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This Issue Is Dedicated To Boosting And Working For Future Development Of The Natural And Potential Resources Of East Texas, Featuring Cherokee, Smith, Rusk, Panola, Anderson, Van Zandt, Henderson, Sabine, Jasper, Nacogdoches, San Augustine, Walker, Shelby, Houston, Angelina, Newton, Tyler, Polk, Freestone, Leon, Trinity, Hardin and Orange Counties

Distribution
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Successor to The Jacksonville Daily News

THE JACKSONVILLE JOURNAL

"A CHEROKEE COUNTY INSTITUTION"

Absorbed The Cherokee County Chief in 1935

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VOLUME 15 | SINGLE COPY FIVE CENTS | JACKSONVILLE, CHEROKEE COUNTY, TEXAS, FRIDAY, NOVEMBER 14, 1947 | 176 PAGES (22 SECTIONS) | NO. 10

The Jacksonville Journal, In Co-operation With The Progressive Communities of Cherokee, Smith, Rusk, Panola, Anderson, Van Zandt, Henderson, Sabine, Jasper, Nacogdoches, San Augustine, Walker, Shelby, Houston, Angelina, Newton, Tyler, Polk, Freestone, Leon, Trinity, Hardin and Orange Counties, East Texas, Launches Newspaper Publicity Advertising Campaign

Better Production of Livestock, Farm Products, Meat, Eggs and Milk Are Important

CREEKS, SWAMPS, RIVERS DESERVE BEST ATTENTION

Citizens And Taxpayers Entitled To Recognition

CONSTRUCTIVE FORCES CALLED UPON TO DO TEAM WORK

"Let's GO," Is Slogan To Aid In Shoving Load Over The Hill

Drainage of the swamps, creeks and rivers of East Texas; and, its environs, will continue to provide one of the most important objectives of the future.

When it is considered that East Texas is one of the richest timber, agricultural and live stock producing areas in the world, the paramount importance of the above consideration is better appreciated. Engineering achievements as to drainage in the past have been of gigantic proportion and value to the public at large.

The success of the drainage projects in the past serves to augment the fact that each and all of these offer outstanding problems thruout the drainage area in the years to come.

Survey recently made throughout Cherokee, Smith, Rusk, Panola, Anderson, Van Zandt, Henderson, Sabine, Jasper, Nacogdoches, San Augustine, Walker, Shelby, Houston, Angelina, Newton, Tyler, Polk, Freestone, Leon, Trinity, Hardin and Orange Counties, East Texas; and, their Environs, finds that in other years thousands of dollars in damage have been saved to the property owners by reason of the successful drainage projects prosecuted hereabouts, and to keep the improvement standard now and always it is not amiss at this time to urge that every effort possible at adequate drainage be employed to the utmost, this calling, also, for the definite cleaning out from time to time of drainage ditches, throughout this area of East Texas and, its environs.

Damage in the territory mentioned in years past from floods mounted and mounted into enormous sums of money. Indeed it is reasonable to calculate that damages heretofore suffered have been more than enough to have repaired the flood conditions many times over, it is declared.

Engineers and others whose duty it is to look after such improvements are hereby called upon by the citizens and taxpayers in the communities affected to do their speediest work in the adequate building and maintenance of proper drainage system in future.

It is felt by those who have made a study of the conditions in the different communities that public appropriations should be made in amounts sufficient to bring about these improvements in the future.

Reclamation of lands, saving of crops and preventing destruction of live stock stand out as among the chief blessings to come from adequate drainage programs, saying nothing for the protection of health. Storage reservoirs in future are considered of paramount consideration plus adequate dredging and opening of streams to admit of easy passage of flood waters.

On the subject of drainage, it is also known that public health demands that sources of mosquito contamination and disease be removed. To that end only a successful drainage projects generally prosecuted can be looked upon with favor in the future.

In localities where drainage work has been done, a new era of development has taken place. People are healthier and happier, and so it could and should be in all of the communities affected and referred to in this general story for relief.

Let the citizens and public officials cooperate one with the other in helping to speed the day when this harvest of good things may come to pass. Educational work, of course, has and will be done but the big item of the moment is to encourage the hastening of actual work thruout all areas calling for such improvement.

Drainage is an important objective, and because of this fact the people should and will bestir themselves in future as never before to help bring about this constructive public achievement in its best general application; it is believed.

Money appropriated and employed toward proper drainage projects in each and all of the com-

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WEALTH IN REGION IS ABUNDANT

NATURAL RESOURCES GIVE PROMISE OF FUTURE

The East Texas Area Is Rich in Agriculture, Livestock and with Progress in every direction noted.

Coal, oil, gas, asphalt, and other valuable minerals are found to exist in abundance in this area according to geological survey, and their extraction is yielding handsome dividends.

The area is rich in these possessions, and with its environs, has begun to make utility of Mother Nature, and these natural resources are being put to common use.

Surveys recently made have awakened the people of the area, particularly those living in this sector, and its environs, to a realization of greater possibilities. They have become inspired to extract in commercial quantities everything possible from beneath the earth's surface.

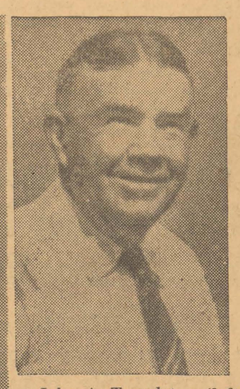
Oil and gas in paying quantities obtain within the bowels of Mother Earth hereabouts, as is evidenced by hundreds of producing wells. Fortunes have been spent in the past to develop oil and gas fields, and still other fortunes will be spent in that direction, it it ffirmed. Drillers are now busy with several oil, or gas, well prospective drillings throughout East Texas.

The touch of human hand is being felt by Mother Earth and its holdings, and abundantly it gives to the people of these communities, yet to be estimated, but millions of dollars can be expected to appear in the figures, one source of authority asserted.

These and other natural and potential resources give promise of a bright future to those living in this favored sector.

In addition to this joyous undertaking, a determined effort is being made in favor of better production of all farm porducts. Quality products obtain in these parts.







John A. Templeton (left), Editor and Owner The Jacksonville Journal, associated with the paper first as news editor in 1935, managing editor in 1937; and, owner since 1938, in which time The Journal has become outstanding weekly newspaper in East Texas.

Gus R. Moore (left, above), printer-pressman The Jacksonville Journal, now in 51st. consecutive year as Texas newspaper publisher and printer, the oledst printer in Cherokee county in point of service.

J. A. Scarborough (right, above), shop foreman The Jacksonville Journal since May, 1944, and formerly with The Leonard Graphic, Leonard, Texas; and, at one time owner of a job shop in Greenville.

THANKS, EVERYBODY

Well, folk, here is our big Booster Edition, carrying 176 pages. We hope you will like it. We feel sure that its many pages on facts about these sectors, East Texas; and, their environs, will be read and prove of considerable benefit to all of this fine territory.

Its 10,000 distribution will be carefully circulated throughout the area and many copies mailed to various states of the nation, including all the senators, congressmen and representatives in Washington; a select list of Chambers of Commerce in each state, and the governor of each state.

We want to thank our friends and the public for their splendid co-operation which made this edition possible and hope to see you and personally express our appreciation for your loyaltv while making our distribution.

GREETINGS TO SOLONS

A waft of greetings to the 96 United States senators (less one) and the 435 (less three) members of the House of Representatives is made by this newspaper on behalf of its readers and the public.

This expression of good cheer is made at the request of the progressive citizens who have underwritten this publicity advertising campaign for their communities and whose names appear elsewhere in this issue of The Jacksonville Journal.

Each member of the Senate and House will receive a copy of this issue; also copies will be sent to President Truman and the Governors of each of the 48 states, a select list of Chambers of Commerce; and, when, as and if each recipient receives and reads these pages, let him know that his efforts in the interest of America are appreciated by us who live in the South.

REAL ENTERPRISE

The Jacksonville Journal congratulates the splendid citizenry of East Texas; and, its environs, on their enterprise. They are people with ideals and a quenchless zeal to "go-over-the-top" in every thing they undertake.

In the presentation of this issue, this newspaper turns the spotlight on this fine group of communities, with the view and hope that all who are interested in reading will find the proper emphasis placed on the importance of each and all of them. There are many impressive points to favor these communities which you will observe in the succeeding pages.

This publicity advertising effort as to distribution and size is the most gigantic of its kind ever launched in the history of these communities, and its purpose is to advertise our natural and potential resources, with the view of attracting new people, money and industry their way, as well as to encourage cheaper power, lower taxes, better roads, adequate drainage of swamps, creeks and rivers and better production of all farm products, including livestock.

This privilege of service gladdens us, especially so with able sponsors participating in the underwriting of this undertaking on behalf of the progressve communities represented.

A survey of the communities mentioned within these pages shows them to be replete with opportunities and advantages, many of which are peculiar only to this particular locality. Read of them in this edition.

ALL 48 STATES ARE INCLUDED

This Newspaper To Go To Every State In The Union

Enjoying a unique coverage in the distribution of 10,000 copies of this 176 page special edition, this newspaper will go into every state in the Union.

Business and professional men, industrialists, agriculturists, city, county, state and Federal officials, including members of Congress, senators and representatives, President Harry S. Truman, a select list of Chambers of Commerce, and the governors of each of the 48 states are among those to whom copies of this issue will be sent.

Not within the history of this area; and, its environs, has there ever been so many copies of a local issue of this size distributed and, it is hoped the entire trade area will receive substantial results from this publicity advertising effort.

AGRICULTURE ON UP - AND - UP

Livestock, Cotton, Corn, Hay, Pecans, Fruit, Sweet Potatoes, Tomatoes, and Peanuts are Principal Products of This Sector

Climatic conditions are especially favorable and conducive to the growing of cotton, corn, hay and livestock in this sector which, as is well known, stands at top-notch in livestock, the records reveal. Sweet potatoes, Tomatoes and peanuts are abundant.

The soil is rich, and winter cover crops planted in the cold months of the year have greatly enriched the land in the past two or three years, according to information from experts living in and around these favored localities.

It is pointed out that the rainfall is ample, except in drought period, and according to some authorities, the earth remains sufficiently moist, even in periods of semi-drougth, to prevent serious damage to growing crops.

A high regard is had for C. P. Anderson, Secretary of Agriculture, the lamented Senator John H. Bankhead and others because of their outspoken interest on behalf of we farmers. This goes also for President Truman.

The demand for cheaper fertilizer is made by those living on dry farms, in fact, the need for the commodity has given new impetus to the demand for same at a lower price.

"Diversified agriculture is on the up-and-up," is the opinion shared by practically every person interviewed in the rural sections of the communities surveyed.

NOW IS THE TIME TO BUY ACCORDING TO BIZ CYCLE

Realtors Ready To Launch Big "Buy Now" Drive At Early Date

Commenting on land values in Cherokee, Smith, Rusk, Panola, Anderson, Van Zandt, Henderson, Sabine, Jasper, Nacogdoches, San Augustine, Walker, Shelby, Houston, Angelina, Newton, Tyler, Polk, Freestone, Leon, Trinity, Hardin and Orange counties, East Texas; and, Environs, representative realtors declare that the greatest opportunity for protection and profit presents itself today in the realms of real estate. Many attractive bargains are offered in these localities, they announce, and it is suggested that you capitalize your opportunity.

The development of this region together with the kindly consideration being given agriculture by the Federal Government can be cited as contributing factors to present day values, according to these human barometers.

"As we look back of the peaks and valleys in real estate values of by gone years," they told this writer, "a striking similarity presents itself."

About seven years of high prices and rents follow each period of building activity, and this is in the offing now. Every fundamental factor affecting real estate has already changed for the better. Prices are beginning to climb. Rents are on the upward trend. Building costs are going up. Vacancies are down to less than 5 per cent. Mortgage money is available and financing easier.

"Millions of dollars are waiting to finance loans on very liberal terms. Informed investors are buying. Follow their example," they said.

A spirit of optimism seemed to prevail among the several realtors interviewed in the territory surveyed. The feeling that the number of bona fide transfers of property will increase rapidly from now on was general.

In connection with this Business Cycle, and on behalf of the realtors and all others who have lands for sale in the East Texas area, definitely now is the time to buy in the opinion of this Commentator.

WHY NOT SUBSCRIBE?

The Jacksonville Journal, one of the youngest newspapers in Texas, and home operated local newspaper by continuous operation in the East Texas area has enjoyed many prosperous years, and has taken the lean ones with the best grin we could muster. We hope the remainder of 1947 will prove prosperous for all of us. A greater newspaper will be our effort toward making each year a happier and better one for all.

You have been very kind to us and we appreciate it. But we would like to number more of you as readers of this newspaper. Send in your subscription today.

Jacksonville, Tyler, Henderson, Rusk, Carthage, Crockett, Jasper, Newton, Pineland, Hemphill, Nacogdoches, San Augustine, Center, Lufkin, Woodville, Huntsville, Centerville, Corrigan, Groveton, Trinity, Kountze, Mauriceville, Sour Lake, Vidor, Wells, Alto, Cross Roads, Dialville, Ponta, Gresham, Bullard, Kirbyville, Doucette, Palestine, Frankston, Huntington, Bon Wier, Burkeville, Zavalla, Concord, Chireno, Chester, Garrison, Timpson, Patroon, Broadus, Laneville, Boxelder, Clayton, Edam, Neuville, Malakoff, Maydelle, Elkhart, Grapeland, Haslam, Mt. Enterprise, Swift, Martinsville, Jamesville, Little Chapel, Fair Play, Blachfield, McKnight, Tatum, Poynor, Brownsboro, Brushy Creek, Chandler, Grigsby, Mt. Herman, Holcomb, Gallatin, Douglas, Primrose, Lindsey, Teneha, Paxton, Prince, Gary, Harmony, Fairfield, Buena Vista, Woods, Meade, Nora, Waterman's Front, Flat Fork, McClelland, Harvey Creek, Black Jack, Bronson, Spradley's Ferry, Goodwin, Holly Springs, Hester's Grave Yard, Forest, Kilgore, Pierce's Chapel, Noon Day, Neches, Red Land, Moscow, Ashton, Wood Lake, Carmona, Apple Springs, Diboll, Kennard, Liberty Hill, Center Hill, Oakland, Coltharp, Athens, Forestville, Deweyville, Beech Grove, Magnolia Springs, Old Laurel, Cairo Springs, Village Mills, Beaumont, Salem, Trout Creek, Martin's Store, Butter Milk Run, Call, Bleachwood School, Sycamore, Frank's Grocery, Brookeland, Curtis, New Prospect, West Jasper, Joaquin, Shelbyville, Bell's Ranch, Appleby, Shady Grove, Appleby Junction, De Berry, Midgett, Panola, Nat, Whitaker's Store, Sacul, Reklaw, Flint, Whitehouse, Walnut Grove, Dowdyville, Troup, New Summerfield, Starville, The "Y" North Nacogdoches, Winona, Camp Fannin, New Harmony, Swan, Lindale, Sand Flat, Lovelady, Augusta, Jewett, Watson's Ranch, Marquez, Buffalo, Streetman, Corsicana, Hull, Silsbee, Renfro Prairie, Cushing, Beulah, Marshall, Overton and Port Arthur, as well as all other livewire communities throughout East Texas; and, Environs.

Enthusiastic For Cheaper Power, Lower Taxes, Better Roads, Schools And Churches

Trade Territory of Jacksonville, East Texas; and, Environs, Welcomes Desirable New People, Money and Industry

Expanded Development Through Use of Both Public and Private Funds Justified By Enormous Natural And Potential Resources

East Texas; and, its environs are now enthusiastically lined up in the energetic publicity advertising effort to promote cheaper power, lower taxes, better roads, adequate drainage, churches, schools and general public development, and to cooperate in the location of desirable new people, money and industry plus better production of all farm products, including live stock, milk, meat, eggs and all essentials for both man and beast.

The fact becomes known in the announcement that leaders in the communities of the East Texas area; and, its environs, have joined as sponsors of this huge publicity advertising effort. They have employed The Jacksonville Journal to carry on this publicity advertising campaign here.

In addition to the general distribution in the trade area, copies will also go to President Harry S. Truman, the President's Cabinet, members of Congress, senators and representatives, a select list of Chambers of Commerce, and to each of the governors of the states.

The natural and potential resources of the territory are exhibited to advantage and it is believed substantial good will come to all of the communities represented because of a quickened interest stirred up among our own people for forward strides and the attention hoped to be gained favorably abroad.

When it is considered that thousands of miles have been covered in making a thorough survey of the conditions in the above localities, it can be and is better appreciated as to the importance of this work.

Thruout the area traversed a quickened step is noted, a buoyant enthusiasm is observed for a more progressive development effort in all of the communities. Team work is accepted as the ingredient that will help to bring about the desired results.

New hope, courage and cheer radiate in the countenance of most of the folk, and better times generally for all of them seems assured. The lines of the depression are gone, a new day dawns for those who are courageously and ambitiously grasping the new opportunities that are multiplying in great numbers all about them.

In addition to promoting the natural and potential resources of each and all of the splendid communities included in this publicity advertising effort, quite a few of the underwriters of this campaign offer land for sale either for cash or terms—and your attention is called to these offerings.

Those seeking new locations, or who may be interested in buying land or other properties will find it to their advantage to investigate the opportunities offered thruout this region, and its environs. Same is true as to information desired, each and all of the underwriters of this publicity advertising campaign whose names appear as sponsors in the stories thruout this edition will be glad to acquaint you with the advantages of their respective communities, it is assured.

East Texas communities; and, their environs, are in for a new day. Each and all of the localities herein mentioned should and will progress in proportion to the efforts put forth by their leaders. In the opinion of this writer, citizens and tax payers generally have just cause to be proud of the blessings soon to come their way, it is believed.

As urged in another part of this issue, the subject of adequate drainage is a matter of paramount importance to all of the communities affected and it cannot be too strongly stressed. This also holds as to soil conservation.

Same is true too, as to the building and maintenance of roads, especially in the rural communities. Citizens and taxpayers out there in the country are just as much entitled to consideration and favorable attention as are those along the paved highways and in the towns and cities. Good market roads are essentially important to the convenient needs of the rural population. Indeed this writer as a pioneer in the cause of good roads insists that in due time every foot of public highway should be equipped with proper building and maintenance. More direct connections should be made as between given points to the main highways, and in this way expedite traffic and general public convenience.

Living in the country with city conveniences is the order of the day, and via the route of successful enjoyment of the things advocated in these pages should come the realization of a new day for all of our people.

Taking up the cause let it be said that the guage of battle for cheaper power, better roads, lower taxes, adequate drainage, location of new people, money and industry has just begun and, take it from us, the live wire leaders of each and all of the communities interested in this campaign will do yeomen service looking to the day when it all should be a blessed reality.

A general invitation of welcome is accorded all desirables to come this way; money and industry find most favorable advantages throughout this region. Come on, we'll be glad to have you!

Natural and potential resources abound in great riches hereabouts, the store of wealth being incalculable, it is pointed out.

In the main, crop conditions are good throughout the area surveyed. As an accepted fact, we farmers are among the biggest business men on earth, certainly we farmers are in the biggest business and because of this fact we deserve to succeed in every way possible. To that end the best of market conditions should always be provided for our products. And to make it more successful, we farmers need to have year round markets for

Continued On Page 2

PROGRAM OF WORK IS OUTLINED

Cheaper Power, Lower Taxes, Better Roads And Drainage Objects Of Future Efforts

Inspired by the need for development, the progressive communities of East Texas area; and, its environs, have united in an effort to promote the best interest of this part of the South.

