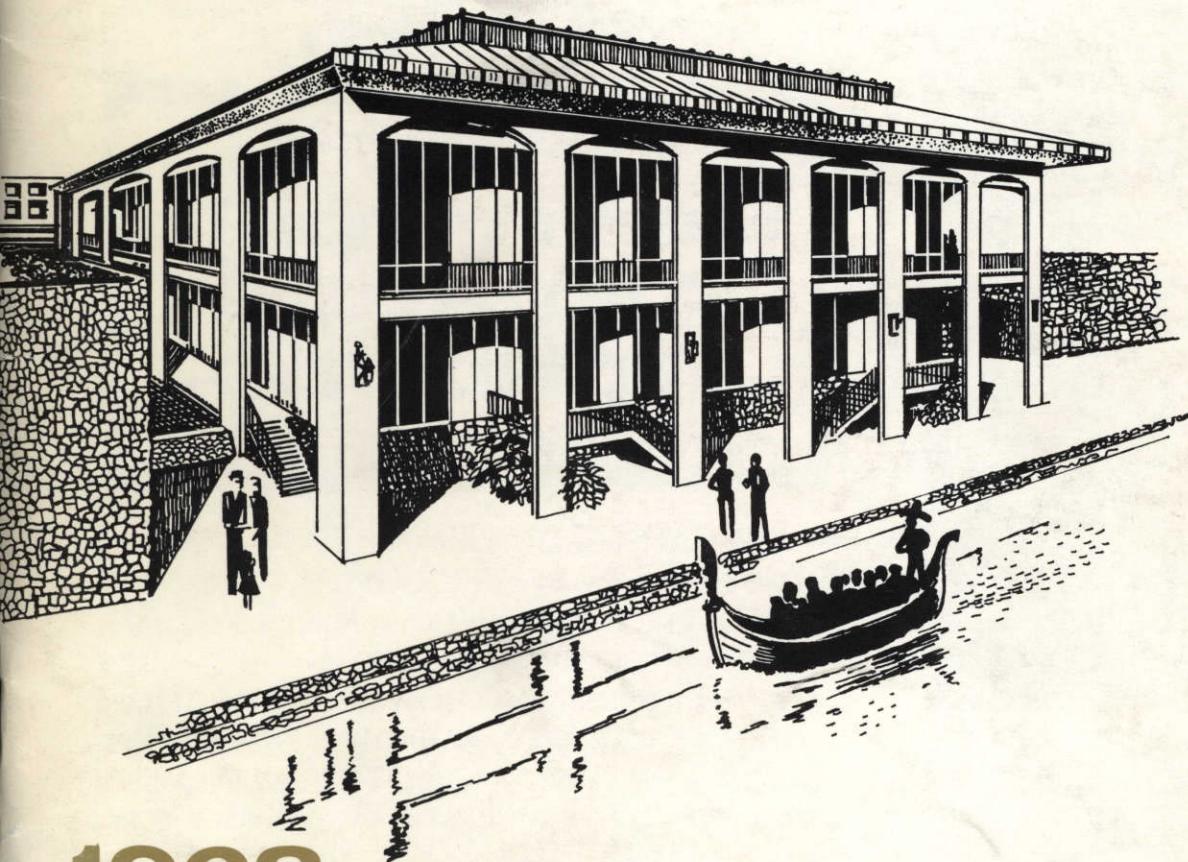


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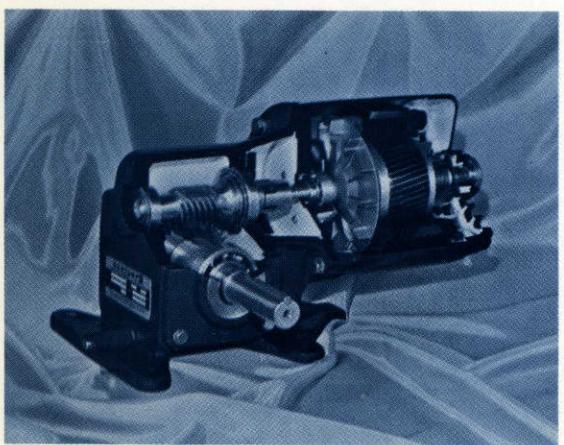
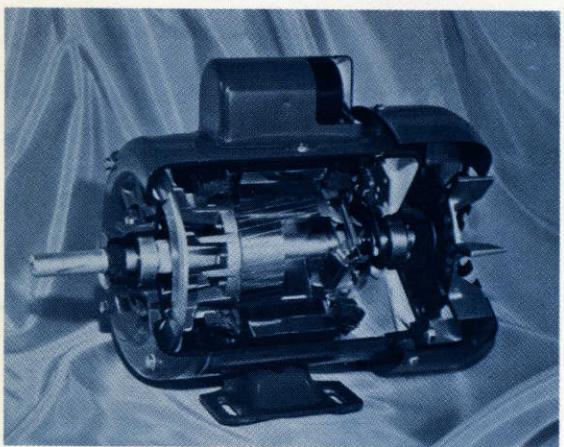
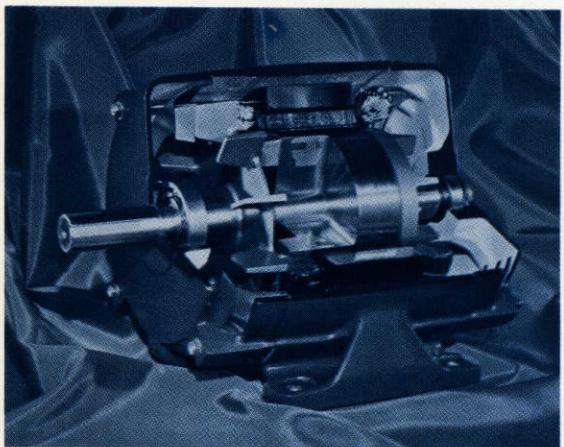


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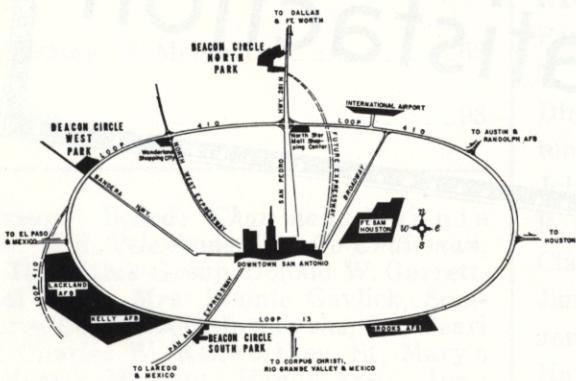
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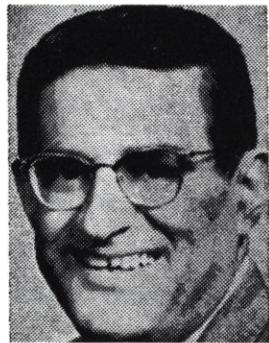
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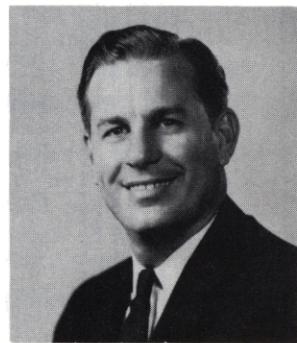
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The President's Page



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.

