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

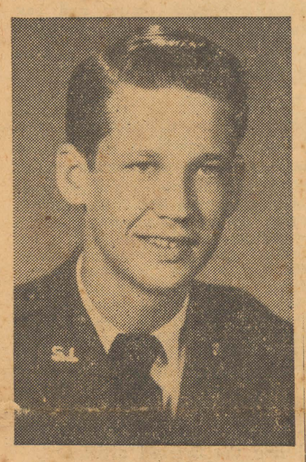
HASLAM LUMBER COMPANY, W. C. GARRETT, 66, OWNER AND OPERATOR, DEFINITELY MAJOR LUMBER MANUFACTURING INDUSTRY AT HASLAM, SHELBY COUNTY; AND, ENVIRONS, IT MAY BE OBSERVED

Mr. Garrett, Native Of Virginia; And, A Pioneer Of The Old School Of Citizenship, Says He Began His Timber Experience Back Therein His Boyhood Days Down In Louisiana, Going From There To Kansas City, Missouri; And, Thence To California, Associated With The Old Pickering Lumber Company, Coming Back To Haslam In 1930 To Close Out The Old Company's Operations And Thereafter Take Over As Individual Operator Himself

In 1940 the Small Mill Erected by Mr. Garrett at Haslam in 1935 Burned; but, in 1941, he Says he Completely Rebuilt and Started his Major Operations, Which are Known to be Among the Largest and Best in His Sector of the Lone Star State of Texas, Facts and Figures Disclose; and, he is Known to be Constantly Making Plant Improvements and Expanding His Manufacture of Both Hardwood and Pine Lumber, it is Affirmed

Miss Katherine Gillespie, Lovely Sister in Law of Mr. Garrett Serves as His Executive Assistant; and, With 200 to 250-Men on Pay Roll; Plant Operating to Capacity 50,000 to 60-000-Feet Lumber Daily at Saw Mill; and, 60,000-Feet Dressed Lumber, She's Known to be One of Busiest in Haslam Organization, it is Pointed Out

Haslam.—This sector of Shelby county, East Texas; and, Environs, saying nothing for the fact that it is situated almost at the Louisiana-Texas line owes considerable of its progress and properity to the presence of the mighty Haslam Lumber Company, W. C. Garrett, 66, owner and operator, it is established from both observation and information. Miss Kathrine Gillespie, sister of Mrs. Sarah Garrett, charming wife of Mr. Garrett is Executive Assistant to the owner and operator of this giant industry. She is a native of Apalachicola, Florida. Her sister, Mrs. Garrett is a native of Council near Elizabethtwin, N. C., while Mr. Garrett is a native of Rose Hill, Va. In 1906, Mr. Garrett came farther south and located in Louisiana. That was in his boyhood, and it also established the beginning of his timber experience, it is ascertained. He formed a connection with the old Pickering Lumber Company, which he liquidated nearly a quarter of a century later, it is revealed; but, during his association with that well known establishment in its days of ambitious activity, Mr. Garrett served with it in Louisiana, later in Kansas City, Mo., and finally to California, where he remained with it until 1930, when he came back to Haslam where he proceeded to close out the old company's operations, liquidate its affairs and some 5-years later take over as sole owner and operator in his own right. In 1935, Mr. Haslam established a small mill as a starter of a business expansion program in the timber world that has grown to be nothing short of marvelous, attest friends and neighbors. In 1940 that small mill burned, but Mr. Garrett would not be outdone. Quite to the contrary he quickened his ambition, renewed and doubled his efforts to the end that he established a complete new saw mill and planer outfit ready for major production in 1940; and, from that time on it appears that he succeeded far and beyond his fondest dreams and most cherished ambitions, facts and figures disclose. But, elsewhere on this page will be found more in detail the progress of Mr. Garrett's operations. Mr. and Mrs. Garrett are the proud parents of three children: W. C. Garrett Jr., 20, who is in his 2nd year at Texas University. He also served 2 years in U. S. Navy during War No. 2; David B. Garrett, 17, who is in his 2nd year at Shriner Institute, Kerryville, Texas; and, Miss Sarah Jane Garrett, who is in her first year at Bel-Haven, Jackson, Miss. All three of Mr. Garrett's children were born in California. Parents: G. W. and Mrs. Sallie L. Garrett, both deceased. Parents of Mrs. Garrett: T. H. Gillespie, deceased; and, Mrs. Jane M. Gillespie, living. Presently, suffice it to say that Haslam Lumber Company, a fine Garrett organization, is one of the larger producers of both hardwood and pine lumber in this area; employs 200 to 250-men; carries 3 to 5-years standing timber supply; operates fleet 20 to 25-trucks; and in every good and constructive way, it is tops with patrons, labor and the public at large is maintained. In the divers and sundry operations of this giant industry, Miss Gillespie, the efficient Executive Assistant to Mr. Garrett is known to be one of the busiest members of the entire lumber manufacturing organization headed by her brother-in-law, it is pointed out. Miss Gillespie lives with the Garrett family here in Haslam.



