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NEW DAY DAWNS FOR EAST TEXAS, QUICKENED STAR OF HOPE AND BRIGHT FUTURE ALONG HORIZON IS ROSY OUTLOOK AND OPTIMISTIC BELIEF FOR JASPER SECTOR LONE STAR STATE, SAYS MRS. SLOVER

General Manager of Slover Basket Factory at Jasper, Texas Enjoys the Enviable Distinction of Being the One Woman Who has Coped With All Odds and Won Magnificently, Facts and Figures Disclose on Behalf of her Successful Operation of the Big Basket Factory Bearing Her Name at Jasper, Texas

When the Years Were Lean and the Struggle Was Hard, Mrs. Slover Surmounted Each and Every Obstacle, Accepting it Only as a Definite Stepping Stone Toward Something More Worthwhile and Never Once Did She Become Discouraged, the Story Goes

Pioneer Basket Manufacturing Activities of the Slovers Began at Turn-Pike, Cherokee county, Back in 1886, Says Mrs. Slover, and True to the Family Tradition She is Now Carrying Onward and Upward Successfully and Well, it is Revealed

Jasper.—Slover Basket Factory, Mrs. Lela Slover, widow of the lamented W. W. Slover, who passed away November, 1935, as General Manager is enjoying marked progress in the basket manufacturing world, it is ascertained; and, as you go along with this commentator it will be to have unfolded to you a most remarkable triumph by Mrs. Slover, and her charming daughter, Miss Lorene Slover, efficient plant Superintendent. Other children of Mrs. Slover: Mrs. Doris (Marcus) Park; H. Maurice, Step (Mrs. Bernice); Miss Lorene Slover; Mrs. Kathleen (Jolly) Nixon; Miss Estell Slover; Miss Carrie Slover; W. W. (Bill) Slover, back from U. S. A. (World War 2), Assistant Superintendent. Mrs. Slover has two deceased children: Mrs. Lela (Ralph) Houck; and, Joe S. Slover, who paid the supreme sacrifice in Germany during World War 2. There are 5 grand children: Billie Bob and Patricia Park, Maryland Kay Slover; Linda Sue and Al Nixon. Both Mrs. Slover and her deceased husband are natives of Rusk county, Texas. Mr. and Mrs. Peacock, parents of Mrs. Slover, are deceased, as are also the parents of her deceased husband. In 1906 they located at Turney, and in 1921 they established themselves in Jacksonville. In 1935, the year Mr. Slover passed away, the family established themselves in Jasper. Mr. Slover was a brother of the lamented Jack Slover, who was one of the original founders of the basket manufacturing industry in East Texas. It was he with his father, the late J. G. Slover who started with their first four basket crates at Turn Pike Creek back in 1886. For years the Slovers manufactured baskets at Turney and sold to the Peacocks. Other pioneering basket manufacturing activities initiated by the Slovers will be found elsewhere on this page, which has been underwritten by Mrs. Slover as an aid toward furthur publicizing the natural and potential resources of East Texas, as well as relating family history and other information that may be of interest to readers here and elsewhere, it is believed. The Slover interests at Jasper became evident in 1935, history records; and, in practically every walk of life, civic, religious and otherwise, the Slovers enjoy an identification that is nothing short of wonderful, friends and neighbors refer to them as worth while pioneers of the old school of citizenship.

Marcus Park, Son in Law of Mrs. Lela Slover, Founder the Jacksonville Journal, Now Located in Henderson, Texas

Jasper—In passing, and as a part of the family history of Mrs Lela Slover, General Manager of Slover Basket Factory, let it be said that one of her son-in-laws, Marcus Park, now a successful operator of a Printery in Henderson, Texas, was the founder of the Jacksonville Journal, popular and successful newspaper edited and owned by John Allen Templeton, a progressive and well equipped journalist who has the best interest of all East Texas and, environs, at heart; Pleasing, therefore to announce from Jasper that the friends and well wishers of Marcus Park waft their greetings also to Mr. Templeton and wish for him and his newspaper every meritorious success.

Wholesale Disposition of Baskets Conducted by Jasper Basket Factory, Employing 80 to 100-Men All Branches

Jasper.—Jasper Basket Factory, Mrs. Lela Slover, General Manager, conducts a wholesale business, the plant's capacity of a car load of baskets daily being promptly shipped; and, to do this, she states that it is necessary to carry direct and indirect employees on her pay roll ranging from 80 to 100 men. Substantial pay roll, therefore, it may be realized, the whole Jasper community enjoying the benefit in its distribution, it is felt. The fine manufacturing work being negotiated by Mrs. Slover and her daughter, Miss Lorene, as well as other members of the family, and employes, is definitely an inspirational tonic to the public at large, and in the opinion of commentators should be accepted and appreciated as such. On behalf of her Basket Factory and personal interests, Mrs. Slover has subscribed generously of her support and influence toward the success of this Special Edition, all of which is genuinely appreciated. By way of timely comment, Mrs. Slover voices majority sentiment when she says more livable houses are needed in East Texas, and she'd like to see substantial progress in that direction. Civic and religious growth also enjoys her interest, it is certain.

SLOVERS NOT ONLY PIONEERS IN BASKET MANUFACTURING INDUSTRY BUT THEY HAVE ESTABLISHED THEMSELVES AS GOOD CITIZENS AND TAXPAYERS THRUOUT EAST TEXAS AREA

Fact and Figures Prompt the Above Statement, and the Correctness of it is Substantially Admitted by Those Who are Traditionally Carrying On in the Name and on Behalf of the Original Slover Ancestry, it is Pointed Out

Jasper.—It was a great day in the yesteryears when the Slover family located in East Texas, appraise many of their friends and well wishers. Back in the pioneer days of 1886, basket manufacturing was introduced by this pioneer family at what was then known as Turn Pike Creek. Years passed, and manufacturing in a larger and better way was initiated at other points, including Turney, Jacksonville, and other points. In another story on this page appears more in detail the early beginning of the Slovers. As time came along modern machinery was installed, business increased on a large scale and the business of crate and basket manufacturing became an enormous industry for East Eexas. Turney operations were started in 1906, followed by the building of a plant at Jacksonville in 1921 and in 1935, W W. Slover, deceased husband of Mrs. Lela Slover, General Manager of the factory here, established the Jasper Basket Factory. At the introduction of the Jacksonville plant, the building of bushel baskets was established. The plant carried forward as Slover & Newton, and at the former's death, his interest was sold to the Newton factor in the operation, the latter then taking in the Shank holdings as presently constituted and operated, it is stated. The Jasper plant was taken over by Mrs. Lela Slover as General Manager, she then moving to Jasper and assuming full charge and direction of factory operations, she states. She is a wonderful woman, being belovedly referred to by many admirers as the outstanding mother of the Jasper community. That same affectionate regard was held for Mrs. Slover in other climes enjoyed by her and her family, it is assured. And, tho having had to come forward in a rugged and determined way, Mrs. Slover carries that general grace and kindly understanding that simply makes everyone adore and admire her. Same is true also of memers of her family, comment interested neighbors and friends. In many respects, Mrs. Slover is regarded as a human dynamo, a wheel horse and a wizard when it comes to getting the job done. Long live Miss Lela, and God bless her in every good and constructive way!

Miss Lorene Slover, Daughter Lamented W. W. Slover; and, Mrs. Lela Slover, the Latter General Manager Slover Basket Factory, As Plant Superintendent and Assistant General Manager Scores Unusual Record as Efficient Operator

Many Has Been the Day, and Years, She Says That, in Her Over-Alls and Ambitious Determination She Has Had to Assume Man-Sized Jobs and Executed Them Without a Whimper—She's Lovable, Interesting and Popular, Friends Affirm

Jasper.—When her father, the lamented W. W. Slover passed away in 1935, it devolved upon his daughter, Miss Lorene Slover to take over as practical operator in many divisions of her father's property here and elsewehere. Her Mother, Mrs. Lela Slover, widow of the deceased founder, took over as General Manager. Like her daughter, she carried on Trojan like, but as to Miss Lorene it is said of her that she was, and is now, a matchless wonder. Superhuman, is seemed, she donned her overalls and did what was considered then, as now, a real man's sized job; but, she says, it had to be done and she did it without a whimper. If it was necessary to go to the woods and bring in a load of logs to keep the Slover Basket Factory going at Jasper, Miss Lorene was equal to the demand and did just that. Other responsibilities and demands were constantly crowding in on her, and again then, as now, Miss Lorene apparently accepted each and every one of them with a smile, no matter how hard the task might have been, and was, and instantly produced a maximum of results Any way she kept the Slover Basket Factory going, and the kind and good Mother today passes much of the glory and the success of Slover Basket Factory, and its continued progress and prosperity to Miss Lorene, truly a most remarkable young woman! The sun shines brighter now around the Slover family fire side, and also at the Basket Factory, it is assured and thinks are just a little easier, for the present at least, for Miss Lorene, and also for her gracious mother, Mrs Lena Slover; but, be this as it may, the Slovers are as a unit, consequently they are each and every one up bright and early each and every business day in the years, and they hit it hard until quitting time, it is observed. But success, a lot of fun, plenty of glory, and enough of this wo ld's goods more than compensate them for their entertaining and useful way of life, it is assured. Commendation and congratulations to the Slovers now and always!

Slover Basket Factory at Jasper Enjoys Car Day Capacity in Successful Operations, Records Show

Jasper—Wholesale business carried on by Slover Basket Factory, Mrs. Lena Slover. general manager, here enables this successful operator to average a car per day, that being the rated capacity of the local plant; and, it just so happens that Mrs. Slover enjoys a contract that takes her entire output. Miss Lorene Slover, is plant superintendent and Assistant General Manager. Her brother, W. W. (Billie) Slover, back from the War is Assistant plant Superintendent. Employes in all departments from executive offices out into the remotest part of the plant, and on out into the woods are known to be loyal and anxious to give Mrs. Slover the very best of service each and every day. Just like one big famliy over at the Slover Basket Factory, it is known; and, rightly so!



Mrs. W. W. Slover, owner and operator Slover Basket Factory, Jasper, Texas, bears the enviable distinction of being one of the most elert and successful basket manufacturers in East Texas. Mrs. Slover is shown in the picture above, also reflecting part of her factory.

WE CAN LIVE VERY COMFORTABLY VIA

PRODUCTION

Adequate Supplies Livestock, Sweet Potatoes, Peas and General Variety Food For

MAN AND BEAST

In Favored East Texas Area; And, Environs, Affirms
Mrs. Lela Slover, General Manager Slover Basket Company,
Jasper, Texas; and, A Good Friend of the
Lone Star State of Texas

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PETRI WELDING & MACHINE SHOP, JOHN A. PETRI, 47, OWNER AND OPERATOR, JACKSONVILLE, POSITIVELY RATED AS BEING ONE OF THE MOST MODERN OF ITS KIND IN THIS SECTOR LONE STAR STATE

Coming To Jacksonville In 1925 After Sojourning For A While At Texarkana, Houston And Other Parts Of The Country, Mr. Petri Says He Made Up His Mind That The Capital City Of Cherokee Was The Ideal And More Centrally Located Spot For His Organization To Render A Maximum of Service Over A Wider Area Of East Texas Than Elsewhere, So He Pitched His Tent Here And Won, It Is Known

Business Established in 1934 is Known to Have Grown by Leaps and Bounds Via Efficient Service and Courteous Service to Patrons Whether Large or Small; and, as Result, Says Mr. Petri He's Constantly on the Alert Endeavoring to Do for You and Others That Which Others Aren't Equipped to Do, He Sincerely

Trade Territory Served by Mr. Petri, he Says Extends South to Huntsville; North to Avinger; West to Athens; and, East to Nacogdoches, His Plant Always Affording Employment to Efficient Welders and Machinists, he Declares

Jacksonville.—Introducing the subject of this full page of newspaper publicity advertising on behalf of Cherokee county, East Texas; and, Environs, let it be said right off the bat that John A. Petri, 47, owner and operator of Petri Welding & Machine Shop on West Larissa Street, Jacksonville, is one of the better known and appreciated citizens and taxpayers of Cherokee county, attest friends and patrons. Native of Neches, Texas, Mr. Petri sojourned about the country for a while, particularly so at Texarkana and Houston, he states; and, then cast his anchor here in Jacksonville, where he is known to have carved out a phenomenal success in his business, so much so, it is declared. that the results have been nothing short of marvelous. His wife, Mrs. Frances Estelle Petri is a native of Rusk. Miss Frances Nan Petri, 14, and Johnnie Mack Petri, 16, are the two interesting children of Mr. and Mrs. Petri. Parents of Mr. Petri: A. C. and Mrs. Mary Petri, both living. Parents of Mrs. Petri: D. S. McIntyre, deceased; and Mrs. Claudia McIntyre, living. While work is his hobby, Mr. Petri admits that he reaps a great joy out of his work as an active Mason; and, that in all civic and religious activities he says he is interested and delighted in seeing the greatest amount of good come from those wholesome and meritorious efforts, he affirms. It was in 1934 when Mr. Petri established his plant here; and, prior to that time he began his experience or trade during war, and later here. In other words, Mr. Petri found out that he liked machinery then; and, does now, so much that he made it his life's work. Hence the pride of himself, his friends and the public entertained for the wonderful success that is known to have crowned his efforts to make of the Petri Welding & Machine Shop the outstanding success it enjoys today. Not only rated as one of the best of its kind thruout the broad territory he serves, Mr. Petri is known to be on the alert and constantly improving his plant. Mr. Petri describes his trade territory as extending south to Huntsville; West to Athens; north to Avinger; and, east to Nacogdoches. To appreciate just how well he is serving his trade thruout that expanded area all you have to do is pay his shop a visit some time. Efficiency to the last work is carried out at the Petri place, it is known; hence, the instant stamp of approval that goes on his service as excellent. He says it must be good, right or it is not allowed to be released until it passes such a rigid test.

From Standpoint Good Workmanship, Petri Welding & Machine Shop Earns East Texas; and, Environs, Record

Jacksonville. — John A. Petri, founder and operator of his welding and machine shop here has a right to be proud and happy because of the meritorious record he has earned for good service thruout East Texas; and, Environs, it is noted. For good workmanship, Mr. Petri's plant enjoys the enviable distinction of standing tops with its patrons and friends. He is not unmindful of this honor and recognition; hence, his mightiest and best efforts at all times not only to maintain this status, but to improve it as, if and when possible both from the human and physical equation, he assures.