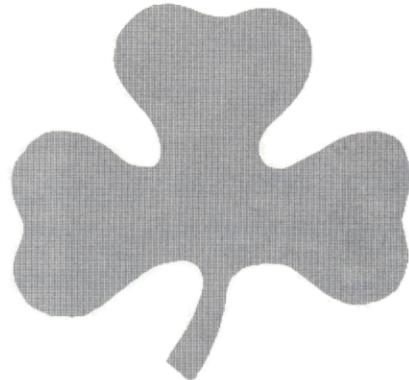
Our Air Transport and General Aviation and Shippers Committees will continue their work to improve transportation service into and out of San Antonio. The Beautify San Antonio Association—a Chamber Division—will strive harder than ever to keep our city clean and beautiful during the HemisFair year. Our 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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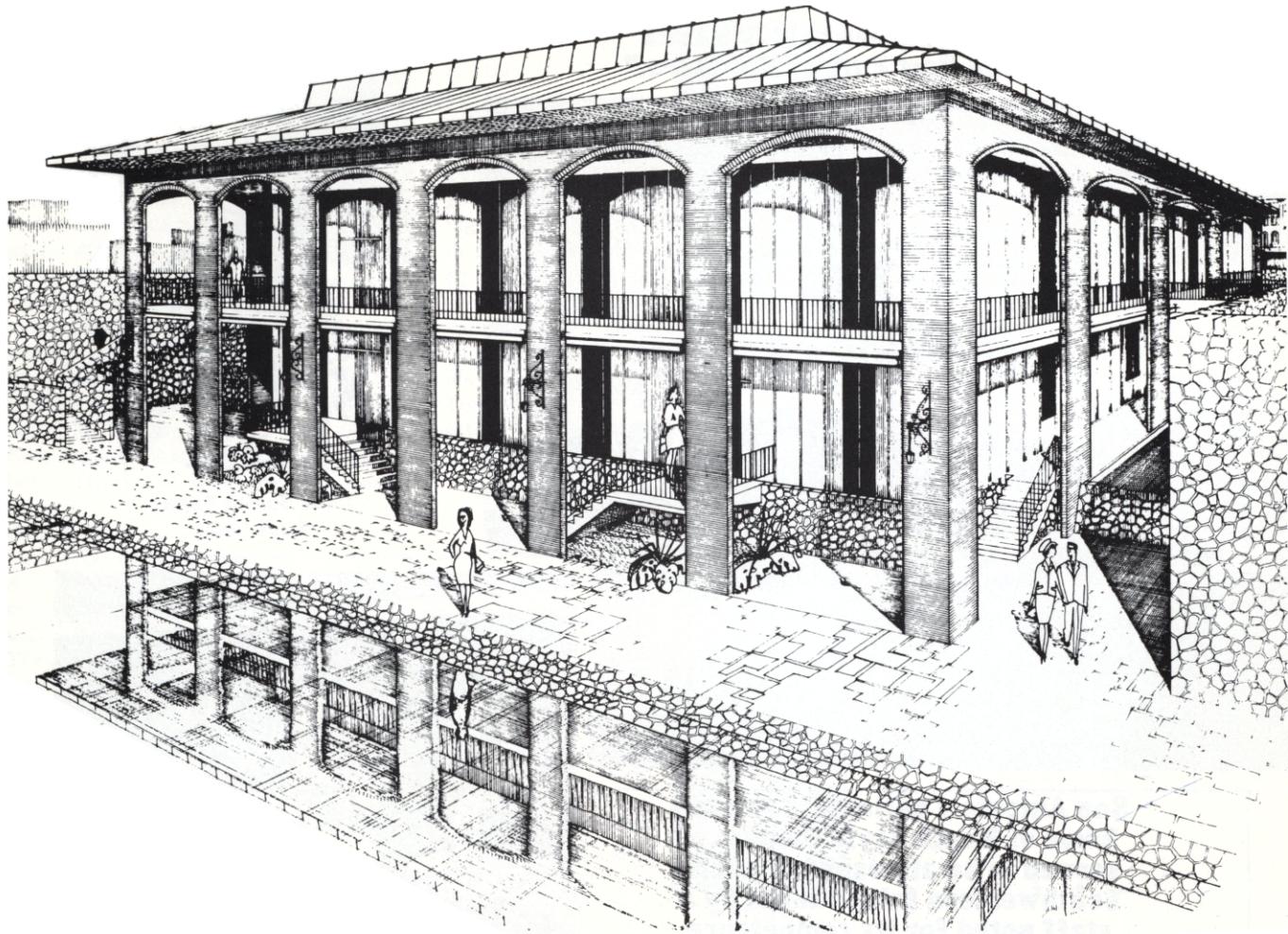
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8 BUYERS GUIDE



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.

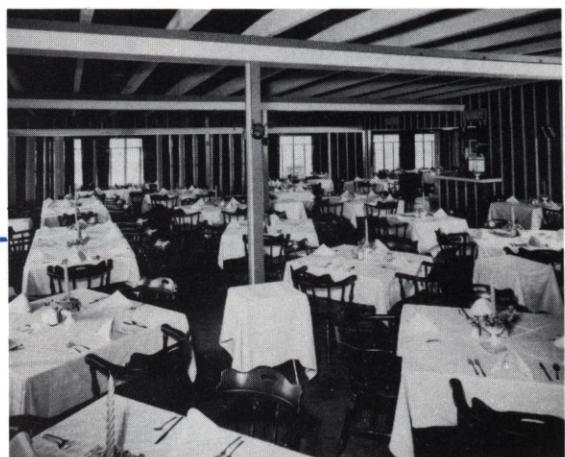
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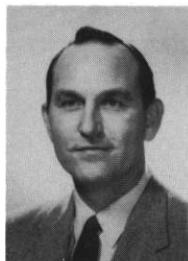
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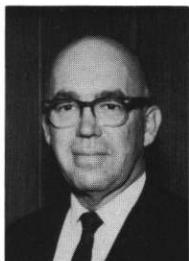
Chamber of Commerce Staff

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 tops 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.



JONES

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 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.

* * *

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

* * *

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

* * *

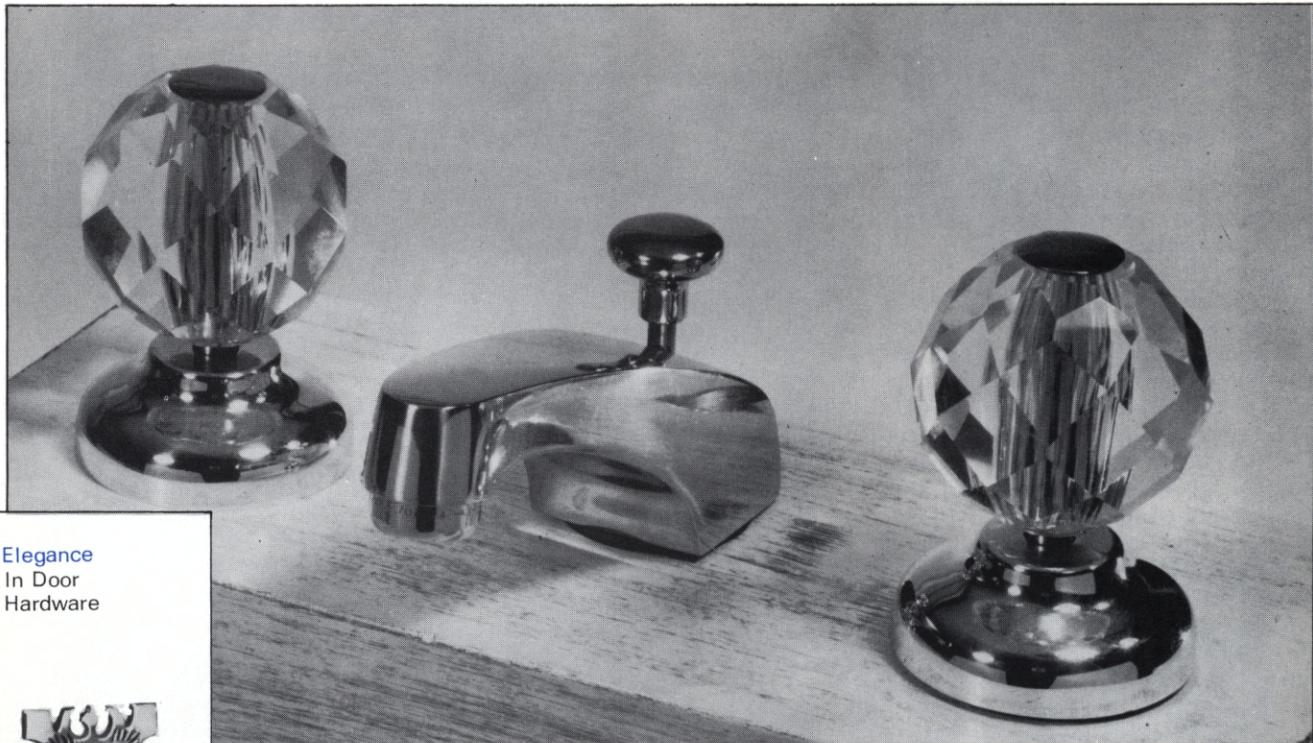
MURIEL L. ANDERSON, Manager, Finance Department. A native of San Antonio, she was educated at Belmont for Girls and St. Mary's University. She has been associated with the Business & Professional Women's Club and the National Association of Accountants. Before joining the staff of the San Antonio Chamber 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