David B. Garrett, son of Mr. and Mrs. W. C. Garrett, Haslam, Tex.



Miss Sarah Jane Garrett, beautiful daughter Mr. and Mrs. W. C. Garrett, Haslam, Texas, where her father owns and operates the giant Haslam Lumber Company.



Miss Katherine Gillespie, sister of Mrs. Sarah Garrett and Executive Assistant to latter's husband, W. C. Garrett, owner and operator Haslam Lumber Company, Haslam, Texas.

W. C. GARRETT, PROGRESSIVE AND PROSPEROUS OWNER AND OPERATOR HASLAM LUMBER COMPANY BEGAN HIS STRIDE AS A TIMBERMAN, BUSINESS EXECUTIVE AND MANUFACTURER BACK IN LEAN DAYS OF THE LONG AGO WHEN IT MEANT SOMETHING TO BE A LUMBER PIONEER

For More Than 40-Years, Mr. Garrett is Known to Have Traveled the Long and Rugged Road to Timber Manufacturing Success, But He's Earned His Goal With the Knowledge and Proud Distinction That he Had Both God and Man to Serve Constructively, Hence he had Little or No Time Enroute for Anything Short of Victory and That he Apparently Has Won Gloriously

Haslam.—Tho engaged actively practically every moment of his business life, W. C. Garrett, progressive and prosperous owner- operator Haslam Lumber Company, says he always has time to take out favorable to helping his community; and, its people in all worthy undertakings. Particularly is this true, attest neightbors and friends when it comes to doing yeoman service as a friend of civic and religious growth in his Texas area, the good influence spreading over into Louisiana, immediate border state on the East, it is affirmed. Mr. Garrett is none other than the same W. C. Garrett, Virginia born who more than 40-years ago, 1906 to be exact, began his timber experience in the State of Louisiana. He was 20-years of age then comparable to his present 66-years young. Thruout the years leading up to the now, Mr. Garrett has been known as a wizard in many respects; for, it is said of him that he has tackled many a problem and/or undertaking and put it over to success when many another less determined might have faltered by the way-side and lost, where Mr. Garrett came out winner. Such a stride employed by Mr. Garrett unquestionably has, and is an inspiration to others inclined to follow in his foot-steps. The road onward and upward has not been an easy one, admits Mr. Garrett, but he insists he's had a lot of fun along the way, and he believes potentially that still much more awaits him as the years come along. Any way, Mr. Garrett is the kind of man who gets a great kick out of life by putting lots into it, he taking the position that unless you dream, plan and execute you'll be robbed of much of the privileges and pleasures of this life. The constructive leadership of Mr. Garrett is known to have been so effectual in good thruout his years of achievement and accomplishment, that it may be well said of him that he is deservedly entitled to all of the glory that seems to be going his way. Having started at the bottom so to speak, Mr. Garrett has made gradual climb upward until today he is known to occupy a topmost round in the ladder of success, not alone in abundant earthly posessions but in the enjoyment of a good name, definitely the greatest and best asset known to man; for, be it remembered of Biblical lore that a good name is rather to be chosen than great riches'. That's the happy and blessed status of Mr. Garrett, comment and assure so many of his friends and well wishers, be it stated without fear of contradiction or hope of reward, maintains this commentator. Modest and retiring of disposition, Mr. Garrett is known to have traveled the long and rugged road that eventually lead him to his victorious position of comfort and business success comparable to the lean yesteryears. All along he must have, and did realize that he possessed the knowledge and proud distinction that he had both God and man to serve constructively. Consequently, therefore, it is said of Mr. Garrett that his struggles along the vicissitudes of life but served as stepping stones to real achievement and blessed accomplishment as reflected in the victorious goal he has apparently won; and, that no doubt gloriously! More power to men like Mr. Garrett, and may his future years of usefulness and business success be without number! It meant something to measure up to his responsibilities back in the earlier times of pioneer timber operations, but all along the line Mr. Garrett is known to have earned a proud record all his own, it is affirmed.





Triple picture above represents activities at Haslam Lumber Company, W. C. Garrett, owner and operator, Haslam, Texas; and, at bottom Mr. Garrett is shown standing with his Executive Assistant, Miss Katherine Gillespie, sister of Mr. Garrett's wife, Mrs. Sarah Garrett.

Haslam Lumber Company Carries 3 to 5-Year Standing Timber Supply But is Always in Market for More Timber

Haslam.—Caption of this article clearly means just what is says above, confirms W. C. Garrett, owner-operator of Haslam Lumber Company. While carrying an average 3 to 5-year standing timber supply, Mr. Garrett assures that he is always in the market for more timber and invites purchase negotiations to that end, he assures. Contract timber and also logs are purchased delivered at his skids, he announces, encouraging in every way he may to have farmers, et al cut and bring their surplus logs to his mill, where best market cash prevails, he states. Mr. Garrett is also an enthusiast when it comes to urging proper care of our timber crops. doing everything he may to help sustain our timber in all of its ramifications thruout this wonderfully blessed growth area, it is known. He also absorbs the output of other mills, and includes new ones in his invitation for both timber logs and lumber, he points out, suggesting that you make Haslam Lumber Company here at Haslam, Texas your clearing house for the adequate disposition of merchantable timber, whether it be in Texas or Louisiana!