Coming to Jacksonville in 1925 After Having Sojourned to Different Points, John A. Petri, Proprietor Petri Welding & Machine Shop Became Active Booster

Having Served With Merchant Marines in World War No. 1, Mr. Petri Began His Trade Cleaning Up Machines of War, and Later Putting Similar Effort Into Prctice Here at Jacksonville, the Home of His Ever Expanding Industry, Patrons and Friends Observe

Jacksonville.—During World War No. 1, John A. Petri, owner and operator Petri Welding & Machine Shop, served with Merchant Marines. That experience started him ambitiously onward and upward in the field of public service, it is ascertained. He sojourned about the country in general, making stops at Texarkana and Houston; but, somehow the 'urge' kept beckoning Mr. Petri to come to Jacksonville, and he did just that in 1925, he says. All the while he was improving his opportunities, and getting ready for the big days of public service that were ahead for him, and in the midst of which he presently finds himself active and successful beyond his fondest dreams back there in the beginning, he admits. As stated in another part of this page underwritten by Mr. Petri, his trade territory extends to Huntsville on the South; Avinger on the North; Athens on the West; and Nacogdoches on the East. Work has come from even greater distances, it is learned; and, by day and by night, Mr. Petri is known to spend seeing to it that his patrons get exactly the kind of good service to which they are entitled, he insists. During World War No. 1, Mr. Petri served with the Merchant Marine, where he enjoyed gainful experience. He learned how to clean up machines of war; and, in later years brought the same practice and educational advantage with him to Jacksonville. How well he has succeeded here is practically known of all men hereabouts, it is related; and, as the years come along it goes without saying that Mr. Petri's progress and prosperity will continue, unmistakably so, it is believed; because, while in the enjoyment of success at his shop, Mr. Petri is known to never let an opportunity pass where he may be of service to his community; and, its people, it is pointed out. In 1934, Mr. Petri established his plant here, enlargements having been necessary almost continuously in his plant operations, it is stated.

Mr. Petri Employs Good Men and Personally Sees to it That Each and Every Job Is Right

Jacksonville.—Friends and patrons affirm that when you have the word of John A. Petri, proprietor Petri Welding & Machine Shop that any given and/or all jobs as for that matter, must be right before leaving his shop, you have something. That is to say, Mr. Petri regards his spoken and written word as being chief stocks in trade with him. Hence, the satisfied and pleased customers who are known to be almost constantly shouting the praises of Mr. Petri personally and his efficient welding and machine service in particular. Mr. Petri says he employs good men in all departments and that he himself sees to it that maximum efficiency prevails at all times.

CHEAPER POWER, LOWER TAXES, BETTER ROADS, ADEQUATE DRAINAGE; IMPROVED CHURCHES AND SCHOOLS; INCREASED PRODUCTION OF ALL FARM PRODUCTS AND LIVE STOCK, MILK, MEAT AND EGGS; SOIL CONSERVATION, AND WELCOME TO NEW PEOPLE, MONEY AND INDUSTRY

In Subscribing Generously of His Support and Influence to the Success of the Above Declaration, John A. Petri, Live Wire Owner and Operator Petri Welding & Machine Shop in Jacksonville Hits Key Note, it is Believed For Enhanced Progress and General Prosperity Thruout Cherokee County, East Texas; and, Environs, it is Believed

Jacksonville.—This full page of newspaper publicity advertising has been made possible thru the generous underwriting by John A. Petri, live wire owner and operator Petri Welding & Machine Shop, West Larissa, Jacksonville. He has not only subscribed his support but his influence along with others to help more widely publicize the natural and potential resources of Cherokee county, East Texas; and, Environs. To that end, also, Mr. Petri has joined actively and enthusiastically in the program to cordially invite the location of desirable new people, money and industry not only in Jacksonville, but thruout the trade area served by him; and, its environs, he proclaims. First, last and all the time, Mr. Petri is a Texan, the kind who do things in a larger and better way, if possible for the benefit of their respective communities; and, people. That's the kind of policy and attitude on the part of Mr. Petri that have served to make of him a very useful and worth while citizen and service man in this area of the Lone Star State of Texas, friends and neighbors attest. Mr. Petri says he does not hesitate to register his support and influence, also, on behalf of cheaper power, lower taxes, better roads and, adequate drainage; improved churches and schools; increased production of all farm products, including livestock, milk, meat, eggs; and, all the essentials so greatly needed and desired for both man and beast, it is assured. Alert in the success of his own business, Mr. Petri says he realizes that Jacksonville, like all other progressive communities is an assembly of people working, boosting and putting for the betterment of their communities; and, people. Hence what is good for Jacksonville and this area ought to be good for the whole; and, via comment from others what may be good for the area as a whole, should likewise be good for Jacksonville. Hence the team work, cooperation and participation furnished by Mr. Petri along with other representative Sponsors who have made possible this huge publicity advertising effort on behalf of this Texas Region, it is affirmed.



John Petri, Jacksonville, Texas, where Mr. Petri is the progressive owner and operator of Petri Welding & Machine Shop, admittedly one of the most up to date of its kind in all East Texas; and, Environs, it is pointed out.

Climbing From Model T. Roadster, $100 in Pocket Back in 1925, the Overcoming of Vicissitudes Have Become a Pleasure, Acknowledges Mr. Petri

Petri Welding & Machine Shop Occupies Triangle Lot 175-Ft. West; 200-Ft. North; and, 150-Ft. on Highway with Constant Expansion Order of Day, Mr. Petri States

Jacksonville.—The conspicuous climb both in service and success by John A. Petri, well known and popular owner and operator of the welding and machine shop bearing his name on West Larissa fully justifies recommendation, it is believed, that other young men so inclined adopt Mr. Petri's motto and follow his lines of business and service success, it is sincerely and appropriately suggested, agree many of his well wishers and friends. Also with constant expansion being the order of the day in Mr. Petri's life and plant activities, his location on West Larissa finds his shop occupying a triangle lot facing 175-ft. west; 200-ft. north and 150-ft. on highway. The place is chock full of modern machinery, some of which may be visioned and appreciated by taking a look at some of the pictures on this Petri page, it is pointed out; but, better still, it would be worth your while any time to take a stroll to, or drop by in passing, Mr. Petri invites his patrons and the public. Giving his customers credit for his success, has also resulted in him having to turn down more business presently than he is executing, he states; but as rapidly as possible he's making ready to take care of a larger volume of patronage, it is assured. Reminiscing into the past, Mr. Petri recalls not only the time when he gave up a $150 per month job to accept one in Jacksonville that paid only $2 per day, but the latter assured him of a better chance at what he enjoys today; he also likes to think of the days back in 1925 when he possessed an old Model T. Roadster and carried $100 in his pockets. It's been a far cry from then until now, for 22-years of dreaming, planning and executing by Mr. Petri, it is established. The results are here to speak for themselves, it is pointed out. With that meagre cash capital—$100—Mr. Petri had and made his start comparable to the flattering position he enjoys today not only in possession of worldly goods but more joyously the high esteem and good will in which he is known to be held by his friends and the public; for, acknowledges Mr. Petri 'a good name is rather to be chosen than great riches.' Mr. Petri owns and occupies a lovely home with his family here in Jacksonville. Speaking of his profession, and it's that and more, declare those who enjoy the prompt and efficient service of his shop, Mr. Petri in a few well chosen words describes his situation as a public servant to a T. Says he: "I have a slogan that enables me to say: I can do or make most anything that most anyone wants; but, I can't do everything everybody wants." Mr. Petri says desirable and efficient welders and machinists are invited to contact him in person or via U. S. Mail, Jacksonville, Texas, as, if and when they may be available for employment. More power to you, Mr. Petri both as a citizen and a public servant; and, on behalf of the management thanks and appreciation are extended in recognition of your participation and co-operation along with other able Sponsors in helping to make of this Special Edition the fine success it enjoys.

Light and Heavy Welding Service is Performed by John A. Petri's Welding and Machine Shop and is One of Best as to Workmanship in East Texas, it is Declared

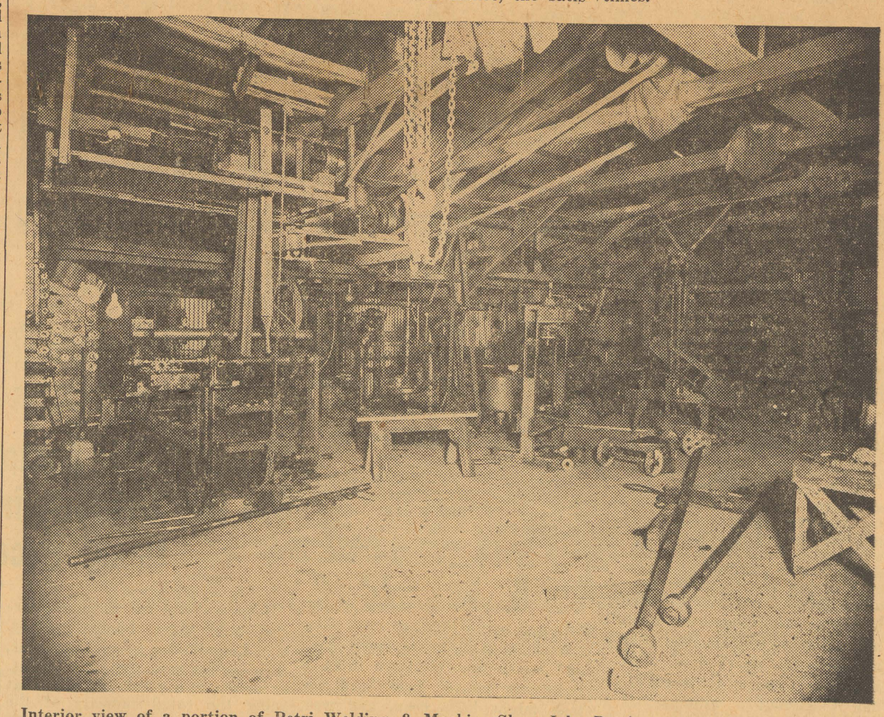
Pictures on This Page Give You Some Idea of the Modern Plant Assembled and Operated by Mr. Petri, Who is Esteemed and Recognized as an Invaluable Asset in Many Ways to This Part of Texas, it is Known

Jacksonville.—You don't have to go to the big and/or large cities to get your successful light and heavy welding; but, rather might this commentator state that in some instances the big and/or larger cities have had to come to Jacksonville in order to obtain this kind of satisfactory service. Presence of Petri Welding & Machine Shop, John A. Petri, owner and operator is the answer. This plant is ideally situated for convenience of Mr. Petri's patrons; and, then, too, he is equipped adequately and carries only efficient workmen. This latter ingredient alone has earned for Mr. Petri's shop thruout East Texas, it is declared, the recognition of good service. Nothing short of the best is allowed to leave Mr. Petri's shop, he affirms; and, when you have your light or heavy welding done the Petri way the chances are 9 to 1, it is assured, that you will be pleased in every sense of the word. And, that isn't all, it is pointed out, i.e., Mr. Petri is known to be reasonable in his charges for services dendered. That goes a long way to help get the job done; and, as result Mr. Petri says now he has to turn away more work than he is able to do, speaking volumes for the popularity and high esteem in which both he and his service are held, it is attested.

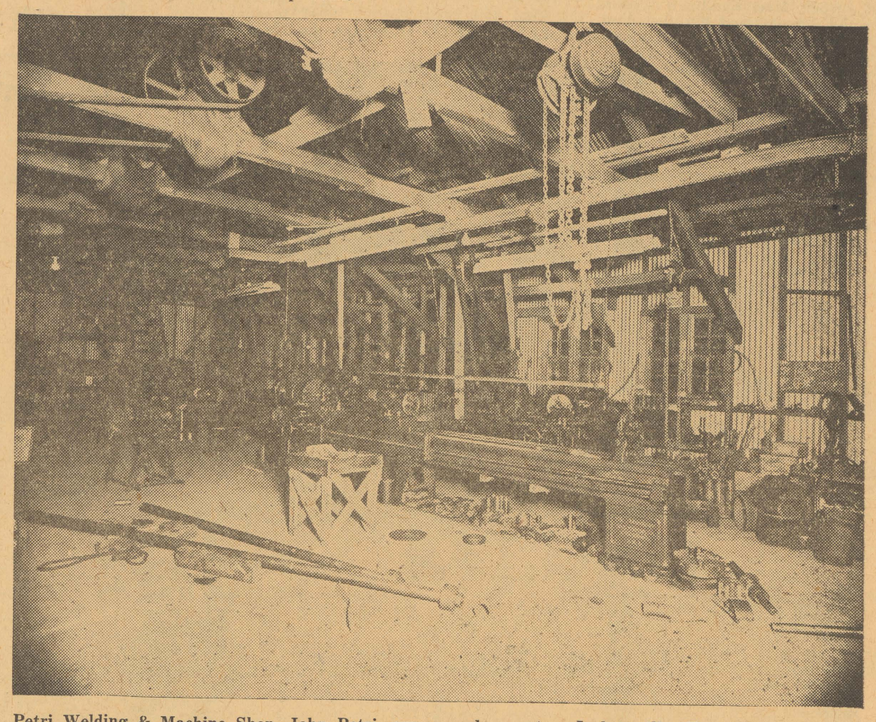
Active in Masonic Work; Friend of Churches and Schools, John A. Petri, Well Known Welder and Machine Expert, Says He Gives Success Credit to Customers!!

Having Made His Way From Bottom Up, Mr. Petri Recalls Time When he Gave Up $150.00 Per Month Job So That he Might Come to Jacksonville and Work for $2 per Day to Get Started Back Toward His Shop Ownership

Jacksonville.—Modest and retiring of disposition; and, yet a stalwart when it comes to achieving and accomplishing along the journey of Success in all of his activities, it has remained for John A. Petri welder and machinist to set and establish strides all his own. He is active in Masonic work; a good friend of civic and religious progress; and, claims good work as his hobby. He is recognized as an expert welder and machinist; and, he sees to it that all of his men help him to live up to that coveted reputation thruout his trade area, and elsewhere, he maintains. Mr. Petri is known to have made his way up from the bottom, so to speak; he says, when he gave up a $150.00 and, he quite well recalls the time, per month job so as to be able to come to Jacksonville and work for $2 per day in order that he might progress more rapidly to the day when he'd become the owner and operator of his own shop. He did just that; and, both proudly and deservedly so, it is happily said of this unusual man in many ways. For whatever measure of success he may have attained in the material world, Mr. Petri says he likes to give his customers the credit; and, he does so promptly and on the spot, it is ascertained from observation and information, this commentator attests.



Interior view of a portion of Petri Welding & Machine Shop, John Petri, owner and operator, Jacksonville, Cherokee county, East Texas; and, Environs. The plant is rated for efficiency, prompt service and reasonable charges for its work. Mr. Petri says he is modernly equipped to do practically everything in first class machine shop work.



Petri Welding & Machine Shop, John Petri, owner and operator, Jacksonville, Texas is recognized and appreciated as an outstanding community asset; and, it is known that Mr. Petri draws patronage from a large portion of the Lone Star State from Dallas and other points eastward, it is established.

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J. H. BUSBEE LUMBER COMPANY, JAMES HUBERT (J. H.) BUSBEE, 30, SUCCESSFULLY OPERATING AS GOING CONCERN WITH MILL AT BROADUS, SAN AUGUSTINE COUNTY, EAST TEXAS, AND, ENVIRONS

Cutting Both Pine And Hardwood Lumber For Wholesale Markets, Mr. Busbee Is Known To Be One of The Younger Operators In The Major Lumber Manufacturing World Of East Texas; and, Environs, It Is Believed Plus Energetic Effort On His Part To Serve His Patrons And Community To The Best Of His Ability

J. H. Busbee Owns Lovely Home at Broadus, His Mill Operating About 1½-Miles South of San Augustine Town

Broadus.—This area of San Augustine area, East Texas; and, environs is known to be proud of the presence of J. H. Busbee, young lumber manufacturer and his interesting family. The saw mill and planer operations in the manufacture of lumber by Mr. Busbee are located just about 1½-miles south of his home. In the civic and religious life of Broadus and this part of San Augustine, the Busbee family is known to be quite active. In the business world, Mr. Busbee says he looks with a definite hope and faith in the continuance of good times thruout East Texas for a good many fruitful years out there in the future, but, he comments, in order to keep such a stride, he believes, it behooves each and everyone of us to do both our individual and collective part toward that desirable end; hence, the progressive program adopted and being carried out by him as a manufacturer of good lumber, he affirms, be it pine or hardwood.