(Continued on Page 15)

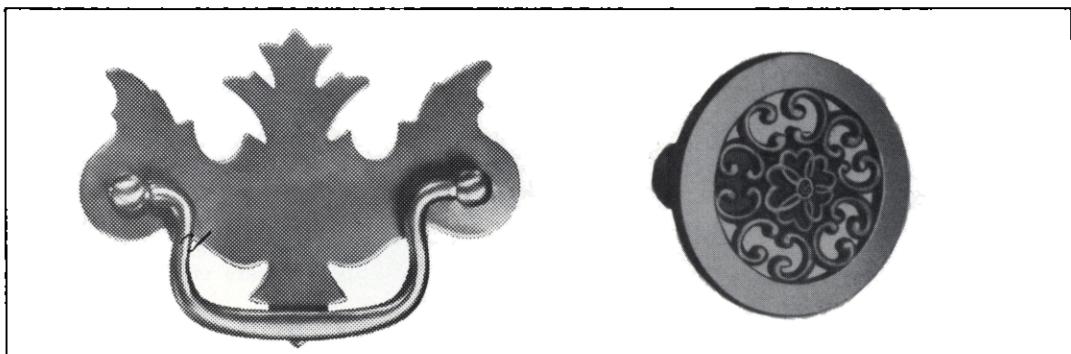
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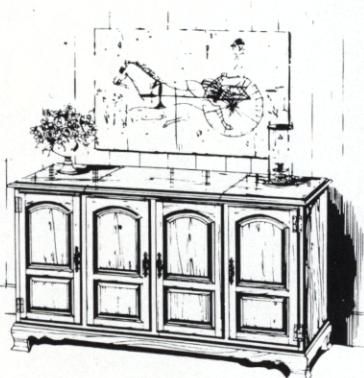
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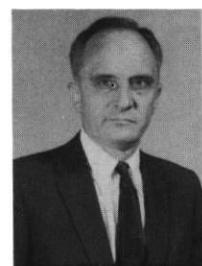
CHAMBER OF COMMERCE STAFF (Continued From Page 11)

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 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.



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. Dietrich and his wife, Freda, have two children: Nancy, 21 and James, 19.



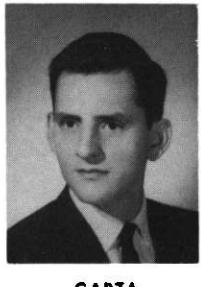
DIETERICH

★ ★ ★
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.



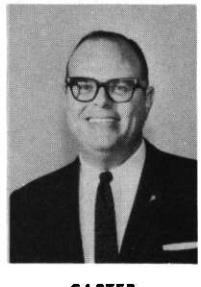
WARNER

★ ★ ★
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

★ ★ ★
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.



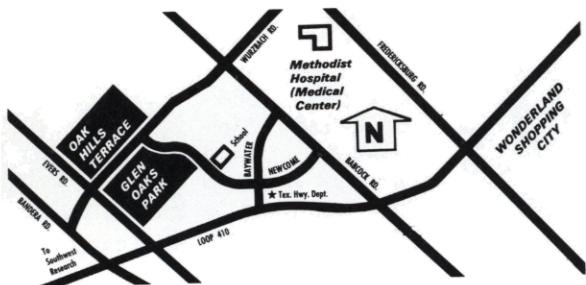
MRS. POMERANTZ

(Continued on Page 19)

BUYERS GUIDE 15

OAKHILLS PARK MEDICAL CENTER

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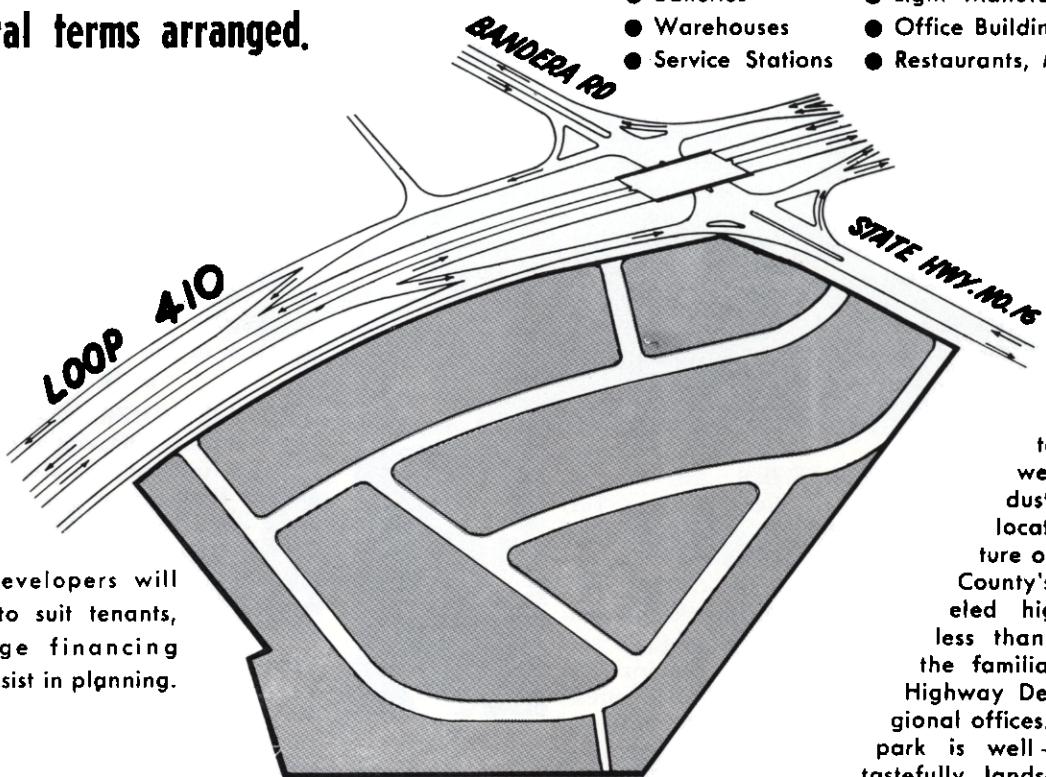
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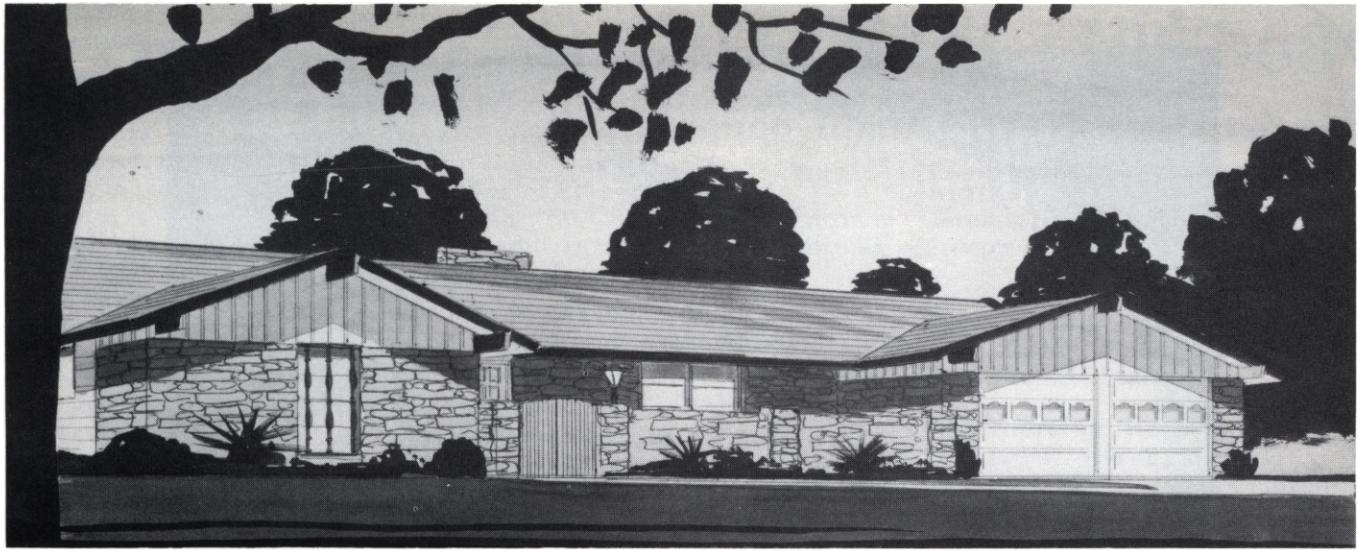
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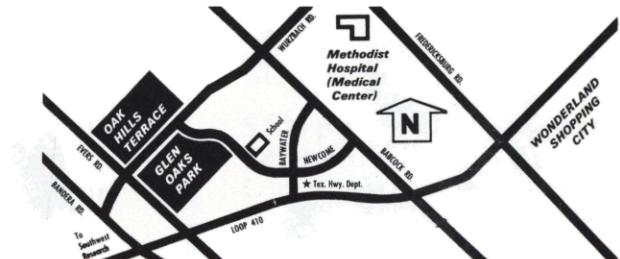
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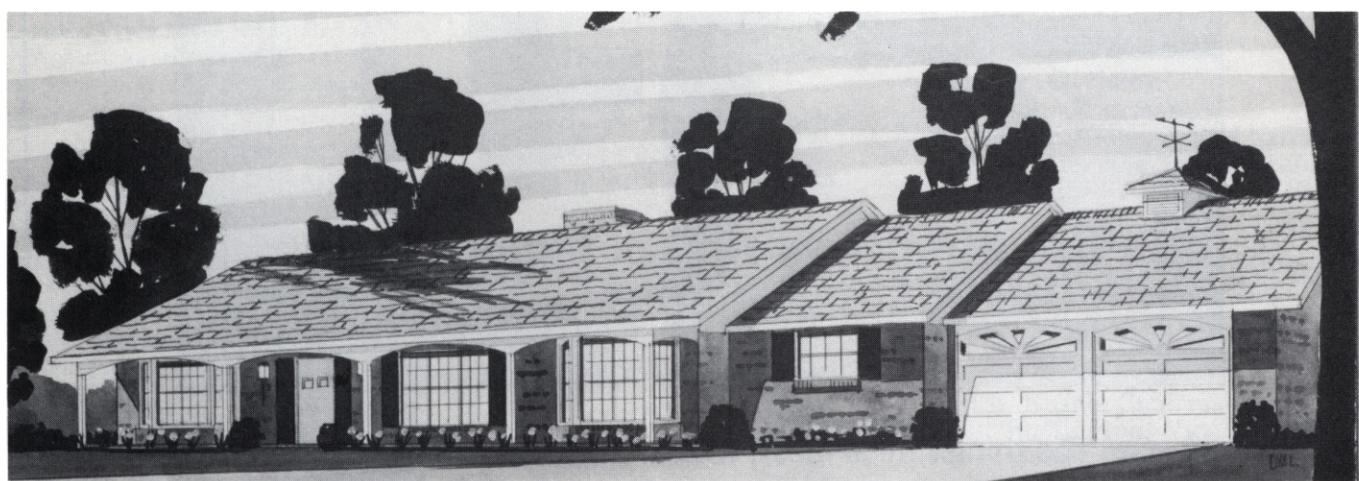
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(Continued from Page 15)

