERICA
8410 Speedway                        341-3306
ADOLF VOGEL BELT. MFG. CO.
119 Military Plaza                   CA 7-8483
VI-BRA-GROOV PUTTER
1032 Basse Road                      PE 2-3006
VOSS METAL WORKS
214 Regent                           LE 3-7176
WALL COLMONOY CORP.
P.O. Box 3464                        WA 4-5061
WESTERN BUSINESS FORMS CO.
201 South Flores                      CA 7-9159
WEINER NEWS COMPANY
P.O. Box 12093                        735-9411
WHIP FOODS, INC.
P.O. Box 7303                         CA 6-7495
WONDER CHEMICAL CO., INC.
Suite C-106 Pet. Center               TA 6-0667
XEROX CORPORATION
1222 N. Main                          CA 7-6863

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COMPLETE
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Walk-off Mats
Cabine Service
Executive Clothes
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SURFING, RENTAL IS
Savings
Tax Deductible
Safety
Improves Morale
No Investment
Increases Productivity
Company Prestige

LE 4-5401

BUYERS GUIDE 31
THE BARN DOOR

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- STEAKS - CHICKEN and Fried Jumbo SHRIMP

Bill Tassos

8400 N. NEW BRAUNFELS
Just Off Loop 410

TA 6-6571
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San Antonio
BRAKE
AND
CLUTCH
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AUTOMOTIVE
INDUSTRIAL
TRACTORS

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- Mechanex Seals & Hubodometers
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MO 1-2361

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<td>P.O. Box 59</td>
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<td>JESS McNEEL MACHINERY CORP.</td>
<td>P.O. Box 13200</td>
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<td>M &amp; M SALES CO.</td>
<td>110 Wilson Blvd</td>
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<td>JOHN MANGUM CO.</td>
<td>P.O. Box 7327, Sta. A</td>
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<td>MARS PLUMBING SUPPLY</td>
<td>1103 S. Frio St.</td>
<td>CA 3-5815</td>
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<td>C. W. MARVIN CO.</td>
<td>P.O. Box 3062 (S. San)</td>
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<td>MATERA PAPER CO.</td>
<td>2922 N. Panam</td>
<td>CA 3-9413</td>
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<td>MAX MELCHER SPECIALTY CO.</td>
<td>1502 W. Travis St.</td>
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<td>MIDCAP BEARING SERVICE</td>
<td>402 Lexington</td>
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<td>MILITARY SERVICE CO.</td>
<td>P.O. Box 10279</td>
<td>LE 2-3206</td>
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<td>MISSION ELECTRIC SUPPLY, INC.</td>
<td>P.O. Box 12009</td>
<td>PE 5-5201</td>
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<td>MISSION TILE CO.</td>
<td>2301 S. Fresa St.</td>
<td>LE 4-5443</td>
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<td>MOBIL OIL CORP.</td>
<td>P.O. Box 1901</td>
<td>ED 3-6110</td>
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<td>MONARCH PAPER CO.</td>
<td>P.O. Box 20207</td>
<td>CA 3-4221</td>
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<td>MOTOR PARTS DEPOT, INC.</td>
<td>P.O. Box 1230</td>
<td>CA 7-1221</td>
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<td>MURPHY, MALONE &amp; GREEN, INC.</td>
<td>1625 N. Laredo St.</td>
<td>PE 4-4263</td>
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<td>MUTUAL DISTRIBUTING CO.</td>
<td>P.O. Box 9311</td>
<td>CA 2-9822</td>
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<td>NATIONAL BISCUIT CO.</td>
<td>P.O. Box 1700</td>
<td>CA 7-8231</td>
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<td>NATIONAL, INCORPORATED</td>
<td>P.O. Box 7469, Sta. A</td>
<td>CA 6-7361</td>
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<td>NATIONAL WELDING SUPPLY CO.</td>
<td>702 Culebra</td>
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<td>NATIONWIDE PAPERS</td>
<td>P.O. Box 7409, Sta. “A”</td>
<td>CA 6-4181</td>
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<td>LESLIE R. NEAL, SR.</td>
<td>810 NBC Building</td>
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<td>NELSON BROKERAGE CO.</td>
<td>P.O. Box 7349, Sta. A</td>
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<td>NEUMAN DISTRIBUTING CO.</td>
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<td>NEWELL SALVAGE CO.</td>
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<td>NORDHAUS FROZEN FOODS CO.</td>
<td>P.O. Box 7348, Sta. A</td>
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<td>OAK FARMS DAIRIES</td>
<td>P.O. Box 18248</td>
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<td>PATTERSON DENTAL SUPPLY</td>
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<td>L. S. PAWKEET &amp; CO.</td>
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<td>PEARL DISTRIBUTOR, INC.</td>
<td>115 S. Comal St.</td>
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<td>PEERLESS EQUIPMENT CO.</td>
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<td>PENLAND DISTRIBUTORS, INC.</td>
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<td>PHILLIPS PAPER &amp; BOX CO.</td>
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<td>POLLOCK PAPER CORPORATION</td>
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<td>PORTER POULTRY &amp; EGG CO.</td>
<td>5475 High, 90, W.</td>
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<td>POSEY STEEL PRODUCTS</td>
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<td>POWELL &amp; ROBERTS, INC.</td>
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<td>PRINCESS BEAUTY SUPPLY CO.</td>
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<td>PROGRESSIVE DRUG CO.</td>
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<td>PYNDSUS STEEL CO., INC.</td>
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<td>RADICKE AUTO SUPPLY</td>
<td>3516 Fredericksburg Rd.</td>
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<td>RADIO &amp; TELEVISION PARTS CO.</td>
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<td>EDWARD C. REICHARDT CO.</td>
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<td>RAINBOW BAKING CO.</td>
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<td>RELIANCE STEEL &amp; ALUMINUM</td>
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<td>RENEAU BROS.</td>
<td>1437 W. Poplar St.</td>
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<td>404 South McCullough Ave. CA 6-0333</td>
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<td>C. M. RUFFO INSURANCE</td>
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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 $15 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 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 increase over 1967 in the dollar volume of residential construction is expected—due mainly to the steady 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.
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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Texas Protective Life Insurance Co.
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Texas Society of Prof. Engrs.
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Texas Trank Co., Inc.
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U. S. Sales Co.
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