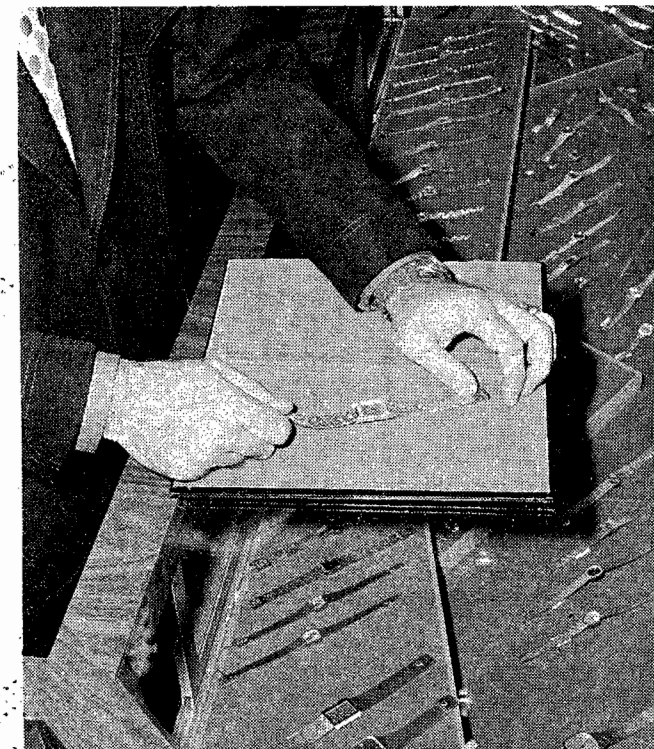
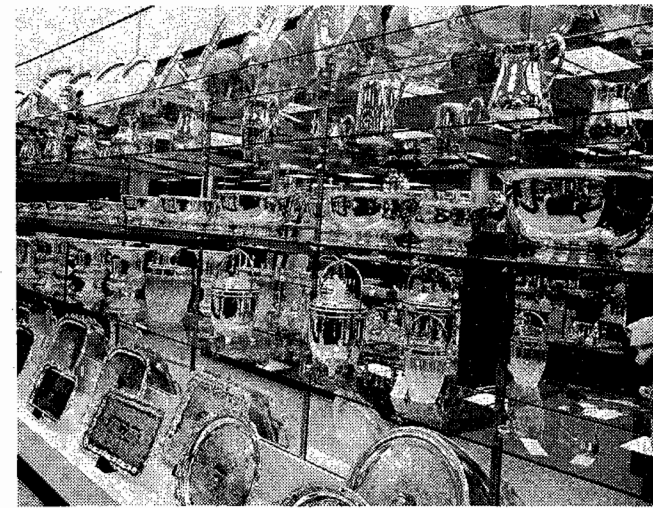




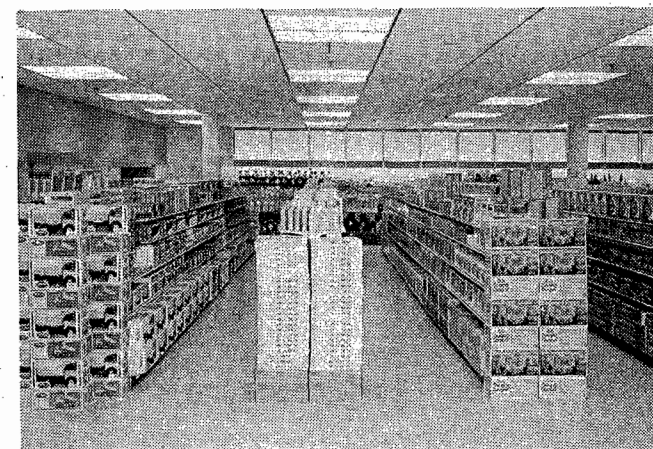
A. H. Donsky, chief executive officer of Houston Jewelry & Distributing Company, pictured with the neon sunburst that identifies the new location at 9633 Westheimer at Gessner.



Houston Jewelry's trademark is, of course, the finest in diamonds and fine jewelry, plus jewelry related items.



Fine silver, flatware and crystal are in abundant quantities at Houston Jewelry. An enormous array of fabulous pieces to choose from.



Among the new departments incorporated into the suburban location is a complete selection of toys and games.



Also featured are cosmetics and beauty aids in addition to sundries, notions and over-the-counter drug items.



Houston Jewelry Just In Time For Yuletide

Houston shoppers will be truly impressed by the incomparable new Houston Jewelry & Distributing store, 9633 Westheimer at Gessner, both on the inside and out.

Externally, the building features huge panels of Arkansas flagstone tilted into place. Under the main canopy of white onyx marblecrete, customers will be protected from the elements and they'll walk comfortably over a fully-astroturfed antryway.

Automatic doors open to a spectacle of dazzling beauty; bold vinyl wallcovers, exotic supergraphics, and thousands of name brand quality items in 35 full-service departments. Including, the introduction of several new departments: toys; baby furniture; cosmetics, sundries, over-the-counter drugs and notions; and, power tools.

For the first time, a custom jewelry shop is on the premises for any kind of custom design work, as well as watch repair and engraving.

Unique concepts are also featured in the suburban store. Televisions are displayed in a special "television theatre" giving the merchandise a home-like setting to enhance the shopper's final decision. Then, so shopping can be an uninterrupted pleasure,

a handy snack bar serves during the entire course of the shopping day.