The singleness of aim gives them the driving force needed to bring about a manifestation of their desires, declare prominent business and agricultural leaders in different parts of this favored sector.

Application will be made of the principle of "all for one, and one for all"; in other words the upbuilding and growth of all these enterprising communities, collectively and singly, shall be the purpose.

These communities are rich in natural and potential resources, a survey shows, and along with their development is planned a movement to bring about a reduction of taxes at least thru equalization if in no other way, an improvement in roads, enjoyment of cheaper power and adequate drainage of swamps, creeks and rivers.

Of foremost interest and concern among the people of these sectors, and their environs are: (1) cheaper power; (2) lower taxes; (3) better roads and (4) adequate drainage projects. Each person, whose name appears on the sponsor divisions of this publicity issue, has given permission to be quoted as favoring these benefactions, along with general community growth and development, including better production, featuring sweetpotatoes, tomatoes, strawberries, peas, meat, eggs, milk and live stock, cotton, peanuts and all farm products.

Plans are being formulated for a program of activity, embracing these four objects, and vigorously shall the people of the communities referred to in these pages work to effect them, according to the information received by this newspaper.

WE FARMERS DESERVE BETTER PRODUCTION ALL AGRICULTURAL PRODUCTS, AND LIVE STOCK

The powers that be should not be unmindful of the fact that we farmers in this part of East Texas, deserve and should have better production as to all of our livestock, wheat, peanuts, strawberries, sweet potatoes, tomatoes, meat, eggs and milk.

HEART OF AGRICULTURE, OIL, TIMBER, PEANUTS, PECANS, LIVESTOCK, INDUSTRY, SWEET POTATOES, TOMATOES, AND RICH DAIRY SECTORS

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FELDER BROS. LUMBER CO, RAY FELDER, 29; AND, GRADY M. FELDER, 26, OWNERS AND OPERATORS ESTABLISHED IN 1946, CARRY 20,000-FT. DAILY CAPACITY SAWMILL, AVERAGE 12,000-15,000 FEET!

110 H. P. Diesel Engine Furnishes Power for Felder's Lumber Manufacturing Plant, it is Observed; and, Each of the Young Men are Known to be Zealous in Both Their Desire and Ambition to Manufacture Nothing Less Than the Very Best of Good Lumber, and Market Always Waiting For It, They Affirm

Carrying Upward 100,000 Feet Standing Timber, Felder Bros., Make Known That They Are Always in Market for Available Timber Tracts; and, They Invite Purchase Negotiations Via Either Fee or Rights, it is Declared, Also Maintaining Cash Market for Individual Logs and Contract Timber Delivered to Their Skids

Felder Bros. Fine Young Friends Civic and Religious Progress; and, Enthusiastic Workers and Boosters on Behalf Future Public Development Cherokee County, East Texas; and, Environs, it is Known

Alto. — This Cherokee county sector, East Texas; and Environs, rejoices at the successful progress and prosperity of young men like Ray Felder, 29; and, Grady M. Felder, 26, owners and operators Felder Bros. Lumber Company, friends and neighbors attest. These young men are recognized as staunch friends and supporters of civic and religious progress in the Alto area, where they both live with their families, Ray being located few miles west of town; and, Grady established here in town. And, as to the future public development of Cherokee county, East Texas; and, Environs, both Ray and Grady Felder are known to be enthusiastic workers and boosters for the largest and best possible future public development strides, it is happily said of them, and each of them. Mrs. Myrtle Felder, native of Jones Chapel near Alto is the wife of Ray Felder, native of Cold Springs, Texas, and, senior partnership owner with his brother, Grady Felder in the active lumber company operations functioning under their names as Felder Bros. Lumber Company, the subject of this general community-wide story on their behalf; Alto, Cherokee county, East Texas; and, Environs, may it be said. Mr. and Mrs. Ray Felder are the parents of one son, Michael Ray Felder. Parents: John and Mrs. Edna Felder, both deceased. Parents of Mrs. Felder: Wiley and Mrs. Edna Black, both living. Ray and his family reside on their farm a few miles west out from Alto, while Grady and his family reside here in town, it is observed. Raised on the farm,, Ray says he has been in the farming and livestock production activity hereabouts practically all of his life; and, in 1946 he embarked into the lumber manufacturing business with his brother, Grady Felder, who is a native of Alto. The latter's wife, Mrs. Lurine Felder is also a native of this progressive Cherokee, East Texas; and, Environs community. They have one son, Jerry Wayne Felder. Grady is a son of the lamented John and Mrs. Edna Felder; and, his wife is the daughter of Luther and Mrs. Verna Allen, both living. Except for about 2-years in the U. S. N., during World War No. 2, Grady says he has spent the rest of his life thus far in the Alto community. He is also interested in farming and livestock production, he states; and, came into the lumber manufacturing picture with his brother, Ray Felder in 1946. Felder Bros. enjoy the distinction of owning and operating a good 20,000-capacity portable sawmill, powered by a 110-hr. pr. Diesel Engine, it is observed. Maintaining an average production of 12,000 to 15,000 feet rough lumber daily, Messrs Felder Bros. announce that their entire output is sold at wholesale. Carrying upward 100,000-feet standing timber, Messrs Felder Bros., invite opportunity to acquire additional timber tracts; and, also furnish steady cash market, it is assured by them for individual logs and contract timber delivered to their skids. Pay roll at Felder Bros. operations, both plant and woods carry from 25 to 30-men, it is ascertained, thereby establishing this young lumber manufacturing outfit as among the more substantial portable sawmill operations in this immediate area of East Texas; and, Environs, it is pointed out. And, be it also said on their behalf, that each of the Felder boys represent potent force among the younger and more representative operators in the great timber belt covering some 36-East Texas counties, upward of 20-of which are identified in this Special Edition, enjoying generous support and influence accorded by the Felder Bros. Recently Ray and Grady Felder added a new Ford truck to their fleet; and, in every way possible, it is known that they spare neither money nor effort when it comes to getting the job done favorable to good lumber production, it is established. Civic and religious progress thruout this part of Texas enjoy interest and energetic help of these splendid young men, it is pointed out; and, anent the future progress and prosperity of Cherokee county, East Texas; and, Environs, as a whole, no finer nor better friends, it is believed, are to be found anywhere than are the Felder boys, attest friends and neighbors: Keep your stride, Ray and Grady; your friends are proud of you and each and everyone, assuredly so, must be and are watching your climb onward and upward success ladder. In a word, therefore, may it be said that Felder Bros., and others like them are definite assets to any community; and, naturally Alto and this entire Texas area are interested in continued magnificent success and community leadership of these young men, it is opined; and, more power to each of you in all of your constructive activities, be it declared!

CHURCHES SCHOOLS PROGRESS

In Northeast Texas Area; and, its Environs

In our survey it was indeed refreshing to find the unanimity of sentiment favorable to churches, schools and general public development. It was found that in the main the people really crave within their own hearts better churches in which to worship, and improved school buildings in which to educate their children. Better roads, it is pointed out, lead up to all of these. Some of the communities have splendid school buildings but others are sadly neglected.

This is also true as to churches.

The people are thrifty, wide-awake and receptive to the right kind of leadership. The sponsors of this publicity advertising effort are proud to have the cooperation of the thousands of good people who are helping them to win constructive programs of community development.

Progress in all worth while directions is noted thruout this part of Northeast Texas.

The future is brightening up for the people as a whole, this writer believes, and by doing a little team work it is going to be much easier to shove the community load over the hill. All of us helping to get a big log up a steep hill illustrates our point. Coordinated effort is so much better than the single task movement.

Let the churches, schools and general public development have right of way in your community and all of these other things will be added unto you, it is pointed out.

GREETINGS TO SENATORS AND CONGRESSMEN

A waft of greetings to the 96 United States senators (less one) and the 435 (less three) members of the House of Representatives is made by this newspaper on behalf of its readers and the public.

This expression of good cheer is made at the request of the progressive citizens who have underwritten this publicity advertising campaign for their communities and whose names appear elsewhere in this issue of The Bowies County News.

Each member of the Senate and House will receive a copy of this issue; also copies will be sent to President Truman and the Governors of each of the 48 states, a select list of Chambers of Commerce; and, when, as and if each recipient receives and reads these pages, let him know that his efforts in the interest of America are appreciated by us who live in the South.

GREEKS. SWAMPS

(Continued from Page 1)

munities is money well spent. Therefore it behooves each and all of us to boost and work for this crowning effort—drainage, an outstanding need ror each and every community where it has been established. Flood conditions prove to be a menace to both the public health and property.

Congressional and other public appropriations should be rigidly encouraged at the proper time in future to the above desideratum. All shoulders to the wheel now and let's push the load over the hill; plus successful soil conservation!

Business and Professional Leaders Aid Progressive Neighbors

(Continued from Page 1)

all of our surplus products. Live stock and vegetable markets should combine with those for cotton, et cetera so that instead of having a surplus going to waste we might have the benefit in better cash positions.

Meeting the public by the thousands, this writer gives it as his definite opinion that a new day holds for the good people throughout this region. In this same conservative opinion it is also his mature belief that within the next five to fifteen months much of the program sought on their behalf shall have been forthcoming, but it is going to require team work, much of it, boosting, cooperation and putting of the best foot forward at all times. Positively the knockers will have to take a back seat and stay there. They will get nowhere unless and until they first join the optimists, progressive doers and community builders.

In unity there is strength in selling communities to the outside world. Yours is no exception to the general rule, and the fact that your community is among the best is evidenced by the fact that you live there. You want it to be a better place, and that's why the underwriters of this publicity advertising effort have undertaken to make it that and more. Give them your support, rally to their leadership and help them to help you. Patience ceases to be a virtue when it is known that the time has arrived for concerted action and team work. Like rolling a big log up a hill, the job can be and is more easily accomplished when we all take a hand instead of standing by and allowing the few to attempt the task. Let's make community building an easy and pleasant task via the route of coordinated effort.

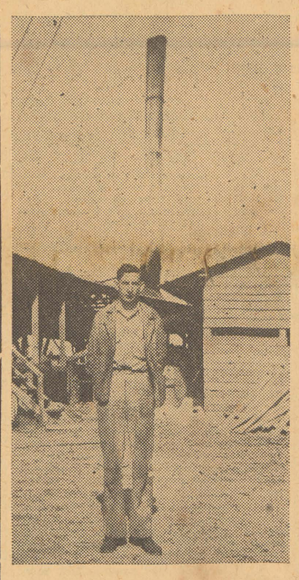
Naturally and foremost Northeast Texas; and, its environs, should capitalize their opportunities as presented in this program intended to benefit both directly and indirectly.

Each and all of the sponsors or underwriters of this publicity advertising campaign take pride in helping to make of their respective communities a better and happier place in which to live and do business.

W. J. Franklin Lumber Company, James Franklin, 21, Manager, Devoting Principal Time To The Operation Retail Yards In Palestine; Firing Up Mill Only Special Work

For 20-Years This Well Known Business Institution Has Served Neches And Palestine Sectors Anderson And Cherokee Counties, Mr. Franklin, Points Out

Palestine. — W. J. Franklin Lumber Company, James Franklin, 21, Manager, represents an old established business in its classification, it is affirmed; and, according to young Mr. Franklin, his father's company has been in operation upward 20 years at Neches and Palestine, thereby having rendered long and conspicuously good service to friends and the public in these sectors of East Texas; and, Environs, it is declared. Mr. Franklin Jr. is a native of Pefcilla, Texas, where his pretty young wife, Miss Elwanda Franklin was also born, he says. Parents: W. J. and Mrs. Lula Franklin, both living. Parents of Mrs. Franklin: Chester and Mrs. Nora Hopper, both living. Presently, Manager Franklin says he and his father are devoting most of their time to the operation of their retail lumber yards in Palestine; and, that their 15,000-capacity sawmill and Planer with capacity 30,000-feet lumber each daily are fired up only occasionally, their commercial sawing having temporarily ended in 1946, he states. When the plant is now fired up, Manager Franklin says it is to work up some special lot of lumber and/or accommodate someone in dire need, so to speak, to have some timber put into the finished product. It is affirmed that at their retail yards in Palestine, prospective home owners and builders in general may obtain all the building materials they may need from foundation on thru to complete lock and key job, it is declared; and, your business is appreciated by the Franklins, it is made known; and, they genuinely invite opportunity to serve others, it is pointed out. In the past, as at present Young Franklin reveals that his father and himself maintain a substantial pay roll both here and in Freestone county, their planting and ranching efforts being prosecuted out there, while their retail lumber and building materials business is conducted here in Anderson county. On behalf of himself and his father, Manager Franklin has subscribed of his support and influence to help boost and work for the civic, religious and general public development thruout the whole of East Texas; and, Environs along the constructive programs advocated in the instant newspaper publicity advertising effort.



James Franklin, manager W. J. Franklin Lumber Company, Palestine, Texas, home of retail operations.

William James Shaver, 39, Said To Be One Of The Busiest Manufacturers Good Lumber In The Brownsboro, Henderson County Area of East Texas; And, Environs

Mr. Shaver, Native Son Of His Brownsboro Community, Affirms That He Is Happy And Glad Of Opportunity To Help Work And Boost Vs. Future Public Development Hereabouts And Thruout The Whole Of East Texas, He Affirms

Brownsboro. — William James Shaver, 39, is another of the active young manufacturers of lumber in this area of Texas, where he operates a portable saw mill carrying 6,000 feet rough lumber daily capacity, he states, cutting both pine and hardwood, it is observed. His output goes at both wholesale and retail, he states. Having been raised on a farm, Mr. Shaver says he went into the timber business in 1939; and, established his mill in 1942. Employing 12 to 15 men, Mr. Shaver says he's always in the market for good lumber. An outstanding possession enjoyed by Mr. Shaver and his family is his modern 7 room house, owned and occupied by himself and family. Mr. Shaver says he enjoys the distinction himself of having cut the lumber employed in modernizing and building his home; and, naturally, therefore, he has a right to be proud of his nice achievement, which indeed and infact is nothing short of a real accomplishment for his Brownboro area, where he was born. His wife, Mrs. Bannie Shaver is also a native of the local community. They have five (5) children: Geairl Shaver, 20, out of U. S. Infantry after World War No. 2; Miss Coques Shaver; Cleburn Shaver, 17; Misses Corene and Amanda Sue Shaver. Parents: Curb Shaver, deceased; and Mrs. Lena Shaver, living. Parents of Mrs. Shaver: John and Mrs. Jane Edwards, both deceased. Back there 8 years ago when he started his timber experience, he says he was working for others; and, since branching out to manufacturing lumber on his own account, he has endeavored to maintain for himself the same conscience stride he employed for others; and, he says he finds it pays off in the manufacture of good lumber, he affirms. Mr. Shaver says he and his whole family are friends and supporters of the churches and schools; and, that on behalf of all of them, including himself, he is glad of opportunity to go along with others helping to boost and work for the general future public development of all East Texas; and, Environs, he declares.



W. J. Shaver, lumber manufacturer and communitl Booster, Brownsboro, Texas.



Felder Bros. Lumber Company, Ray and Grady M. Felder, owners and operators, Alto, Texas, represents one of the outstanding lumber manufacturi ng units of its kind in this area of East Texas; and, Environs, it is pointed out. Messrs. Felder Bros. m ay be observed standing above (top); and, bottom, is shown one of their sawmill operations out fro m Alto. Roy Felder is standing near center of bottom picture, which also exhibits part of their mod ern sawmill and piles of manufactured lumber.

Jacksonville Fertilizer Plant To Utilize Dangerfield Ammonia, Giving Cherokee County, East Texas; and, Environs Plant Double Capacity

Important Announcement Comes Out of Washington of Good Fortue Accruing to Fertilizer Users, Thanks to Mr. Killingsworth and Associates

Jacksonville.—The daily production of 100 tons of fertilizer now being turned out by a local firm will soon be doubled as result of an arrangement which has been made with the Lone Star Steel Company to obtain sulphate of ammonia from the latter's plant at Daingerfield.

Announcement of the agreement, made through the Washington office of Congressman Tom Pickett and reported by the Associated Press will enable the Jacksonville Fertilizer Company to obtain all of the Daingerfield plant's production of sulphate of ammonia duction made possible through the cooperation of the Lone Star Steel Company officials.

"Some portions of it, however, which amounts to 30 tons daily.

Construction work on the Jacksonville plant which will enable it to increase its production is already underway. The plant, which has been in operation here for approximately eight years, is operated by Owen Killingsworth of Athens, and J. T. Carlisle of Opelousas, La., and Palestine.

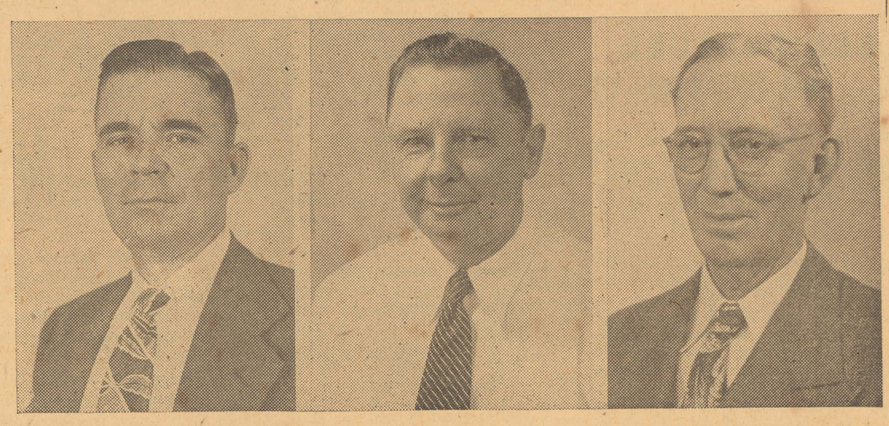
The name of the plant will be changed in the near future from the Jacksonville Fertilizer Company to Carlisle and Killingsworth Brokerage Company.

Killingsworth, in a statement released through Congressman Pickett's office, said:

"Our section of the state will receive the benefit of practically all of the increased fertilizer production and everyone, assuredly so, must be and are watching your climb onward and upward success ladder. In a word, therefore, may it be said that Felder Bros., and others like them are definite assets to any community; and, naturally Alto and this entire Texas area are interested in continued magnificent success and community leadership of these young men, it is opined; and, more power to each of you in all of your constructive activities, be it declared! will be distributed in Louisiana, Arkansas and Oklahoma."

The contract will run for three years. The arrangement was the outgrowth of conference held in Washington by Killingsworth, Carlisle and Jack T. Life, of Athens, their attorney, with Dr. George Anderson, vice-president of the Lone Star Steel Company.

Owen Killingsworth, prominent young business man and industrialist is receiving both commendation and congratulations from his friends and the public at the good news having to do with his deal with Lone Star Steel Company. Please turn to Page No. 73 this Special edition of The Jacksonville Journal carrying a page, and more, anent Mr. Killingsworth business activities.