Long Service Record Spent With Old Pickering Lumber Co. Enjoyed by W. C. Garrett, Owner and Operator of Haslam Lumber Company at Haslam, Shelby County, East Texas; and, Environs

Life of Pioneer Hardwood and Pine Lumber Manufacturer Has Been Enthusiastic and Interesting One, Declares Mr. Garrett Who's Never Had Time to Employ Other Than in Constructive and Worth While Directions, it is Known

Haslam.—Just to keep the records straight, let it be said of W. C. Garrett, owner and operator Haslam Lumber Company that he is just a human being like the rest of us, in many respects no doubt, but that he enjoys the distinction of having been able to extract more joy out of life by living it at its best, he admits. His experiences in the timber world began way back yonder in 1906, down in Louisiana, records disclose. And, after he went with the old Pickering Lumber Company, which was liquidated by him in some five years following 1930, Mr. Garrett had opportunity to share in a broad and wonderful experience in the timber business perhaps in all of its multitude of ramifications, it is believed. He performed for the old employer in Louisiana; he went with it in Kansas City, Mo., and from there he sojourned with it long enough in California for all three of his interesting children to be born out there. Then he came back to Haslam, where he wound up the affairs of the old Pickering organization and established one of his own in 1935. As stated in another article on this page, his first mill here was a small outfit. It burned in 1940, to be replaced in 1941 with the modern structures and machinery that have somewhat made Mr. Garrett famous as a producer of good lumber, be it hardwood or pine, it is declared. Longer service record by Mr. Garret with the Pickerings fortified and equipped him for the mighty years of the future, the foundations he laid in other years proving out quite satisfactorily now, he assures. An enthusiastic and interesting career thus far it has been for Mr. Garrett, and looking with a rosy outlook on a bright and promising future for East Texas and West Louisiana, he is making his plans and setting his stakes accordingly, he reflects.

Plants of Haslam Lumber Company, W. C. Garrett, Owner, Are Among Most Modern In East Texas Timber Manufacturing Area

Haslam.—Not only successfully managed and conducted, it is opined that the plants—both saw mills and Planer—at Haslam Lumber Company, W. C. Garrett, owner-operator represent the last word in efficiency, modern installation and satisfactory operation. Milling forth with productions of 50,000 to 60,000-feet rough and dressed lumber daily, the Garret operations maintain a pay roll of 200 to 250-men; employ 20 to 25 trucks of their own in addition to contract timber and log haulers plus 10 to 15-log teams; 2 Cats; 2-late Log Loaders; 1-Stacker plus an order for a Carrier truck. There are 2-dry kilns of the latest installation, curing all pine lumber and making possible outstanding cutting of both pine and hardwood products, it is observed. Band saws and all other modern equipment rate the Haslam organization as one of the most modern in all East Texas, it is believed. Having come from the bottom up, it is learned, Mr. Garrett expresses both appreciation and gratitude on behalf of the fact, he declares, that a fine pleasant and commendably favorable relationship exists here as between employer and employe. With all of us at the Haslam organization, it is just like one big family believes and so states Mr. Garret, in whose honor it may be also said that he is a definite community benefactor in practically every way known to the need of man and the glory of God in this region of the great Southland!

Haslam Lumber Company Maintains Substantial Pay Roll; Carries Saw Mill Capacity 50 to 60,000-Feet Lumber Daily; With Planer Capacity 60,000-Feet of Lumber

200 to 250-Men Carried on Company Pay Roll, Miss Katherine Gillespie, Executive Assistant to Mr. Garrett, Announces, the Major Production for the Plants Being Sold at Wholesale Within Texas, She Says

Haslam.—Endorsing the progressive programs advocated in this special edition, W. C. Garrett, owner and operator Haslam Lumber Company has underwritten this full page, stressing as he does the importance of more widely publicizing the natural and potential resources of East Texas; and, its Environs. Meanwhile, also, let it be said, according to Miss Katherine Gillespie, Executive Assistant to Mr. Garret (she is his sister in-law), that this great organization maintains a regular pay roll carrying from 200 to 250-men at the plants and in the woods. And, to give you a further idea of the magnitude of operations prosecuted by Mr. Garrett and his plants, observation and information ascertain that his saw mills carry a rated capacity of 50,000 to 60,000-feet pine and/or hardwood lumber; and, that his modern Planer delivers 60,000-feet dressed lumber daily. Miss Gillespie states that the major products of both plants are sold at wholesale within Texas; and, that Mr. Garrett prides himself in manufacturing good lumber, whether it be hardwood or pine, she affirms. The company maintains a fleet of 20 to 25-trucks of its own, in addition to contract timber trucks and 10 to 15-log teams. Briefly, therefore, may it be maintained and opined that Haslam Lumber Company, W. C. Garrett, owner-operator is a big and successful unit hereabouts!