The only way to make a store of this magnitude function properly is through an extensive communication and delivery system; and, Houston Jewelry has it.

Three full-length conveyors, 300 feet each, and five elevators, transport merchandise from individual departments to service desks at the cashier's station. Pneumatic tubes carry smaller merchandise and paperwork to speed-up transactions even further. Thus, goods can flow swiftly to its final destination in a matter of minutes, plus, giving the customer the added comfort of shopping throughout the store unencumbered by purchases.

Such an efficient system allows the 175 employees to give strict attention to the personal needs of each and every customer—personal attention: it's a Houston Jewelry & Distributing tradition.

Since its beginnings in 1953, on the corner of Milam St. at Rusk, Houston Jewelry & Distributing has provided outstanding personal service. And, they intend to extend this philosophy into a new 81,000 sq. ft. facility.

A. H. Donsky, chief executive officer, sees the overall objective of the new store as "not just geared to ultra-modern convenience and wide selection, but a never ceasing effort to further provide the brand of personal service that has made our first location a success during its entire twenty years of operation."

Selection, quality, and personal attention, all in a beautiful new showroom... and just in time for Christmas.

Store hours for the new suburban location will be Monday through Friday from 9:30 a.m. to 9 p.m.



To Appear At Health Conference

Dr. Dale W. Evans, Marty and Mark Howe of the Houston Aeros, and Kirby Bergstrom, president of Aldine Senior High School Student Council, will appear at the upcoming health conference at Aldine Senior High.

Health Confab Slated Nov. 20 At Aldine High

By R. D. CREWS

Dr. Dale W. Evans, chairman of the American Cancer Society's Schools and College Education Committee, has announced that brothers Marty and Mark Howe of the Houston Aeros ice hockey team, will be special guests, along with a panel of three physicians, at the Fourth Annual Teen Press Conference on smoking and health which is to be held at Aldine Senior High School, Tuesday, Nov. 20.

All junior and senior high schools in Houston and Harris County have been invited to send representatives. The panel of physicians, from the board of directors of the American Cancer Society, will make presentations on the hazards of smoking and answer questions from the students. The conference will permit students to gain first hand knowledge regarding this urgent health problem. It will also offer them an opportunity to participate in a unique learning experience, provide excellent library and science resource materials and provide appropriate and timely information for stories and pictures for their school papers.

Dr. Evans is an associate professor at the University of Houston and will preside at the press conference. The population density in the United States is 58 persons per square mile, compared to 200 per square mile in China, 720 in Japan, 819 in The Netherlands and 822 in Belgium.

Use Classified Ads

Public Hearing on Energy Crisis Set in Dallas

AUSTIN—With energy curtailments threatening to affect everyone, citizens are urged to present their views and proposals at a public hearing November 20 in Dallas, according to Agriculture Commissioner John C. White.

Commissioner White is chairman for a state committee on the environmental and social

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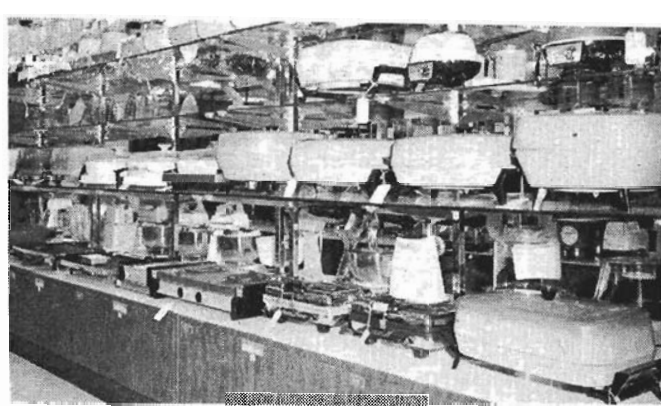


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For the homemaker, Houston Jewelry maintains full-lines of quality name brand appliances and related housewares.



Bicycles, sporting goods. . . Houston Jewelry's got it, and that's not all. Better yet, they've got it "just in time for Christmas."

Environmental and social aspects of the energy shortage. The committee has been appointed as part of the Governor's Energy Advisory Council, headed by Lt. Gov. William P. Hobby.

The hearing is scheduled for 10:30-4:30 p.m. in the Embassy West Room of the Statler-Hilton Hotel, 1914 Commerce Street.

"We want to get ideas from people in rural areas as well as the city on the relationship between energy problems and patterns of life," commissioner White said.

Realistic adjustments in transportation practices and changes in individual living patterns evolving from energy cutbacks are problems to be explored.

Other topics to be covered are regulations that will provide for the most efficient use of energy in the state and alternative sources of energy that are practical and attainable.

"Texans must plan now to be prepared for shortages in traditional energy and the ultimate effects on homes and working patterns," Commissioner White said. "Actual energy shortages have already been experienced in agriculture; some industries have had to switch to alternate plans, but the individual in the state has yet to experience severe shortages in the fuels he needs."

Persons who wish to testify should notify the committee in writing by November 15. A ten-minute time limit has been set on testimony. Lengthy statements should be sent in advance.

If witnesses cannot be present at the hearing, they could send testimony on any of these issues to John C. White, Commissioner of Agriculture, Committee Chairman, P.O. Box 12847, Austin, Texas 78711.

BORN DIPLOMAT

An angry man should count to ten before he speaks—if it's his wife who is angry he should count out ten and let them speak for him.

There's little excuse for a poor excuse when the world is full of little white lies.

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