Pictured above are left to right: Dave Williams, Sr., C. C. Elliott; and, J. B. McKnight, of Gould Monument Works, Jacksonville, Texas. Messrs Williams and Elliott are owners of the business. Mr. McKnight is office manager and bookkeeper for the organization. Please turn to pages 79 and 80 of this Special Edition of The Jacksonville Journal for more general information about Gould monument Works, its owners and, or services it has to offer.



STOP! LOOK! LISTEN! ! ! !

JUST A MINUTE, PLEASE!

The names of the sponsors who have made possible this issue of the Jacksonville Journal invite your attention to the wealth of information carried in these pages, the purpose being to acquaint you with the past, present and future of the East Texas trade area; and, its environs, together with their communities. The underwriters of this huge publicity effort are your friends, and you are urged to cooperate with them in a general up-building of this entire part of the South, a good place in which to live and do business.

Copied from an original at The History Center, Diboll, Texas. www.TheHistoryCenterOnline.com 2015:010

MRS. HELEN K. THOMPSON, 72, CHARMING PERSONALITY, RICH IN THE GRACES OF GOD'S ENDOWED BEAUTY OF NATURE WHOLESOMELY ALERT ON BEHALF OF THE FINER AND CULTURAL SIDE OF LIFE

Widow of the Lamented J. Lewis Thompson, Founder of an Empire of Sawmill Activities in East Texas; and, Environs, Mrs. Thompson Presently is Giving Substantial Attention to Endowing 7,000 Acres Lands As Definite Future Security For Her Children, She Makes Known

In Commercial World, Mrs. Thompson Owns and Operates What is Believed to be One of the Largest Poultry Ranches in the South, Her Permanent Stock Averaging Around 25 Thousand Head, She Says; and, With a Weekly Turn Over Growth of 10 Per Cent or 2,500 Head Each and Every 7 Days

Modern Show Place Home With Beautiful Lake and Gorgeous Landscape Surroundings Owned and Occupied by Mrs. Thompson at Wood Lake, She Also Having Developed and Sold Upward 70 Homes in This Trinity Sector, East Texas; and, Environs, Records Establish

Wood Lake. — Mrs. Helen K. Thompson, 72, widow of the lamented J. Lewis Thompson, who was founder of a lumber manufacturing empire during his life time, it is known, in this area of Texas, continues as the beloved Mother of Wood Lake sector of Trinity and Polk county areas of the Lone Star State of Texas, so many have been her public benefactions, saying nothing for her able stride in magnificent private and public development undertakings, it may be observed and ascertained from information. Sweet and lovely; gentle and tender in all that she says and does, Mrs. Thompson is truly a most unusual Christian character, friends and neighbors attest. Owning and occupying modern show place home wtih lake and gorgeous landscape surroundings, Mrs. Thompson is admittedly a leader in the civic and religious life of this part of Texas; and, in a material way she is known to be a power for good in all worth while constructive activities having to do with the general upbuilding of her community; and, its people, may it be assured. Definitely one of God's chosen creatures, Mrs. Thompson is an inspirational blessing in all circles wherever she may move and do, it is declared. Modest and retiring of disposition, Mrs. Thompson graciously presides over her great possessions with the view of using them unto the glory of God and the well being of mankind, deservedly it is said of her. Possesssing upward 7,000 acres land hereabouts, Mrs. Thompson announces that she is endowing this property to the future security of her children and grand children; and, in the commercial world she is believed to be owner and operator of the largest Poultry Ranch in this part of the South, records establishing a stock of 25,000 head plus an average 10 per cent weekly growth turn over and/or 2,500 head. Col. J. Lewis (Mrs. Camille) Thompson Jr. who was in U. S. Artillery during World War No. 2; and, Lieut Commander Ben F. (Mrs. Fredrika) Thompson, U. S. N., also during World War No. 2 are sons of Mrs. Thompson. Others in the family include J. Lewis Thompson III; Misses Almeria; Helen and Kay Thompson. Native of McKinney, Collin county, Texas, Mrs. Thompson's deceased husband, she says was a native of near Kilgore, Gregg county, Texas. He passed away in 1938. Except for 20 years in Houston, Mrs. Thompson states that the remainder of her life has been spent mostly thus far in East Texas, with home here at Wood Lake, recalling that it was 1898 (year of the Spanish-American War) when she and Mr. Thompson were married; and, that same year, she points out they established their home at Wood Lake. That was just 49 years ago, her brilliant mind flashed; and, oh so many things have transpired in that almost half century, she beamed! Mr. Thompson was a pioneer timberman and manufacturer of lumber during his life time, his local mill have been moved to New Willard, Polk county; followed by his erection of four other mills: Trinity; Doucette; Sour Lake and Wood Lake. Presently the mills at Trinity and New Willard continue to be tops in the great Texas Long Leaf Pine combination and in which she continues to be a major stockholder, it is known. Mrs. Thompson's home and all of its surroundings present a magnificent show place from every viewpoint and in all of its wonderful appointments, it was the privilege of this Commentator to observe. All improvements are modern, the landscaping of the best and most attractive growth and arrangement, be it said. Mrs. Thompson also maintains her own private office for the transaction of all business separate and apart from her home and other buildings on her home premises. Jersey milk cows presently are featured by Mrs. Thompson on her ranch, she having sold off her beef cattle she states. Anent her huge poultry farm, strange as it may seem, Mrs. Thompson announces that this great weekly output of poultry is sold principally within a 45 miles radius of Wood Lake. Broilers and fryers are featured in her poultry flock, it was made known. Mrs. Thompson announces that she would consider leasing her land empire for prospective oil development; and, that otherwise there are ample sources of income from her property that makes it an ideal set-up; and, so do we all! Timber harvesting along scientific lines is employed, Mrs. Thompson points out as a means of definitely perpetuating financing of her great estate. Civic, religious and general public development interests thruout this Texas area are known to have a staunch good friend in Mrs. Thompson, one of her outstanding achievements that turned into an actual accomplishment, proved to be development by her of a nice Wood Lake sub-division, where she erected and sold upward 70 modern homes in addition to havprovided an dozen or more homes for her employes, it is recorded. These 70, or more homes were sold to local home owners, Mrs. Thompson announces; and, it was thru her efforts that the area was able to secure and enjoy modern home conveniences. Thus a monument to public service stands here in honor of Mrs. Thompson, who is known to go about all of her major undertakings in a most unassuming maner, so gracious, considerate and kind is she to everyone, it is attested. She employs tractor in the operation of her plantation lands, it is observed; and, may Mrs. Thompson live out her first century of life on this earth, and then employ happily and usefully as many of another 100 years as she may. God bless you, Mrs. Thompson, now and always!

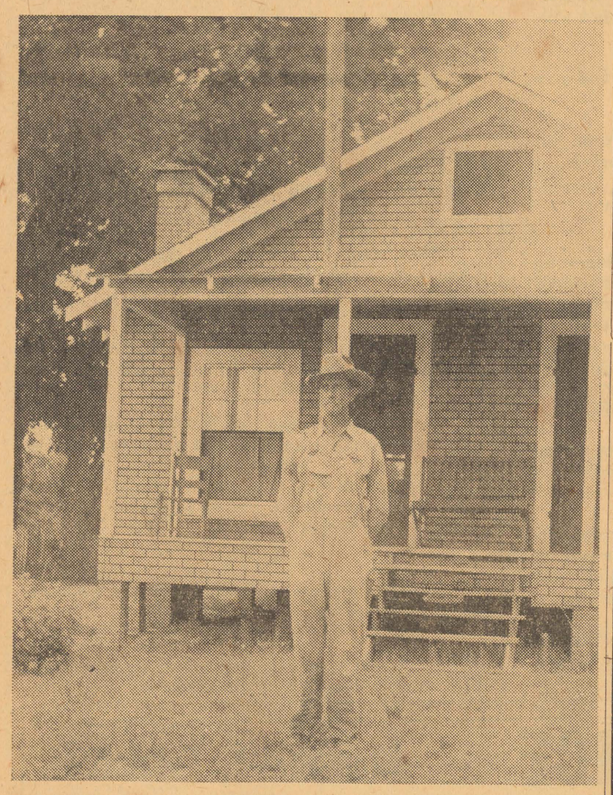


Pictured above is the lovely home of Mrs. Helen K. Thompson, Wood Lake, Texas. Top picture shows the home enlarged, while the same home appears minimized near lake below. The whole setting is so gorgeously beautiful that the landscaping is awe-inspiring.

CADER (BUD) NEWBERRY, 49, SAID TO BE ONE OF LARGEST PRODUCERS OF LIVESTOCK, CATTLE AND HOGS, IN HIS NEWTON COUNTY SECTOR EAST TEXAS; AND, ENVIRONS, AFFIRMED

Swine Herds of Mr. Newberry Reportedly Placed in Number at Between 500 and 1000 Head Annually, While 25 to 40 White Face Cattle are Handled by Him, it is Related

Sycamore. — It has remained for Cader (Bud) Newberry, 49 to be known as the outstanding livestockman of this Newton county area of East Texas; and, Environs, it is pointed out. Carrying 25 to 40 head of White Face Cattle, Mr. Newberry states that his 'long suit' so to speak comes in the production of good swine herds, his annual sale of hogs running anywhere from 500 to 1000 head, Mr. Newberry makes known. The 'woods are just full of 'em', he declares; and, that he gets a big big kick out of their production so as to do his part toward helping feed the hungry world. Good bacon and other fine meats come from the Newberry hogs, patrons and friends attest, it is known. Native of this community, where he says he has lived all of his life thus far, Mr. Newberry says he is proud of the opportunity to have a part in boosting and working for the future public development of Newton county as a whole; Sycamore in particular and East Texas; and, Environs specifically. His wife, Mrs. Willie Newberry is a native of Shelby county, Texas. They have two daughters; Mesdames Marjorie (Jas. M.) Whitman; and, Anita (Norman) Woodside. Michael Woodside, 8 months old at this writing, is the handsome little grand son of Mr. and Mrs. Newberry, he happily announces. Parents: Cader and Mrs. Anice Newberry, both deceased. They were both natives of Georgia, Mr. Newberry states. Parents of Mrs. Newberry: William Harvey, living; and, Mrs. Ella Harvey, deceased. Mr. Newberry says that his grand mother lived to be 103 years of age; and, that he offers this fact as testimony that his family ancestry dates back more than 100 years. Mr. and Mrs. Newberry reside on their 30 acres home estate out from Burkeville and/or Sycamore, where unlimited open acres or free range serve their livestock production needs, Mr. Newberry states. Said to be one of the largest swine producers in this Texas area, Mr. Newberry emphasizes the fact that he is not content with anything production less than the very best in his herds, he maintains; hence, his constant stride to keep his hogs in good health, progessively sound and producers of good sweet hog meats, he declares. Hampshire and general herd breeds are carried in Mr. Newberry's swine production, it is observed. Both local and general markets are patronized by him, it is learned. In his public relations, Mr. Newberry has served both as school trustee and road overseer; and, it is known that both he and his wife are good friends and supporters of civic, religious and public development efforts thruout this Newton county area, it is affirmed. As a side line, it is truly believed that Mr. Newberry produces some of the best and/or more prolific corn in this part of Texas, some of his stalks carrying from 1 to 11 ears, he makes known. Having made his way from the bottom up, Mr. Newberry says naturally he is proud and happy to be still living on the old home place, a very dear and sacred spot to him and his family, he assures. Going along with other able and progressive Sponsors, Mr. Newberry has subscribed of his support and influence toward the tremendous success enjoyed by this newspaper publicity advertising effort boosting and working for the future development of the natural and potential resources of East Texas; and, Environs, along lines advocated in this Special Edition, it is pointed out. More power and success to you, Mr. Newberry!



Cader (Bud) Newberry, ranchman as to both cattle and hogs may be observed above standing in front of his home, Sycamore, Newton county, East Texas; and, Environs. Mr. Newberry has the reputation of being the largest swine producer in his Texas area, it is declared.

C. L. Howell, 37, General Concrete Contracting, Operating Out Of Elkhart And Palestine, Anderson County Sector E. Texas; And, Environs, Says He Is Busy

Except For 5-Years In U. S. A. 3-Years With Texas Refining Company, Mr. Howell Says He Has Lived All His Life Thus Far In His Native Sector Of Lone Star State Of Texas

Elkhart and Palestine. — Participating and cooperating along with other progressive Sponsors thruout East Texas; and, Environs as a whole, C. L. Howell, 37, owner and operator C. L. Howell General Concrete Contracting, Elkhart and Palestine sectors of Anderson County, East Texas; and, Environs has subscribed his support and influence toward the success of this Special edition, which is dedicated to the future public development of this favored Texas area, it is affirmed. Native son of Anderson county, except for 5-years in U. S. A., and 3-years with Texas Refining Company at Port Arthur, he has spent his entire life in Anderson county, where he was born. Mrs. Mary Ellen Howell is the wife of Mr. Howell, the two of them having four children: Martha; Lanette; Bennie Ruth; and, Chas. L. Howell Jr. Parents: C. M. and Mrs. Bennie Howell, both deceased. Parents of his wife: Mr. and Mrs. John McCann, both living. In addition to assignments mentioned above, Mr. Howell states that he has performed other public works services, but that nothing pleases him more than to be back home and always kept busily engaged doing general concrete contracting work. It was in 1936, Mr. Howell recalls when he first established his plant, starting with one (1) Form comparable to Fifty (50) or more Forms now. Mr. Howell features the manufacture of well curbing; cement septic tanks; foundation blocks; all yard tables; road tile; culvert tiles; and, practically every known concrete general construction, he emphasizes. Declaring that his sales market extends to the whole of East Texas; and, beyond, Mr. Howell insists that he maanufacturers a good product and that he is able to sell cheaper because he possesses the 'KNOW HOW' in his line of work; and, that his pay roll is distributed only among men who can do the work right and do it now. He points out that he does a lot of accommodation work; and, in order to better accommodate his ever expanding business, a new building 50x100-feet is the answer. Churches, schools and general public development are known to share in the support and friendship of Mr. Howell, it is assured.

Elvin Smith, 48, Native Son Beech Grove, Jasper County, East Texas; And, Environs, Known To Be Making Good Both As Farmer And Ranchman, Declared

Buying, Selling And Producing White Face Cattle, His Herd Carrying 1-Male Said To Be Principal Hobby With Mr. Smith, It Is Affirmed

Beech Grove. — Elvin (Mrs. Julia) Smith, 48, native son enjoys the distinction of having lived here all of his life thus far; and, that in tilling his 50 acres of land plus buying, selling and producing White face cattle, his herd possessing 1 male, it is observed, he says he is always busy and everlastingly at it all the time for the improvement of his property, his community; and, its people, it is declared. Mr. and Mrs. Smith have no children. Parents: Willie and Mrs. Sudie Smith, both deceased. Parents of Mrs. Smith: Wesley Smith, living; and, Mrs. Jessie Smith, deceased. Mrs. Smith is also a native of Texas. Owning and operating 50 acres land, grown to the production of general crops and livestock, Mr. Smith says he gets a real kick out of life by trying to extract every ounce of joy out of it with the passing of each and every day. This comes in rendering a maximum of service, he affirms. His White face cattle herds usually run around 50 to 60 head, he reports, both local and general markets being patronized, it is ascertained. Mr. Smith prides himself in the fact, he says, that presently he lives within less than a half mile of where he was born; and, nothing would please him more than to see his part of Jasper county ultimately come into its own out there in future, he declares. In the civic and religious life of their community, Mr. and Mrs. Smith are known to be staunch friends and supporters; and, in the instant effort to help publicize more widely the natural and potential resources of this Texas area, Mr. Smith has subscribed of both his support and influence along with others to promote the best interests hereabouts, it is known.



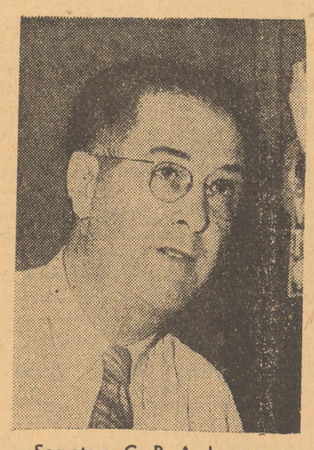
Elvin Smith, above, is well known planter and livestockman at Beech Grove, short distance out from Jasper, Texas.

FRIENDS OF THE SOUTH



President Harry S. Truman

"I am asking you to join in a great Cause—a Cause that goes deeply into the things that make life worth living."
Franklin D. Roosevelt



Secretary C. P. Anderson

Acknowledging Our Debt of Gratitude!

We, the people of East Texas; and, its environs are grateful indeed for the kindly interest that the nation's chief executives have taken in the South. Their program of development of the gigantic resources of Muscle Shoals and the Mississippi Valley regions is a strong evidence of that interest. It has ushered in a new era and vigorously are all of us striving to realize on the multitude of new opportunities. President Truman and Secretary of Agriculture Anderson are our friends and we are theirs!

NAMES OF SPONSORS APPEAR ELSEWHERE IN THIS ISSUE OF THE JACKSONVILLE JOURNAL
BUY U. S. SAVINGS BONDS AND STAMPS—PRODUCE ALL FOODSTUFFS!

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The Jacksonville JOURNAL

Jacksonville, Texas
Published Every Friday at 306 East Commerce St.
John A. Templeton .....*Editor and Owner*

Entered as second class mail matter at the Post Office in Jacksonville, Texas under the Act of Congress of March 3, 1879.

Subscription Rates Payable in Advance, One year, in Texas $1.50; Six months, in Texas $.85; One year, outside Texas $2.00; Six months, outside Texas $1.00.

Successor to The Jacksonville Daily News. Absorbed The Cherokee County Chief in 1935.

In the Heart of East Texas' Greatest Timber, Agricultural and Livestock District

Any erroneous reflection upon the character, standing, or reputation of any pesron, firm or corporation which may appear in the columns of The Journal will be gladly corrected if brought to the attention of the Management.

DISTRIBUTION OF THIS ISSUE 10,000 COPIES

Boosting and Working for Cherokee, Smith, Rusk, Panola, Anderson, Van Zandt, Henderson, Sabine, Jasper, Nacogdoches, San Augustine, Walker, Shelby, Houston, Angelina, Newton, Tyler, Polk, Freestone, Leon, Trinity, Hardin and Orange Counties, East Texas; and, Environs for Cheaper Power, Lower Taxes, Better Roads and Adequate Drainage.

Representative Leaders Co-operate to Make This Newspaper Publicity Advertising Effort Magnificent Success.

Boost, Work and Put for your Home Community.

General Distribution of This Issue of The Jacksonville Journal Includes Copies to President Truman, Members of Congress, Governors of States, Select List of Chambers of Commerce Thruout the Nation; and, Other Strategic Destinations.

MEMBER 1947
TEXAS PRESS ASSOCIATION

THINGS WORTH STRIVING FOR

1. First Class Youth's Center and All Year Round Recreation Program.
2. More paving and re-paving of streets and roads; better markets, increased production essential foods, especially milk, meat and eggs.
3. Lower taxes and utility rates.
4. Increased pay rolls, industrial particularly.
5. More paved roads thruout East Texas; and, Environs.
6. Future development of this entire part of the South.
7. Building and Sraightening of all Highways.
8. Industrial expansion; and. a Public Health Unit for Every East Texas County!
9. Municipal Museum.
10. Unit System for County Roads.
11. Soil Conservation; Prevention Forest Fires; and, Adequate Drainage.
12. Diversified Farming and General Public Development.
13. Central Free Public Library in every East Texas County.
14. Central Farmers' Market for Every Central Town of Sufficient size to Support Such an Enterprise.
15. Master Plan of Development for every town with a Population of 2,500, or More.