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.



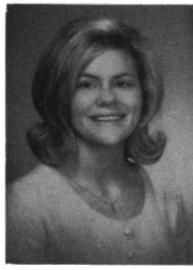
KING

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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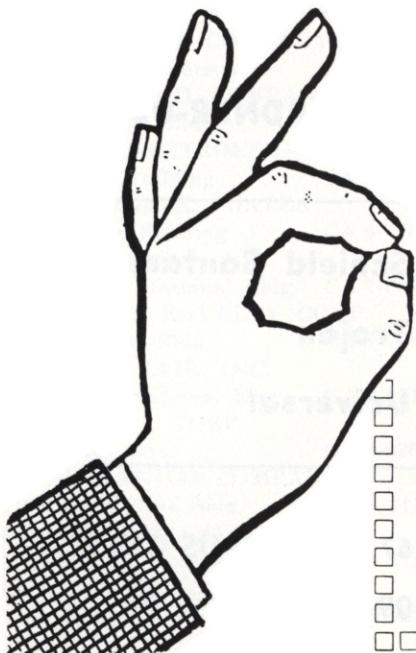
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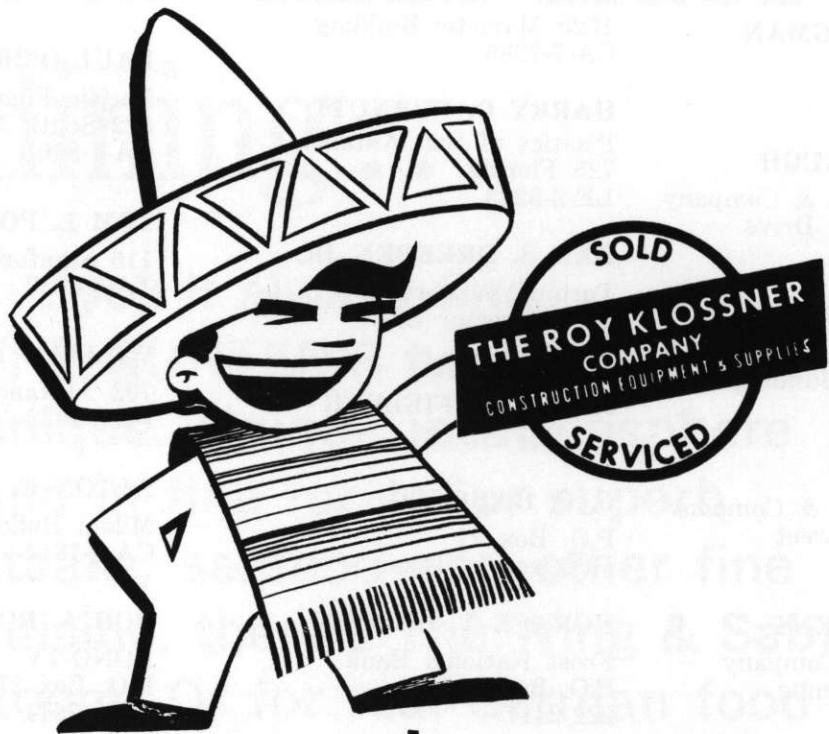
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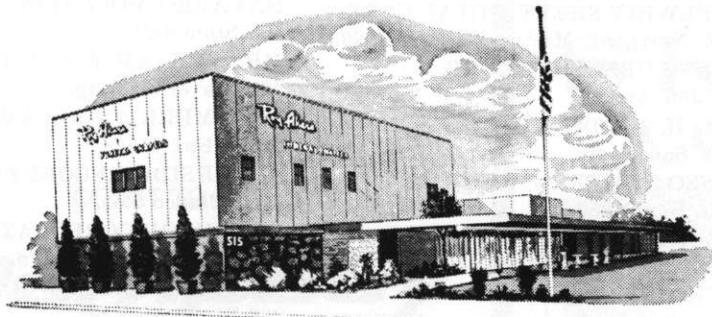
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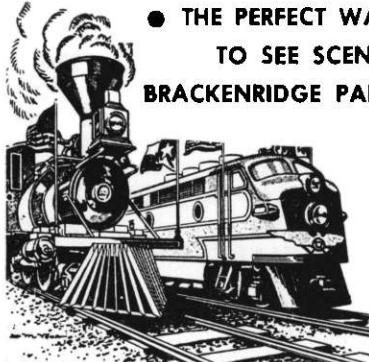
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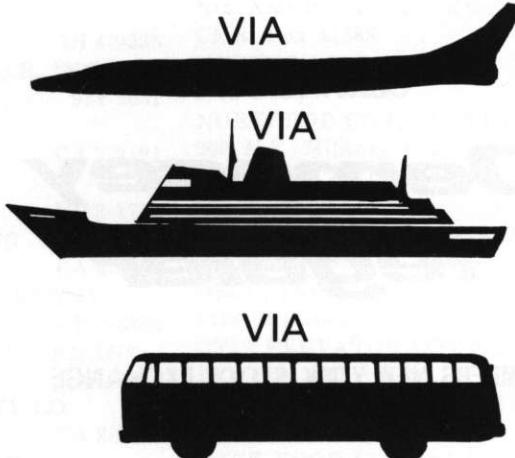
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 1115 West Houston St. CA 7-1377
 BRANIFF INTL. AIRWAYS, INC.
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 1706 Broadway CA 6-3189
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 434 South Main Avenue CA 6-5391
 CENTRAL FREIGHT LINES, INC.
 P.O. Box 246 CA 6-5351—CA 2-9111
 CENT. GREYHOUND LINES, INC.
 500 N. St. Mary's St. CA 7-8351
 CHECKER CAB CO.
 212 Newell CA 7-6134
 CHEMICAL EXPRESS
 P.O. Box 18225 OL 5-3420
 COASTAL TRANSPORT COMPANY
 P.O. Box 8321 MO 1-4131
 CONSOLIDATED COPPERSTATE
 P.O. Box 396 CA 7-8146
 CONSOLIDATED FREIGHTWAYS
 1126 E. Quincey CA 7-7328
 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
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 619 NBC Bldg. 224-5825
 DELTA AIR LINES, INC.
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 450 Airport Blvd. TA 4-3931
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 P.O. Box 10188 CA 5-6821
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	MID-WEST TELEPHONE CO.	
CA 5-2751	724 N. St. Mary's	CA 6-6286
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	PAN AMERICAN WORLD AIRWAYS	
CA 5-5757	1219 Main	CA 7-8196
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CA 7-4141	P.O. Box 1897	CA 2-9453
	THE ROHAN CO.	
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CA 6-0335	SCOBAY MOVING & STORAGE CO.	
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	SOUTHWESTERN BELL TEL. CO.	
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	P.O. Box 9186	CA 5-7123
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	SOUTHERN PACIFIC CO.	
	654 E. Commerce St.	CA 7-3271
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	SUNSHINE BROADCASTING CO.	
	4050 Eisenhauer Rd.	OL 5-5500
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 111 W. Military Plaza CA 7-5295
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 104 Kaufmann PE 5-3461
 HOUSE OF KILIAN
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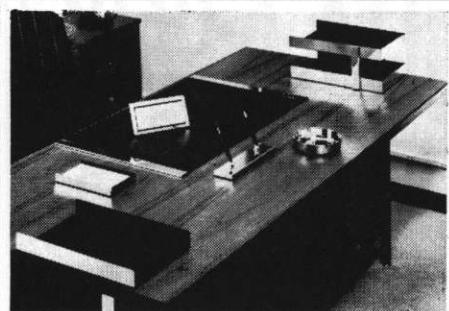
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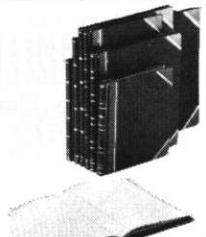
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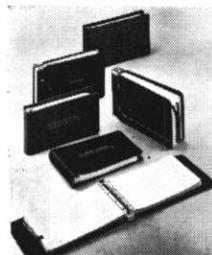
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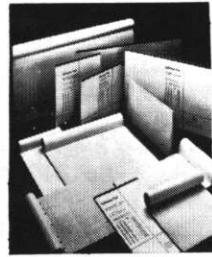
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RIO VISTA FARMS, INC.	THE STEPHENS CO.
336 W. Commerce St.	1441 W. Poplar
RODDIS LUMBER & VENDER CO.	PE 4-5315
P.O. Box 1446	ALBERT STERLING & ASSOC., INC.
ROEGLEIN PROVISION CO.	P.O. Box 66099
P.O. Box 1698	PE 2-2273
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P.O. Box 5070	P.O. Box 1660
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P.O. Box 5338	STRAUS-FRANK CO.
A. C. ROSS & SON PAPER CO.	P.O. Box 600
P.O. Box 9065	CA 6-0101
ROYAL REFRIGERATION	MR. BOB STRONG
2502 Austin Highway	P.O. Box 13133
ROYALL-MATTHIESSEN EQUIP. CO.	735-6104
446 Culebra	HARRY SUGARMAN, INC.
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SANATEX OIL CO.	CA 5-7255
P.O. Box 7286, Sta. A	SUNGLO SERVICE, INC.
SAN ANTONIO BAG & BURLAP	1515 S. Presa St.
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3259 E. Commerce St.	CA 6-3193
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SMITH HARDWARE & SUPPLY	CA 6-0384
P.O. Box 9096, Guilbeau Sta.	TEXAS TYPE FOUNDRY, INC.
V. A. SNELL & CO.	P.O. Box 7496
P.O. Box 9305, Guilbeau Sta.	CA 7-0341
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SOUTHERN VENDERS, INC.	TOM'S TOASTED PEANUTS
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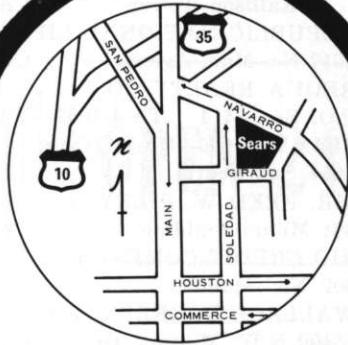
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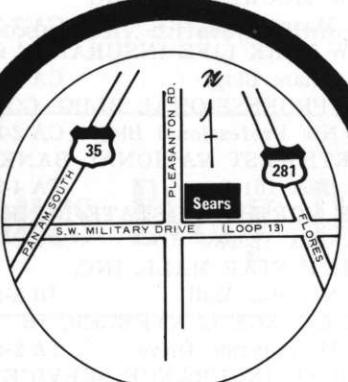
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 P.O. Box 9321 CA 6-6385
 MILAM-FREEMAN CO., INC.
 1015 Tower Life Bldg. CA 6-1202
 DAVID MILLER ENTERPRISES
 1003 N.E. Military Drive TA 6-8666
 MISSION CITY BANK
 112 Broadway CA 5-6323
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 MORTGAGE INVESTMENT CORP.
 301 W. Commerce CA 7-0171
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 NATIONAL AUTO LOANS, INC.
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 201 Olmos Drive, West TA 4-1453
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 109 Lexington Ave. CA 7-2359
 NEW ENGLAND MUTUAL LIFE
 501 Petroleum Comm. Bldg. CA 6-5201
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 327 Moore Bldg. CA 7-2831
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 P.O. Box 16128 TA 4-9411
 THE NORTHSIDE STATE BANK