Mrs. Sarah Garrett, charming wife W. C. Garrett, owner and operator Haslam Lumber Company, Haslam, Texas.

In Addition to His Operation Huge Lumber Manufacturing Units, Mr. Garrett Conducts General Mercantile Store; A Machine Shop; 800-Acre Plantation and Ranch Near Haslam

Hardwood Flooring Unit Installation; and, Notwithstanding His Present Occupancy of Modern Home Mr. Garrett Says he Contemplated Erecting New One in 1948 Plus as Many Other Things as he May Do for His Community; and, its People,

Haslam.—Owning and buying huge tracts of pine and hardwood timber in fee or rights in both East Texas and West Louisiana, W. C. Garrett, owner-operator Haslam Lumber Company says that while presently possessing handsome timber holdings on both sides of the Louisiana-Texas state line, he is progressively in the market now and always for the acquisition of additional timber tracts, as well as contract timber and logs delivered at his Haslam mills, he invites. And, that isn't all says, Mr. Garrett, i. e., installation by him of a hardwood flooring unit is for the purpose of better taking care of his trade in that field of manufacture; and, that while owning and occupying a modern home here at Haslam he is planning, dreaming and making ready for 1948 erection of an even better structure for his family and friends, he announces. Mr. Garrett is not only a major lumber manufacturer, both pine and hardwood, in this part of Texas, but he is also conducting a major general store for the benefit of his public and his employes. A modern machine shop, taking care of welding and repairs for both his plants and the public is also operated by Mr. Garret. And, to top it all off, he owns and operates an 800-acre plantation and ranch, featuring some 70 or more general herd of cattle thereon. Anent the new home proposed by Mr. Garrett, his present lovely structure was erected after a destructive fire back in 1943. Keep your stride, Mr. Garrett and more power to you!



W. C. Garrett Jr., son Mr. and Mrs. W. C. Garrett, Haslam, Texas.

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

M. E. (ELMER) LILES BOX FACTORY AND SAW MILL, M. E. (ELMER) LILES, OWNER AND OPERATOR, AN ACKNOWLEDGED INDUSTRIAL ASSET IN CHEROKEE COUNTY; AND, ENVIRONS OF LONE STAR STATE!!

Liles Box Factory Carries 40,000 Ft. Daily Capacity, With Liles Saw Mill Producing 25,000 Ft. Rough Lumber Daily; One Day's Lumber Capacity Representing Some 50,000 Lug Ends, and-or 100,000 Pieces Plus Substantial Pay Roll Employing 60 to 100 Men in Both Direct and Indirect Operations, it is Disclosed

Mr. Liles Announces That Later He Contemplates Installation of More Machinery; and, That He may Also Include an Individual Power Plant of His Own, Because, He Says as He Adds to His Present Timber Rights of Some 3,000 Acres, He Necessarily Will Require More Speed to Take Care of Increased Production

Wholesale and Retail Business Principally Within Texas; but, Mr. Liles Reports That he Also Does Some Export Business, His Specialty Dealing With Tomato Lug Ends, the Liles Box Factory Being the Only One of Its Kind in This Immediate Locality; and, One of the Largest, it is Observed

Ponta and Liles Industries.—M. E. (Elmer) Liles, 43, is not only the head of an interesting family, but he is also the guiding genius of M. E. (Elmer) Liles Box Factory and saw mill at Ponta, where he directly and indirectly employs 60 to 100 men; carries upward 3,000 acres timber rights and announces that he is constantly in the market for additional timber whether it be fee or rights, inviting new purchase negotiations.

You may see Mr. Liles at his plant or reach him via U. S. Mail, he announces. Native of Texarkana, Mr. Liles says he moved to Reynolds county and then to Ponta in 1914. Starting his saw mill and ginning experience in his early boyhood, Mr. Liles says he feels like he had grown up in the business. It was in 1937, Mr. Liles states that he established his modern plants here at Ponta, a community that is also recognized by many as Liles Industries, Cherokee county, East Texas; and, Environs, so well known and popular has become this industrial Liles operation, it is declared. Mrs. Lessie Liles, charming wife of Mr. Liles is a native of Cherokee, where she is exceeding popular and graceful as she moves in society, civic and religious circles, it is affirmed. By a former marriage, Mrs. Liles is the lovely mother of two children: Marshall (Mrs. Yvonne) Waldrup; and, Spurgeon Waldrup. Mr. and Mrs. Liles are the happy parents of two children: Johnnie Ray Liles, 5; and, Leslie Alton Liles, 2. Parents: Jerimiah Liles, 73, a pioneer citizen and taxpayer, living; and, Mrs. Lula Liles, deceased. Parents of Mrs. Liles: David and Mrs. Emma Sosby, both living. When Mr. Liles first came to Ponta it was to find himself working for others, he states; but, as the years came along they were generous and kind to him, he admits and so much so that today he is recognized and appreciated as being one of the foremost manufacturers and business men in this part of Texas, it is affirmed. In civic and religious efforts, Mr. Liles and his family are distinctly progressive and see to it that they do everything humanly possible, and in a material way to help make of their community a happier and better place in which to live and do business, it is known. The lovely home owned and occupied by Mr. Liles and his interesting family was erected in 1942, he states. He is now serving as a school trustee; and, in every constructive way he is recognized as a wheel horse, so to speak, when it comes to getting the job done for general community betterment, it is attested. Ponta as a community is deservedly proud of the presence of Liles Industries, another place where admirable and very satisfactory labor-management relations obtain, it is related.