Jacksonville, Texas, Friday, November 14, 1947

ENTHUSIASTIC GREETINGS TO YOU FROM REPRESENTATIVE SPONSORS—

The Jacksonville Journal today presents its special edition of one hundred seventy-six pages in a distribution of ten thousand (10-000) copies including those to go to President Truman, the members of Congress, Senators and Representatives, Governors of States, and a select list of Chambers of Commerce.

The issue is replete with cheerful greetings and buoyant messages from representative leaders who are sponsoring this huge publicity advertising effort for the East Texas trade area; and, its environs.

Thousands of miles were covered in making a survey of these communities for information suitable for this edition. and to secure the cooperation of the sponsors whose names and stories appear elsewhere in this issue.

A reading of the pages herein boosting the natural and potential resources of this rich section of the Lone Star State of Texas; and, also, of the stories and write-ups of the individuals and concerns should and will interest you.

Congratulations and best wishes are extended to the progressive and wide-awake sponsors, and commendation as a whole goes to the energetic population of East Texas; and, its environs.

Better times are ahead for you!

READ WHAT UNDERWRITERS OF THIS CAMPAIGN HAVE TO SAY OF THEIR COMMUNITIES—

East Texas; and, its environs, greet you today with an one hundred seventy-six page edition of The Jacksonville Journal, in which is emphasized the best they have to offer in the way of natural and potential resources and opportunities. You are invited to read what the underwriters have to say about these communities, and your cooperation is also invited and urged to help them realize their ambition for cheaper power, lower taxes, better roads, adequate drainage; and, soil conservation.

Good roads lead to better churches and school houses. Cheaper power lightens the burdens of home drudgery. Lower taxes encourage better citizenship, and adequate drainage will save the day for both the public health and prosperity. The aid of all these blessings is encouraged for this entire area, and its environs.

ADEQUATE DRAINAGE GREATLY NEEDED IN FUTURE THROUGHOUT EAST TEXAS

A survey just completed of conditions generally thruout this sector of East Texas; and, its environs, and other localities, finds that perhaps the most serious relief needed is that having to do with adequate drainage of swamps, creeks and rivers on a larger scale in future, plus road improvements.

In the opinion of this writer it is better to proceed along general lines in an effort to secure aid than to confine efforts just to one project. What we need is more money for all legitimate purposes. Team work and a spirit of cooperation will work wonders toward the end desired.

Therefore let us all put our shoulders to the wheel and help push the load over the hill; for it is known of all men that adequate drainage is important to the preservation of both public health and property.

Write your Senators and Congressmen and urge their cooperation and help more than ever in the future. Now's the time to act!

BETTER ROADS, LOWER TAXES AND CHEAPER POWER ESSENTIAL TO COMMUNITY GROWTH—

The public pulse is unmistakable. It stands four square for cheaper power, lower taxes and better roads. Next to this, and probably it should be incorporated first, is the matter of adequate drainage of all swamps, creeks and rivers, more extensively.

Essential to the public welfare is the necessity for all of these public projects, and to our way of thinking they cannot come too quickly.

Like rolling a big log up a steep hill, we can all perform the task collectively easier than to trust to ourselves alone. Simple illustration but it paves the way to a better and safer understanding of the needs of the hour.

Let's get together, work together, put together and do things together so as to make sure of these accomplishments.

Achievements come easily when we all do our bit, and if there ever was a time for community unity in this and all other communities it is now! Hence, accomplishments!

Yes, if you please—cheaper power, lower taxes better roads and adequate drainage!

REMAINDER OF 1947 FULL OF PROMISE, HOPE, FAITH, AND AMBITION TO MAKE OUR AREA MORE PROGRESSIVE AND PROSPEROUS

There are 254 Counties in Texas. Cherokee, Smith, Rusk, Panola, Anderson, Van Zandt, Henderson, Sabine, Jasper, Nacogdoches, San Augustine, Walker, Shelby, Houston, Angelina, Newton, Tyler, Polk, Freestone, Leon, Trinity, Hardin and Orange counties; and, their environs, greet the remainder of 1947 with a generous attitude; for, to our way of thinking, the next twelve months are full of promise, hope and genuine faith that many of our energetic ambitions for general public development out there in the future will not only be realized, but that programs of achievement and accomplishment should and will surpass our fondest dreams. The time is just right, in our opinion, for this favored sector of the Lone Star State, to go forward; and, to that end we invite our readers and the public generally to grasp their opportunities and make the best of them. A great many communities in the area offer ideal industrial sites, and it is believed that with the proper leadership on the part of our community builders considerable new pay rolls should be brought within the area. Assuredly we aren't overlooking the importance of our oil industry and timber; nor of live stock production efforts and general farming. Location of new people, money and industry; improved market conditions; better schools and churches; increased production of all farm products, including livestock, milk, meat, eggs and all essential foods for both man and beast; better roads, lower taxes, cheaper power and adequate drainage programs as advocated in this special edition of The Jacksonville Journal are most timely efforts for the future, and each and everyone of them meritoriously deserve and should have your wholehearted support and influence toward their realization at the speediest date possible. Let's all get together and carry the good work on to its best success. The sponsors of this publicity advertising effort have paved the way for East Texas; and, its environs. They have made a fine start and we are in favor of going right along with them in their worthy constructive efforts. Join with us and help make of this new opportunity a successful determination for the remainder of 1947, and, the years to come!

Let's make several community touchdowns, and then kick the goal with a noise loud enough to be heard

East Texas; and, its environs, like all of the progressive communities throughout this favored sector, deserve and should have that kind of substantial boosting that will speedily restore it to the active days of other years.

What has become of your town builders? Isn't it about time they were reassembling and start things upward again? We think so. This and other communities are busy for the future.

In the main, most folk are for churches, schools and general public development.

We favor 1947 streamlined community development. Yours is no exception to the rule. Hence, let the model be of the latest design. Best workmanship and proud reality. It's time for your community to go over the top.

Boost, work and put for the community that is giving you support.

Memphis, New Orleans and St. Louis are great cities, but your community is entitled to the benefits of first development. Mystery to us indeed why others have passed up all these good years to give this and your community some constructive and substantial boosting. Let's get the Dallas, Ft. Worth and Houston enthusiasm!

Now's the time to start East Texas and your community on the up-grade.

There's no such thing as sitting still as a community. You either go forward or backward.

Successfully sell your community to the outside world thru constructive publicity advertising.

FRIENDLY COMMUNITY RIVALRIES WILL PRODUCE COMMUNITY WIDE DEVELOPMENTS HEREABOUTS—

It was a fine day when the progressive communities of East Texas; and, its environs, came together thru their enterprising and representative leaders for advancement in all worthwhile undertakings. This is evident and quite true as reflected in the spirited rivalries, developed as between the many different communities. These and other localities are waking enthusiastically to their opportunities. As a result the future promises much in the way of community-wide development hereabouts, definitely so!

Anything that will encourage and actually bring about local public development deserves and should have the support and influence of each and every right thinking individual.

Coming to think of it, there isn't a better place on earth in which to live and do business than your own sector. All it needs is boosting, working and putting to bring out its best advantages

Make it so interesting and attractive for new people, money and industry that all three of these blessings will help to build this and other communities to their largest and best proportions henceforth.

This part of the South extends a cordial invitation to the world to make yourselves at home here.

Live-wire communities thruout this area have a better day coming to them in the future; hence living in country with city advantages is soon to be common with all of us who cooperate in helping to bring about such a blessing.

And so, from the heart, the enthusiastic sponsors of this huge publicity advertising campaign say to the rest of you: "Thank you and God be with you till we meet again," summing up the sincere feelings and desires of a progressive citizenship generally for better times, more abundant blessings from on High; and, too, emphasizing the spirit of the brotherhood of man. The rest of the world will find here a mighty fine place in which to live and do business by all desirables.

ALL FARM PRODUCTS, ESPECIALLY MEAT, EGGS AND MILK CALL FOR BETTER PRODUCTION—

It is not difficult to understand that farm products are worth more money, and we are here to tell you that we are heartily in sympathy with the movement looking to better production of all foodstuffs! We are likewise in sympathy with the effort being directed toward better yields for all farm products, especially corn, oats, hay and such like, and surely so as to meat, eggs and milk. We farmers here are "living at home." That is to say, we are producing everything for man and beast with the possible exception of sugar, black pepper, etc., but in the main we farmers are delivering all of the essential needs. What we need to do is to yield more of the essential products, and this we promise to do. As has been well said, you could build a wall around the state and live forever without the necessity for outside aid. Can another state or sector boast of more? No! That's good and sufficient reason, then why the folk are justly entitled to better production. They are also deserving of better consideration as tax payers at the hands of our public officials There's no use beating the devil around the stump We welcome all desirables to come and make their abode with us Indeed a goodly percentage of our population is made up of people from Arkansas, Illinois, Indiana, Iowa, Alabama, Nebraska, Mississippi, Georgia, Tennessee, the Old Countries, and people from everywhere. So, in our sincere campaign of publicity advertising for cheaper power, lower taxes, better roads, adequate drainage, better production for all farm products, we renew our earnest invitation that good people from all parts of the world come here and help us build up and develop this great state. By so doing you'll greatly enrich your own possessions, and we'll be glad to have you. Come on, and get in on the ground floor; for, opportunities now in East Texas are 20 to 1 vs. the old rugged pioneer days, it is sincerely believed!

The spirit of a new day dawns for community workers, and it is good to have so many lined up and represented in this outstanding publicity advertising achievement.

This is your community. Don't knock it. Boost it . . . work for it and put for it. In the days to come you'll be blessed in many ways for such community consideration

The whole of East Texas trade area should and will boost, work and put for better future conditions under the right leadership.

Let's go!

Each and every community visited during the campaign just completed advocating cheaper power, lower taxes, better roads and adequate drainage are entitled to all of these future improvements and more. As citizens and taxpayers the good people out in the rural communities and along lateral roads are just as much entitled to consideration and recognition as are the folk on the paved highways and in towns. Lets give the country folk a break!

We never have doubted but that the strong would be able to take care of themselves. It is the weak and unfortunate about whose welfare we are most concerned. Give these a chance and watch our citizenship score more enviable records

This is your community. Boost it, work for it, and put for it. In no better way can you improve your own condition

Representative underwriters have made possible this splendid publicity advertising achievement. Never before have so many local representative people participated in and sponsored a similar effort. Thanks and appreciation to each and all of you

Lower taxes and utility rates that are fair and equitable need to bless each and every community

The chronic kicker has no place in this or any other community. The community builders have no room for him. Same is true of all communities

The days of the grouch are numbered, and while it may be that things do not come your way every day to make you smile there is always more of the sweets in this life than there is of the bitter.

Living in the country with city conveniences is the order of the day

Expanded public development in future thru the employment of both public and private funds certainly deserves to have and enjoy the most stimulating of vigorous encouragement.

Stirring up an interest among our own people first, and then acquainting the outside world with our needs (as well as what we have to offer them) strikes us as being a mighty fine way to focus attention on our natural and potential opportunities and resources.

Some folk have been asleep at the switch long enough. It would seem that the days of Rip Van Winkle have been overdone. Wake up!

Industry is among the essential needs at different locations in this sector. True, some plants are nearby, but this does not obviate the fact that we are in a receptive mood for such consideration. Increased pay ralls really count in the building of a community. Same is also true on behalf of diversified agriculture.

Improvement of our waterways would also mean the improvement of the whole of this area. This sector is ready, able and willing to do its part.

Buckle on the community girdle just a little tighter and step over into complete high It is time to progress!

We farmers generally have been blessed with good crops, but what we need and must have is better production and markets

BUILDING COMMUNITIES IMPORTANT FUNCTION OF COMMUNITY LEADERS—

The representative sponsors of the within publicity advertising campaign being conducted by The Jacksonville Journal on behalf of East Texas; and, its environs, are enthusiastic community builders. As such it is important that every one of them see to it that their respective communities are kept actively in the front ranks of progressive development. Indeed it is the important funciton of these leaders to build their communities. They'll do it in proportion to the well directed efforts they are certain to put forth. Join them!

Our children and the people as a whole are entitled to recreation centers and blessings. Maybe you hadn't thought of that, but it remains a fact nevertheless

Folk in this part of East Texas; and, this progressive region in its entirety invite the outside world to come and help them extend and enjoy the wonderful period of development and prosperity that is theirs! Come on, we'll be glad to have you.

A new day dawns for each and every community participating in this constructive publicity advertising effort, it is sincerely opined and believed!

UNIQUE DISTINCTION FOR THE JACKSONVILLE JOURNAL

The management of The Jacksonville Journal is not unmindful of the unique distinction that is theirs with the publication and dstribution of this issue of 10,000 copies of our 176-page special edition advertising the natural and potential resources of East Texas; and, its environs. We say unique because copies of this newspaper are going simultaneously into every state of the union through our Congressmen, Senators, Governors of states and other destinations. We appreciate the cordial response and cooperation on the part of the fine body of representative sponsors to this huge effort, and we trust each and every one of them shall enjoy both direct and indirect benefits from this undertaking. The communities they represent should be and no doubt are proud of them; for in the possession of leadership and team work by individuals and concerns like these herein mentioned nothing short of the best success holds good. In the recognition that has come to us in thus serving you, we also join in the felicitations and good wishes to each and all of you. When you are in town drop in and see us. We'll always be glad to have you.

OF COURSE WE'LL BE GLAD TO HAVE YOU AS A SUBSCRIBER TO YOUR PAPER—

It was a laborious task, one trying on both the mental and physical nerves to make the systematic campaign and survey of conditions generally thruout East Texas; and, its environs, to get out this special edition, but in serving you well we find our greatest pride and satisfaction we are never contented because we are always anxious and desirous of serving you even better with each and every issue of your newspaper. It is with pleasure, therefore, that we invite the many new thousands of you who are receiving copies of this special edition to become regular members of our happy family of readers. The Jacksonville Journal will do its best to please you in return for your subscription. Your confidence and esteem are great assets to any newspaper. Of course, we'll be glad to have you as a subscriber!

Those of you who neglect present day opportunities to go forward will have only yourselves to blame as the years come along. Capitalize your yesteryears!

East Texas; and, its environs, to our way of thinking represents the best part of the State, and for that reason we do not hesitate to enthusiastically join with you in the invitation to new people, money and industry—to make their future home in this area.

Encouranging industrial pay rolls . . . putting people to work . . . is one of the very best ways to end and/or prevent depressions.

Better production generally for all farm products, including live stock, would prove a deserved boon to the agriculturists as a whole in this part of the South. These things are worth fighting for. Therefore, let's go after them in a big way—via the route of better production.

All of the communities participating in this publicity advertising campaign have their representative sponsors herein mentioned to thank for the fine recognition that is coming to them. We heartily join with the populace as a whole in extending both thanks and appreciation.

The Jacksonville Journal will be glad at all times to serve your newspaper and job work needs in this territory.

In his speech at Booneville, Arkansas, in recent years, the late President Roosevelt emphasized the importance of advertising Arkansas, and he was right. We opine that such an effort looking to the future would not hurt the East Texas area. Hence this special edition.

In giving up energy, the sun is constantly losing weight.

This country spends 8.12 per cent of its income on recreation

A goldfish requires more oxygen than almost any other fish

It is estimated that 200,000 persons perished in the Moscow fire of 1870

Nearly 3,000,000 greeting telegrams were sent in England in previous years.

Heretofore manufacture of shoe blacking took care of part of Poland's huge molasses production.

More than 55 per cent of the population of Canada is of British origin, 28 per cent of French origin

A Canadian firm uses wornout steel rail by converting them into grinding balls to crush ore.

Mahogany is being bleached to a cream color, to meet a vogue for light colored woods in furniture.

Daylight saving time doesn't really save any time. Clocks merely are turned so that the evening remains light longer.

Canned cheese is now included in United States army provision.

In normal times the railroads buy and use one fifth of all the timber in this country.

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The Pierce Publishing Company —SERVING DAILY AND WEEKLY NEWSPAPERS— J. E. PIERCE, Publicity Director

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Texas is more than a State. Its vast resources, industrial centers, farm and ranch areas make it a nation within itself, and a very important part of our United States. Texans are a proud people. The official motto of the State is 'Friendship'; and, the bluebonnet, which in spring carpets great areas, is the State Flower. Texas has plains and mountains, sweeping beaches and deep forests, great seaports and teeming inland markets crowded areas and vast open spaces. Its culture derives from several races and many states. Its crops—with cotton as King—include wheat in the temperate north; and, grape fruit and oranges in the subtropical south plus sweet potatoes, peanuts, timber and livestock. Its mineral wealth is enormous. Oil and gas underlie much of the State's surface, and many of its fields have had a spectacular history. Its cities are progressive and fast growing. Houston, with its 50-mile channel to the Gulf, and its many railroads, is a commercial and shipping metropolis. San Antonio is a city of picturesque contrasts, where ancient houses with yard-stick adobe walls huddle in the very shadow of skyscrapers; and all the bustling life of a modern American city is set against a back-ground of Old Mexico. Ft. Worth is the center of livestock and packing industry. The great dome of the Capital at Austin dominates a magnificent collection of educational buildings, the property of the State University which—from its ownership of oil lands—gives promise of becoming the wealthiest in the world. El Paso, in the far west, has American energy and Mexican color. Galveston, on the Gulf is picturesque, busy with shipping, and outside of its mighty seawall possesses one of the most beautiful beaches in America. Other smaller cities, each in its own way possesses distinction, significant of the progressive and prosperous communities represented in this Special Edition. Randolph Field, "The West Point of the Air" is in Texas, as also is the largest Army Post in the country at Fort Sam Houston. The West of ranch and rodeo, big hats and handsome riding boots remains, but is not 'wild and woolly" as of old; and yet the cattle man, the cowboy, the sheriff, and the Texas Ranger ride more miles behind the steering wheel than astride a horse, but the six-shooter still arbitrates many a dispute, urban as well as rural. More Southern than Western is the State's approach to most political and social questions; more Western than Southern are the manners of most of its people. By tradition and practice the native Texan is expansive, friendly and hospitable; however the mass population of Texas is made up with people from almost everywhere. No one man has ever seen all of Texas, and no visitor can hope to do so, but the more than 16,000 miles of railroads; upward 180,000 miles of roads, including 23,194 miles of State Highways, of which 14.679 are also Federal afford opportunity and hope to the tourist traveler who may desire to set out to see Texas at its best. Before being admitted as a State in 1845, the Lone Star State traveled along for 10 years as an independent Republic. According to U. S. Census returns population 1920: 4,663.228 vs. 3 896,542 in 1910. In 1930: 5,824,715. 1940: 6,414,824. 1946: Est. 6,970,350.