Native of McClelland, Shelby County, Texas, Mr. Busbee Says he Sojourned at Center; Orange; Again at Center and to Broadus in 1943, His Exerience Having Found Him Efficient at Both Gin and Saw Mill Operations, he States

Notwithstanding he Carries From a Quarter to a Million and Half Feet Standing Timber, Mr. Busbee Says he Invites Opportunity to Acquire More Timber, Also Maintaining Cash Market for Purchase of Logs Delivered to His Mill, it is Known

Broadus.—Down here in this San Augustine county sector of Broadus is found the saw mill and planer operations of J. H. Busbee, 30, owner and operator; and, a splendid showing he is making in the manufacture of good lumber, it is maintained. A native of McClelland, Shelby county, East Texas; and, Environs, Mr. Busbee says he sojourned for a while at different points before selecting Broadus as his headquarters. This excursion in his young life, he reports, carried him to Center; next to Orange; back to Center and then here in 1943. While at Center, Mr. Busbee says he acquired the major portion of his timber manufacturing experience under the guidance of his father, J. E. Busbee, a veteran in the lumber business, he says. Mr. Busbee states that he also had experience in cotton gin operation while at Center, but liking lumber the best he ventured out into this field of industrial activity. As the future unfolds and the years come along, Mr. Busbee says he has in mind many improved plans for the expansion of his lumber manufacturing stride, which he believes will prove to be an advantage to both the trade and the consumer. While at Orange, Mr. Busbee says he operated a retail lumber yard, this experience also having given him valuable training in the sale handling of lumber and also an opportunity to help meet the needs of the dealer in lumber after he entered the manufacturing or production end of the business. Parents of Mr. Busbee: J. E. Busbee, living; and, Mrs. Alice Busbee, deceased. Mr. Busbee, whose full name is James Hubert Busbee is the husband of Mrs. Edith Busbee, daughter of W. L. and Mrs. Jane Virginia Brown, both living. Mr. and Mrs. Busbee have two children: James Lynn Busbee, 4; and, Miss Alice Jane Busbee, 1. On this page will be found other information about Mr. Busbee and his lumber manufacturing operations; as well as his keen interest and cooperation in helping to more widely publicize the natural and potential resources of the East Texas sector of the Lone Star State of Texas; and, environs. Elsewhere on this page, Mr. Busbee announces that notwithstanding he carries from a quarter to a million and half feet of standing timber he is constantly in market for additional timber tracts either in fee or rights; and, also buys contract timber and logs delivered at his mill.

While Carrying From Quarter to Million and Half Feet of Standing Timber, J. H. Busbee Lumber Company Announces it is Always in Market for More Timber; and, is in Position to Purchase it Either Standing or Delivered at the Mill, Fee or Rights

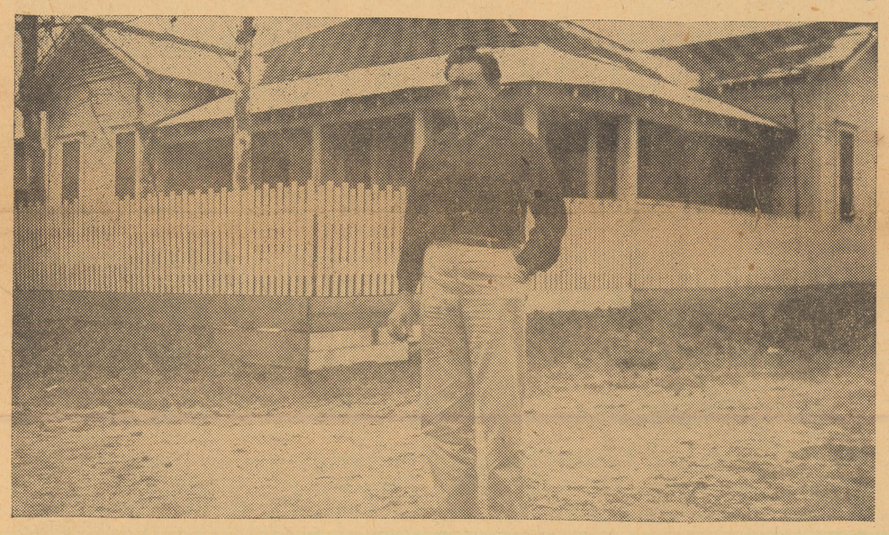
Steady Cash Market Prevails With Him, he Declares for Purchase of Timber; and, he Invites Opportunity to Negotiate With You on Behalf of Small or Large Tracts of Timber, he Affirms

Broadus.—J. H. (James Hubert) Busbee, young saw mill and planer operator announces that he maintains a steady cash market for merchantable timber, contract timber and/or merchantable logs delivered to his mill just south of Broadus, San Augustine county, East Texas; and, Environs. As owner of J. H. Busbee Lumber Company, headquarters here at Broadus, Mr. Busbee says that while he usually carries from a quarter of a million to a million and half feet of standing timber, he is anxious to get in touch with the owners of available timber tracts here and elsewhere with the view to opening purchase negotiations. Purchases of timber tracts will be made by him either fee or rights, he states; and, he also maintains a regular cash market for contract timber and logs delivered at his mill, he assures. Having started in a small way and today enjoying major lumber manufacturing status, Mr. Busbee covets opportunities, he says, whereby he will not only maintain steady employment for his 20 to 30-men, but to better serve the wholesale lumber markets and the consumer, hence, his encouragement to timber growers in general to avail themselves of the purchasing ability offered by his company, assuring each and all of them, he maintains, that he is ready, willing and able to carry out his purchase contracts on mutually satisfactory basis as between buyer and seller.

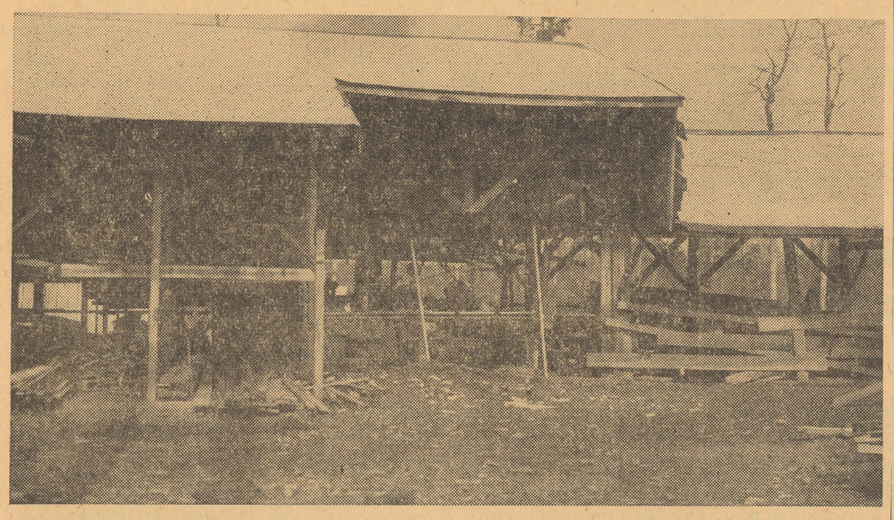
J. H. Busbee Looks With Rosy Optimism on Bright Future For East Texas; and, Environs, and Encourages Team Work in Progressive Development Stride

Next 5 to 15-Years, Believes Mr. Busbee Should be Good Ones Not Only For Lumber Manufacturers and Builders; But, for People in All Walks of Life, he Opines

Broadus.—There's a bright and glorious future for the whole of East Texas; and, environs, believes J. H. Busbee, owner and operator J. H. Busbee Lumber Company in this area of San Augustine county sector of the Lone Star State of Texas. In a recent interview with Mr. Busbee he expressed the view that in his opinion the next 5 to 15-years will not only be good ones for the manufacturers of lumber, of which he happens to be an integral part, it is established, but that they will be good ones for each and every one in all walks of life, he believes. However, Mr. Busbee went further and declared that it behooves each and everyone of us to do our individual and collective part to help maintain such a progressive stride. Team work, co-ordination of effort and whole hearted pull together spirit will keep the tide going East Texas progressive and prosperous way, sincerely believes Mr. Busbee; and, so much so, it is known he does not hesitate to recommend and urge such a course for folk generally speaking be they employer or employe, he happily comments. Indeed and in fact, men like Mr. Busbee are assuredly good citizens and taxpayers. God bless them one and all!



J. H. (Hubert) Busbee, owner and operator J. H. Busbee Lumber Company, Broadus, Texas, where Mr. Busbee says he is endeavoring to produce not only good lumber but to serve his community well.



J. H. Busbee Lumber Company, Hubert Busbee, owner and operator at Broadus, Texas, prides itself in doing excellent dressing of lumber, Mr. Busbee assures. He is one of the younger East Texas timbermen and lumber manufacturers, records reveal.



Saw mill operation J. H. Busbee Lumber Company, Hubert Busbee, owner and operator, Broadus, Texas. The above picture, it will be observed, was made just as a Texas snow was making its disappearance.

EMPLOYING 20 TO 30-MEN AT HIS MILL AND WOODS OPERATIONS, J. H. BUSBEE, OWNER AND OPERATOR J. H. BUSBEE LUMBER COMPANY, TAKES DEFINITE STAND THAT NOW IS HIGH TIME TO HELP PREVENT FOREST FIRES AND OTHERWISE SAVE OUR TIMBER CROPS

Cutting All Dimensions of Both Pine and Hardwood Lumber, Mr. Busbee Operates With Diesel Power and Says That During World War No. 2 at Least 90 Per Cent of His Lumber Output Went to Government Projects

Broadus.—J. H. Busbee, owner and operator the active lumber company here bearing his name states that he employs from 20 to 30-men at his plants and in the woods, thereby establishing quite a sizable pay roll; and, that he cuts all dimensions of both pine and hardwood lumber. But first and foremost, declares Mr. Busbee, he desires to go on record as vigorously and industriously assisting in every way he can to help prevent fires and other destructions of our timber forests, unquestionably he believes to be the outstanding natural surface resource enjoyed in East Texas; and, environs. To that end, Mr. Busbee has and enjoys the reputation of not only assisting in every way he can personally, but is known to have gone out of his way many times to co-operate with others in helping to conserve our timber crops. Employing selective cutting, Mr. Busbee says he does not hesitate to recommend and urge that others adopt a similar treatment of our timber resources and in that way, he is convinced, a merchantable crop of timber will be coming along at an average, he thinks, about every five to six years. That's a major consideration, undoubtedly so and Mr. Busbee is to be commended and the public congratulated because of his untiring and energetic efforts in that direction, opines this commentator. Now, says Mr. Busbee, is the time to help prevent forest fires and otherwise conserve our timber crops. The future requirements for good lumber demand, he says, that our best efforts be accorded the growing and protection of young timber; and, as it matures and becomes merchantable, it should be brought out of the forests with care and due consideration to the younger crop that is constantly coming on with proper care and attention. More power to you, Mr. Busbee, who says that during World War 2 at least 90 per cent. of his lumber output went to Government projects.

Fleet of 7-Trucks Serves J. H. Busbee Lumber Company While Good Lumber Will Be Dry Kiln Augmented Later

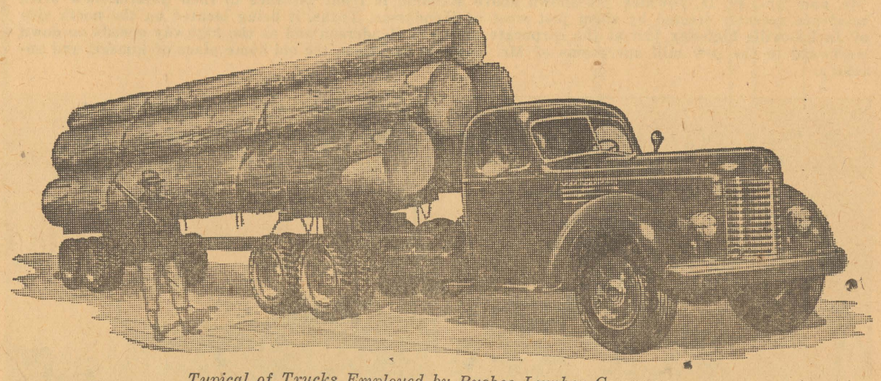
Broadus. — Realizing that the trade and consumer are now demanding nothing short of high class lumber, J. H. Busbee, owner and operator J. H. Busbee Lumber Company, while maintaining modern plant operations as at present, proposes to further augment the production of good lumber via the installation of modern dry kilns later. Meanwhile a fleet of 7-trucks is serving the J. H. Busbee operations, with assurances that every improvement necessary will continue thruout the complete period of future operations, he assures. The Busbee plant as a whole is equipped to do the job as at present but as time comes along, Mr. Busbee believes in the principle that nothing is too good for his patrons, and the public at large; hence, his definite program of continued progressive improvement all up and down the line in his operations, it is made known.

Employing Diesel Power, J. H. Busbee Lumber Company Believes it is in Position to Render FAST Grade Service

Broadus.—*Fast* cutting of lumber made possible by the employment of Diesel power at the operations of the J. H. Busbee Lumber Company places this outfit in enviable position to render fast grade service, Mr. Busbee believes. He cuts both pine and hardwood; and, pointing to his experiences at Center and Orange before coming to Broadus, Mr. Busbee modestly admits that he has the 'KNOW HOW' in lumber manufacturing. His association with his father at Center, where he had charge of the mill and his father looked after the retail yard at Orange, until it was sold; this young man is positive he acquired experience that is worth something both to himself and his customers; hence, his desire and ambition to improve and expand constantly from here on out, he declares. As stated elsewhere on this page, he employs from 20 to 30-men; and, is always in the market for more timber.