East Texas Forests No Doubt Would Furnish Ideal Location For Protection of People In Such Situation

Ponta.—Recently Roger Babson had this to say:

"President Truman should immediately appoint a commission to study the problem of the decentralization of population in the event of atomic warfare. Perhaps the first step would be to ask all families in large, vulnerable cities to build a cottage in some safe rural locality to which they could flee in time of emergency."

In such an situation and/or event, it is suggested that the timber Forest of East Texas might furnish an ideal place of abode; but, in meanwhile M. E. (Elmer) Liles is known to be going right ahead manufacturing high grade Box Factory lug ends, and that his production at both his box factory and lumber mill are known to be turning out high grade material for the good finished products he's constanly placing on the general markets.

Saw Mill, Planer and Box Factory, Owned and Operated By M. E. (Elmer) Liles Keep Things Humming in Ponta and Liles Industrial Sector of Greater Texas

Recognized Not Only As Distinct Local Asset but as Material Factor in the Future Progress and General Development Cherokee County and East Texas as a Whole, Mr. Liles is known to be Advancing by Leaps and Bounds, Success Observation Establishes

Ponta and Liles Industries.—You don't have to go a hundred miles, or more, to ascertain and understand that it has remained for M. E. (Elmer) Liles to build and equip a series of manufacturing industries hereabouts that are recognized and appreciated not only as distinct local assets but each and all of them augur well toward helping in a general way to the end of East Texas progress in greater and more prosperous activity, it is maintained. Indeed and infact, Mr. Liles is known to be working in such stride that if such a thing were possible out there in future years it would mean for a Greater Texas if such a thing were possible. Known to be advancing by leaps and bounds in his industrial activities, Mr. Liles announces that later on he may install more machinery, including a possible power unit of his own. He is the only box factory manufacturer in this immediate sector, and he is believed to be the largest in point of good production, it is manifested. As stated in another recordation on this page, Mr. Liles does a general wholesale Texas shipping business; and, enjoys some export trade, he announces. Employing directly and indirectly 60 to 100 men, as also stated elsewhere on this page, Mr. Liles is credited with maintaining one of the largest and most regular pay rolls in the local timber field; and, that labor-management relations are definitely very cordial—it being just like one big family out this way, Mr. Liles affirms. The Liles saw mill, planer and box factory always keep things humming out Ponta way, it is pointed out.

Possible Power Unit May Be Included in Other Plant Installations at Ponta and Liles Industries, Anounces M. E. (Elmer) Liles, Progressive Owner, Operator of Industrial Manufacturing Efforts Doing Fine Business Under His Name

Delivering Good Product in all of His Plants Definite Pride With Mr. Liles, and Happily His Men in all Branches of Manufacturing Service Are Likewise Contributing Their Best Efforts to That End, He Says

Ponta and Liles Industries.—Cherokee county, East Texas; and, Environs enjoys many splendid industries, but it appears as for this immediate sector of Texas it has been left for M. E. (Elmer) Liles, saw mill operator, box factory manufacturer and planer activities, to set the pace and establish records all his own, it is attested. And, to keep stride with his progressive efforts, Mr. Liles is known to be contemplating additional machinery later on, one of the big units including a power plant big enough and large enough to carry the load not only of his industries but sufficient, also, it is belived to furnish nearby power and light service, especially so within his own community, it is suggested. This would naturally embrace the future employment of more men, thereby increasing the community pay roll, which is maintained as of now at a very pleasing figure, attest business men and others sharing in its distribution. Mr. Liles in many respects is regarded as an industrial manufacturing genius. He knows the lumber and gin business from the word go, having come up the hard way, affirm neighbors and friends; but, in his instant programs and possessing the 'know how' it seems everything moves off just like clock work at the Liles industries, it may be said without fear of contradiction or hope of reward. His saw mill, planer and box factory are definitely distinct community assets, it is established; and, as the years come along it is believed by many that the Liles way is the better way when it comes to producing the finished articles.