Texas boundaries give the State a natural setting, one reaching 800 miles from the Rio Grande, a land of oranges and palms, past the wind swept Llano Estacado to the northern boundary, where there are broad, treeless plains, and where winter comes suddenly. On the Eastern limits tall pine forests shade the slumbering bayous, while along the Southwestern border stand pink and purple canyons of the Big Bend. The greatest distance from East to West is approximately 775 miles. Texas occupies a position midway between Atlantic and Pacific, and with the exception of Florida, is the most Southerly State in the Union. Approximately equidistant from the Equator and the Arctic circle, it covers more than 13 degrees longitude and more than ten and a half degrees latitude. Four States, one foreign country and a Gulf border Texas: On the East, Arkansas Louisiana and Oklahoma; on the South, Mexico and the Gulf of Mexico; on the West, New Mexico and Mexico; and, on the North, Arkansas, Oklahoma and New Mexico. The famous Rio Grande flows along the 800-mile boundary between Texas and the Mexican Republic. Water covers 3,498 square miles of Texas. The land surface carries 262.398 square miles in extent; rises from altitudes of less than 50 feet along the 370 miles of continuous coast line to almost 9000 feet in the mountains of the trans-Pecos region. Texas with the third longest line of the States, stands midway between Latin America and the remainder of North America, and is the meeting place of many important land and sea routes. Texas consists of three gently sloping plains, i. e., the Coastal Plain; the Central Plains; and, the Western High Plains. In the Panhandle the High Plains are crossed by the Deep Valley of the Canadian River. The Coastal Prairie is a high productive region, Galveston Houston, Texas City, Corpus Christi, Beaumont and Port Arthur being among its more important port cities. The timber belt starting from about the middle of Texas and extending almost to Red River at the Texas-Oklahoma line carries an area almost the equal of that of Ohio. The Rio Grande Plain is known for its winter citrus fruits. The Blacklands extend from Red River on the North to the Inner Coastal Plain, embracing among its larger cities Dallas, Ft. Worth, Waco, Austin, and San Antonio. Granite fields cover upward 2500 square miles in the Granite mountain section of the Central Hilly region. The Central Plains, or Central Basin, McCullough county, designate the exact geographical center of Texas. Other Plains include the Western High Plain; the Edwards Plateau; and, Trans-Pecos Texas. The mountain ranges in the most barren and yet most scenically attractive section of Texas, are part of the Southern extension of the Rockies. Texas climate is remarkable for its salubrity. In the Rio Grande Delta freezing temperatures are so rare that semi-tropical fruits are grown, while on the Plateaus and Tablelands of the Northwest winters are as cold as in Central Illinois. Some of the Southern Cities, especially San Antonio are popular as winter resorts, and the Southwestern part of the State is known for its high proportion of sunshiny days. Texas for new people, money and industry!

Resources and their conservation in Texas, find land first in importance, its soils ranging from loose, deep sands to heavy, dark clays, from yellow to black; from soils made by ancient geological formations to the alluvial deposits of modern times. The black alkali soils of the western deserts are at the opposite extreme from the rich rolling fields of the Blacklands. Soil erosion has damaged millions of acres in Texas, and to offset these losses the Soil Conservation Service of the U. S. Department of Agriculture maintains (1940) a total of 14 soil conservation projects; 13 water facility projects; 2 land utilization projects, and 28 Civilian Conservation Corps Camps to conserve soil. Supplementing these are 5 experiment stations and one nursery; and, a hydrologic and watershed studies station. Cooperating with the Federal Agency is the Extension Department of the A. and M. College of Texas. The Chief Office of the Soil Conservation Service is in Ft. Worth. The rivers of Texas annually discharge 36,300,000 acre feet of water into the Gulf of Mexico. Storage of water, however, is important since a proportion of the above flow comes from irregular floods. During the past 16 years upward of 798,291 acres of Texas lands were watered via irrigation projects. There were 98 levee districts, representing $21,-161,568.39 bonded investment with 699.57 miles of levees. Drainage projects numbered 74, and the ditches measured 2,500 miles, serving 3,000,599 acres. Great dams and artificial lakes have been built to conserve land and water, to furnish power and an uncontaminated water supply for both human consumption and agricultural use, and to facilitate flood control. The underground water supplies of Texas are among its valued natural resources. About 75 per cent of the people depend on wells and springs for water, industrial needs also being supplied largely from wells. Minerals find the greater part of the stored wealth of Texas being conveyed into pipe lines. Great oil fields have made scores of El Doradoes in the State, and natural gas, sulphur, and salt are found in enormous quantities. Unquestioned supremacy comes to Texas on behalf of her oil reserves, estimated at near 10,000,000,000 (billion) barrels, or some 54.46 per cent. of the known petroleum reserves in these United States. Natural gas is another great reserve in which Texas leads both in production and reserves. In recent years one annual output showed 854,561,000,000 (billion) cubic feet, part of which was handled by 79 gasoline plants and 39 carbon black plants, while 203,315 000,000 (billion) cubic feet of gas were conveyed to other states via pipe lines. The Panhandle gas field, underlying all of 5 counties, is the largest known natural gas reserve in the wo[illegible] The pro[illegible]on of oil and gas has gone a long ways toward destroying waste which, in other years, almost equalled production. Sulphur is the second greatest mineral resource in Texas, plus salt. Then comes Lignite and coal; iron deposits in Northeast Texas in parts of 19 counties, cover an area of approximately 1000 square miles. Non-ferrous reserves are limited to silver and quicksilver. Copper and gold are found in small quantities in Texas. There is enough land in Texas to supply every man, woman and child in the world with a tract 20 x 200 feet and have enough left over for all the armies of the world to march around five abreast. It is larger by 144,000 square miles than the United Kingdom; and, it is farther from El Paso to Texarkana than it is from Chicago to New York.

Texas also comes forth with deposits of lead, manganese, zinc, tin and other metals, while marble, limestone, granite, asphalt, gypsum, fuller's earth, and clay exist. Plant life does its stuff in Texas, practically every variety having full sway in its particular classification, climate and season. One of the greatest natural resources of the State is the Texas forests, the East Texas belt alone covering 11,000,000 acres. There are in the state approximately 35,000,000 acres in forests, representing both pine and hardwood. Wild life still predominates in Texas, also, wherever civiliization permtis. The Capital of Texas has been changed 13 times; and, the State prides itself as being first in petroleum, gas, carbon black, helium, sulphur, beef cattle, onions spinach, pecans, mohair, plant life value, wild life value, cultivated lands, polo ponies, salt beds, cotton, grain, sorghum, sheep, roses, mutton, goats, wool, mules, turkeys, hides, railroad mileage, highway mileage pipe line mileages, area, number of farms, water melons, domestic animals, tin smelting, dollar value of mineral productions, cotton gin machinery, oil field supplies, known gas and oil reserves. And also is proud of its stride in the production of native asphalt, mercury, natural gasoline, gypsum, garlic, helium (largest plant in the world); rice, Portland cement, sodium salts, citrus fruits. Her salt dome is said to be the largest in the world. In the citrus gardens of the Rio Grande, Texas proudly boasts of the longest "main street in the world" running 39 miles between Harlingen and Mission, connecting the 8 towns in between that push up against each other. Carrying as it does clear fishing streams, beautiful lakes, and rugged mountain scenery, Texas enjoys fertile soil yields of abundant crops while herds of cattle graze on the prairies; oil field derricks symbolize the State's resources in petroleum; cities with sky-scrapers, interesting towns, remote ranch houses and delightful communities reveal wide spread enterprise, contentment and hospitality of men and women whose achievemnts constitute and make possible thier great accomplishments. Some of the pioneers who drove the first stakes in the prairies to plat sites of cities, and other developments, have watched the remarkable progress of Texas, while the rest of the country has looked on with admiration and applauded the dogged determination of the pioneers, as well as the Indians themselves to make of this one of the richest and most outstanding of all the States. Practically all of the Texas natural resources are in major development. Not only as to oil, gas et cetera, but particularly so as to timber whose resources are enormous; and, it is estimated that billions of feet of lumber are manufactured annually within the State of Texas and shipped to many parts of the world. In many of Texas natural resources the Lone Star State is known to stand first in their commercial development, production being maintained at top speed. Agriculture, livestock, timber, oil, gas, and such like furnish the State much of its enormous incomes. Dairying, poultry, sweet potatoes, honey bees, and almost countless other assets make great for Texas!

The first real public school was taught in the Villa of San Fernando de Bexar (San Antonio) in 1746, comparable to her magnificent schools, colleges and Universities of the present day. Churches founded 45 institutions in the State between 1846 and 1873. Civil war interrupted educational progress in Texas almost 20 years. Co-education was established in Texas in 1865. The A. and M. College came into existence in 1870. When the University of Texas opened its doors in 1883 there were scarcely a half dozen high schools in the state. Negroes were given free public schools in 1871. Before the establishment of Texas State College for Women in Denton, little had been done toward development of domestic science. This institution led the way (1903) and within 10 years all the leading schools had practical art courses. In 1917-18 Vocational agriculture began; and, today it is widespread in Texas. The only important privately endowed university is Rice Institute in Houston. The rural school is still Texas' greatest problem. There are 5,820 school districts in Texas. There are 15,062 churches in Texas, representing 63 denominations. Church property is valued at upward $110,000,000.00 with an estimated membership of 2,500,000. With upward 50,000 school teachers and an average attendance of 1,563.679 students, annual operating expenses are believed to mount far above $70,-000 000.00. In its social life, Texas is neither typically Southern nor typically Western, altho both influences are felt, and in sections one or the other predominates. In its tendency to preserve the traditions and social customs of the past, Texas partakes of the Old South. Sports and recreation of almost every sort, except snow sports of the North, are possible in Texas because of her great diversity in climate and topography. There are 13 State Colleges and Universities in Texas. It has 42 Junior Colleges, ranking third in number in the U. S. There are 23 municipally or county operated colleges in the state. Texas had its first newspaper published in 1813 at Nacogdoches, the revolution against Spain producing this result with Jose Alvarez de Toledo being its publisher under the name of El Mejicano. Texas is also famed for its Magnolia figs. Europeans discovered Texas, and almost contemporary with the discovery was the beginning of its literature. Texas is also famed for its ranches, among the world's largest being the King ranch between Houston, San Antonio and Brownsville, its expansive acres finding a month's difference in seasons between the northern and southern parts. Approximately 2,000 square miles of land are embraced within this one ranch. Texas is credited with having more goats than Missouri has people; and, more sheep than Pennsylvania has people, according to statistics showing upward 10,000,000 sheep in the Lone Star State. Arts and handicrafts predominate in Texas, one artist having painted his first pictures on sheer rock walls; and, he was a prehistoric man, perhaps a cave dweller, according to best information. Architecture is viewed with admiration thruout Texas. The entire state is strewn with interest thruout its borders.

T E X A S

LONE STATE

SOUTHWESTERN EMPIRE:

Texas, 28th. State to be admitted to the Union (1845) and the only one which, as an independent Nation, came in by treaty, derives its name from tejas, a word meaning 'friend'; 'friendly', or 'allies', which was used by several confederated Indian tribes as a greeting, and by early Spaniard explorers as a general designation of all Indians in present day East Texas. It is known as the LONE STAR STATE from the single star upon the red, white, and blue banner which waved over the Texas Republic and STILL is the State Flag. Were Texans to 'split-up' the "Southwestern Empire" they might have ten (10) U. S. Senators instead of two (2) but no such desire has been seriously evinced.

TEXAS TERRITORIAL AREA:

Only by comparison can one grasp how much territory is embraced in Texas. Its area is equal to the combined areas of New England, New York, New Jersey, Pennsylvania, Ohio and Illinois. If Texas could be folded upward and over with its northermost line as a hinge, Brownsville would be 120-miles from Canada; if Eastward, El Paso would be 40-miles off the Florida coast; if Westward, Orange would lie in the Pacific 215-miles beyond Lower California. One of its cities Dalhart, is nearer to the State Capitals of New Mexico, Oklahoma, Kansas, Colorado, Nebraska, and Wyoming than to the Texas Capital at Austin. Texas State carries a total area of 267,339 square miles, divided into 254-counties.

HISTORICAL FACTS AND INSPIRATIONAL DATA

Though steeped in the traditions of the Old South, TEXAS believes in independent thought and action. The State is revered for its spirit and its ideals. Its people are energetically forging ahead to take a foremost place of prominence in this new era of development. Agriculture and Industry have joined hands to make for a greater Statehood. To know TEXAS, is to be proud of it. Those of us who live here know it, but should like to have you know it also. Here are just a few of the many important and interesting facts about TEXAS with which everyone should become acquainted; viz:

The earliest definite trace of human life in Texas is associated with a period—perhaps 15,000 years ago—when the North American continent was cold and a great sheet of ice covered the northern part of what is now known as the United States. That man did live in Texas thousands of years ago has been established; and, some archeologists insist that man lived here even other thousands of years even before the most remote date now accepted. But, just when ancient man first migrated to this part of the Southwest is purely a matter of conjecture, and must so remain until future discoveries throw further light on his origin. It was in 1519 when Alonozo Alvarez de Pineda searching for a direct western water route to India and Cathay explored the Gulf of Mexico from Florida to Yucatan, mapped the Coast line and sailed into the mouth of Rio Grande. Texas was a wilderness in those days, but the first map of the Texas coast had been made. Rivalry followed. Ponce de Leon discovered Florida in 1513, but the Rio Grande sector of Texas claimed the distinction of being the second place to be visited by the Europeans within the present limits of these United States. Francisco Garay, former companion of Christopher Columbus was a rival of Cortez, conqueror of Mexico. Gary in 1520 sent, and in 1523 brought galleons loaded with cavaliers and with soldiers armed with cross bows to the Rio Grande, but Cortez defeated all his plans and his cities were never built. In 1527 the cruel Nuno de Guzman conducted a slave trade among the natives of Panuco region; whose kinsmen in the wilderness along the Rio Grande so effectively resisted the Spaniards that exploration of the interior of present day Texas was halted. The first strangers to Texas resulted. The new lands, unexplored, being most enticing. In 1528 a few half-dead Spaniards, remnant of the Narvaez expedition to Florida, were hurled ashore somewhere on or near Galveston island. Savage Karanakawas soon surrounded the shipwrecked Spaniards. Cabeza, held virtually a captive, impressed the Indians with his healing powers; and, in 1535 he and 3 companions escaped. De Vaca's Recalcion published in Spain in 1542 gave the first descriptive story of the interior of this land, claimed by the Spaniards—a hypothetical claim, all the interior still being in the hands of the Indians. By now, however, began a long and colorful procession of white men into the region called New Spain. There were 92 expeditions from the time of Pineda to the year 1731. In 1541 th Conquistadors of Coronado marched in. They called their new country various names until finally in time it became Texas. In February 1685, the little Amiable of the fleet of Robert Cavalier, Sieur de La Salle was wrecked in Matagorda Bay with supplies for a French colony aboard. The Frenchmen founded Fort St. Louis on Garcitas Creek. The Spanish settlement of Texas followed May 25, 1690. The Easternmost Spanish outpost was established. By 1731, a dozen missions had been etsablished. Spanish settlers were persistent hunters, and buffaloes, wild horses and small game were sources of food and profit. Cattle raising, Indian trading and the business of smuggling contraband goods were leading industries.

In 1749 towns were small, San Antonio and Goliad were the two military strongholds. Nacodoches, where a mission had been established in 1716 was the Eastern outpost. Time was passing; and, Anglo-Americans who had been long interested in Texas, made easy access possible. Adventure, the desire to escape justice or debt, the lure of wealth awaiting to be taken, called to men in these United States whose forefathers for generations had been pushing the frontier forward. It was thus inevitable that filibusterers should enter Texas. Philip Nolan led a party into the province ostensibly to look for horses. Spanish soldiers overtook his force March 21, 1801, and Nolan was killed. After the United States acquired Louisiana in 1803, a writer in New Orleans declared that "the Americans were already spreading out like on a cloth." For a time the dividing line between Texas and the United States was in dispute; and, therefore, vague. Following the Louisiana purchase, representatives of the two countries in 1806 set aside a long narrow strip of land between the holdings of their respective governments as the neutral ground. By the treaty of 1819 between the United States and Spain all claims to Texas were formally relinquished by the United States. Meanwhile filibusterers continued their activities. In 1812-1813 Bernardo Gutierrez de Lara and Augustus W. McGee invaded Texas, and in 1813 the invaders took San Antonio (remember the Alamo). During this episode the first Texas newspaper was published in Nacogdoches. In August of that year the remnant of the expedition met a Spanish force under Joaquin Arredondo near Medina river and was slaughtered. Dr. James Long, of Natchez, Miss. led two expeditions into Texas in 1819-1821 and proclaimed the independence of the province. His attempts and those of others proved unsuccessful. Mexico won its independence from Spain in 1821, and Texas with Coahuila, became a state of the Mexican Republic. Moses Austin, a middle aged St. Louis banker who had lost his fortune in the panic of 1819, secured in 1820 authority from the Spanish government to settle 300 families in Texas, but soon afterward he died. His son, Stephen Austin, 28, assumed the colonizing task in 1821, and by 1831 had brought 5,600 Anglo-Americans. The metropolis of Austin Colony was San Felipe de Austin, founded by Stephen Austin in 1823. Those were terrible days. Flour was $25.00 a barrel, poor log cabin conditions. Noah Smithwick, credited a Texas housewife with the expression: "Texas is a heaven for men and dogs; but, hell for women and oxen." Austin required every colonist to present evidence of good character, that he was free of intoxication, etc; and, by 1829, progress was noted. The opening of Texas to colonization came at an opportune time. The westward movement was on. A recent panic had wrecked fortunes, and economic recovery was at hand. Cotton Farming was chief commercial occupation of settlers. Thomas Jefferson had hewn the wilderness road; the independent immigrants were ready to follow him; and, they did. It was inevitable that civil rights should enter Texas-Mexican relationship. Mexico had gained its freedom after 300 years subjection to Spain. In 1824 it adopted what has been called the most complex form of government ever devised by man. When Austin led the way, the Colonizers followed, and in 1829 there were contracts for 7000 families.

