

### Consumer Sales Gain Reported

Another moderate rise in consumer buying developed last week, Dun & Bradstreet's Business Economics Department reports.

For the second consecutive week, it found, this buying exceeded that of the same time of the year before. Much of this increase came in women's apparel, furniture, floor coverings and some food products.

The introduction of some 1958 cars helped cause some increase in those sales. However, dealer inventories remained noticeably higher than last year at a time when they were abnormally low.

Shoppers noticeably stepped up their buying of women's cloth coats, and substantial year-to-year gains prevailed. Sales of dresses and sportswear moderately exceeded those of a year ago. Interest in fashion accessories remained close to that of both a year earlier and the similar 1956 period. Best-sellers in men's apparel were furnishings and hats. Purchases of suits and topcoats were unchanged from the preceding week.

The call for floor coverings advanced considerably, with interest centering primarily on carpeted merchandise. Furniture stores reported appreciable gains from the prior year in the buying of case goods, upholstered chairs and dinette sets. Slight increases in sales of linens were offset by declines in draperies. Major appliance dealers reported decreases in purchases of refrigerators, automatic washers and dryers and television sets.

Grocers reported an improvement in food sales this week. There was an increased call for canned juices, fresh meats and poultry. Volume in frozen foods, dairy products and baked goods showed no change from a week earlier.

### Germany Firm In New Building

E. B. Germany & Sons, independent oil firm, has transferred operations to its new office building at 6130 Sherry Lane.

E. Wilson Germany and Norman G. Germany, with their father, handle the affairs of E. B. Germany and Sons and its subsidiary, Callo Oil Company, also in the new building.

The 3,600 square foot structure has 15 private offices, conference room, coffee bar, fireproof storage and darkroom for photo reproduction.

This marks the thirty-sixth year of operations for the Germany family who have lease and royalty operations in Texas, New Mexico, Mississippi, Louisiana, Colorado and North Dakota.

### Sales Manager Confers in Dallas

O. Wendell Gornall, national sales manager of Buxton, Inc., of Springfield, Mass., expressed confidence in expansion of Texas and the Southeast on Monday, declaring at a meeting of executives of the firm that Buxton will look for sales increases in this area.

Gornall, conferring with Cullen Board, regional sales manager, at the firm's offices in the Merchandise Mart, Buxton is one of the nation's leading manufacturers of leather specialty products.

### Firm Occupies New Quarters

The offices of the John M. Heffner Agency have been moved to the firm's new and larger quarters at 2135 North Harwood.

A partnership of Charles R. Heffner and John M. Heffner Jr., the firm was established in 1937. The new two-story building is of masonry construction. There is a canopy covering a wide driveway, permitting easy access to a parking lot behind the building.

The Tom H. Walker Adjustment Company occupies a portion of the second floor. Campden & Miller General Contractors erected the building.

### University Donation

BERLIN, Nov. 18 UP. — The American Women's Club of Berlin has presented \$6,000 made (\$2,000) to West Berlin's "Free University" to aid 10 needy students. The club is composed of wives of American soldiers and State Department employees in Berlin.

### FIRM BUYS 10 LIMOUSINES

The recently organized Ambulance Service Company has bought 10 new 1958 Cadillac limousines which will retail for more than \$100,000, W. H. Pierce, president, reported.

Each of the eight Dallas funeral homes which are members of the Ambulance Service Company has access to the 10 new Cadillacs—for a single funeral, if need be—on a lease basis.

Ambulance Service Company bought the limousines from Lone Star Cadillac Company.



—Dallas News Staff Photo.

### OLD-FASHIONED CHRISTMAS

This Seventeenth Century Christmas cabriolet, made to order for Jas. K. Wilson Company and driven by Sandy Daniel, is admired by 5-year-old Jeanne Tips, daughter of Mr. and Mrs. David Tips, 2855 East Kleist Boulevard. The cabriolet is being used by the firm as a symbol of the Downtown Dallas Yule spirit.

# Business

BUILDING ★ INDUSTRY

## People in Business

Dr. J. M. Claunch, dean of writing department in the home Southern Methodist University's office.

Dallas College, will speak at Tuesday's dinner meeting of the Dallas Chapter, Certified Public Accountants, at the McJraco Hotel. His subject: City and county government. The meeting starts at 6 p.m.

Arch Fowler of Dallas, who sells trousers in Missouri for Dallas Haggar Company, will abandon his sample case for a day or so later this week to help Tom Freeman, owner of Schwab's in Springfield, Mo., open a second store there. In addition to their salesman-customer relationship, Fowler and Freeman are warm, personal friends of long standing.