 P.O. Box 12098 PE 2-7111
 NORTH STAR MALL, INC.
 388 No. Star Mall DI 2-2325
 MR. GEORGE L. NYFELER, JR.
 616 Morningside Drive TA 2-9553
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 JOHN PIPES & CO.
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 MARSHALL POGUE, BUILDERS
 1011 N.W. Military Drive DI 2-9486
 POWELL AND COMPANY
 P.O. Box 12470 PE 6-1811
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 403 E. Travis CA 3-6581
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 4101 San Pedro PE 6-1671
 MR. CHARLES S. PRICE
 700 Kallison Tower CA 6-0161
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 535 S. Main CA 5-6546
 QUIRK & CO.
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 P.O. Box 616 CA 6-7291
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 418 Pat Booker Rd. OL 8-3561
 RAUSCHER, PIERCE & CO., INC.
 1240 Milam Building CA 7-5151
 REALCO REALTORS
 1234 Basse Road PE 2-9711
 RED RIVER DAVE REAL ESTATE
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 REPUBLIC NATIONAL LIFE
 1017 No. Main Avenue CA 7-7186
 REQUA REALTY CO.
 P.O. Box 6414 TA 4-4507—TA 2-9187
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 6651 San Pedro 342-2391
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 801 Milam Building CA 6-5233
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 802 No. Alamo CA 3-6343
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 15400 N.W. Military Dr. OX 2-1041
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 ROYAL-GLOBE INSURANCE CO.
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4200 Broadway	TA 2-3358	D. S. ANTHONY & SONS, INC.
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302 Laredo Highway	WA 4-1181	ATLAS CAFE
ACCENTS	TA 4-0191	808 Broadway CA 3-2762
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ACME FURNITURE CO.		601 Camden CA3-1548—CA 3-8492
144 W. Commerce St.	CA 5-2873	AVIEL'S ITALIAN RESTAURANT
ALAMO ACCESSORIES, INC.		6123 Hwy. 90 W. OR 4-9864
P.O. Box 16154	TA 6-2091	AVON PRODUCTS, INC.
ALAMO FIRE EQUIPMENT CO.		203 Tower Life Bldg. DI 2-0756
626 N. Leona St.	CA 3-5535	AWALT CONCESSIONS
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ALAMO LUMBER CO.		1600 Pan Am N. Expressway 226-7835
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ALAMO MASA CO.		P.O. Box 597 CA 3-4251—CA 3-2281
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102 Navarro	225-9577	PEGGY BARTON SHOP
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AL'S T.V. SALES & SERVICES		1202 E. Commerce St. CA 6-1743
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THE ALPS CAFE		107 N. Alamo CA 3-9731
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ALTERMAN'S MAN'S SHOP, INC.		415 W. Commerce CA 2-1301
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		3239 Harry Wurzback Rd. TA 4-4444
		BILLY'S CONCESSIONS
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		BLANCO PHARMACY
		1354 Basse Rd. PE 3-8163
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140 Terrell Plaza TA 6-1742	221 E. Houston St. CA 6-6201	409 S. Main Ave. CA 6-3772
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 1035 Basse Rd. PE 5-9841
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 217 E. Houston CA 6-7131
 BERNARD GARDNER, INC.
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 GARMAC SEWING MCH. & APPLN.
 2332½ S. Presa St. LE 4-9821
 GARZA'S BOOT STORE
 808 S. Flores St. CA 7-6871
 GAS UTILITIES PRODUCTS CO.
 P. O. Box 18133—Serna Sta. PE 2-7137
 GASKILL-MILLER CORP.
 3714 Broadway TA 4-9305
 GENERAL OLDSMOBILE CO.
 P. O. Box 418 CA 6-7355
 GENERAL TIRE SERVICES
 1902 S. W. Military Drive WA 4-4411
 GILDEMEISTER'S
 209 W. Travis St. CA 5-7104
 GILLESPIE FORD
 P. O. Box 1157 CA 7-1411
 GLADWIN PAINT COMPANY
 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
 GOLDTHWAITES OF TEXAS, INC.
 8902 Broadway TA 4-7357
 MR. RAUL A. GOMEZ
 Alamo Nat'l. Bank Bldg. CA 2-2762
 GORDON'S JEWELRY CO.
 501 E. Houston St. CA 4-5541
 GRAVES TEXACO STATION
 1905 Culebra Road PE 2-0555
 GRAYSON'S
 324 E. Houston CA 7-5271
 GREY MOSS INN
 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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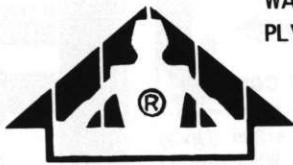
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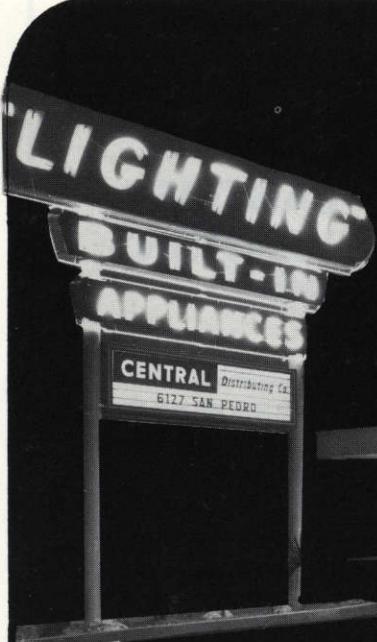
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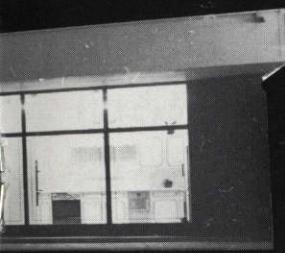
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1902 So. Hackberry	LE 4-8801	102 S. Flores St.	CA 7-1453	200 E. Houston St. CA 3-7867
HILLCREST DRUG		KEL-LAC UNIFORMS, INC.		MR. HARVEY McDONALD
2807 Hillcrest	PE 5-6161	P.O. Box 37388	OR 4-0511	706 Clark Avenue LE 4-6193
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208 Texas Theatre Bldg.	CA 6-4843	234 South Flores	CA 6-4111	1955 S. E. Military Dr. LE 3-7103
HINTON GULF SERVICE STATION		KELLY- SCHERRER FLOWER SHOP		McLERNON ASSOCIATES
850 Cincinnati	PE 2-4431	P.O. Box 12369	PE 5-6184	209 Hubbard Avenue TA 2-3653
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1302 Ashby	PE 5-6911	727 Bandera Rd.	GE 2-2211	223 E. Houston St. CA 6-8389
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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