In 1819 Henry Clay tried to prevent Treaty ratification. John Quincy Adams believed that by terms of the Louisiana purchase, Texas belonged to the United States. In 1825 he appointed Clay Secretary of State, and together they attempted to persuade Mexico to sell to the United States the territory East of the Rio Grande for One Million ($1,000,000.00) Dollars. Hayden Edwards, an Anglo-American, proclaimed the Republic of Fredonia and organized a rebellion, after Mexican authorities had declared his colonization contract void. On April 6, 1830, a Mexican decree was passed checking further immigrants from the United States. Ill feeling grew; and, in June 1832, battles occurred between Texas farmers and Mexican soldiers stationed at Annahuac and Velasco. As Texas grew, it desired a government separate from that of Coahuila. A convention was in San Felipe in 1833. A constitution was adopted; and, Austin carried it to Mexico. He was imprisoned and held for almost 2 years, three months of which he spent in a dungeon. Naturally strained governmental relations became more aggravated. Meantime Sam Houston had come to Texas. Houston was a veteran of Andrew Jackson's Indian wars, and had been Governor of Tennessee. As a U. S. Congressman he had won national attention. Following a disastrous marriage and another sojourn among the Cherokees, Houston at age of 39 chose Nacodoches as his home and was quietly practicing law when men spoke strongly of Mexican oppression. Born in Virginia, Houston was nevertheless essentially a product of the stormy Tennessee frontier. He was naturally a leader of the aggressive, adventurous type of pioneers; and, settled in the West. "Liberty and Texas" was the toast that followed the coming of Houston. William Barrett Travis, a young South Carolina lawyer was earning a reputation as a fire-brand. By the ladies he was known as the "gallant captain." James Bowie, mighty fighter and hunter was known as another fire-eater. Thruout Texas men like these were holding meetings. Antonio Lopez, a broker's son, had risen to power; and, he planned the swift subjection of Texas rebels. Santa Anna became dictator. In 1835 he dissolved the legislature of Coahuila and Texas. The Mexican dictator sent troops northward. Travis went to Annahuac in June 1835, and drove the Mexican garrison out. At the psychological moment Austin came home. He had been released from prison, but was broken in health. The founder of the first Anglo-American colony spoke, and this is what he said: "Texas needs peace and local government. Its inhabitants are farmers, they need a calm and quiet life. But how can anyone remain indifferent when our rights, our all, appear to be in jeopardy?" May 17, 1835 a committee of safety was formed. Other committees followed. Oct. 2, 1835 saw the first clash of the Texas struggle. An assortment of farmers at Gonzales defeated a Mexican force sent to take the town's cannon. No special rules were laid down but as Smithwich, a soldier wrote: "all of us were ready, just so it was a fight." Oct. 9 a force of about 50 Texas volunteers captured the important fort at Goliad and seized $10,000.00 worth of military supplies. On October 10 and 12, Austin's army marched toward San Antonio. They numbered about 700, and not even the eloquence of Sam Houston could turn them from their purpose. San Antonio was besieged by the Texans; and, on October 28, about 90 men led by James Bowie and James W. Fannin Jr. defeated about 400 Mexicans at old Conception Mission at Bexar.

On November 3, 1835 a "consultation" met at San Felipe, and issued a declaration of causes of war. A provisional government was adopted. In the United States, young men with interest were reading a poster sent out by Sam Houston: "Volunteers from the United States will . . . receive liberal bounties of land . . . come with a good rifle, and come soon . . . Liberty or Death! Down with the usurper!" Cincinnati, New Orleans and Louisville became recruiting stations for volunteers. There was a great frontiersman in the ragged Texas army, who heard the soldiers murmuring at an order to lift the siege of San Antonio. Ben Milam's voice suddenly rang out, "Who'll go with old Ben Milam into San Antonio?" The answer they gave him is a Texas classic. They went, most of them with "old Ben Milam" (who was only 44) into Bexar, and on Dec. 9, 1835, they took the city. Milam had been killed. When the defeated Mexican army withdrew, the Texans thought the war was over. But in Saltillo Santa Anna was assembling a large force. Flying into a frenzy, he shouted: "If the Americans do not beware I shall march thru their own country and plant the Mexican flag in Washington." Travis had been ordered to the Alamo, the old mission at Bexar which had become a fort. Feb. 23 1836, Santa Anna and his legions arrived in San Antonio. Bitter political controversies ensued, preventing orderly supervision of military affairs in Texas. Soldiers in San Antonio under Travis and Bowie, these leaders having been convinced that the Alamo must be held in order that Santa Anna's march into the interior might be blocked, had been left on their own resources. Among the defenders was David Crockett, noted frontiersman and statesman of Tennessee, James Butler Bonham, another of the ragged little garrison, a lifelong friend of Travis, had borrowed money to come to Texas to fight for freedom. There were between 185 and 200 fighting men in the Alamo, most of them volunteers. Before the Texans shut themselves inside the fort, some 20 or 30 noncombatants sought refuge there. Mrs. Susanna Dickerson, wife of the artillery captain, and her infant daughter Angelina, were among the refugees. A blood red flag the flag of no quarter, was hoisted by Santa Anna. This, and his demand for an unconditional surrender, was answered by the Texans with a cannon shot. Travis' appeals for aid went unanswered except by 32 brave men of Gonzales, who marched in even after the doom of the fort seemed certain. Thirty-seven years later a story was published, as having been told soon after the battle by one who claimed to have escaped following the incident, that Travis, when hope of further aid had been abandoned, drew a line with his sword and asked all who would stay and die with him to cross it. The men were there of their own choice. They remained, when they could have fled. They died. At day break, March 6, while exhausted Texans slept nearly 3000 of Santa Anna's 5000 troops were unleashed against the Alamo. Still a little dazed from sleep, the Texans sprang to their posts, and in the terrific fighting that followed, the Mexicans were thrice repulsed as the "Tennessee boys," farmers, et al under Crockett, took a dreadful toll. Travis fell as the third attack of the Mexicans gave them a breach in the walls. Mexicans by now had penetrated to within the fortress as its defenders fought them "muzzle to muzzle," hand to hand, musket and rifle, bayonet and bowie knife. A Mexican wrote "the Texans defended desperately every inch of the fort." The Alamo fell!

The Mexican dictator took the field and the "Runaway Scrape" the flight of Texas families—began. At the Alamo, where overwhelming numbers of Mexicans prevailed, it is believed Crockett died by his post, altho another story has it he was shot by Santa Anna. Bowie, who had shared the command with Travis, fell ill after the siege had begun, was killed on his cot—fighting. There were 187 victims among the Texans; no male defender survived. Santa Anna ordered the bodies burned. The 15 or more who were spared were women and children, slaves and servants. March 2, 1836 the Texas Declaration of Independence was adopted by a convention of colonists on the Brazos River at Washington; a constitution was framed and adopted March 17, and an interim government named. Santa Anna moved swiftly to complete the conquest of Texas. Col. James W. Fannin, Jr. and his command of 275 men, of necessity, surrendered March 20 at Coleto, to Mexicans under General Urrea. They were taken to Goliad, and about 330 men, including Fannin were shot at Santa Anna's bidding (March 27). Col. Ward's force captured at Victoria March 24 was also massacred. Women and children toiled across muddy prairies toward the Sabine as General Houston, in command of Texas army Fabiantly retreated Eastward. Historic San Felipe was burned by the Texans. Forty days passed while Houston played a game with Santa Anna, always maneuvering out of his reach. At last they were over in the bayou country near the present city of Houston. "Old Sam" addressed his men, and gave them in 16 words the slogan which won what has been listed among the decisive battles of the world: "Victory is certain; Trust in God and fear not! And remember the Alamo! Remember the Alamo!" They took up the battle cry: "Remember the Alamo!" Someone added: "Remember Goliad" and with these vengeful words in their mouths they marched to meet the Mexican army. At the junction of Buffalo Bayou and San Jacinto river the two forces met. The first day, April 20 was spent in skirmishing; the next day, too, seemed likely to pass without a clash. But at 3:30 in the afternoon, when many Mexican officers and men were enjoying a siesta, Houston suddenly gave a command to fall in. The Texans weaving their way unseen thru the long grass, were within point-blank range of the Mexican lines when Houston waved his old campaign hat. It was a signal, and, the Texans shouting "Remember the Alamo! Remember Goliad," stormed thru Mexican barricades. The Mexicans awakened in wildest confusion to stand a moment before an irresistible force of hate and vengeance and then either to flee or fall. The battle became a rout, a shambles; and, on the next day, Santa Anna, his army dead or prisoners, was brought in disguised as a peon. Houston, wounded, received him. By accomplishing the colonization of Texas, Stephen F. Austin had made possible the later extension of the boundaries of the United States to their present limits in the Southwest. Sam Houston completed and secured Austin's efforts when he won the battle of San Jacinto. For 10 years Texas was an independent nation—from March 2, 1836 to Feb. 16, 1846 when it became the 28th. State in the Union. Sam Houston was chosen President of the Republic of Texas at its first national election, and it was voted to seek annexation to the United States. Houston was inaugurated October 22, 1836. Grave problems ensued. October 1836 first Congress was held; and, 1839 homstead law was passed.

Independence of Texas was acknowledged in 1837 by the United States; in 1839 by France; and in 1840 by England and Holland. By 1846 the frontier had moved west of Ft. Worth, Waco, Austin and San Antonio. Land scrip entitled the holder to a section of land at 50 cents an acre. Frauds and land schemes led to confusion and even to blood shed, which the General Land Office, established in 1837 failed to control. Yet the Nation, beset by raiding Indians and threatened constantly by Mexico, continued unaided on its way. Financial expedients of the Republic included paper money. Public education was provided in 1839-1840. The Texas Rangers, a body of fighting men was organized in 1835. In 1841 Texas attempted to extend jurisdiction over New Mexico, but the Santa Fe expedition ended in disaster An invading army in 1842 took San Antonio, but following the battle of Salado, Sept. 18, the Mexican force withdrew. In November, 1842, the Mier expedition marched on Mexico. Forced to surrender the Texans were ordered to draw beans from a pot, and a tenth of the force—all who drew black beans—were shot. By now, Texas was becoming a blend of the South and the West. Opponents of slavery in the United States bitterly contested annexation of Texas, while the South sought the entrance of another slave state. Increasing economic development of the Republic and the threat that England, desiring a new source of cotton supply, would acquire Texas, influenced the United States sentiment in favor of annexation. In 10 years from 1836 to 1846, the population increased from about 30,000 to 102,961. The first Texas railroad was projected in 1836. Prolonged controversy anent treaty annexation of Texas resulted in defeat, and the question became a Presidential campaign issue. Texas was to be annexed as a State and not as a territory; public lands were to be retained by Texas and never surrendered to the Federal government; Texas was to pay its public debts; and, if desired, Texas later might divide itself into as many as 5 states. This proposal was adopted by joint resolution of both houses of Congress of these United States March 1, 1845; and on July 4, 1845, a convention met in Austin and approved the annexation resolution, thus Texas virtually became a State in the Union on that date. Oct. 13, 1845 the people ratified the State Constitution; and, December 29, 1845 the Congress of these United States by joint resolution voted Texas admittance into the Union. The first session of the legislature of Texas opened in Austin Feb. 16, 1846, and J. P. Henderson was inaugurated the first Governor. On that day the flag of the Republic with its single star was lowered, and the Stars and Stripes unfurled as Anson Jones, the last President of Texas, declaimed: "The Republic of Texas is no more." Mexico had threatened it would regard the annexation of Texas as a declaration of war by the United States. It now prepared to settle the question of Texas once more on the battle field. General Zachary Taylor marchd his army toward the Rio Grande in March 1846. The first battle of the Mexican war was fought on Texas soil at Palo Alto about 8 miles from Brownsville, on May 8. When the Treaty of Guadalupe Hidalgo was signed Feb. 2, 1843, a major controversy arose over the State's boundaries. Mexico recognized the independence of Texas and accepted the Rio Grande as the boundary, and the United States acquired from Mexico a vast region from Gila river to the 42nd. parallel, and from the Pacific to Rio Grande.

March, 1848, the Texas legislature passed a statute creating the county of Santa Fe, which included the region between the Pecos river and the Rio Grande and extending north to the 42nd. parallel in what is now the State of Wyoming. Texas had formerly laid claim to all territory east of Rio Grande. Territory thus claimed by Texas embraced some 100 000 square miles, including parts of the present states of New Mexico, Oklahoma, Kansas, Wyoming and Colorado. Texas was a slave state, yet parts of the area involved, included, notably in the region of Santa Fe, New Mexico, opposed slavery, hence this and other conditions brought on a national issue. In 1850 a compromise was effected, ending threats on the part of Texas that it would enforce its claims with force of arms. The State was paid $10,000,000.00 to surrender the disputed territory. New boundaries virtually those of today, were fixed. Because of its boundaries on 3 rivers, each and all of which were subject to constant violent overflows more trouble arose. Even the Rio Grande refused to stay within its fixed channel. Red River controversies arose. Litigation was on again. Even the compromise of 1850 didn't suffice. Texas lost to Oklahoma 1 511.576 acres of land. Texas credit was established with the award of $10,000,000.00 in 1850, and its credit was clear. In 1845 a new constitution was adopted, conformable with Statehood. In 1850 population of Texas had climbed to 212 592 The Federal government garrisoned at least 19 forts in the state for the protection of the people against the Indians. Clashes between Texans and Mexicans continued, culminating in the capture of Brownsville in 1859 by Juan Cortinas, a Mexican border outlaw. In 1848 the public domain was estimated at about 181,965,332 acres. The state used this wealth of land to obtain schools railroads, and public institutions. Colonizers offered rich land grants brought foreign settlers to Texas, and they came so fast it was necessary to create 89 new counties in the 1850s. Before 1860 the population was almost entirely rural. "We are all Democrats in Texas," wrote Guy M. Bryan in 1845. The Know-Nothing Party had gained strength by 1855. The first overland mail coach left San Antonio for San Diego Aug. 9, 1857. In Feb. 1861, by popular vote ratified an ordinance of secession. Sam Houston, who had become Governor in 1859, opposed secession and refused to subscribe to an oath supporting the constitution of the Confederacy. His office was declared vacant and he was deposed. A lonely and impoverished old man, he lived to see his star rise once more feebly when friends solicited him to run for the Governorship in 1863; but, he declined, and on July of that year he died. The struggle between Houston and Austin had led to strange ends: Austin lost to Houston in 1835 when Texas broke with Mexico, but before he died Houston had lost to the element which Austin typified. Protected by geography, Texas saw few major Civil War engagements. The battle of Galveston (1863) and the battle of Sabine Pass served to prevent invasion by way of the coast. Sentiment divided about 2000 Texans enlisted in the Union Army. May 12-13, 1865 the last land engagement of the war was fought on Palmito Hill; and on June 19, 1865, General Gordon Granger landed at Galveston, and, in the name of the Federal Government, proclaimed all slaves free and all laws enacted since 1861 null and void. In 1860 assessed valuation of Texas slaves was $64,000,000.00, most of the negroes believing "forty acres and a mule" would come as a gift from Uncle Sam.

From 1865 to 1869 Texas was under military government. Under Reconstruction Acts 1868 a new constitution was framed, providing equal suffrage for both white and blacks. Largely thru Freedmen's Bureau, most negroes had gone to work in 1866. In 1870, Texas legislature ratified 13th., 14th., and 15th. Amendments to the Constitution of the United States. Six weeks later, the United States Congress readmitted Texas as a State of the Union. Population of Texas in 1870 stood at 818 579 In 1874 (January 17) Reconstruction ended in Texas. The trail drivers and the conquest of the frontier was now on. Texas found itself impoverished at the end of the Civil War, but with more than 3,000,000 head of cattle on its ranges, was soon up and going again. Indians were subdued in 1875. Barbed wire was successfully introduced in 1876. A law against fence-cutting was enacted in 1884. A new constitution was framed in 1876. The registration of voters was abolished. Rapid and large influx of people and capital flowed into Texas in the 70's and 80's. Railroads outranked all other public enterprises. In 1889 under the leadership of Gov. Hogg an anti-trust law was passed; and, in 1890 the Federal government passed the Sherman anti-trust law. Populist strength was at its height in Texas in 1896. Since 1900 the development of Texas has been largely agricultural and industrial. With a population in 1900 of 3,048,710, 82 per cent of which was rural, Texas had recovered from the ravages of Civil War, panics of 1873 and 1893, farms being worth 4 times more than in 1880, and manufactures in 1899 totaled more than $90 000 000.00 comparable to present day estimates that must, and no doubt do easily run into billions of wealth plus a population of near 7 000,000! Galveston suffered its terrible hurricane and tidal wave Sept. 8, 1900, taking a toll of 6 000 lives and a material loss upward $20,000 000.00. Pioneers at the opening of the century were cotton and wheat farmers. Population and wealth kept pace with the years. Politics turned consistently to conservative Democracy and with one exception in 1914 has remained so. Commercial and industrial development is on the upgrade in Texas, where the most stringent banking laws operate for the protection of the depositors. Transportation facilities are adequate, and expansion programs are the order of the day. Especial emphasis should be placed in the church thruout the state. Practically every denomination is represented. Absolute freedom of worship prevails, and it is because of this fact, among others that Texas' growth and development have never waned. Traditionally it may be said of Texas that "the white man came to Texas and 'then came oil'!" The early years of the 19th. century found the American frontier moving westward with far greater speed than had been noted thru several hundred preceding years after the first settlement of the white man on th Atlantic coast. Dangers and hardships were accepted. They traded violence for violence, treachery for treachery, scalps for scalps, with the Indians as they moved on across the Alleghenies, across the Ohio river, thru the Great Lakes Basin, into Ohio, Michigan, Indiana, Illinois, Kentucky, Tennessee, Alabama, Mississippi—ever westward until Texas became and is today one of the foremost and most outstanding of all the States. Civilization has done its job and done it well. From one end of Texas to the other there is a quickened desire for cheaper power, lower taxes, adequate drainage, soil conservation, improved bridges, better roads; improved churches and schools; increased production of all farm products, including livestock, milk, meat, eggs and all essentials for both man and beast; plus a wholesome and cordial welcome on behalf of desirable new people, money and industry.

Texas, the land of abundance, is an inland Empire within itself. Not only does Texas feed the Nation and the World, but its own sons and daughters with the fruits of Mother Earth in plentiful abundance. Its BEEF cattle—its SHEEP—its GOATS—its HOGS—and its POULTRY are known far and wide for their savor and quality. Its fresh fruits and vegetables, grown under balmy Texas skies are recognized everywhere for their nutritional value and delicious flavor. Texas is, indeed, self-sufficient. Texas is more than a State. Its vast resources industrial centers, farm and ranch areas make it a Nation within itself, and a very impotrant part of our United States. The first provincial Capital of Texas was Mexico City. The first Colonial State Capital was Monciova. Timber resources are among the greatest in the world. Robeline became the third Capital of Texas, and is now known as Robeline, La. San Antonio became the next Capital. Saltillo was the next Capital. Monciova again became the Capital. San Felipe de Austin followed. Harrisburg came next as a temporary Capital following conventional proceedings at Washington-on-the Brazos. Velasco also served as a temporary government headquarters. Houston next became Capital of Texas. The "site of the town of Waterloo on the east bank of the Colorado," and it was named Austin as the permanent Capital of Texas. However, later developments made it necessary to transfer the Archives to Houston for security. Thence the Capital by Executive order moved to Washington-on-the Brazos. The seat of government completed the circle back to Austin in 1845, where it has since remained; and, as all will remember, elaborate and appropriate Centennial celebrations and observances were recently staged thruout the State of Texas in its honor. The State of Texas operates under its Constitution adopted in 1876. In most of its characteristics it follows the traditional form of government, the pattern for which was set in the Federal Constitution. The State Capitol of Texas at Austin is one of the imposing state houses of the nation. The State paid for its construction (1885-88) with a grant of 3,025 000 acres of public domain. The Alamo "Cradle of Texas Liberty" at San Antonio has been visited by hundreds of thousands of people. The Constitution of the State of Texas adopted on Feb. 15, 1876, which marked its fourth Constitution, has undergone much strengthening, up until 1940 it appearing that approximately 81 amendments had been added. Modern transportation of the present day in contrast to the covered wagon and stage coach days of the long ago marks somewhat the wonderful progress that has taken place in Texas. The historic and beautiful Missions in Texas are of great interest. Early buildings housing administrative and legislative officials were temporary structures. A one-story frame house at Columbia, seat of the first permanent government of the Republic, is some times called the first Capitol building, a frame structure at the present site of the Rice Hotel was the Capitol at Houston. When Austin was selected as the Capital several log buildings were erected. This burned Nov. 9, 1881, and a temporary Capital located just off Congress avenue served until the completion of the present structure, which was formally opened May 16, 1888 the cornerstone having been laid March 2, 1885. The present pink granite Capitol building in Austin is 7 feet higher than the Capitol in Washington; and, is the eighth largest building in the world in area. Texas has three thousand nine hundred (3,900) rivers, bayous, lakes and the Gulf of Mexico in which to fish. Texas has four National forests covering nearly 2,000,000 acres. The Governor of Texas rules over more territory than any Continental Ruler except Russia. The last battle of the Civil War was fought in Texas after the peace was declared and was won by Texans. "Texans or Texians" if you prefer, quoting John Randolph in "Texas Brags," and making reference to Texas Almanac and Texas State History.