J. H. BUSBEE LOOKS WITH ROSY OPTIMISM ON BRIGHT FUTURE FOR EAST TEXAS AND ENVIRONS

Progressive Future Public Development Programs Advocated in This Special Edition Enjoy Unqualified Support and Influence, it is Pointed Out



Typical of Trucks Employed by Busbee Lumber Company

Generous Cooperation Helps Make Advertising Effort Successful on Behalf of Broadus, San Augustine County, East Texas, and Environs

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W. D. TOWNLEY LUMBER CO., W. D. TOWNLEY, 30, OWNER AND OPERATOR AT SALEM, RUSK COUNTY, REPRESENTS LIVE WIRE LUMBER MANUFACTURING INSTITUTION, FACTS AND FIGURES NOW ESTABLISH

Mr. and Mrs. Townley and Their Two Interesting Children Recently Moved to Their Magnificent New and Modern Brick Residence Erected by Them On Jacksonville Road Just West of Henderson, Where it is Appreciated as a Real and Enjoyable Residential Show Place, And Whose Inmates are Known to be Thoroly Pleased With It

Starting His Timber Experience Back in His Boyhood Days, young Mr. Townley Did Not Begin Manufacturing For Himself Until 1943; In 1946 he Went Along for a While as Partner With A. G. Jones and Curtis R. Stephens, Operating as Townley-Stephens Lumber Company, but Dec. 31, That Year he Returned to his Own Activities, he Says

Employing 30 to 50-Men, Mr. Townley Says he Contemplates Installing Planer Later; and, That he is Always in the Market For More Timber, Notwithstanding he Usually Carries 300,000 to Half Million (500,000) Feet Standing, he Makes Known

Henderson and Salem.—There are young men and there ARE young men, but it has remained for none other than the popular and well known W. D. Townley, 30, to make and maintain a stride all his own in the lumber manufacturing world, facts and figures disclose. Native of Salem, Rusk county, East Texas; and, Environs, young Townley is known to have started his timber experience back there in his early boyhood days; and, that in 1943 he began manufacturing lumber under his own name. On this page will be given more of the enviable progress of this young man, who married the lovely Miss Josie Lunsford and to them have been born two interesting children: Bille Ray Townley, 10; and, Miss Jimmie LaRue Townley, 6. These young folk are known to be making good records in their school work. Parents: Fred Townley, deceased; and Mrs. Cerita Townley, living. Parents of Mrs. Townley: J. E. and Mrs. Geraldine Lunsford, both living. Mrs. Townley is a native of Henderson, capital city of Rusk county, Texas. Born and raised on a farm, Mr. Townley is distinctly of that type of young citizen and taxpayer who regards the rights of others; and, both he and his good wife are known to be tops with their friends and the public, saying nothing for their leadership in the civic and religious life of their community. In 1946 after having been in the lumber manufacturing game for himself nearly 3 years, Mr. Townley says he formed a partnership with A. G. Jones and Curtis R. Stephens, operating until Dec. 31, 1946 as Townley & Stephens Lumber Company. At that time the business was dissolved, Mr. Townley immediately establishing the W. D. Townley Lumber Company and proceeding right ahead with his timber manufacturing business. Messrs. Jones and Stephens formed the Jones & Stephens Lumber Company, about whom a page of publicity advertising is carried elsewhere in this Special Edition to which Mr. Townley has also subscribed generously of his support and influence, making possible another page in honor of this outstanding effort of its kind in this sector of the Lone Star State of Texas. Mr. Townley does a wholesale and retail business within Texas, employs 30 to 50 men and contemplates making other extensive improvements in his proposed business expansion. Mr. Townley and his family reside in their beautiful new brick home in Henderson.



Pretty little Miss Jimmie LaRue and Handsome Billie Ray Townley, school children of Mr. and Mrs. W. D. Townley, Henderson, Texas.

W. D. Townley Lumber Company Will Buy Lumber, Logs and Tracts of Timber, Announces Townley

Salem and Henderson.—Things are happening out W. D. Townley Lumber Company way at Salem; and, Mr. Townley is also kept busy even when he is at his pretty new home in Henderson endeavoring to keep his stride and meet the wishes of the public, it is opined. On behalf of lumber, logs and timber tract holders, Mr. Townley announces there's a ready cash market for all of these items via his operations, and he invites you to give him an opportunity to strike a bargain with you as to either or all of these items, he declares. Without a doubt young Mr. Townley is a fine young business man, and those having dealings with him do not hesitate to toss a bouquet and desire to treat each and everyone with the Golden Rule way of life. You can't beat a combination like that, and more power to you Mr. Townley.

W. D. Townley Lumber Company Maintains Sizable Pay Roll, Manufacturing 15,000-Feet Lumber Daily

Salem.—The life of this community unquestionably is maintained to a large degree by the sizable pay roll distributed hereabouts by W. D. Townley Lumber Company, W. D. Townley, native of Salem, owner and operator of the plant. He resides with his family in their new brick nome recently erected in Henderson. Employing 30 to 50 men at his saw mill and in the woods, Mr. Townley is known to be the 'life of the party' so to speak in this immediate environ, where he is known and appreciated as just one of the home boys, it is averred. Manufacturing some 15,000 feet lumber daily, and it is good lumber guarantees Mr. Townley, this plant may well look forward to the day when its progressive young owner and operator contemplates installing an up to date planer, it is announced. This would augment the already liberal pay roll he is providing for the Salem community, it is pointed out and would likewise mean more business for him, it is also and happily agreed. Mr. Townley personally is known to be a hard worker and his loyal employees make it possible for him to keep near the daily capacity of his saw mill, or around 15,000 feet rough lumber daily. He proposes that his planer will carry a capacity of 15,000 to 20,000 feet lumber daily. The Townley Grocery serves as both commisary for employes of the W. D. Townley Lumber Company as well as the public in general, it is popularly appreciated.

W. D. TOWNLEY, OWNER AND OPERATOR OF W. D. TOWNLEY LUMBER COMPANY PLEADS EARNESTLY THAT EVERY PROTECTION BE GIVEN TO THE PREVENTION OF FOREST FIRES IN EAST TEXAS

Knowing What it is to Suffer Damaging Conflagrations in Timber Forests, Mr. Townley Takes Position That Both Officials and Public Should Combine Efforts to Help Save Our Timber Crops

1947, MR. TOWNLEY SAYS IS THE APPOINTED TIME AND EAST TEXAS IS THE ACCEPTED PLACE TO AVOID FURTHER PROCRASTINATION

Henderson and Salem—The public more or less is familiar with the disastrous fire, fires that have been sweeping thru portions of East Texas; and, environs, declares W. D. Townley, owner and operator of W. D. Townley Lumber Company, whose plant is located at Salem on Jacksonville highway west of Henderson. He and his family reside in the Rusk county capital — Henderson. Mr. Townley makes it known that he is very much concerned anent the devastation suffered in the timber forests, East Texas; and, Environs, and he takes this opportunity to plead earnestly with each and everyone to help prevent forest fires. There are many ways all of us may do this,affirms, Mr. Townley; and, to that end the cooperation and team work of both officials and the public are sought, it is declared. Knowing what it is to suffer serious loss in the timber forests, Mr. Townley says he does not hesitate to plead earnestly with each and every one to lend a helping hand in this growing menace (fire) to both growing and matured timber crops. The shortage in many areas is already acute, and unless we stop forest fires not only the manufacturers but the consumers as well face irreparable loss. The admonition of Mr. Townley, his timely warning and his sincere pleadings that each and all of us do what we can to avoid, prevent and stop forest fires come at a time most welcome. Let's be loyal, kind and generous to our forests, proclaims Mr. Townley and in that way the return will come back to all of us ten fold and more, he believes.

Magnificent Modern Brick Residence Erected and Occupied by W. D. Townley Family, Proves To Be Delightful Show Place North Side Jacksonville Road at West Henderson

Young Man Born and Raised on Farm Says he Dreamed, Planned and Executed This Beautiful Place Not Only for Occupancy and Joy of His Family But Public Admiration as Well

Henderson.—Clinging steadfastly to the idea and belief you can do anything you want to do is right, W. D. Townley, progressive owner and operator W. D. Townley Lumber Company (plants located at Salem about 10-miles west of here) has demonstrated that you can do just that—when you determinedly set your heart, your mind and your all to its achievement and accomplishment. Pointing with both pride and pleasure to the fact that he possesses the evidence to that end, Mr. Townley happily and cheerfully refers you to his beautiful modern new brick residence recently completed and occupied hy him and his family. It sits just at the west of Henderson proper, being ideally located on the north side of Jacksonville highway as it wends its way westward via his manufacturing plant, or sawmill at Salem. Modern thruout, enjoying all of the comforts and advantages perhaps of most of the more elaborate and palatial city dwellings, the W. D. Townley home is that in the wholesome sense of the word; for, here it is Mrs. Townley, our two children and myself bless His Holy name and realize that we have been abundantly served with this world's goods, commented Mr. Townley, admittedly a most deserving young lumber manufacturer, whose young wife is one of the more gracious and delightfully charming of the feminine sex, and their two children, Billie Ray and Jimmie LaRue Townley are each winsome favorites with their legion of friends. Public admiration of the new Townley home is general!

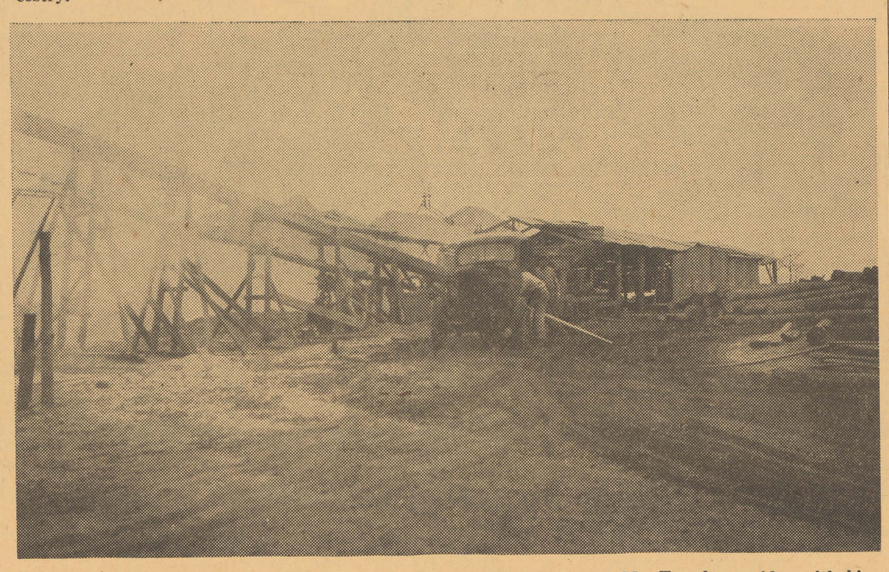


Mr. and Mrs. W. D. Townley are shown above standing in front entrance to their palatial new brick residence recently erected by them just west of Henderson, Texas, it being located on the north side of Jacksonville highway just at the corporate limits of Henderson and as the highway speeds on down westward to the saw mill operations of Mr. Townley at Salem, the old home place of himself and ancestry.



Top: Mrs. Josie Townley, wife of W. D. Townley, lumber manufacturer and their two children: Billie and Jimmie LaRue Townley, Henderson, Texas.



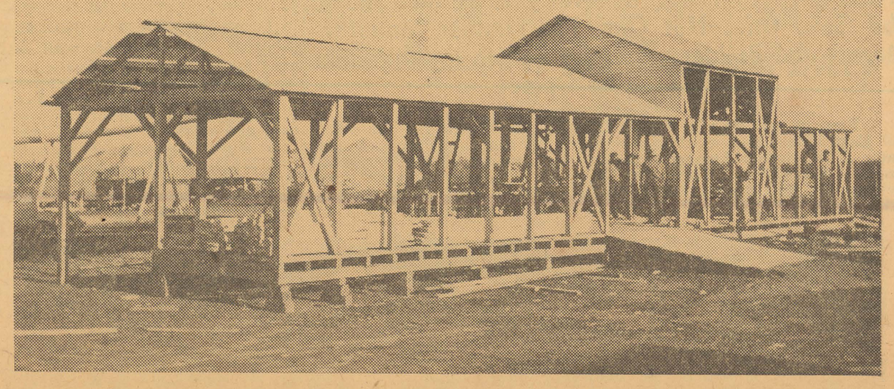


Saw mill operations W. D. Townley Lumber Company, Salem, Texas. Mr. Townley resides with his family at Henderson. He is known to be one of the busiest young saw mill operators in this sector of the Lone Star State of Texas.





Above right to left Mr. and Mrs. W. D. Townley, Henderson and Salem, Texas; and, bottom, Mr. Townley, this young couple representing one of the more popular and industrious young families in Rusk county, East Texas; and, Environs, neighbors and friends attest.



Above picture represents portion new planer mill operations conducted by W. D. Townley Lumber Company at Salem, Jacksonville highway, Texas. Mr. Townley's saw mill is also located here at Salem, but his pretty home and business headquarters are in Henderson.

All East Texas; and, Environs Enjoys Support and Influence W. D. Townley, Young Lumber Manufacturer for Success Progressive Programs Herein Boosted

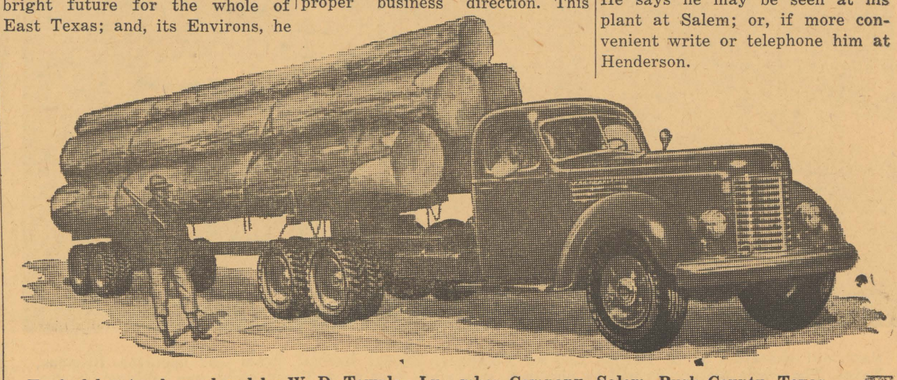
Cheaper Power, Lower Taxes, Roads and Adequate Drainage; Soil Conservation; Improved Churches and Schools; And, Cordial Welcome to Desirable New People, Money and Industry Have Good Friend in Mr. Townley, it is Affirmed

Henderson and Salem.—While his manufacturing of lumber operations are primarily carried on at Salem and his residence maintained here in Henderson, the fact remains it is disclosed that W. D. Townley, owner and operator W. D. Townley Lumber Company has an interest directly and indirectly in the progress and general development of all East Texas; and, its environs. In underwriting a full page of publicity newspaper advertising in this Special Edition, Mr. Townley has gone on record as a friend, booster and worker for the ultimate success of cheaper power, lower taxes, better roads and adequate drainage; improved churches and schools; soil conservation; increased production of all farm products, including livestock, milk, meat and eggs; and, that he joins actively and whole heartedly in the cordial invitation extended on behalf of the location of desirable new people, money and industry not only in Rusk county, but thruout the whole of East Texas; and, Environs, where Mr. Townley is known to be an ardent friend and booster for the genuine ultimate success of all the progressive programs advocated in this Special Edition. Good health, luck and happier life for you, and yours Mr. Townley now and always!

Additional Timber Tracts Invited by W. D. Townley, Owner and Operator W. D. Townley Lumber Company to Augment his Near Half Million Feet Timber Holdings

Increased Business Requires Expansion Program Calling Not Only for More Timber but Planer Installations to Cope With Extra Demands for Production, Texas Wholesale and Retail Public Making it All Possible, Mr. Townley Points Out

Salem and Henderson.—Lots of happpy developments are in the offing for the W. D. Townley Lumber Company, plant operations here at Salem and residential occupancy at Henderson, observation and information furnish. Increased business coming Mr. Townley's way is known to have made it necessary to step up production, hence plant expansion in future, including installation of modern planer service, he has in contemplation, Mr. Townley states. In a recent interview with Mr. Townley he was optimistic as he looked with rosy cheerfulness on an exceeding bright future for the whole of East Texas; and, its Environs, he made it very clear. Progressive in both thought and action, Mr. Townley is known to be traveling in what is believed to be the right and proper business direction. This calls not only for plant expansion, he comments, but acquition of additional timber tracts. Presently he says he carries from 300,000 to half (500,000) feet standing timber, but that is not enough, he declares, with what he has in view for the future. Hence, Mr. Townley invites those who have available timeber tracts for sale to get in touch with him before disposing of such property elsewhere. He believes he may be able to make it worth while giving him an opportunity to turn your timber into manufacturered products. He says he may be seen at his plant at Salem; or, if more convenient write or telephone him at Henderson.