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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.
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M. JACKS FIRE & SAFETY EQPT.		LA LOUISIANE		I. MEADER AND SON
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917 Manor Drive		P.O. Box 5083	PE 5-9821	4618 Blanco Road PE 4-4436
JEFFERSON VILLAGE STORES		LA PALOMA DEL RIO		MEXI-TERIA
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JENE TALL SHOP		LA SIRENA		MIDAS MUFFLER SHOPS
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1414 Fredericksburg Rd.	PE 6-1539	2135 Austin Hwy.	OL 5-4921	123 S. Laredo St. CA 3-7526
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MISSION TILE COMPANY		NAYLOR'S TROPHY ROOM		OLMOS LUMBER COMPANY
2301 S. Presa St.	LE 4-5443	730 N. St. Mary's St.	CA 3-9141	P. O. Box 16207 DI 4-9271
MISSION TRAILER SALES		NEISNER BROTHERS, INC.		OLMOS MUSIC CO.
1306 Austin Hwy.	TA 4-3248	101 Broadway	CA 6-2752	3535 McCullough TA 6-5051
MI TIERRA CAFE & BAKERY		NEWSLAND, INC.		OLMOS PHARMACY
218 Produce Row	CA 5-1262	303 N. St. Mary's St.	CA 3-8982	2602 McCullough TA 2-3361
MODEL RADIO #2		THE NIGHT HAWK		OLMOS RADIO TV SALES & SERV.
910 N. Alamo	CA 3-2004	2030 N. Main	PE 3-8114	3205 McCullough TA 6-2343
MODERN PAINT CO.		NIX MATERNITY SHOPS		CHARLES ORSINGER BUICK CO.
2123 Blanco Rd.	PE 4-5112	3519 Broadway	TA 2-0242	4515 San Pedro Ave. P7 4-4221
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1101 S. Hackberry	LE 4-6185	P. O. Box 598	CA 6-2261	425 N. Santa Rosa St. CA 6-7871
MONTGOMERY WARD & CO.		NORICK BROTHERS, INC.		PAN-AMERICAN RESTAURANT
200 Wonderland Center	PE 6-4111	P. O. Box 18064	CA 2-8861	720 Pleasonton Rd. WA 3-9538
CHARLES MOORE TEXACO		NORRIS GULF STATION		PARAPHERNALIA, INC.
615 Austin Highway	TA 6-1551	1748 E. Commerce St.	CA 3-0052	6426 N. New Braunfels Ave. 828-0882
MORE NATURAL FOODS		NORTH LANE TV & RADIO CENTER		PATT'S DRUG STORE
516 N. Alamo	CA 7-3189	1438 Austin Highway	TA 4-4451	5150 Broadway TA 6-0616
MORRIS LUMBER CO.		NORTH LOOP VOLKSWAGEN, INC.		PAUL'S SERVICE CENTER
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MOTOR IMPORTS, INC.		NORTHSIDE BLDG. MATERIALS		and
1820 Broadway	CA 2-9121	3400 Fredericksburg	PE 3-9117	Volvo Service - Sales
MOTOR TRUCK SALES COMPANY		NORTH STAR DODGE		314 S. Flores CA 5-1587
1133 Broadway	CA 7-9304	7242 San Pedro Avenue	DI 1-2251	PAY-LESS BEVERAGE STORES
MUNN TRAILER MART		OAK HILLS TEXACO SERVICE STA.		3815 Blanco Rd. PE 5-9297
1778 Austin Highway	TA 4-0302	4903 Fredericksburg Rd.	DI 2-6751	PAY-LESS DRUG STORES
NAPLES ITALIAN FOOD		OAK PARK DRUGS		408 E. Houston St. CA 6-9391
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803 West Ashby	PE 4-5166	427 W. Hicks Ave. CA 6-7676
PICCADILLY CAFETERIA		S & S EXCLUSIVE TAILORS, INC.
102 Wonderland Center	PE 5-4461	103 Lexington Ave. CA 4-6777
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823 W. Laurel	PE 6-3360	1843 Fredericksburg Rd. PE 5-3741
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P.O. Box 3068, Austin, Texas		1602 S. New Braunfels Ave. LE 4-6167
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2103 N. W. Loop 410	PE 4-2511	1919 N. St. Mary's St. CA 7-2222
RIEGER MOTORS, INC.		SHAFER PLUMBING & ELEC. CO.
P. O. Box 12358	CA 6-9354	414 North St. Mary's St. CA 7-8358
RILEY MACK SALES & SERVICE		SHAKYEY'S PIZZA PARLOR
P. O. Drawer "M"	WA 2-1241	7074 San Pedro Ave. TA 2-3319
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227 N. St. Mary's St.	CA 7-6632	3910 No. St. Mary's St. PE 4-5401
THE ROSE SHOP		SHEPHERD ROOFING & SUPPLY
1903 San Pedro	PE 2-1161	4203 N. McCullough TA 6-6225
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739-41 W. Commerce St.	CA 6-9251	P.O. Box 7310 CA 6-0181
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 SMITH MOTOR SALES CO.
 1221 Broadway CA 3-4281
 J. ANDREW SMITH COMPANY
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 SOLO SERVE COMPANY
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 P.O. Box 2240 CA 6-9281
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 SOUTHERN JEWELRY COMPANY
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 SW SMELTING & REFINING
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 P.O. Box 28008 GE 3-4371
 THE SPANISH VILLAGE
 3119 Broadway TA 4-6304
 SPECIA PLUMBING & HDWR. CO.
 529 West Houston CA 6-0259
 TOM SPENCER LUMBER CO.
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 GENE SPIRES BUICK CO.
 P.O. Box 1440 CA 6-1361
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 P.O. Box 2380 CA 7-5211
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 1250 Highland Blvd. LE 3-5188
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 2116 Broadway CA 7-6259
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 4600 San Pedro Avenue PE 5-9173
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 4741 Fredericksburg Rd. DI 4-4526
 STOVALL'S
 1810 Nacogdoches Rd. TA 8-1396
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 301-303 W. Houston St. CA 7-8211
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 426 Elm Street CA 7-7363
 SUCHY'S FLOWERS & GIFTS
 1026 Cincinnati PE 4-5161