Politics play no part in the presentation of this page, but it is a matter of political history of TEXAS that the Democrats have been uniformly victorious in elections, there having been but few upsets; however, the voter, in this state reserves unto himself sturdy independence. We are strong in our convictions and give voice to them in most certain terms. You'll find us the same yesterday, today, and tomorrow: always sincere and intent on advancing without trodding others under our feet in so doing. Yes, we are commercially agressive, but we have values to offer in return for all money that comes our way. TEXAS beckons new people money and industry and holds out to all three that here are to be found a multitude of advantages and opportunities. Resources, both natural and potential invariably lend an impetus to each new generation. The days of the pioneer have not yet been erased, and may the spirit of the frontier days ever pervade every section of this State! Welcome to TEXAS, the "Lone Star State!"

NAMES OF SPONSORS' STORIES APPEAR ELSEWHERE IN THIS SPECIAL EDITION OF THE JACKSONVILLE JOURNAL

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Having Made His Way Up From the Bottom, Mr. Moore in Reminiscent Mood Made Known Fact That he Began Operations With an Initial Cash Investment of Fifty ($50.00) Dollars Comparable to His Present Outstanding Position in the East Texas Lumber Manufacturing World

One of the Youngest Major Lumber Manufacturers in the Anderson County Sector of the Lone Star State of Texas, Mr. Moore Prides Himself in Being Able to Make Good Lumber; and, Declares Business is Always Good With Him

Frankston. — Cutting both pine and hardwood lumber, W. E. (Hoke) Moore Lumber Company is a recognized major effort in its industrial line, observation and information establish. W. E. (Hoke) Moore, Jr., 34, native of Pickapoo, Texas is the owner and operator of this oustanding local industry. His wife, Mrs. Lucile Moore is a native of Frankston. She and her husband, Mr. Moore are the proud and happy parents of two children: Amanda Caroline, 3; and, John William Moore, 1. Parents: W. E. Moore, native of Georgia, deceased; and, Mrs. Ella Moore, also a native Georgian, living. Mr. Moore's father passed away in 1927. He was a pioneer. Parents of Mrs. Moore: J. C. and Mrs. Frances Dickson, both living. The Moores have resided hereabouts practically all of their lives thus far, it is learned; and, it is generally known that Mr. and Mrs. Moore are among the choicest and best friends civic, religious and general public development efforts possess in this Texas area, it is attested. Before embarking into the lumber manufacturing business in 1937, or 10-years ago, Mr. Moore engaged in general farming and livestock production, he reports; but, he retired from that activity in order to devote all of his time to timber and lumber manufacturing, he declares. Having established his first sawmill 10-years ago, Mr. Moore today enjoys the enviable distinction of owning and operating one of the most modern and up to date plants of its kind in East Texas, it is affirmed. In addition to his own sawmill production, Mr. Moore states that he absorbs the output of 5-other sawmills, thereby establishing himself as a major operator in this sector of the Lone Star State, facts and figures reveal. Incidentally it is of interest to state that Mr. Moore received his Christian name of Hoke in honor of the lamented Hoke Smith of Georgia. Sawmill capacity of Mr. Moore's plant at Frankston rates 150,000-feet rough lumber weekly, he makes known; and, for like period his Planer mill delivers upward 100,000-feet finished lumber, he reports. Employing 125 to 150-men; and, doing a general wholesale and retail lumber business, Mr. Moore announces that he is always in the market for additional timber tracts and invites purchase negotiations. He makes timber purchases most from Anderson, Cherokee and Henderson counties, Texas he states; and, also provides a cash market for both logs and contract timber delivered to his skids at Frankston. Mr. Moore says he established his modern planer in 1945. Maintaining yard lumber inventory from half million (500,000) feet to 700,000-feet, Mr. Moore says he is usually in position to take care of most any demand for lumber; and, he assures each and all of his customers that he genuinely appreciates their patronage, whether they be wholesale or retail customers. One of the youngest major lumber manufacturers sin East Texas, Mr. Moore says he is happy to be a friend and supporter of all worthy civic, religious and public development undertakings not only here at Frankston and Anderson county, but thruout the whole of East Texas; and, Environs. Looking to the future with optimistic feeling, Mr. Moore gives it as his mature opinion that Anderson county and East Texas sectors of the Lone Star State are in for considerable progress and prosperity over quite a number of future years, and to that end he is shaping his plans and programs so as to keep stride with the healthy business development as he believes it will come along, he feels assured. Of interest on behalf of this young man, may it be said that in the yesteryears he had his beginning as to his timber and lumber manufacturing career on a cash investment of only $50.00 comparable to his envious business status as of the present plus a future for him that seems so bright that nothing short of encouragement and inspiration may be his for a long, long time to come. In honor of the memory of Mr. Moore's deceased father, W. E. Moore, Sr., let it be known that he was a pioneer in the field of agriculture and livestock production; and, he specialized in fruit, the son states. Mr. Moore has subscribed liberally of his support and influence toward the success of the instant effort to help publicize more widely the enormous natural and potential resources of Anderson county, East Texas; and, Environs, and he stresses each and all of the progressive programs herein advocated, it is made known.



Jimmie Moore, top; and, his pretty little sister, Amanda Moore, children of Mr. and Mrs. W. E. (Hoke) Moore, Frankston, Texas.

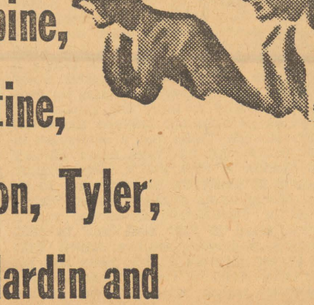


Mrs. W. E. (Hoke) Moore, wife of W. E. (Hoke) Moore, owner and operator W. E. (Hoke) Moore Lumber Company, Franston, Texas.

Condolence and Sympathy To All Bereaved and Sorrowing

Since the compilation and publication of this special edition began, the sad intelligence reaches us that some of our sponsors and members of sponsor families have passed into the Heavenly beyond. To the bereaved and sorrowing ones our sincere sympathy and condolence are extended.

THE JACKSONVILLE JOURNAL





Left to right standing W. E. (Hoke) Moore, owner and operator W. E. (Hoke) Moore Lumber Company, Frankston, Texas. His father in law, J. C. Dickson appears at right. In the background is a portion of Mr. Moore's industrial plant, one of his loaded trucks appearing at left. Mr. Moore is one of the more active timber manufacturers in the Anderson county sector of East Texas, it is affirmed.

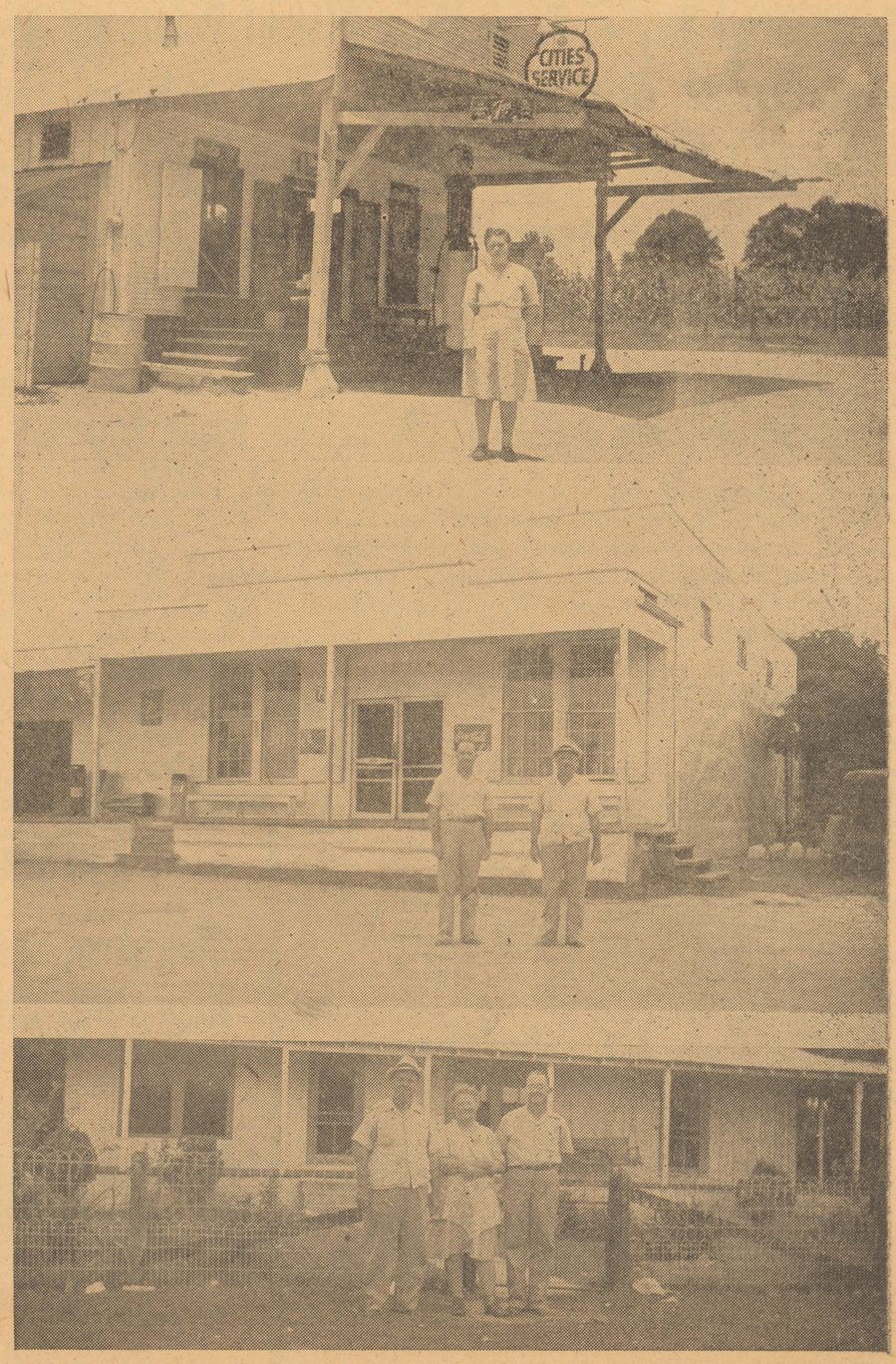
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BON WIER MERCANTILE CO., FOUNDED OVER 40 YEARS AGO BY E. P. HUGHES, SR., 64, AND OPERATED BY TWO OF HIS SONS, SAM F. HUGHES, 37; AND, E. P. HUGHES, JR., 26, IS PIONEER ESTABLISHMENT

Sam F. Hughes, General Manager of the Above Mercantile Activity, Also Owner and Operator of His Individual Store at Buck Horn, Texas, Where His Wife, Mrs. Maxine Hughes, General Manager And Business Executive of That Business, Announces Mr. Hughes

Hon. E. P. Hughes, Jr., Who is Junior Partner With His Brother, Sam Hughes in the Operation of Bon Wier Mercantile Company, Served as a Member of the Texas State Legislature the Past Year

Bon Wier and Buck Horn. — These two localities represent two of the more outstanding rural communities in Newton county, East Texas; and, Environs, more particularly so, it is pointed out because of the presence of the Bon Wier Mercantile Company at Bon Wier; and, operation of the Sam F. Hughes store and service station at Buck Horn, where his wife, Mrs. Maxine Hughes is General Manager and Business Executive, Mr. Hughes announces; and, specifically so, because none other than the well known, substantial and popular E. F. Hughes, Sr. 64, living, founded the Bon Wier Mercantile Company as a public service institution more than 40 years ago, facts and figures disclose. On April 1, 1947, Mr. Hughes decided to go into semi-retirement, but all along it is said of this gallant gentleman that he continues to enjoy active participation and cooperation in practically everyworth while thing that is going on in his beloved sector of East Texas and West Louisiana; and, their Environs, it is affirmed. Sam F. Hughes, 37, is General Manager of Bon Wier Mercantile Company, his brother, Hon. E. P. Hughes, Jr., being partnership owner with him in the business, it is announced. In his public message stating his retirement from active mercantile business, the Senior Hughes among other things in addressing his former customers said: "I wish to take this method of thanking you for your past patronage of the Bon Wier Mercantile Company. For over 40-years, you, as my customer, have made it possible for me to serve you. I have done my best to give you the best quality of merchandise and good service at the lowest possible prices. Since I am retiring from business, I know the new system which will follow will prove money-saving to you. The new Cash and Carry System may seem odd and inconvenient at times but it will prove to be the best in the long run in giving you the best merchandise at lower prices." At that time two of Mr. Hughes' son, Sam F. and Hon. E. P. Hughes, Jr., in association with their brother in law, I. D. Birdsong, took over the business; but, on July 1, 1947, Mr. Birdsong withdrew from the partnership to return to lumber checking, a business in which he had pioneered in other years, he stated. From that time forward, Messrs Sam and E. P. Hughes Jr., continued operation of the big business their father had founded January 1906, he having completed his store building the latter part of 1905, he says; and, opened his doors for business the first part of January 41-years ago, it is established. A good stock of merchandise is carried by Bon Wier Mercantile Company, whose new owners on April 1, 1947 in taking over among other things said jointly: "We as new owners of the above named firm, respectfully solicit your future trade, endeavoring always to give you the widest selection of the best merchandise at the lowest possible prices;" and, that these fine young men have done just that is attested by many pleased patrons and the public, it is assured. They handled practically everything from general department store merchandise to building material, it is observed and ascertained on information. E. P. Hughes, Sr. is a native son and has resided hereabouts all of his life thus far. His wife, Mrs. Susie Newton Hughes, is also a native of this sector, the name of Newton county, it is believed, having originated with the name of and in honor of the Newton family, listed as among the earlier of pioneer settlers in this Texas area, it is declared. Mr. and Mrs. Hughes are the beloved parents of eleven children, ten of them living and one deceased, Billie Hughes, who was 19 at the time he lost his life with the U. S. Sea Bees during World War No. 2. The others are: Mrs. Ione (C. W.) Herrin; S. F. (Mrs. Maxine), 37; Mrs. Mercedes (C. V.) Davis; Doc N. (Mrs. Mildred), 33, with U. S. Merchant Marines; Mrs. Doris (Bill) Williams Mrs. Susie Lee (W. D.) Aldridge; Hon. E. P. (Mrs. Camile), Jr. 26; Paul Edwin (Ted), 21, with U. S. Merchant Marines; and, twins: John Jean and Miss Ann Vernette, both 18. Parents: Sam and Mrs. Minervie Hughes, both deceased. Parents of Mrs. Hughes: Francis and Mrs. Mary Newton, both deceased. Mr. Hughes is an old pioneer timberman; and, altho he is in semi-retirement from the mercantile business, he states that he continues to have a lot of fun in continuing actively his buying and selling of timber tracts. At one time he says he owned 2,000-acres land, but that recently he sold 900-acres of his Mother earth holdings, leaving him, he says, 1,100-acres of land, which is partially leased for prospective oil development; and, that he would consider leasing the remainder, he invites. In good natured way, Mr. Hughes says he has retired from his former mercantile business as 'long as his boys runs it right;' and, there is every reason to believe that these fine young gentlemen will not now or ever dissappoint their Father, attest interested friends and neighbors. Mr. Hughes says he looks with a bright outlook on the future of East Texas and West Louisiana; and, that in his opinion now is the time for all of us to energetically put our shoulders to the wheel and help push the community load over the hill to best possible area public development hereabouts, such as may be advocated in the outstanding programs in this Special edition; and, to which substantial support and influence has been extended by the Hughes family, it is pointed out. Both a cash and credit business is conducted by this business institution; but, it is affirmed, rare bargins are always to be had at this big store for cash; for, indeed and in fact, the young gentlemen insist: "Great is the Power of Cash." In other years the founder of this business institution is known to have been quite active in farming, livestock production and some hogs. He still maintains that interest and some activity, it is opined. This entire area of East Texas and West Louisiana; and, Environs, is claimed as appreciated trade at Bon Wier Mercantile Company, affirms Sam F. Hughes, its General Manager and Business Executive. Mr. Hughes, founder of the business, says in his boyhood he started out at $40.00 a month and boarded himself, comparable to the achievement and accomplishment standing to his credit in the present day of his well spent life, it is admittedly stated on his behalf. "It was a hard and rugged road, but I made the grade," proudly comments Mr. Hughes, another of us who appreciates a little of the encouragement and a few of the flowers as we pass this way rather than waiting until we are 6-feet beneath the sod, it is declared. He prides himself in the fact that he was able to educate all of his children, succeeded in sending several of them thru college; and, that his greatest joy in life has come thru service to God and mankind, it is known—excellent support as to the latter standing out boldly in favor of Mr. Hughes as the one man who has made it a point to help suffering humanity whenever and wherever he finds it, his record in depression years standing as a towering monument in his honor, it is attested. By many, Mr. Hughes is characterized as a human dynamo, so many and varied are known to have been his generous benefactions, it is affirmed. The buildings in which company business is carried on are still owned by Mr. Hughes, but the business is owned and operated by his two sons, Sam F. and Hon. E. P. Hughes Jr. declaration is again made. Mr. Hughes has two brothers: Sheriff T. S. Hughes, of Newton county; and, Burt Hughes. There are 2-sisters: Mesdames Annie Du Boss; and, Mollie Birdsong. General Manager Sam F. Hughes, in addition to his management of Bon Wier Mercantile Company, is owner and operator of store and service station at Buck Horn on the road between Bon Wier and Newton. He has conducted that operation for the past 10-years, he states; and, considers himself quite fortunate in having his lovely wife, Mrs. Maxine Hughes as his General Manager and Business Executive at Buck-Horn while he looks after his enlarged responsibilities and operations of Bon Wier Mercantile Company at Bon Wier. In the instant effort to help publicize more widely the extensive natural and potential resources of East Texas; and, Environs the Hughes' thru their Bon Wier Mercantile Company have contributed liberally of their support and influence; and, may every good and constructive blessing attend them, and each of them, as well as their community as a whole, it is appreciated.



In above picture at top appears Maxine Hughes, Wife of Sam F. Hughes in front of their place of business at Buck Horn; center picture showing Mr. Hughes and his father, E. P. Hughes in front of Bon Wier Mercantile Co.; and, bottom picture shows Mr. and Mrs. E. P. Hughes and their son, Sam Hughes, the latter having his individual business at Buck Horn, managed by his wife, while he manages Bon Wier Merc. Co. owned and operated by himself and brother at Bon Wier, Texas.