Typical log truck employed by W. D. Townley Lu mber Company, Salem, Rusk County, Texas.

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

JONES & STEPHENS LUMBER COMPANY, A. G. JONES, 37; AND, C. R. STEPHENS, 40, OWNERS AND OPERATORS AT HENDERSON, RUSK COUNTY, EAST TEXAS; REPRESENTS OUTSTANDING INDUSTRY

Major Activity Prosecuted By Jones & Stephens Includes Saw Mill With Rated Capacity 40,000 Feet Lumber Daily; and, A Modern Planer That Takes Care Of From 50 To 75,000 Feet Dressed Lumber Daily; Depending On Dimensions; And, Requiring Purchase Output Other Mills To Meet Its Production Ability It Is Said

Carrying 5 to 6,000,000-Feet Standing Timber, Messrs. Jones & Stephens Report That They Are Constantly in the Market to Purchase Additional Timber Tracts Either in Fee or Rights, Also Encouraging Contract Timber Purchases as Well as Logs Delivered to Their Mill, be it One or a Million Logs, or More, They Assure

"Now's The Time We'd Better Advertise Our Timber, Stress Timber Conservation and Grow Abundant Crops of Timber," Affirm Messrs. Jones & Stephens, Who are Known to Enjoy a Broad and Favorable Status in Timber Manufacturing World, it is Declared

Henderson.—Rusk county and East Texas; and, Environs, enjoy the presence of many good and substantial lumber manufacturers but it has remained, it is believed, for Jones & Stephens Lumber Company to establish Enviable Record all their own in recent years, facts and figures disclose. This healthy lumber manufacturing organization is owned and operated by none other than the popular and progressive A. G. Jones, 37; and, C. R. (Curtis) Stephens, 40, these young men being brothers in law. Their first mill was operated for about 3 years at or near Salem on the Jacksonville highway west of Henderson, and, their present modern plant was built in 1946. It stands just a little ways east or south-east of town, and is said to meet lumber manufacturing requirements in minutest detail. Mrs. Mabel Jones is the wife of Mr. Jones. They have two interesting children: Billie Joyce and June. Parents: C. T. Jones, living; and, Mrs. Nannie Jones, deceased. Parents of Mrs. Jones: G. W. and Mrs. Elizabeth Hernsberger, both living. This happy young couple are each natives of Fordyce, Dallas county, Arkansas. In 1925, Mr. Jones migrated to various East Texas points and finally located here 4 years ago. Mr. Stephens, his brother in law, is a native of Little River county, Arkansas; and, the latter's wife, Mrs. Lucille Stephens is a native of Fordyce, Dallas county, Arkansas. There are 3-children in the Stephens household: Carlton Roy; Anita and Charles. Parents: Andy and Mrs. Nolie Stephens, both deceased. Parents of Mrs. Stephens: C. T. Jones, living and Mrs. Nannie Jones, deceased. Starting his career in the timber business back there in his boyhood in Little River county, Ark. In later years Mr. Stephens came to Richmond, Texas; thence to Trinity county Texas; next to Gilmer, Texas; and, finally to Henderson in 1943, when he formed a business partnership with his brother in law, A. S. Jones, the firm having been designated and established as Jones & Stephens Lumber Company in its final operations. While the operations were carried on at Salem on Jacksonville highway, W. D. Townley was a partner, it is revealed, but when the old firm was dissolved, Mr. Townley proceeded to operate on his own behalf, as may be observed from the appearance of a full page publicity advertising in this Special Edition. Elsewhere on this page in more detail will be found information believed to be of more than passing interest having to do with the general activities and broadening operations of Messrs Jones & Stephens. In the language of Mr. Jones, speaking for himself and Mr. Stephens he puts forth this most commendable and important declaration on behalf of the future protection and growth of timber: "Now's the time we'd better advertise our timber, stress timber conservation and grow abundant crops of timber."

Modern Lumber Manufacturing Plant Jones & Stephens Carries Latest Equipment, Plain and Modern Dry Kilns

Henderson.—Thruout the modern lumber manufacturing plant of Jones & Stephens lumber company is to be found installation of the latest and best machinery for all purposes, it is observed, including the cutting of both pine and hardwood lumber. Practically every known convenience is available in the handling of logs and lumber at this plant, it is noticed; and, its owners are always on the alert to make additional improvements as, if and when required. Both plain and modern dry kiln installations prevail at this plant, it is observed.



Left to right, C. R. Stephens, Mrs. Zella Mae Jones; and, A. G. Jones of the Jones-Stephens Lumber Company, Messrs. Jones and Stephens, owners and operators, Henderson, Texas.

MODERN NEW SAW MILL AND PLANER OUTFIT JONES & STEPHENS LUMBER COMPANY OUTSTANDING INDUSTRIAL DEVELOPMENT RINGING UP FAVORABLE ACHIEVEMENT AND ACCOMPLISHMENT SCORES IN THE LUMBER MANUFACTURING WORLD OF EAST TEXAS; AND, ENVIRONS

Standing in a Meritorious Class Almost Exclusively Its Own for So Short a Time of Operation, it is Believed, Jones & Stephens Operations invite Both Interest and Community Wide Encouragement, Because it is Known These Young Men are Not in Business Alone to Make Money but also to Serve Both God and Humanity, it is Declared

Peace and Harmony Prevails at This Big Plant, it Being Assured That Both Management and Labor Relations are Most Pleasant in the Jones & Stephens Operations Both at Plants and in the Woods, the Markets and the Consuming World Enjoying the Benefits, it is Pointed Out

Henderson.—Jones & Stephens Lumber Company, A. G. Jones and C. R. Stephens, owners and operators is a high class industrial operation in the manufacture and sale of lumber, friends and patrons affirm. These young men built their modern new plant out here on the Carthage highway in 1946, after having operated some 3-years on the Jacksonville Highway west of Henderson. Their partnership was formed in 1943, and immediately Messrs Jones & Stephens set their goal for the future, and constantly they are known to be working onward and upward. Manufacturing good lumber is their hobby, it is assured; and, they take the position that when better lumber may be forthcoming they propose to make it. Meanwhile their 40,000-daily capacity saw mill is kept busy turning out rough lumber here at their headquarters; and, auxiliary services from additional mills is made necessary in order to propertly feed their magnificent 50,000 to 75,000-daily capacity modern Planer, records afford. It is said of Jones & Stephens that they are everlastingly and always at it in the matter of ringing up achievement and accomplishment scores in the lumber manufacturing world. And, let it also be said of these young men that they aren't in the timber business merely for the sake of making money, but rather to be of more power and service to both God and man. This statement is made without reservation, fear of contradiction or hope of reward, opines this commentator. For short time operation, it is believed Messrs Jones & Stephens stand almost in an exclusive meritorious class of their own when it comes to recognized development in their special line of business and manufacturing endeavor, it is affirmed. Another quality that spells quantity in their industrial operations has to do with an harmonious and peaceful relationship as between management and labor, it assured. This happy set-up is recognized both at the plant and in the woods, Messrs. Jones & Stephens declare. Consequently and of necessity the markets and the lumber consuming world enjoy the marked benefits and desirability resulting from such a splendid situation, it is manifest.

Having Been Born Under a Pine Sapling, A. G. Jones, Senior Member Lumber Manufacturing Firm of Jones & Stephens Declares That's Right Where he Likes and Loves to Think he Began his Experience in the Interesting Timber Business

And, Just to Keep the Records Straight, Mr. Jones Says That was Some 37-Years Ago Down There at Fordyce in Dallas County, Arkansas; Plus Association With Anthony Interests and Then in Individual Business for Himself Until 1943 When he and Mr. Stephens Started Out Together

Henderson.—It is not such a far cry from 1910 until now, but that's when A. G. Jones, senior partner in the ownership and operation of Jones & Stephens Lumber Company says he likes to reckon and love as the time when he actually began his experience in the timber business; for, he says, it was just 37-years ago when he was born under a pine sapling tree down there at Fordyce, Dallas county, Arkansas; and, as the years passed and came along he found himself playing out in the timber, gradually working into it and now majoring with Mr. Stephens as an extensive manufacturer of timber. During his years in his native 'Wonder' State of Arkansas, Mr. Jones says he also gained invaluable timber experience with the Garland Anthony lumbr manufacturing activities; and, that these have stood him well in hand all along the journey he is making. Mr. Jones further augmented his training in timber activities, manufacturing, et cetera by having engaged personally in such operations from 1937 up until the time he and Mr. Stephens started out together as business partners. As stated in another portion of this edition, Messers Jones and Stephens are brothers in law, Mr. Stephens having married Miss Lucille Jones, sister of Mr. Jones. Naturally, and of business consequence these these young men are working togther magnificently, their splendid team work having been appraised at times as appropriately representing two young men properly and suitably yoked together for constructive effort in every worth while lumber manufacturing endeavor. And, so may be it said now!

Jones & Stephens Employ 75 to 100-Men; Engage Fleet 11-Trucks in Operation Their Major Plant

Henderson. — Employment of from 75 to 100-men in their plant and woods operations gives you another insight to the progress and general upgrade status enjoyed by Jones & Stephens Lumber Company, it develops. They also engage 11-trucks in their fleet presently, and are known to be conlate to institute a reform, hence we might just as well begin now stantly adding thereto and otherwise improving the service of their industrial institution, and it has grown into that assure friends and patrons. Good lumber is a hobby with the Jones & Stephens organization, which is not unmindful of the faithful and efficient service rendered by its workers.

Jones & Stephens Lumber Company Carry Upward 5 to 6-Million Feet Standing Timber and They Announce They Are Always In Market For More Good Timber

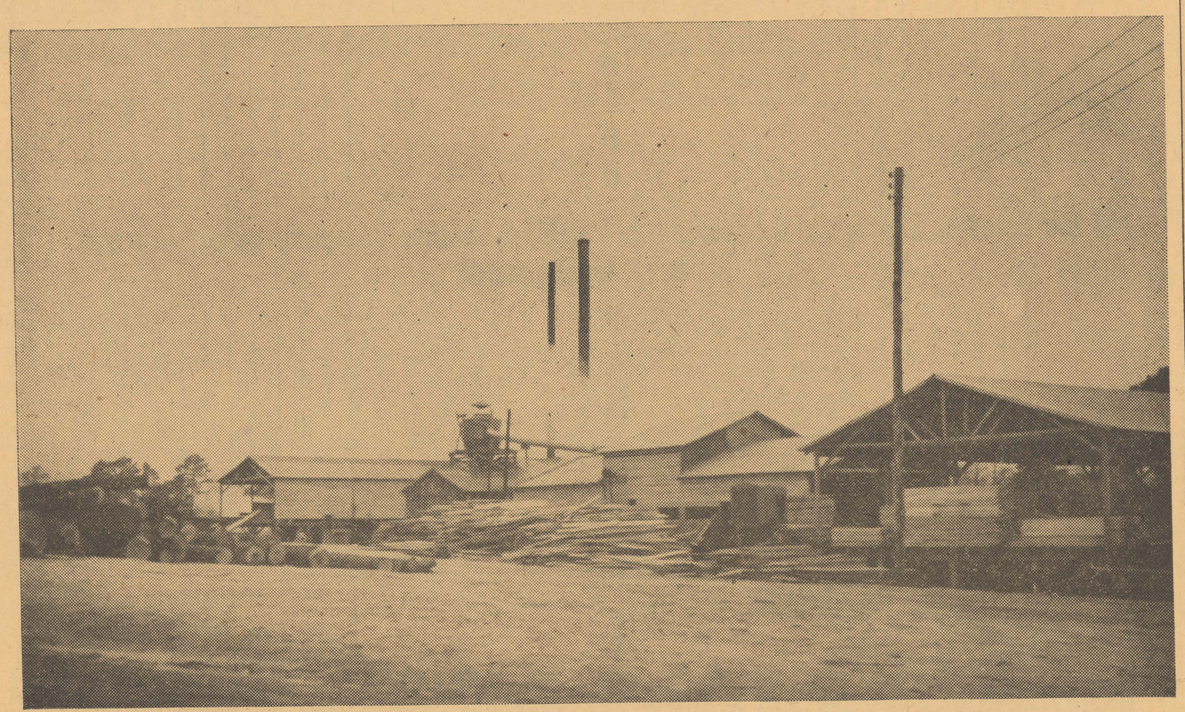
Contract Timber and Also Purchase of Logs at Mill, be it One Log, a Million, or More, Encouraged by Jones & Stephens, Who do Not Hesitate to Encourage Timber Development in its Best Progress

Henderson.—Jones & Stephens Lumber Company announce that they are constantly in the market for aditional timber tracts either in fee or rights; and, that while carrying presently 5,000,000 to 6,000,000-feet of standing timber this does not begin to meet the future requirements of their extensive operations. Hence the necessity for additional timber. They also invite contract; and, also buy logs delivered at the mill, be it one log, a million logs, or more. They declare. Good logs and lots of them always find a ready top cash market at Jones & Stephens Lumber Company, Henderson, Rusk county, East Texas; and, Environs, it is declared. These young men are ont only the friends of timber but they are the friends of growers of timber and do not hesitate to encourage progress in this direction constantly and all the time. You are invited to make this organization your headquarters in the wholesale purchase of lumber and the sale of your timber.

Bright Future for East Texas; Running Late But Still Time to Conserve Timber Supply in Opinion Jones & Stephens Lumber Company Operators

Mrs. Zella Mae Jones, Sister in Law of Mr. Jones is Office Manager of This Big Concern, Which Operates its Own Commissary

Henderson.—Speaking on behalf of his firm, A. G. Jones says Jones & Stephens Lumber Company is proceeding with an enlarged manufacturing program in the belief that everything justifies a bright and happy outlook for the future progress of East Texas; and, its environs. "We are running a little late in the matter of timber conservation," opined Mr. Jones but continuing he said, "it is never too and save our timber not only for the present but future generations." Boosters and workers not only for Henderson and Rusk county, East Texas; and, environs, Messrs. Jones and Stephens are known to be good friends of this area as a whole. The concern operates its own commissary; and Mrs. Zella Mae Jones, sister in law of Mr. Jones is the popular and efficient office manager. Her husband, C. L. Jones, a brother of Mr. Jones is equipping himself to be an Baptist Elder in the exposition of the Gospel, it is announced.



Saw mill and Planer of Jones-Stephens Lumber Company, A. G. Jones and C. R. Stephens, owners and operators, Henderson, Texas. The Jones-Stephens lumber manufacturing operation is known to be one of the more active of its kind in East Texas, and realizing that now is the time to advertise the timber interests, these young men have gone on record as looking with a rosy outlook on a bright future for the whole of East Texas, each of them affirm.