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 150 Wonderland Center PE 5-9161
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 1718 Austin Highway TA 2-0171
 TEXAS CALENDAR CO.
 3822 W. Travis GE 3-1881
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 2114 Broadway CA 5-6576
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 P.O. Box 6623 PE 6-0271
 TEXAS LAWN SPRINKLER CO.
 117 West Olmos TA 4-5341
 TEXAS STATE OPTICAL CO.
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 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
 3M BUSINESS PRODUCTS, INC.
 1313 N. E. Loop Expressway TA 8-0511
 THREE SISTERS, INC.
 319 E. Houston CA 7-5642
 THOMSON'S SPORTING GOODS
 3106 Fredericksburg Road PE 3-1981
 TINDALL PONTIAC
 3915 San Pedro Ave. PE 6-1561
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 1205 Nogalitos CA 3-9841
 TONY'S MEXICAN RESTAURANT
 110 E. Houston CA 3-7766
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 7202 San Pedro DI 4-3489
 THE TORGERSON COMPANY
 739 Steves LE 3-5145
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 P.O. Box 7449 CA 7-1351
 TOWN & COUNTRY FASHIONS, INC.
 5303 Broadway TA 4-6355
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 905 San Pedro CA 5-2844
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VELLA SALES		ZALE JEWELRY COMPANY
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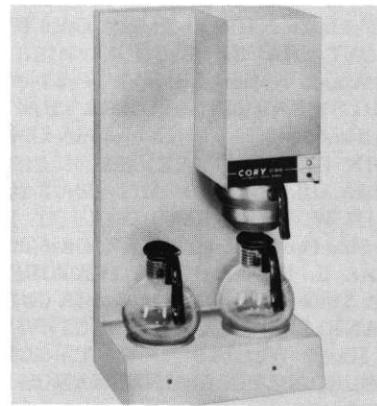
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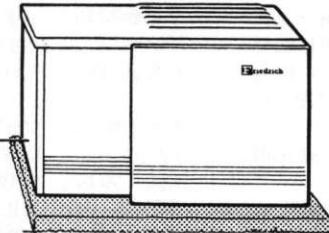
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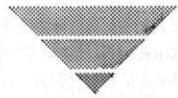
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1968 BUSINESS OUTLOOK