Cherokee County, East Texas; and, Environs Have Great Future in Opinion M. E. (Elmer) Liles, Box Factory, Planer and Saw Mill Operator; Hence His Generous Support and Influence Toward Helping to More Widely Publicize Natural and Potential Resources of Area

Adequate Drainage; Soil Conservation; Improved Cheaper Power, Lower Taxes, Better Roads and Churches and Schools; and, Increased Production Along All Lines and Cordial Invitation to New People, Money and Industry Have His Unqualified Support and Influence, it is Announced

Ponta and Liles Industries.—M. E. (Elmer) Liles box factory manufacturer; saw mill and planer operator, is definitely of the opinion, he says, that the future of both Cherokee county and all East Texas; and Environs are in for a good many years of constructive progress and prosperity, he says; and, to that end he hopes to have a busy and active part. In consequence of his feelings and in the belief that all such things are possible, Mr. Liles has joined generously with other Sponsors of this Special Edition and has underwritten this page to get over his various messages herein recorded. Active in the civic and religious life of their community, the Liles family is appreciated for its worthy efforts in helping to put over community programs to success. In helping to more widely publicize the natural and potential resources of Cherokee county, East Texas; and, Environs, Mr. Liles takes the outstanding position that now is the promised opportunity when each and all of us may and/or should place our shoulders to the wheel and help push the community load over the hill. In a recent interview with Mr. Liles, he enthusiastically went on record as favoring cheaper power, lower taxes, better roads, adequate drainage and soil conservation; improved churches and schools; and, for increased production of all farm products, including milk, meat, eggs and livestock. Infact, each and all of the progressive programs herein advocated enjoy the support and influence of Mr. Liles, it is pointed out. Elsewhere on this page appear more in detail the various responsibilities and activities of Mr. Liles, a Texan product who is known to be making progress in good and constructive way, it is happily said of him and his interesting family.

M. M. (ELMER) LILES BEING AT THE HEAD OF ONE OF THE LARGEST BOX MANUFACTURING INDUSTRIES IN HIS SECTOR OF TEXAS, LOOKS WITH ROSY OPTIMISM ON BRIGHT FUTURE HEREABOUTS; AND, BELIEVES IT SO STRONGLY THAT HE'S PROJECTING PROGRAMS HERE ACCORDINGLY

Fostering Good Will as Between Labor and Management, Also Augurs Well for Like Expansion Among the Americas, as Recently Commented on Editorially by The Houston Post

Ponta and Liles Industries.—This commentator recently had the privilege and pleasure of visiting at the plant and in the lovely home of Mr. and Mrs. M. E. (Elmer) Liles, Ponta, Cherokee county, East Texas; and, Environs. During that visit we were impressed with the sincerity of the Liles family, and it was easy to observe and appreciate that they entertain and work for the better things of life. Civic and religious progress come first in their lives, it was noted; and, then comes success of their manufacturing efforts. Mr. Liles is owner and operator of M. E. (Elmer) Liles Box Factory and saw mill at Ponta, more generally referred to as the community of Liles Industries, it is pointed out. Mr. Liles believes he operates the largest box factory in his part of Texas; and, that his saw mill operations may rightfully be classed in the major classification, accepting 25,000 feet manufactured rough lumber daily as a safe measuring rod to go by. Then comes the Box factory with its 50,000 lug ends daily, supported by 100,000 pieces, it is learned. Mr. Liles states that his saw mill has a daily minimum capacity of 25,000 feet lumber; and, his Box Factory carries a rated capacity of 40,000 feet, he says. Coming from the bottom up, Mr. Liles is one of those kind of fellows who looks with rosy optimism on a bright future not only for Ponta and Cherokee county, but the whole of East Texas; and, Environs. He is of the trend of mind who believes in harmony, co-ordinated effort, team work and always at it for constructive public development. That goes for the home front as well as the world wide front, in the opinion of Mr. Liles; and, in support of his position that fostering good will is important not only in industrial institutions but thruout the world, this commentator is taking the liberty of quoting what he believes to be sensible and timely editorial appearing recently in The Houston Post under the caption: "One Hemisphere Indivisible." It said:

"We Americans, engrossed in the perpetual troubles of the old world, are neglecting the problems and potentialities of the Western Hemisphere.

In this part of the earth, from Cape Horn to Bering Strait, lies the key to peace, prosperity and democratic freedom through hemispheric solidarity, which can well become the basis of global accord. Inversely, if the opportunities are not developed, some of the Latin American countries will become fertile breeding grounds for Communism, Fascism or other undemocratic ideologies.

Those opportunities, and the urgent need of United States leadership in cultivating them, were pointed out by Lee Hills, managing editor of the Miami Herald, in a recent address at Columbia university, "One Hemisphere Indivisible." The occasion was the presentation by the Columbia trustees of the Maria Moors Cabot award to the Miami Herald and to Mr. Hills for distinguished journalistic service in the field of better relations among the Americas.