JONES & STEPHENS LUMBER COMPANY

STRESSES

IMPORTANCE CO-OPERATIVE EFFORT NOW AND ALWAYS, THEY DECLARE IN SUBSTANTIAL UPBUILDING THE LONE STAR STATE OF TEXAS

THEY CHAMPION

UNRESERVEDLY IN CONSTRUCTIVE EFFORT LOOKING TOWARD CHEAPER POWER, LOWER TAXES, BETTER ROADS, ADEJUATE DRAINAGE, SOIL CONSERVATION; AND, OTHER PROGRESSIVE PROGRAMS ADVOCATED IN THIS SPECIAL EDITION, TO WHICH THEY HAVE SUBSCRIBED GENEROUSLY OF THEIR SUPPORT AND INFLUENCE

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CUSHING LUMBER COMPANY, M. P. RICHARDS, 39, PARTNERSHIP MANAGER REPORTS FINE LUMBER MANUFACTURING BUSINESS AT PLANT; AND, ENJOYS DISTINCTION AS INDIVIDUAL GENERAL BUILDER

H. E. Lacy, Also 39, Is Partner With Mr. Richards In Lumber Manufacturing Strides In Addition To His Own Business As Texaco Agent At Lufkin, Angelina County, East Texas; And Environs, Reportedly Enjoying Satisfactory Volume Of Patronage, While Sharing Honors With Mr. Richards In Major Success Of Their Enlarged Lumber Manufacturing Activities

Manufacturing Plant Recently Moved From Cushing to Lufkin So as to Have Access to Larger Timber Supplies, it is Stated Plus Many Substantial Inprovements in the Plant Itself, Announces Mr. Richards, Who is Considered an East Texas Wizard When it Comes to Get Construction Jobs Done on Time, it is Said

New Planer Installed at Lufkin by Cushing Lumber Company Carries Rated Daily Capacity 50,000 to 75,000-Feet Dressed Lumber, Taking Care of Extensive Wholesale Patronage in the Sale of Both Pine and Hardwood Lumber, Records Disclose

Cushing.—Cushing Lumber Company, M. P. Richards, 39, partnership manager has its general headquarters in Cushing, where the business began Christ Day, 1940, but the manufacturing plant has been moved to just north of Lufkin on Nacogdoches highway for enlarged production, it is announced by Mr. Richards, who personally is also a general building contractor with a surprising success record chalked up in his favor as will be noted elsewhere on this page, which has been underwritten by himself and his company. Native son, Mr. Richards has resided here all of his life to date, and has no intentions of changing his place of residence, he assures. His wife, Mrs. Johnnie Velma Richards is also a native of Cushing area of Texas, and like her well known, popular and progressive husband, she, too, is very much in love with Cushing; and, its people, it is shown. In the civic and religious life of this sector of East Texas; and, Environs, Mr. and Mrs. Richards are accepted, regarded and associated as invaluable leaders in practically everything looking to the progress and general betterment of their community, it is affirmed. Parents: Perry and Mrs. Minnie Richards, both deceased. Parents of Mrs. Richards: Frank and Mrs. Virginia Rogers, both living. Mr. and Mrs. Richards are the proud parents of 7-living children, including one-set of twins, and regretably announce the death of five other children. The living children: Miss Minnie Frances Richards; Roger (Mrs. Mildred) Richards; Keifer Glenn and Franklin D. Richards; Miss Norma Jean Richards; Bruce and Michael Richards. Born and raised on a farm, Mr. Richards is not only known to be close to mother Nature, but he declares himself that he is never happier than when he is out amonst the beauties of Nature, working with it and doing what he may to help make of his sector of terra firma a happier and better place on which to live and do business. But, in 1941, Mr. Richards says he retired from farming and livestock production so as to devote all of his time and attention to the manufacture of good lumber and building construction, the latter activity being carried on by himself individually but in the operation of his lumber manufacturing business he has a silent partner, H. E. Lacy, also 39, who came here with his family from Hemphill, Texas; and, he is now located at Lufkin, where he is engaged as Agent for Texas Company, reportedly doing a lucrative business there, it is said. Mrs. Sarah Lacy is the wife of Mr. Lacy, their children being: Sarah Jane; Jean Ellen; and, Howell Lacy. The old plant of Cushing Lumber Company here at Cushing carried a saw mill capacity of 20,000-feet lumber daily; and, the Planer a capacity of 35,000-feet dressed lumber daily, reports Mr. Richards, who makes known that their new Planer at Lufkin carries a daily capacity of from 50,000 to 75,000-feet dressed lumber, depending on dimensions; and, that in addition to their own saw mill production, it is necessary to absorb the output of other mills to adequately feed their new planer. In other words the plant of Cushing Lumber Co. at Lufkin is said to be modern and complete in every way, enabling its owners to produce quality lumber.

M. P. Richards, Lumber Manufacturer; and, Individual Building Contractor, Builds Himself New Home

Cushing. — Notwithstanding he already owned and occupied a splendid home with his family here, M. P. Richards, lumber manufacturer; and, individual building contractor, has recently erected a modern new home for himself and family. The construction is of ranch type and is the admiration of all who see it, it is declared. Dimensions carry 100x38-feet; and it is known to be modern in every constructive and convenient way. Mr. Richards and his family are known to be active in the civic and religious life of Cushing, where Mr. Richards has been a member of the Cushing School Board for 12-years, records disclose. By many it is said the Richards way is the surer and best way if you'd like to have a new home, and that without delay. He invites opportunity to thus serve you, Mr. Richards announces.

With Probable Average Standing Million Feet of Lumber on Hand, Owners Cushing Lumber Company, at Cushing and Lufkin, Announce They Are in Market For More Timber

Contract Timber and Logs Delivered at Lufkin Plant Also Hold Their Interest, a Good Cash Market Being Provided by The Company for Such Timber, Assures M. P. Richards, Partnership Operating Manager

Lufkin and Cushing.—With an average probably 1,000,000-feet standing lumber now carried by Cushing Lumber Company, M. P. Richards, partnership operator manager announces, his company is in the market for additional timber tracts either in fee or rights, he states. Expanded operations at the Lufkin plant of the company, says Mr. Richards necessitates the possession of additional and substantial blocks of timber. He states, also, that his company provides a steady cash market for contract timber and logs delivered to their Lufkin plant. Owners of timber tracts and/or contract timber and logs are invited to get in touch with Mr. Richards or his company with the view of closing purchase negotiations. Both pine and hardwood timber tracts are wanted by the Cushing Lumber Company, Mr. Richards assures. The same reliable source of information also lends encouragement to the end that this admittedly able concern is in the market for additional lumber, some six such outfits now clearing their production thru this company. Commendation and congratulations, Messrs. Richards and Lacy; and, may your continued progress and prosperity out distance even your fondest dreams and expectations!

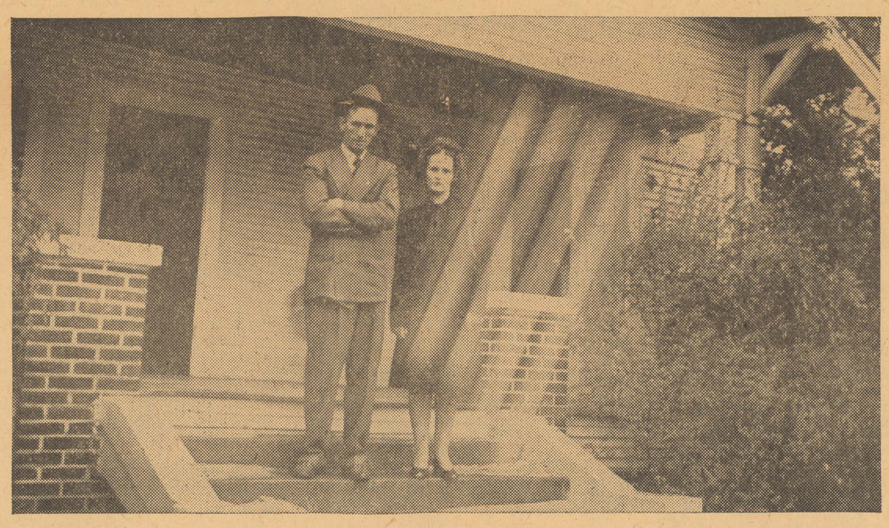
Modern Plant Cushing Lumber Company at Lufkin Definitely Efficient in Manuracturing Good Lumber, and That Phenomenal Business Is Enjoyed in the Wholesale World!!

New Plant Just North of Lufkin on Nacogdoches Highway Carries Double Dry Kilns and Both Directly and Indirectly Employs 125 to 150-Men, it is Announced Plus Fleet Some 14-Owned and Contract Trucks

Lufkin and Cushing.—Operating continuously at Cushing until its timber tracts were cut out the early part of 1947, the manufacturing plant of Cushing Lumber Company, M. P. Richards, partnership operating manager, was moved just north of Lufkin on Nacogdoches highway, where one of the more modern plants of its kind is now functioning in the manufacture of good pine and hardwood lumber, it is observed. The new plant carries double 120 dry kilns; 2-modern lumber lifts; a fleet of 7-owned trucks and perhaps as many others under contract hauling, it is reported. A substantial direct and indirect pay roll taking care of some 125 to 150-men gives additional credence to the major operations of this well known lumber manufacturing concern, which conducts business at wholesale, it is announced. The new planer of the company at Lufkin delivers from 50,000 to 75,000-feet dress lumber, Mr. Richards states; and, the saw mill operations require not only its own plant but the output of probably a half dozen other mills to accommodate their needs, he substantiates. During the past 6-years, he states that his old plant at Cushing maintained a pay roll that took care of from 35 to 50-men at his plant and in the woods. The enlarged activities here at Lufkin naturally call for increased pay rolls and enlargements all 'round, it is pointed out.

Hardwood Flooring is a Specialty with Cushing Lumber Co. Announces M. P. Richards, Partnership Operating Mgr.

Cushing and Lufkin.—While in the general manufacture of good lumber, says M. P. Richards, partnership operating manager, announces that since moving the Cushing Lumber Company's industrial plants to Lufkin, the company is now making a specialty of hardwood flooring; and, takes this opportunity to invite owners of available hardwood tracts for sale to get in touch with them by addressing the Cushing, Texas headquarters; and, or if interested you may contact Manager Richards in person either at Cushing or Lufkin operations, he stated. And, incidentally let it be said that Mr. Richards personally and his company have underwritten an entire page in this Special Edition; and, that on behalf of himself and associates he has subscribed generously of support and influence toward the ultimate success of the progressive programs herein advocated.



Mr. and Mrs. M. P. Richards at their home, Cushing, Texas, where Mr. Richards is partnership owner and general manager of Cushing Lumber Company, Cushing, Texas. It is declared that this concern is kept busy most all the time cutting and dressing lumber, a favorable market being enjoyed, Mr. Richards affirms.

UNUSUAL START IN BUSINESS WORLD BY M. P. RICHARDS, PARTNERSHIP MANAGER IN OWNERSHIP AND OPERATION CUSHING LUMBER COMPANY; ALSO, INDIVIDUAL BUILDING CONTRACTOR IS INTERESTINGLY REPORTED BY THIS PROGRESSIVE SON OF CUSHING, TEXAS

Bought His Saw Mill on Credit, Paid for it at $1.00 Per Thousand Feet Manufactured Lumber; Earning Enough Within 5-Months to Pay Plant Out and Had Enough Left to Build New Home for Himself and Family

Cushing.—This part of Nacogdoches county, East Texas; and, Environs, posseses the citizenship of a man whose record is believed to be good enough to enter 'Believe it or Not' or the hall of fame, so to speak. Reference is made to none other than M. P. Richards, partnership manager in the ownership and operation of Cushing Lumber Company established here in 1940, and whose big plant is now funtioning just north of Lufkin, Angelina county on the Nacogdoches highway. It was in 1940 when Mr. Richards actually got himself into the timber manufacturing business chin deep and/or deeper, he says; for, then it was, he reports that he purchased a saw mill absolutely on a credit and started out to make his goal. Four thousand ($4,000.00) dollars in debt at that time, he says within 5-months thereafter he had made enough money at his saw mill to not only pay out his saw mill and complete indebtedness but had enough money left to build him a nice home in Cushing. He performed that remarkable stunt in the financial and manufacturing world by appropriating $1.00 out of each 1,000-feet of lumber manufactured by him to be paid on his indebtedness; and, from that day until this he has not sought credit in any amount, however, he has been offered the use of flattering sums of money many times, it is known, for use in his business, but always with a cordial thank you, the funds were declined. Mr. Richards says he definitely finances each and all of his business projects, whether it be in the manufacture of lumber or the building of homes for sale, and he has performed much of both, it is declared, in this and other communities. Mr. Richards' record, therefore, has been one of achievement and accomplishment in all departments of his business activities, it is affirmed. More in detail elsewhere on this page is given further information anent the home building program conducted individually by Mr. Richards.

Remarkable Home Building Record is Known to Have Been Prosecuted Individually by M. P. Richards, Well Known Partnership Manager Cushing Lumber Company!!

Within 10-Months, Mr. Richards Says he Erected 16-Dwelling Units in Cushing Alone; and, That his Expanded Building Program Has Carried Him Into Other Communities

Cushing.—Having started his timber experience back there in his boyhood, culminating in the beginning of his lumber manufacturing efforts in 1940, M. P. Richards, partnership manager Cushing Lumber Company, Cushing and Lufkin, enjoys another interesting construction record, the latter having to do with the fact that individually he is definitely a major general building contractor. Specializing in the erection of dwelling units, Mr. Richards states that within 10-months he built for sale and rent 16-such structures in Cushing alone; and, that his program of expansion has carried him into other communities. Having demonstrated long since to his own satisfaction that any job may be actually accomplished, rightly so and on time, Mr. Richards says he is ready willing and able to undertake similar contracts for the building of an unlimited number of homes here and elsewhere. And, just to keep the building music humming in his ears, Mr. Richards' new home here at Cushing is a pleasing and outstanding community show place. In the same block with his own home a block of buildings for sale or rent were erected by Mr. Richards, picture of these units being shown on this page. Invading a wide territory in his home building program, including Nacogdoches and other places, Mr. Richards says he can guarantee prospective new home seekers that he is prepared to push their work to rapid completion and at a considerable saving in money. For instance, he says he can give you a lock and key job vs. a modern 5-room home with bath for $3,000.00 here at home; and, possibly the same construction elsewhere in his contract building territory at a figure around $3,500.00. He points out in his opinion his type of constructed houses would compare favorably with competitive similar projects costing, he is informed, around $5,500.00 to $6,000.00 per unit, illustrating the savings he may be able to afford his customers, he points out. He invites opportunity to serve you; and, in doing so he also declares that he esteems it to be both a privilege and a pleasure to participate and co-operate with the progressive folk of East Texas; and, Environs in their ambitious undertaking to help more widely publicize the natural and potential resources of this entire area of the Lone Star State of



Above picture represents typical houses, also indicates construction via tailored or architects design constructed by M. P. Richards, general manager Cushing Lumber Company, Cushing, Texas. Mr. Richards is said to be a wizard in house construction and that he is able to save enormous sums of money to each and all of his purchasers of homes from him, he assures. He says he is equipped to execute construction jobs anywhere and everywhere.