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 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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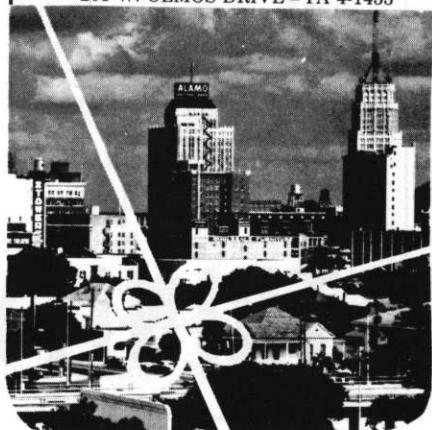
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YOUR STAKE IN LABOR LAW REFORM

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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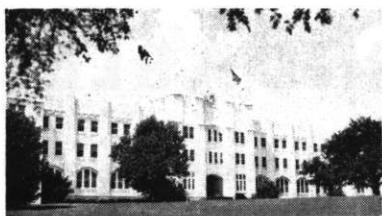
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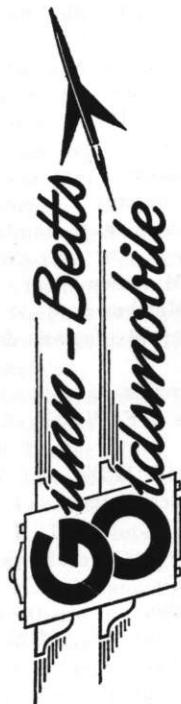
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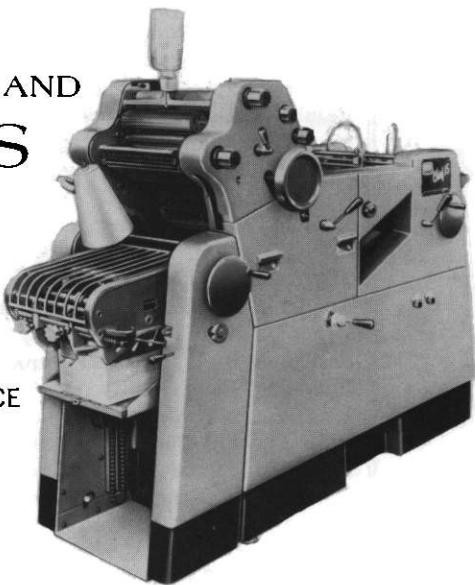
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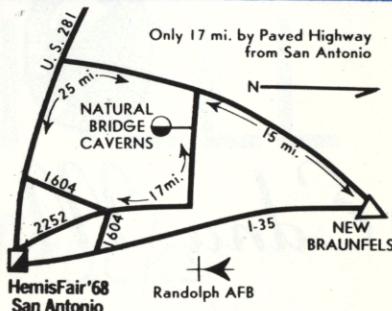
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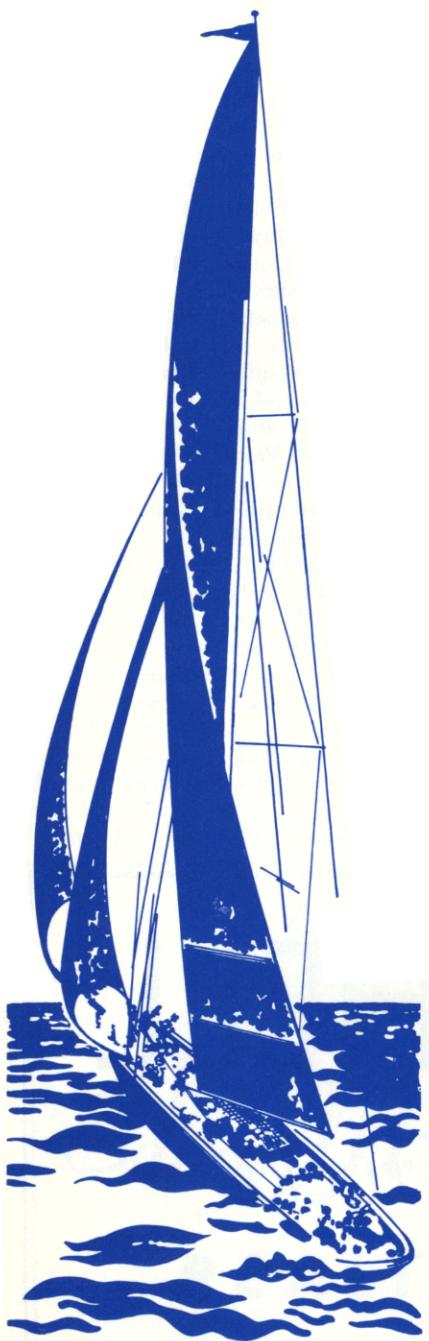
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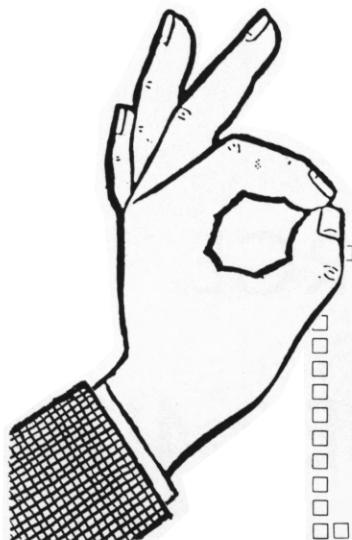
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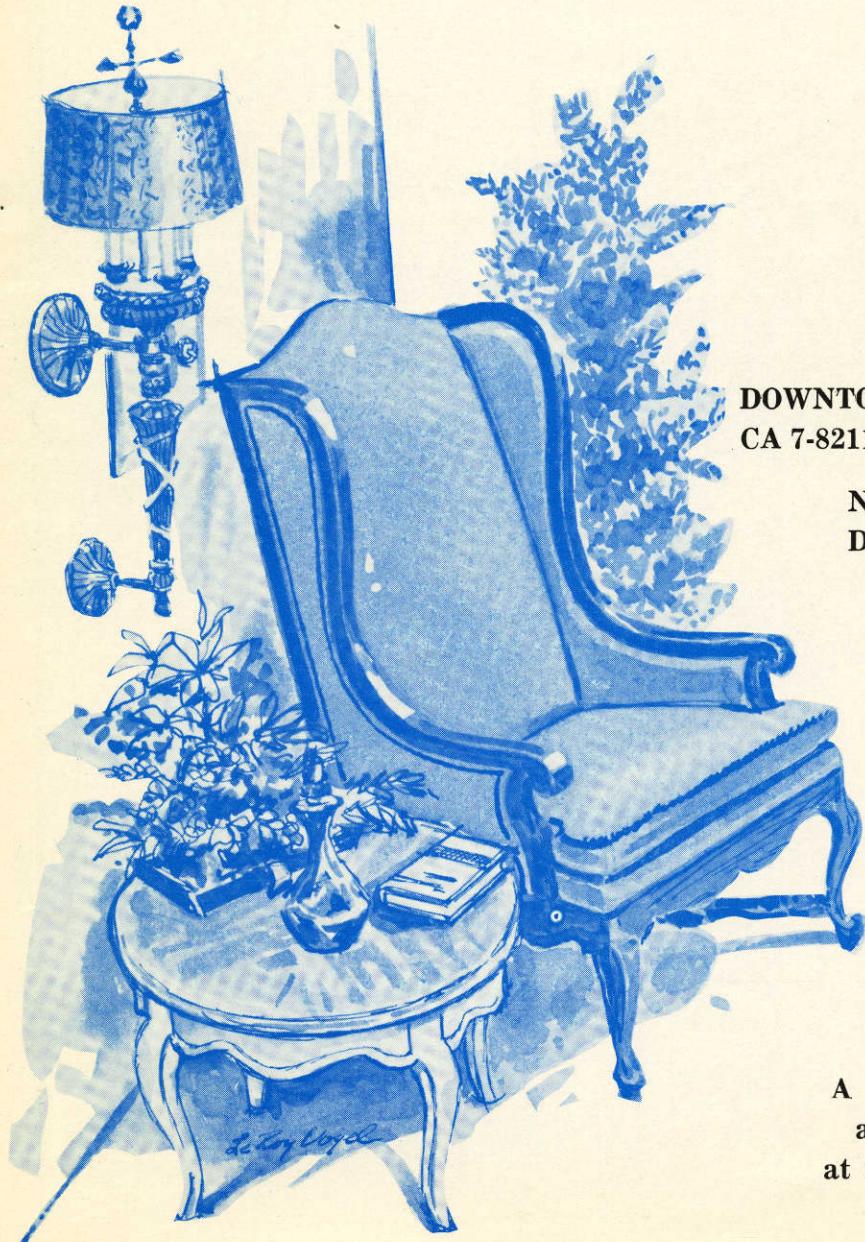
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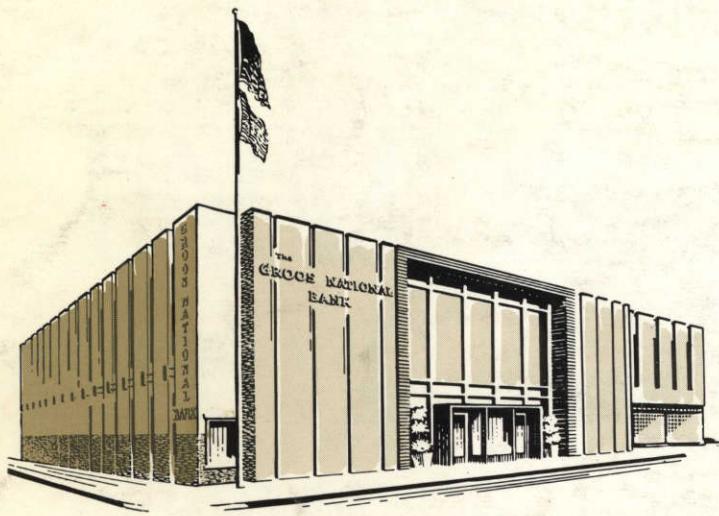
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