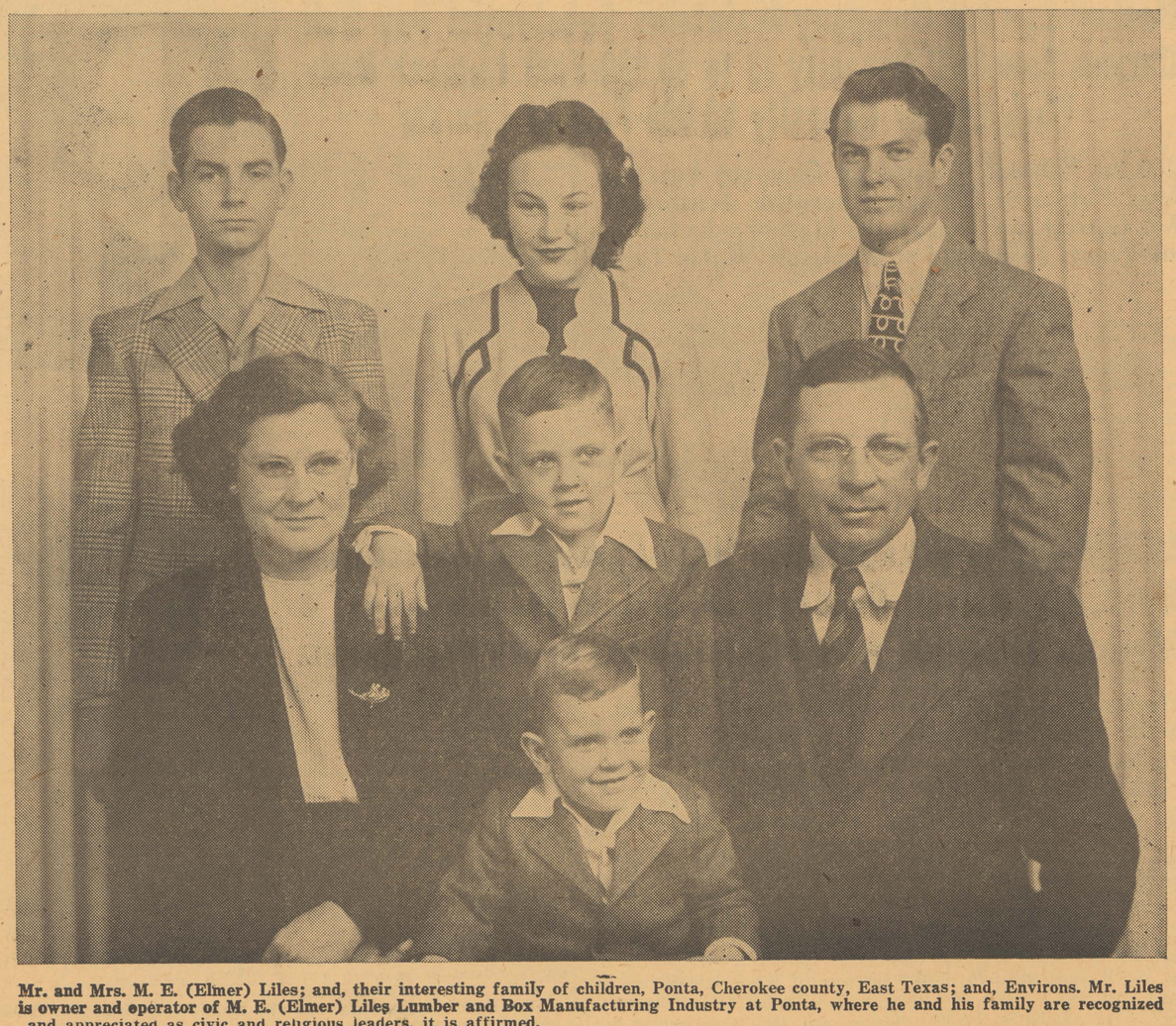
While much of the old world is in chaos, Mr. Hills envisions the new world as "the hope and beacon of peoples everywhere." But he warns that in order to maintain leadership in the world-wide fight for decency, the west must make greater strides in three directions:

First, we should promote the mass education of people in hemispheric relationships — a tremendous service which the universities and the press can perform.

Second, we should set such an example of peace and friendship in our hemisphere that it may become universal.

Third, we should work together to lift up our hemisphere economically.

This formula and all that it implies is a challenge to all institutions that have to do with hemispheric relationships — the press, the universities, governmental authorities, chambers of commerce, port authorities, shippers, air lines, and business enterprises. The Miami Herald has set an admirable example of fostering good will among the Americas. It is to the interest particularly of the press and all those other influences along the Gulf coast and at the gateways to Latin America, to encourage in every way possible the development of hemispheric unity and advancement as a step toward the building of a better world."



Mr. and Mrs. M. E. (Elmer) Liles; and, their interesting family of children, Ponta, Cherokee county, East Texas; and, Environs. Mr. Liles is owner and operator of M. E. (Elmer) Liles Lumber and Box Manufacturing Industry at Ponta, where he and his family are recognized and appreciated as civic and religious leaders, it is affirmed.