Cheaper Power, Lower Taxes, Better Roads, Adequate Drainage and Soil Conservation

RATE HIGH

In the Esteem, Support and Influence of Cushing Lumber Company ownership and Business Management

PLUS EARLY

Improvement of Churches and Schools, and, Increased Production all Farm Products, Including Livestock, Milk, and Eggs

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BOXELDER LUMBER & HANDLE MILLS, W. M. (WILL) FLEETWOOD, 60, PARTNERSHIP MANAGER AND OPERATOR, REPRESENTS OUTSTANDING LUMBER MANUFACTURING INDUSTRY AT CLAYTON, ENVIRONS

In Addition To Mr. Fleetwood's Active Operations In The Clayton Sector Of The Lone Star State Of Texas, He Is Known To Be Half Owner With Mr. Allston In Operation Of The Allston & Allston Lumber Company At Boxelder In Red River County, Northeast Texas; And, Environs, A Huge Pay Roll Being Reflected In Their Major Activities, It Is Pointed Out Plus Enjoyment Tremendous Business, Facts And Figures Disclose

Gentleman of the Old School of Citizenship, and a Pioneer Timberman of Long, Long Ago, Mr. Fleetwood Prides Himself in the Fact That Tho 60-Years young, he is Able to be Up Bright and Early Every Morning and Goes Right Along With the Boys Thruout an Arduous Day's Work; and, if You Please, it is Known This is not just One Day, or Several Days, but Practically Regular, it is Ascertained

Huge Expansion Program in the Making at Clayton, it is Announced and the Populace as a Whole Will be Delighted to Hear About it, Opines This Commentator; and, Don't Forget Mr. Fleetwood is Cutting Both Pine and Hardwood Lumber, Placing Him Constantly in the Market for Additional Timber Tracts Over and Above the Usual 1 to 2,000,000-Feet Standing Timber Usually Carried by His Organization

Clayton and Boxelder.—Here at Clayton Boxelder Lumber & Handle Mills is definitely the outstanding industrial activity of this Panola county sector of East Texas; and, Environs, it is made known. None other than the able and popular W. M. (Will) Fleetwood, 60, is at the helm as partnership manager and operator. Mr. Fleetwood is a gentleman of the old school of citizenship, and is one of the better known pioneer timberman both in East and Northeast Texas, friends and neighbors attest. Native of Missouri, Mr. Fleetwood sojourned for a while in Arkansas; later in Oklahoma, New Mexico and Louisiana before establishing himself in Texas: For 12-years he was at Boxelder, Red River county, Northeast Texas; and, Environs, where with J. L. Allston as partner the two owned and operated the Allston & Fleetwood Lumber Company. Coming to Clayton in 1944, or 3 years ago, Mr. Fleetwood says he retained his half interest in the ownership and operation of the Allston & Fleetwood mills at Boxelder, and proposes and intends to continue that happy business relation, he affirms. Mrs. Rebecca Fleetwood, also a native of Missouri and first wife of Mr. Fleetwood is deceased. This union bore three daughters: Mrs. Hattier (W. H.) Sells, East Side, Oregon, where Mr. Sells is in the lumber business; Mrs. Virgie (H. E.) Douglas, of near Roswell, New Mexico, where they are in the ranchng business; and, Mrs. Wiillie (H. L.) Wheeler, Boulder City, Nevada, where Mr. Wheeler is a mechanic. There are 9-grand children and 6-great grand children. Mrs. Rose Fleetwood, present wife of Mr. Fleetwood is a charming lady; a wonderful companion and a devoted business helpmate to Mr. Fleetwood, he proudly pays tribute to her. Parents of Mr. Fleetwood: Marion and Mrs. Melinda Frances Fleetwood, both deceased. Parents of his first wife: Mr. and Mrs. John Ashford, both deceased; and, parents of his present wife: Mose Gibbs, deceased; and, Mrs. Fannie Buchanan, living. Mrs. Fleetwod is a native of Texas. In his extensive lumber manufacturing both here at Clayton and up at Boxelder, Mr. Fleetwood is known to be always and everlastingly on the job producing good lumber principally for the wholesale trade; but, he says also, that some little retail business is conducted. In addition to his Allston & Fleetwood operations at Boxelder, Mr. Fleetwood reports the ownership and peration of two saw mills and a planer here at Clayton. More detailed and general information about the Boxelder Lumber & Handle Mills will be found elsewhere on this full page of newspaper publicity advertising which has been unterwritten by Mr. Fleetwood on behalf of his going concern here and elsewhere.



Mr. and Mrs. W. M. (Will) Fleetwood, Clayton, Texas, where Mr. Fleetwood is General Manager of Boxelder Lumber & Handle Mills. Center: Mrs. Fannie Buchanan, mother of Mrs. Fleetwood. Mr. Buchanan, husband of Mrs. Fleetwood's mother stands at right.

Both Domestic and Export Shipments Good Lumber Made by Boxelder Lumber & Handle Mills Efforts

Clayton and Boxelder.-Announcement carried in above caption describes somewhat the enormous operations in the lumber manufacturing world carried on by Boxelder Lumber & Handle Mills here at Clayton; and, by Allston & Fleetwood at Boxelder, comments W. M. (Will Fleetwood, well known, popular and beloved partnership manager and operator local operations. Yes, if you please, says Mr. Fleetwood, we are pleased to state that we have enjoyed both domestic and export shipments in our lumber manufacturing. activities; and, we confidently, expect to continue such business relations wherever good lumber may be required. In other words, assures Mr. Fleetwood both his plants here and at Boxelder are ready, willing and able to deliver the goods, so to speak.

W. M. (Will) Fleetwood, Partnership Manager and Operator Boxelder Lumber & Handle Mills at Clayton, Texas Has Never Had Vacation in all His Life, He Says

Instead of Spending His Time That Way, Mr. Fleetwood Declares That he Has Preferred and Elected to be Continuously Busy Each and Every Week Day in the Successful Progress and Prosperous Operation of His Manufacturing Interests

Clayton.—The old saying 'that there's nothing new under the sun' is certainly a mistake insofar as the beloved W. M. (Will) Fleetwood's way of observing no vacations is concerned; for, we have it from no better authority than Mr. Fleetwood himself to the end that he has never had a vacation and is not looking for one. Instead, this unusual lumber manufacturer, consecrated citizen and Christian gentlemen has elected and preferred, he assures, that his time be constantly given over to the successful operation of his industrial plants, the prosperous operation of his business in order that he may be better prepared to serve both God and man; and, finally that each and every business day in the week and /or weeks thruout each and every year find him at his post of duty, going along as one of the boys and doing his bit with each and every passing day to the end of good production and a day well spent. "You can't do that," affirms Mr. Fleetwood "when you are off on vacation jaunts and neglecting your service opportunities," he declared. As for him, Mr. Fleetwood says the 'Honeymoon is always on;' and, that seriously he never intends to do or say anything that would end such a delightful and pleasant status in life, he assures. Hurrah, for Col. Fleetwood, a man among men, endorse friends and neighbors! and, may he live out his other 40-years of his first century of life on this earth and enter upon another 100-years, enjoying as many of them as it may be humanly possible for him to do. Meanwhile, Mr. Fleetwood commendation and congratulation on your wonderful stride in life thus far; and, may your coming years be the sweetest, happiest and best of them all, prays this commentator for you, and yours!



Mr. and Mrs. W. M. (Bill) Fleetwood, of Clayton, Texas sitting on pile of logs near their big lumber mill at Boxelder, Texas. Mr. Fleetwood is General Manager of the big operations of himself and associates at Clayton.



Partial mill crew and W. M. (Will) Fleetwood, General Manager of Boxelder Lumber and Handle Mills at Clayton, Panola county, East Texas. Mr. Fleetwood is also one of the owners of the Fleetwood-Lawson Lumber Manufacturing Company at Boxelder, Red River county, Northeast Texas. Mr. Fleetwood stands at right in above picture.

ALLSTON & FLEETWOOD SAW MILL AND PLANING OPERATIONS REPRESENT SIZEABLE MANUFACTURING UNIT AT BOXELDER, THEIR STANDING TIMBER REPRESENTING SOME 2,000,000-FEET, IT IS ANNOUNCED, BOTH PINE AND HARDWOOD BEING CUT BY THEM

Domestic and Export Shipments Have Beeen Made From This Mill, Affirmation Finds; And, When Running Capacity Upward 50 Men Are Employed at the Plant and in the Woods, it is Made Known

Boxelder.—Messrs. J. L. Allston and W. M. (Will) Fleetwood doing a partnership business at Allston & Fleetwood, manufacturers of both pine and hardwood lumber represent outstanding successes in that particular line of industry, facts and figures disclose. The firm has operated two mills, one here at Boxelder, with a rated capacity of 12,000 feet of rough lumber daily; and, the other at Clayton with 7,000 to 8,000 feet daily capacity. These gentlemen have bought and sold mills; and, since they operate on the wage and hour law they announce that shipments are general on the wholesale basis. In addition to domestic shipments, records establish that Messrs. Alston & Fleetwood have enjoyed some export business. Carrying upward of 2,000,000 feet standing timber, and always in the market for more, these gentlemen are known to be operating a major industry of its kind. When running capacity at the mills and in the woods, upward of 50 men are carried on their pay roll, it is ascertained. The Allston & Fleetwood Planer carries a capacity of some 12,000 to 15,000 feet of dressed lumber daily, it is stated. These gentlemen invite opportunity to purchase additional timber tracts of both pine and hardwood; and, they also maintain a ready cash market for merchantable timber delivered to their mill here at Boxelder, it is assured. Mr. Allston is 36 and Mr. Fleetwood, 60.

TWO SAW MILLS AND PLANER OPERATED AT CLAYTON BY BOXELDER LUMBER & HANDLE MILLS TAKES CARE OF MILL CAPACITY RANGING 20,000 TO 25,000-FEET; AND, PLANER 20 TO 25,000-FEET LUMBER

Outputs of Other Mills Are Also Absorbed by This Big Operation, it is Announced and a Sizable Pay Roll is Maintained Both at Clayton and Boxelder

Clayton.—Elsewhere on this page information is given as to the operation of Allston & Fleetwood mills up at Boxelder, Red River County, Northeast Texas; and, Environs, while here at Clayton, W. M. (Will) Fleetwood, popular and efficient partnership manager and operator of the local plants states that his two saw mills here manufacture from 20 to 25,000-feet of lumber daily; and, that his Planer dresses a similar quantity of lumber daily. Mostly a wholesale business is conducted by Mr. Fleetwood, he says; but, some little retail may be done, it is manifested. The 12-years of operation carried on by Mr. Fleetwood at Boxelder saying nothing for his wide and varied experiences in other states, Arkansas, Oklahoma and New Mexico, equipped him in a large and favorable way to carry on the extensive operations here in Panola county, it is affirmed, Clayton community enjoying the lucrative pay rolls and other distinct advantages established by the presence of the Fleetwood industries, it is assured. Coming here 3-years ago, or in 1944, Mr. Fleetwood immediately identified himself with the local community as one of the boys, so to speak; and, it is know that in all worth while undertakings he's right there with his support and influence to the end of greatest and best success on behalf of all worthy community movements, it is commendably said of this welcome citizen and taxpayer, and his good wife! In addition to the lumber manufactured by his own plants, Mr. Fleetwood furnishes a steady cash market for the lumber output of other mills and also buys logs delivered at his plants, he announces. A pay roll maintaining 25 to 30-men is carried by Mr. Fleetwood at his plants and in the woods, it is ascertained. He devotes all of his business time to the operation of his three Clayton mills, and naturally has a vital interest with Mr. Allston in the successful operation of their properties at Boxelder, it is known.

$150,000.00 Investment Represented in Boxelder Lumber & Handle Mills Operations, Says Manager W. M. Fleetwood

Clayton.-In a recent interview with W. M. (Will) Fleetwood, managing partner and operator of Boxelder Lumber & Handle Mills at this point, he let it be known that himself and associates have some $150,000.00 invested in their holdings and operations hereabouts. Then there's his interests at Boxelder, it is pointed out, establishing Mr. Fleetwood as a very important citizen and taxpayer; and, yet with all of his earthly possessions he's just as modest and kind as he was back there in the days when the lean years had to be encountered, it is known of him. Mr. Fleetwood is the kind of man who grew up in the timber business, he admits; and, he likes it: Giving all of his time to the operation of his 3 mills here and sideline trips to Boxelder, Mr. Fleetwood is one of the busier manufacturers of good lumber in East Texas; and, Environs, it is declared. He says he maintains modern equipment at all of his plants, carries a fleet of 5-trucks and ample log teams to handle his timber business plus adequate pay rolls to keep manufacturing going in high, so much so that it may be said of the Fleetwood operations they are now easily within the major classification. Onward and upward, Mr. Fleetwood!

Carrying 1 to 3-Million Feet Standing Timber, Boxelder Lumber & Handle Mills at Clayton Constantly In Market for Pine and Hardwood Timber

W. M. (Will) Fleetwood, Partnership Manager and Operator Plants at Clayton in Making Above Announcement Says he Invites Owners of Available Timber Tracts for Sale Either Fee or Rights to Communicate With Him Toward Consummating Negotiations

Clayton.—W. M. (Will) Fleetwood, partnership manager and operator of the Boxelder Lumber & Handle Mills plants here at Clayton, and also half owner with J. L. Allston in operation of their plants at Boxelder, announces that while locally carrying from 1,000,000 to 2,000,000-feet standing timber he and his organization are always in the market for additional timber tracts. On this behalf, Mr. Fleetwood points out that he would be happy and glad that owners of available timber tracts contact him in person or via mail here at Clayton, Texas with a view to working out mutual purchase negotiations either in fee or rights. In addition to the purchase of timber tracts, Mr. Fleetwood says he is also in the market for contract timber and also furnishes a steady cash market for logs delivered at his skids. This would, it seems, afford excellent opportunity for we farmers, and others, who may have a few available merchantable logs a chance to get rid of them on favorable basis, it is pointed out. Cutting both pine and hardwood at the Clayton operation, Mr. Fleetwood directs the attention of owners of both kind of timber that he would be mighty glad to have a conference with them, or each of them with a view to closing purchase deals. You'll find Mr. Fleetwood to be a charming gentleman and it goes without saying, it is assured, that your dealings with him will be pleasing and aggreeable in every way, it is believed. Contact him for time deals it is suggested!

During World War No. 2 Practically All Shipments Went to Government Projects, Says Mr. Fleetwood

Boxelder and Clayton.-It was both a happy privilege and a delightful pleasure, says W. M. (Will) Fleetwood, well known lumber manufacturing concerns were able to send practically all of their outputs during World War No. II to Government projects; and, with equal joy and appreciation, we are now happy to be able to furnish good lumber to our wholesale trade, as well as some retail service, he states. It is a policy with the Fleetwood and Allston operations to get in there and pitch where country; and, its people are at stake. Hence, Mr. Fleetwood enthusiastically proclaims that he indeed and infact reaps more joy out of his service to God and humanity than he does in making money. You can't go wrong in co-operating with a man like that, be it said of Mr. Fleetwood, who has contributed generously of his support and influence on behalf of himself and his company to help more widely publicize the natural and potential resources of this part of Texas, this full page of newspaper publicity advertising being due to his participation and co-operation. Thanks and appreciation, Mr. Fleetwood!