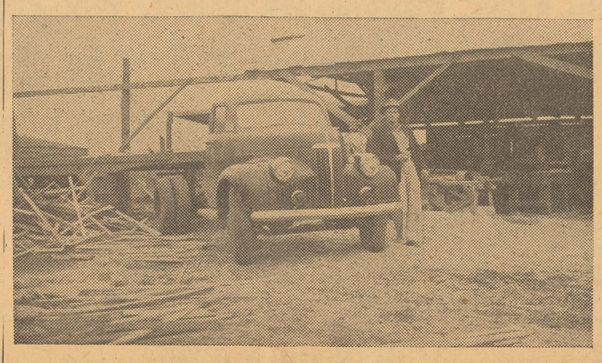
E. S. STOUT LUMBER COMPANY, E. S. STOUT, 42, OWNER AND OPERATOR, NATIVE TITUS COUNTY, EAST TEXAS; AND, ENVIRONS, MOVES HIS HANDLE MILL TO MALAKOFF, TEXAS

Carrying Upward 500,000-Feet Standing Timber, Mr. Stout Announces That He Is Always In Market For Good Timber Tracts; And, Invites Negotiations He Says

Malakoff.—E. S. Stout Lumber Company, E. S. Stout, 42, owner and operator is a comparative new industry for this Henderson county sector of East Texas; and, Environs, it is ascertained. Native of Titus county, Texas; and, his wife, Mrs. Louise Stout, a native of Morris county, Texas, says before coming here he sojourned for a while at Pittsburg, in Camp County, Texas; Emory at Rains; Maybank at Henderson; and, to Malakoff in January 1947. Mr. and Mrs. Stout are the parents of 8 children: Billie Joe; Charles; Loretta; Shirley Jane; Joy Dell; Ernest Jr.; Lucky and Jerry Stout. Parents: W. A. Stout, living; and, Mrs. Alice Stout, living. Parents of Mrs. Stout: Mr. and Mrs. Spence Thigpen, both deceased. Having embarked out on his timber career at Omaha, 25 years ago, Mr. Sout affirms that his actual manufacture of timber into the rough and finished product began in 1930. Lumber was his first activity and this was followed by him branching out into the handle business. a specialty that is known to have brought considerable success to Mr. Stout, it is learned. His local handle mill rates a daily capacity of 4,000 handles, Mr. Stout announces; and, that he employs 15-men. Carrying upward 500,000-feet standing timber; Mr. Stout says he is always in the market to buy additional timber; and, that he invites negotiations to that end. He states that he also buys individual logs and cotract timber delivered to his skids here at Malakoff. His production is sold at wholesale, it is made known. Possessing modern equipment, Mr. Stout announces that his elaborable expansion program for the future includes the contemplated manufacture of ironing boards; walking canes; crutches; chairs; sucker rods for wind mills: cedar chests; and, possibly he may also branch out in the manufacture of furniture. Finished handles and dry kiln are also mentioned by Mr. Stout as possible future installations. All of his life thus far has been spent in East Texas; and, Environs, affirms Mr. Stout, and naturally he is pleased and delighted to do anything he can to help boost and work for the greatest possible future development hereabouts, it is known. He is now one of the well known timber manufacturers in this part of Texas, his experience having included 12 to 14-years with Bruner-Ivory Handle Company, Hope Ark., where he helped to manufacture handles and other products; selling G. E. Ruhman Mfg. Co., Schulenberg, Texas; and, also served as plant superintendent for R. L. Maxey. Mr. Stout, also before going all out in the timber manufacturing world, states that he operated a motor truck freight line about 8 years out of Omaha, Texas. In actuality, Mr. Stout points out that at the age of 20-his master strokes started and he hasn't found time until now to let up, so busy have been his strides, he attests. Yes, said Mr. Stout he came from the bottom. Other plans for the future include the contemplated installation of a planing mill for the manufacture of hardwood flooring as a definite specialty in that fielld, cutting all dimensions, he welcomes. He employs 6-trucks; and, believes he has an industry capable of blossoming like the rose thruout East Texas; and, its environs. Mr. Stout is participating and co-operating with the progressive Sponsors who have made possible, along with himself, this magnificent Special Edition, which is devoted to the cause of assisting in publicising more widely the natural and potential resources of this Texas area, is known and appreciated.

Bikini Soil Drug

Soil from Bikini atoll, scene of atomic bomb tests, has yielded a new drug twice as powerful as streptomycin. Dr. Donald B. Johnstone of New Jersey agricultural experiment station says there is no link between the drug and the atomic bomb.



E. S. Stout, owner and operator Stout Manufacturing Company, Malakoff, Texas.

With VISION, FAITH and ACTION

Cherokee, Smith, Rusk, Panola, Anderson, Van Zandt, Henderson, Sabine, Jasper, Nacogdoches, San Augustine, Shelby, Houston, Angelina, Newton, Tyler, Polk, Freestone, Leon, Trinity, Hardin and Orange Counties, East Texas; And, Environs

FORCING BUSINESS FORWARD

New ideals, new visions, new aspirations and new hopes have had a birthday in the minds of progressive people of the East Texas trade area; and, its environs. These bright and resplendent mental images have found themselves backed by an inward urge and inspiration. The necessary faith and courage to make realities of these new ambitions is very much in evidence. Action and service on the part of the aggressive and public spirited citizens of the within communities will result in the fulfillment of many new plans of constructive endeavor.

CAPTAIN of industry, and lord of all it surveys, the DOLLAR is the power behind the nation, behind the East Texas trade area; and, its environs. Yet it is the man who controls the mighty eagle. And once he stifles it, smothers it in inactivity, those soaring wings must fall, and in their deathflight bring impotence in their wake.

It is our dollar which is part of the nation's wealth of billions. It is our dollar which represents an important percentage of the wealth of the East Texas trade area. To fling it in the dark recesses of idleness is to cheat not only our own community, but ourselves of greater buying power . . . flourishing business . . . and progress.

We, who live in this region; and, its Environs, believe in constructive growth and development, and as best we can, we shall stand as bulwarks guarding the interests of our respective Communities. Opportunities and advantages presenting themselves, we expect to capitalize on them. Money shall be kept in circulation through the medium of a quickened business activity, coupled with much of the old-time barter and trade.

With Vision, Faith and Action we are marching ahead to greater heights of achievement. Our people do not believe in the word DIE, so they have removed the three letters D, I and E from the awful word DEPRESSION—to receive their command "PRESS ON!" The next few years shall find us working shoulder to shoulder in the common interest of all.

NAMES OF SPONSORS APPEAR ELSEWHERE IN THIS ISSUE OF THE JACKSONVILLE JOURNAL
BUY U. S. SAVINGS BONDS AND STAMPS—PRODUCE ALL FOODSTUFFS!

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THE JASPER LIVESTOCK COMMISSION COMPANY, J. U. WALTON, 50; AND, HEWITT (H. H.) ALEXANDER, 37, OWNERS AND OPERATORS AT JASPER IS DEVELOPING INTO A MAGNIFICENT LIVESTOCK MARKET

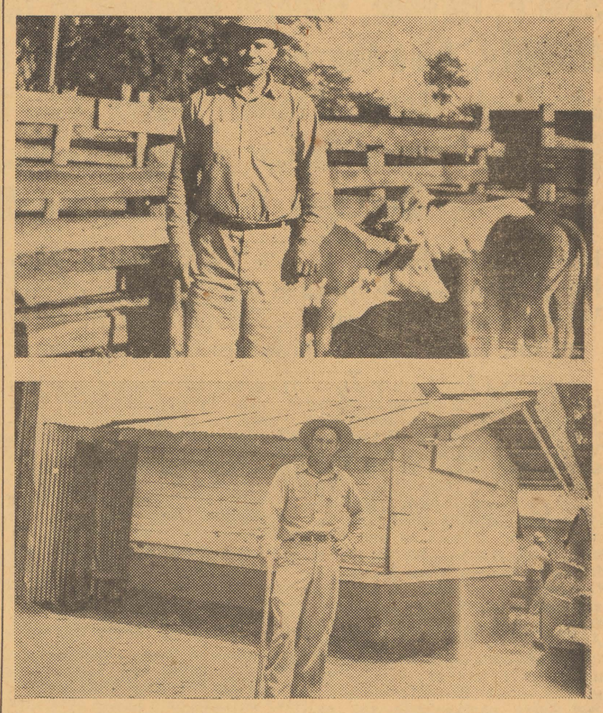
Substantial Buyers From Many Distant Points are Known to Patronize This Good Livestock Market, Bringing as it Does Thousands and Thousands of New Dollars Not Only Into the Jasper Area but the Whole of East Texas; and, Environs, it is Authoritatively Stated

18 Thousand to 25 Thousand Head Cattle; 10 Thousand to 15 Thousand Head of Hogs; Some Horses and Mules; a Few Sheep and Goats Find Clearance on Annual Basis Via Wednesday Sales of Each Week at the 'Old Fair Grounds' in Jasper, Messrs. Walton and Alexander, Make Known

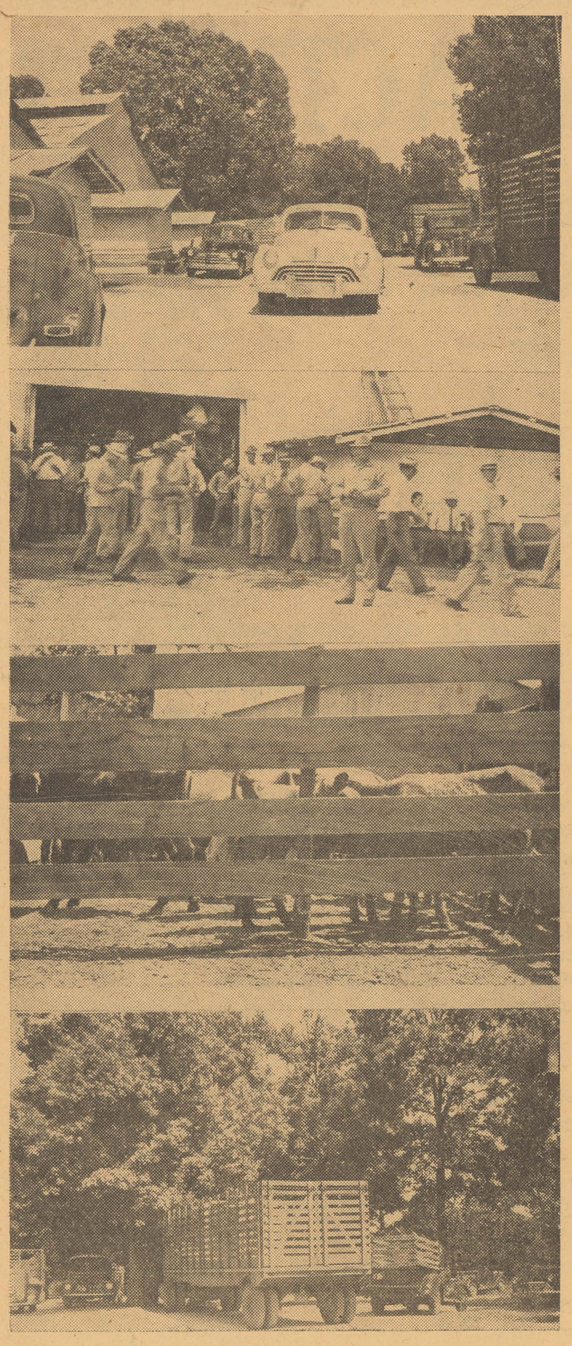
Serving a Livestock Market Area Within a 200 Mile Radius of Jasper; and, Receiving Some Cattle Out of Louisiana; West Texas; and, as Far Away as Joplin, Mo., to the Gulf of Mexico, One May Gain Some Idea of the Rapidly Growing Importance of Jasper as a Livestock Market, it is Affirmed

Jasper. — Perhaps the greatest single industry to come to Jasper in recent years has to do with the presence and successful operation of The Jasper Livestock Commission Company, patrons and friends affirm. Located in the huge buildings and ground of the 'Old Fair Grounds' here at Jasper, this concern is amply able to take care of all business coming its way be it in summer or winter, fall or spring, it is declared by its progressive owners and operators, J. U. Walton, 50, of San Augustine, and, Hewitt (H. H.) Alexander, 37, of Jasper. Serving a radius 200 miles from Jasper, Messrs. Walton and Alexander believe they are in position to render just as good service when it comes to realizing near the actual value of livestock when cleared thru their Wednesday sales each week as may be obtained in the larger cities; and, be it said to their credit quite a number of pleased and satisfied patrons are known to have gone openly on record as declaring they have received equally as good if not better prices for their livestock here than might have resulted had they gone to Dallas, Ft. Worth, Houston, Shreveport and/or anywhere else. Hence, the continued popularity and splendid increase constantly in business at The Jasper Livestock Commission Company in Jasper, Jasper county, East Texas; and, Environs, it is pointed out. Under present ownership this big livestock commission company opened for business in 1945; and, it is known to have been a success from the very first sale. Mr. Alexander carried along individually until the past summer when he took into partnership with him none other than the well known and popular seasoned cattleman, J. U. Walton of San Augustine. And what a mighty team they are making not only for the success of the institution they own but for those who patronize it, it is declared! Attendance is large and enthusiastic at each and every sale it is reportedly stated; and, to give the public an idea of the enormous volume of business carried on by Messrs. Walton and Alexander thru their Livestock Commission Company, records establish that between 18,000 and 25,000 head of cattle; 10,000 to 15,000 head of hogs; some horses and mules; a few sheep and goats are run thru the Jasper Livestock Commission Company sufficiently each week so as to establish the above figures on an annual basis, it is revealed. Not only local cattle but livestock coming from thruout a 200 mile radius of Jasper; and, as far away as Louisiana; West Texas; and, from Joplin, Mo., to the Gulf of Mexico to make of The Jasper Livestock Commission Company one of importance locally and generally, it is appreciated. Thousands upon thousands of fresh new dollars are brought into local trade circles as a result of this fine livestock operation; and, that isn't all, it is declared that East Texas as a whole benefits substantially because of the excellent advantage and reputation it enjoys because of this admittedly successful livestock auction sales barn at Jasper. Many are the complimentary boosts given this concern from thruout the territory it serves, this Commentator and others attest. Buyers come here long distances to patronize these sales, it is revealed; and, in the main top prices are paid for practically every animal run thru the auction block. And, significantly let it be stated that no commission is charged to cattle owners where there is no sale, Messrs. Walton and Alexander insist. Every sale is strictly on a commission basis, and reasonably so, it is affirmed. Patrons of The Jasper Livestock Commission Company are known to be friends and boosters in the main, it is established; and, the business is known to be growing by leaps and bounds, it is assured by its owners, both of whom are known to take a personal interest both on behalf of buyers and sellers. Incidentally, too, it may be of more than passing interest to identify and introduce more particularly the men who own and operate The Jasper Livestock Commission Company, i. e., Mr. Alexander is a native of Siloam Springs, Ark., an dhis wife, Mrs. Blanche Alexander is a native of Louisiana. They have 3 children: Patsy Ruth, 12, Harlin, 10; and, Donald, 6. Parents: Walter Alexander, living; and, Mrs. Margaret Alexander, deceased. Parents of Mrs. Alexander: Mr. and Mrs. Willie Marrow, both living. In his youth, Mr. Alexander moved with his family to Louisiana, locating at Ashaby. After he grew up, he says he sojourned about the country and located in Jasper in 1945. Mr. Alexander has the reputation of having been a hard worker practically all of his life, he admittedly having made his way up from the bottom, it is declared. Congenial and pleasant, some of his friends call him "Alex", while others know him as "Hewitt", but either way he says he strives to get the job done right and on time. In his boyhood he handled some cattle, buying and selling down in Louisiana, where he also did some production, he reports. Later he went to San Angelo, Texas and became a seasoned operator, he reports. He opened his auction barns here in Jasper little more than 2 years ago; and, as stated above received Mr. Walton into equal partnership. H. Stroud is the auctioneer employed by Messrs. Walton and Alexander. Wednesday of each week is sales day; and, sales are scheduled to begin at 1 o'clock p.m. and continue until all stock on hand may be sold Sales are held rain or shine, so commodious are the expansive building accommodations, it is mentioned. Capacity of the sales barn stands at 1,000 head, Messrs. Walton and Alexander affirm. Said to be the largest sales barn between Beaumont and Marshall, The Jasper Livestock Commission Company does not hesitate to invite the largest possible public patronage, it is declared. Mr. Walton, by the way is a seasoned livestockman of long standing. Veteran of World War No. 1, he is a native of San Augustine, where he owns upward 1,300 acres farming, ranch and timber lands, records establish. These lands are leased for prospective oil development, and he says he would consider a sale of the properties on cash or terms basis. His wife, Mrs. Fannie Walton is a native of Sabine county. They have 2 children: Mrs. Lonnie Love (B. T.) McGown; and, Mrs. Myrtle (Chas.) Beck. There are 2 grandchildren: Wanda Myrl and Joyce McGown. Parents: T. J. Walton, deceased; and, Mrs. Janie Walton, living. Parents of Mrs. Walton: W. L. and Mrs. Lena Fussell, both living. Mr. Walton says he would sell some of his oil royalties; and, that he employs both tractor and mule power on his farms. Buying, selling and producing cattle, Mr. Walton says he carries from 200 to 500 head on his ranch, his herds possessing 8 bulls. Local and general markets are patronized. In 1938, Mr. Walton built the first auction sales barn in San Augustine. It was burned in 1939, when

(Continued on Page 13)



In top picture above is J. U. Walton; and, bottom picture represents Hewitt (H. H.) Alexander. These gentlemen are owners and operators of The Jasper Livestock Commission at Jasper, Texas, where Mr. Alexander resides. Mr. Walton lives at San Augustine.



Pictures above represent scenes at The Jasper Livestock Commission Company, Jasper, Jasper county, East Texas; and, Environs on one of their busy Wednesday sales days. First and second above represent activities on the mid-way, C. F. Hilton, prominent Brahman cattle rancher and Champion Pulpwood Contractor appearing near right center pipe in mouth. Two bottom scenes show some of the cattle in corral and cattle trucks parked in the beautiful grove surrounding the huge sales barns.

Inviting New People, Money and Industry to

Cherokee, Smith, Rusk, Panola, Anderson, Van Zandt, Henderson, Sabine, Jasper, Nacogdoches, San Augustine, Shelby, Houston, Angelina, Newton, Tyler, Polk, Freestone, Leon, Trinity, Hardin, Walker and Orange Counties, East Texas; And, Environs

Progressive Communities

MAGNIFY YOUR MONEY

In These Communities

Where Men Meet With Opportunities



This favored section of East Texas trade area: and, its environs, is replete with all those things which are needed in a mighty upbuilding. It offers rare opportunities to the Soldier of Fortune. Those of us already on the ground floor are proud of the advantages to be found here, and we stand for constructive service in the interest of our respective communities, the state and the nation.

These sectors, East Texas; and, its environs, stand foremost among the leaders of the Southland. Business flourishes here, because of a stability in commercial thinking. Grouped together, they are all for one, and one for all. An everlasting prosperity is being enjoyed, because of the wholehearted spirit of cooperation among the civic-minded citizens of these communities.

NAMES OF SPONSORS APPEAR ELSEWHERE IN THIS ISSUE OF THE JACKSONVILLE JOURNAL
BUY U. S. SAVINGS BONDS AND STAMPS—PRODUCE ALL FOODSTUFFS!