The North Texas Chapter, American Society of Training Directors, will hear a talk by George J. McNew at its dinner meeting Tuesday night in the Meadows Building Cafeteria. McNew, from Fort Worth, is a consulting management engineer.

S. J. Hay, president of the Great National Life Insurance Company of Dallas, advises that Bryan Phillips has been appointed supervisor of the firm's under-

### Film Firm Expanding

A \$100,000 addition will be started this week on the studios of Jamieson Film Company at 3825 Bryan.

This will triple the firm's working space, where all phases of 35 mm and 16 mm black and white and color work are done.

In this same expansion, the firm has opened an especially designed branch office in Atlanta, Ga.

The building rests on a structural concrete frame to reduce the transmission of sound.

Founded in 1916 by Hugh Jamieson Sr., the firm is now owned and operated by him and his sons, Bruce and Hugh Jr.

### Zale Announces Issue of Stock

Zale Jewelry Firm, Inc., largest retail jewelry firm in the nation, announced Monday a public offering of 125,000 shares of common stock at \$15 a share.

Zale officials said the stock issue is the first public offering in the firm's 33-year history. Managing underwriter is the Dallas firm of Eppler, Guerin & Turner.

### Mexicans to Receive Texas Fair Invitation

An invitation to attend the Pan-American Livestock Exposition at the 1958 State Fair of Texas will be extended to Mexican cattlemen by Ray W. Wilson, Pan-American manager, at a livestock exposition in Monterrey Monday through Wednesday.

Wilson will attend the livestock exposition at the invitation of Narciso Leon at the invitation of Narciso Montalvo, exposition manager.

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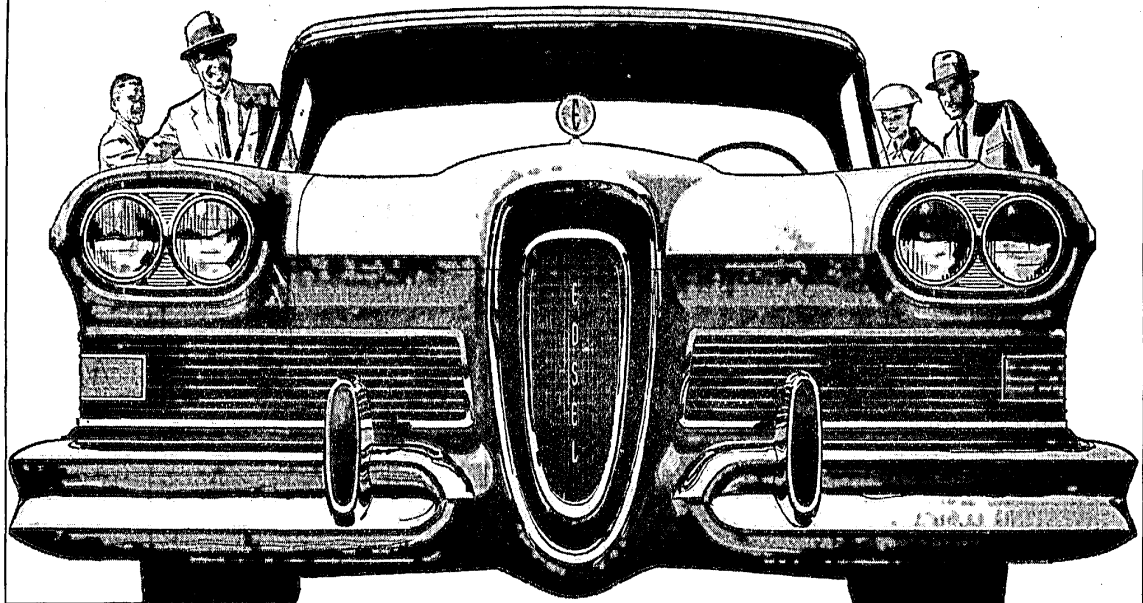
Another thing is, you can look back a couple of generations and compare the behavior of the kids of today with those of several yesterdays ago. Thought about that the other night. Up at the High School Auditorium I examined the seats, and, you know, there wasn't a one of them that had initials carved on them . . . or marks of any kind. Auditorium has been in use a good while. Kids out here seem to respect other people's property.

Been a bunch of other changes, too. So many more people out here now that it's got to be good business to manufacture things right out here where you sell 'em. Awful good place to be in business. Weather is ideal . . . lots of skilled folk . . . everything.

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