Huge Expansion Program in the Making for More Progressive and Prosperous Development of the Clayton, Panola County, Sector of East Texas; and, Its Environs

On Completion of Plans, Details Will be Forthcoming to Public At Large, it is Announced; But, Meanwhile Let it be Known That Clayton Definitely is Line for General Awakening and Constructive Development, it is Learned

Clayton.—This fine community in a decidedly favorable part of Panola county, East Texas; and, Environs is known to be in the way of a new and enlivened development in the not far distant future, it is learned. This commentator presently is not at liberty to disclose the details of what is to take place hereabouts, but he has been privileged to say that extensive plans for the proposed development are in the making; and, that as soon as they mature the public may be taken into confidence and a period of rejoicing follow, it is suggested. This much may be said, and that is the folk who are behind the proposed undertaking are known to be ready, willing and able to put the deal thru as, if and when they are ready to proceed. Meanwhile, it is pointed out that the people of Clayton and the surrounding country may be given an opportunity to benefit in more ways than one from what is to be done toward making of this community a happier and better place in which to live and do business, it has been, and is again stated advisedly. Clayton, as is the right of every other progressive Texas and Southern community enjoys the distinction, privilege and opportunity of pressing onward and upward; hence, let everyone get behind the instant project when it comes and help put it over to success!

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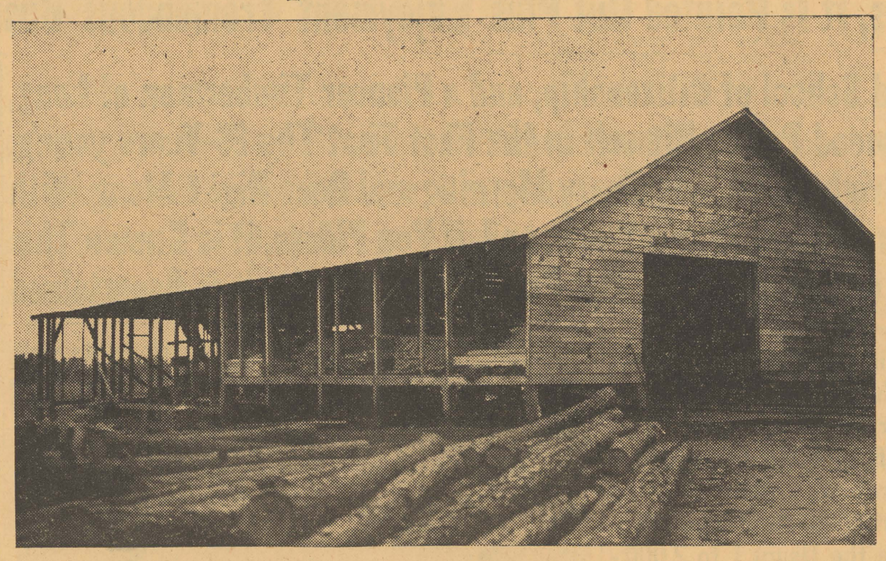
E. G. BASS LUMBER COMPANY, E. G. BASS, 54; E. H. BASS, 25; AND, MISS REGENTA BASS, OWNERS AND OPERATORS REPRESENTS WELL KNOWN PRODUCER AMBITIOUS TO SERVE WELL, IT IS AFFIRMED

Senior Partner, Who Is Father Of The Other Two Enjoys Enviable Distinction Of Being Pioneer Timberman, Who With His Brothers Built Saw Mills Both In Arkansas And Texas. His Arkansas Interests Having Been Sold To His Brothers So He Might Devote All Of His Time To His New Texas Possessions

Miss Regenta Bass is the Efficient Office Manager of the Company; and, While her Brother, E. H. Bass Was in World War No. 2, Enviably to her Credit be it Said That she Did a Man's Sized Job for Some 3-Years in helping her Father Carry On; and, Today She is Beloved and appreciated by the Entire Bass Organization, it is Known

Henderson Plant of E. G. Bass Lbr. Company Carries 500,000- to 1,000,000-Feet Standing Timber, and Owners Announce They Are Always in Market for Additional Timber Tracts, Maintaining an Inventory of some 150,000-Feet Lumber and Employing 40 to 50-Men, it is Ascertained

Henderson.—This story has to do with the admittedly successful lumber manufacturing operations in Texas of another former Arkansas family, better identified as E. G. Bass Lumber Company, E. G. Bass, 54; E. H. Bass, 25; and, Miss Regenta Bass, owners and operators, the plant of this well known concern being located on Carthage highway just a few miles out from Henderson. Mrs. Eula R. Bass is the wife of Mr. Bass, whose children are: Miss Regenta Bass; E. H. Bass, 25; Hubert Bass, 17; and, Miss Eula Mae Bass. Parents of Mr. Bass: G. T. Bass, deceased; and, Mrs. Sarah Bass, living. Parents of Mrs. Bass: Mr. and Mrs. R. A. Ramsey, both deceased. Mr. Bass is a native of Hopeville near Bearden, Arkansas; and, Mrs. Bass is a native of Ramsey, Arkansas. A coincident has to do with the fact that both Mr. and Mrs. Bass were born at the same place, their children announce. Mr. Bass is a pioneer timberman, having built saw mills in association with his brothers both in Arkansas and Texas, it is made know. In order to devote all of his time and attention to the development of his Texas timber operation, et cetera, Mr. Bass sold his Arkansas interests to his brothers, it is announced. In 1937 Mr. Bass moved with his family to Marshall, Texas where he erected the saw mill now owned and operated there by Snider Bros., it is reported. In 1941, Mr. Bass came to Henderson and purchased the Crawford Lumber Company and changed the name to E. G. Bass Lumber Company, the old plant having been situated on the same site now occupied by Mr. Bass and his children, it is affirmed. In the progressive life of Henderson, Rusk county, East Texas; and, Environs, the Bass family is definitely known and appreciated as being among the community live wires, E. H. and Miss Regenta Bass individually and collectively taking considerable interest along with their father in the substantial development of this part of Texas, it is ambitiously pointed out. These young people are known to be quite popular with their legion of friends; and, as good business folk, this brother and sister are recognized as being a remarkably fine team. They have the 'KNOW HOW' in the manufacture of good lumber, it is assured, and each of them not only take a personal pride in the success of their work but they are known to get a big kick each and every day endeavoring to quicken and improve their stride. Hurrah for Miss Regenta and E. H. Bass, chips off the old block!



Planing mill activities in the above picture are shown at the plant of E. G. Bass Lumber Company, just East of Henderson, Texas.

E. H. Bass, 25, Junior Partner E. G. Bass Lbr. Co. Spent Three Years in European Theatre For U. S. A.

Henderson.—Admittedly happy and proud that he is able to be back home after serving 3 years with U. S. A., in European theatre during No. 2 World War, E. H. Bass, 25, junior partner with his sister, Miss Regenta Bass, and their father, E. G. Bass, in the ownership and operation of E. G. Bass Lumber Company takes this opportunity to speak a public word of appreciation and gratitude on behalf of his sister and father on behalf of the magnificent way in which they carried on operations while he was gone. Trojan like, his sister, Miss Regenta Bass is known to have done a 'man's sized job' considerable of the time while her brother was away; but, now that he is back in the harness with her and their father, managerial and operational activities are known to be clicking just like clock work, the young lumber manufacturer happily proclaims. With love and gratitude, therefore, put it down that E. H. is all out for both his sister and their father. He also expresses appreciation due to the loyalty of employees then as now, he points out! Also to the credit of young Bass, be it said that upon his return to the States, he completed his College Degree at the University of Texas. His sister, Miss Regenta, completed her College Degree in 1940, and, also on behalf of the Bass family, it is known that they are energetically active and interested in the civic and religious life of their community; as well as the progress and prosperity of all East Texas; and, Environs.

History of Progress Attending Success E. G. Bass Lumber Company Unfolds Interesting Story Tying it in With Both Arkansas and Texas Lumber Manufacturing Efforts

Miss Regenta Bass and E. H. Bass, Daughter and Son of E. G. Bass, Founder of Business, Carry Onward and Upward Magnificently in the Successful Operation of the Company, Facts and Figures Disclose

Henderson.—"Believe it or not," the bits of progressive history connected with the presence of the E. G. Bass Lumber Company in Henderson are provocative of interest and encourage progress on the part of others. Establishment of E. G. Bass Lumber Company in Henderson is the result of a succession of efforts both in Arkansas and Texas, it is disclosed. Born and raised at Hopeville near Bearden, Arkansas, E. G. Bass, founder of the company engaged as pioneer timberman for many years with his Brothers in Arkansas. They came with him to Marshall, Harrison county, East Texas; and, Environs in 1937. There they built and operated the mill now owned and operated by Snider Bros. it is reported. Mr. Bass sold his Arkansas interests to his Brothers; and, he came to Henderson in 1941. The Marshall operations were conducted on and after 1937 it is reported. Coming here, Mr. Bass bought the Crawford Lumber Company on the very site where he and his daughter and son now carry on saw milling and planer operations. In the succession of events leading up from the time of his early timber experiences way down in Arkansas up to the time when he and his daughter and son became major operators here, there were many vicissitudes, it is declared; but, each and everyone of them were surmounted and successfully so, it is learned. Miss Regenta Bass and E. H. Bass, daughter and son of the founder of E. G. Bass Lumber Company are known to be carrying onward and upward magnificently and well in their admitted successful operation of the company. The association of father, daughter and son in such huge business venture is by no means surprising, but in the instant operation it is known of all men hereabouts, it is pointed out, that Mr. Bass, his daughter and son as associate partners establish a well matched team on behalf of alert progress and prosperity in their particular field of manufacturing operation; and, all praise goes to the pretty daughter and young son in the fine buiness success they enjoy; and, tops, also, to the father, Mr. Bass, it may be, and is meritoriously established. Be it said, too, to the credit of Miss Regenta and E. H. that it is rarely ever necessary for Mr. Bass, the father, to come out to the plant except when he just wants to; and, of course, the daughter and son are known to always be happy and glad to see him. The Bass family resides in Henderson, county seat of Rusk county, Texas.

STANDING FOUR SQUARE FOR THE PROGRESSIVE AND PROSPEROUS DEVELOPMENT ALL EAST TEXAS; AND, ENVIRONS, E. G. BASS LUMBER CO. AT HENDERSON, RUSK COUNTY, SUBSCRIBES GENEROUSLY OF SUPPORT AND INFLUENCE TO HELP PUBLICIZE MORE WIDELY NATURAL AND POTENTIAL RESOURCES

Wide Awake Lumber Manufacturing Concern Seizes Upon Opportunity to Participate in Community Team Work Looking Toward Future Growth and Prosperity of This Area of Texas; and, Its People, it is Pointed Out

Henderson.—Rusk county, East Texas; and, Environs, enjoys many substantial good friends and workers for its future advancement in every good and constructive way, it may be pointed out and reflected by the number of substantial Sponsors making possible this huge publicity advertising effort on behalf of this favored sector of the Lone Star State of Texas, it is pointed out. Among these is E. G. Bass Lumber Company, who have seized upon the present opportunity to help more widely publicize the natural and potential resources of East Texas; and, its Environs, it is affirmed. Standing four square for the ultimate success of the progressive programs herein advocated, the E. G. Bass Lumber Company has subscribed generously toward the success of this Special Edition, a whole page having been underwritten by them. In recent interview with two members of the firm, Miss Regenta and E. H. Bass, cordial endorsement was given to the program urging cheaper power, lower taxes, better roads and adequate drainage; improved churches and schools; soil conservation; and, a welcome invitation encouraging location of desirable new people, money and industry. Grasping opportunity to participate along with other Sponsors in doing team work for the general progress and prosperity of Rusk county and East Texas plus Environs, the Bass lumber interests are alert and constantly on the job on behalf of the future success of constructive, development efforts thruout this favored Texas area, it is manifest. Continued success and prosperity to the Bass family now and always!



Above picture reflects part of the lumber sheds and saw mill activities of E. G. Bass Lumber Company, E. G. Bass, E. H. Bass and Miss Regenta Bass, Henderson, Texas.



Miss Regenta Bass and E. H. Bass of the E. G. Bass Lumber Company, Henderson, Texas. Miss Bass is a remarkable young woman, and it goes to her credit while her brother was serving in World War No. 2 she made herself active in most every branch of the lumber manufacturing business at their plant, it is revealed. In addition to her practical work at and in the plant, Miss Regena was and is also office manager, bookkeeper and cashier of the institution. It is a splendid team of Sister and Brother working together, their father E. G. Bass, an experienced and pioneer timberman rarely ever having to give much attention to plant operations, it is declared because of the fine ability of his daughter and son.

Saw Mill Capacity 20,000-Feet Lumber Daily; Planer Capacity 22-000-Feet Lumber Daily at E. G. Bass Lumber Company, Which Carries 40 to 50-Men on Pay Roll!!

Above Figures are Given Out at the Office of the Company, Which Maintains 3-Trucks of its Own in Addition to Contract Timber Operations, it is Learned

Henderson.—With their modern saw mill and planer operations out here on Carthage highway, E. G. Bass Lumber Company carries on efficiently and successfully, it is pointed out. Butane engines contribute to the economy of operations, office information is given out; and, from the same source comes information that while maintaining a pay roll that takes care of from 40 to 50-men at the plant and in the woods, the Bass operations find that the saw mill rates around 20,000 feet lumber daily; and, their planer is capable of taking care of some 22,000 feet of lumber daily. Specialty is made of pine lumber manufacture in quality dimensions, it is assured; and, the entire output is sold wholesale, the Bass company reports. Three company trucks are employed in the Bass fleet, which also supports contract timber trucks. Resume finds that E. G. Bass Lumber Company is a definite community asset; and, thru its owners and operators participates substantially in worth while community undertakings, such as the instant effort to help more widely publicize the natural and potential resources of East Texas; and, its Environs, this full page having been made possible via their splendid co-operation. In the opinion of this commentator a bright and interesting future attends the progressive and prosperous operation of this busines institution; and, more particularly so, it is believed, on account of the untiring efforts of Miss Regenta and E. H. Bass.

Old Steam Mill Sold and Butane Engines Installed When E. G. Bass Lumber Company Bought Crawford!!

Henderson.—Back in 1941 when E. G. Bass bought the old Crawford Lumber Co., and created the E. G. Bass Lumber Company with himself and daughter, Miss Regenta Bass; and, son, E. H. Bass as owners and operators, he sold the old steam mill and installed the present modern Butane engine outfit, announce the two junior partners. Fast cutting of lumber; and, the dressing of all dimensions of lumber have found this 'change over' efficient, economical and desirable, it is declared.

E. G. Bass Lumber Company in Market for Additional Timber Tracts Fee or Rights; and, Announce That They Also Buy Contract Timber and Logs at Mill

Usually Carry 500,000 to One Million Feet Standing Timber With An Inventory of Perhaps 150,000-Feet Lumber, State the Bass Operators

Henderson.—Always in the market for additional timber tracts comes the information from E. G. Bass Lumber Company, owners and operators. Announcing that they usually carry 500,000 to 1,000,000-feet standing inventory and a possible inventory of 150,000-feet lumber, the Bass interests disclose that they invite negotiations looking to the purchase not only of standing timber tracts either in fee or rights, but are also interested in the purchase of contract timber and logs delivered at their mill located a few miles out from Henderson on the Carthage highway. The E. G. Bass Lumber Company is known to be one of the busier East Texas; and, Environs lumber producers, the manufacturers being known to pride themselves in turning out good lumber for wholesale. All dimensions of lumber are cut and finished by the Bass plant, it is noted.

LOCATION DESIRABLE NEW PEOPLE, MONEY AND INDUSTRY CLAIM

★★★★ INTEREST ★★★★

E. G. Bass Lumber Company in Support Progressive Efforts

★★★★ ADVOCATED ★★★★

On Behalf of More Widely Publicizing the Natural and Potential Resources of East Texas; and, Environs