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

AND A CORDIAL INVITATION TO NEW PEOPLE, MONEY AND INDUSTRY

Have Mr. Liles' Unqualified Support and Influence, it it Announced

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

TROUT CREEK LUMBER COMPANY, HENRY HERNDON, SECRETARY-TREASURER; J. A. HERNDON, PRESIDENT-GENERAL MANAGER; AND, CLEVE HERNDON, VICE PRESIDENT, ADMITTEDLY MAJOR INDUSTRY

Company Saw Mill Carries 35,000 Daily Capacity, With Planer Running Up to 40,000 Feet Dressed Lumber Daily, Announces Mr. Herndon, who Also Makes Known the Fact That His Company Pay Roll Employs 125 to 150 Men at Plant and In Woods With 5 Million Feet Contract Timber Standing, He Estimates

Vitally Interested in Helping to More Widely Publicize the Natural and Potential Resources of East Texas; and, Environs, Mr. Herndon on Behalf of Himself and Company Underwrite Full Page in This Special Edition, Declaring That he Favors Ultimate Success of Progressive Programs therein Advocated

Charter Member Lions Club and Member East Texas Chamber of Commerce, Mr. Herndon and His Organization Known and Appreciated as Being Among the Live Wire Manufacturing Leaders in the East Texas Timber Fields, it is Said of Them

Kirbyville.—Jasper county enjoys many industrial units in the manufacture of East Texas pine and hardwood lumber, but it appears Kirbyville is the home of Trout Creek Lumber Company, a pioneer institution of established worth and popularity with the trade, the community and its employes. Doing business as a corporation, the official family is made up as follows: J. A. Herndon, president; and general manager; Cleve Herndon, vice president; and, Henry Herndon, secretary-treasurer. Mrs. Lexie Herndon, charming wife of Henry Herndon is a beloved and popular music teacher. Mr. and Mrs. Herndon have one son, Capt. William H. Herndon, 29, and is known to have earned his rank, which now finds him with the U. S. Quarter Master's unit in Florida. Parents: J. A. and, Mrs. Gertrude Herndon, both living. Parents of Mrs. Herndon: Arch B. Causey, deceased; and Mrs. Kellie Causey, living. Mr. Herndon is a native of Paris, Lamar county, Texas; and, Mrs. Herndon is a native of Kirbyville, a home girl in whom her friends are justifiably proud and love her for her many qualifications of leadership in the civic and religious life of the community as a whole, it is affirmed. Personally Mr. Herndon is a likable chap, too; and, be it said to his credit and that of his corporation, that Trout Creek Lumber Company was the only saw mill big or little in this area that did not close down during the depression of years ago; and, now as then, it is still going strong in all of its operations, it is declared. Mr. Herndon has 4 brothers: Messrs. Cleve Herndon, Kirbyvile; J. Kirby Herndon, Houston; Harry A. Herndon, Houston; and, Frank Herndon, New Orleans. Like himself, his four brothers are either in the wholesale or retail lumber business. There are four sisters: Mesdames R. E. Campbell, Kirbyville; Ina Sharp, Los Altos, California; J. B. Helpinstill, Kirbyville; and, Mac Bevil, Kingsville, Texas, said to be the home of the world's largest ranch. Mr. Herndon says he sojourned for 4 years in Louisiana; thence to Mobile 3 years; next to Doucett 1 year; and, finally to Kirbyville in 1904. At age of 55, it would appear, therefore, that Mr. Herndon has been in and around this favored Jasper county, East Texas; and, Environs sector for nigh unto 43 years, and is known to be going in high. His father, J. A. Herndon, a veteran pioneer in the lumber manufacturing world came to Kirbyville as manager of the Kirby Lumber Company, whose local plant was destroyed by fire in 1917. That was near the end of World War No. 2, he recalls. He next went to the Bessmay plant as manager for the same company, going from there to Call, Texas with same concern; and, entered business for himself at Rogansville, Texas, where he operated his first saw mill, the son states. After a short time he returned to Kirby Lumber Company at Browndell; from there to Bronson; and, in 1927 bought into the plant here at Kirbyville, the establishment of this operation having occurred in 1924, it is recorded. From then on it moved forward as Trout Creek Lumber Company with official personel as set out in the beginning of this article, may it be said, and is. More in detail in other parts of this page, which has been underwritten by Mr. Herndon and his corporation, appears additional information anent the Herndon family and the phenomenal operations of their business, it is pointed out.

Herndon Family Known to Have Been Constructive Force For Good at Kirbyville, Where A. J. Herndon, President And General Manager Trout Creek Lumber Company, Has Served Several Years As Mayor, Civic and Religious Progress Not Being Overlooked

Charter Member Lions Club and Member East Texas Chamber of Commerce, the Herndon Family and their Corporation are Definitely Identified With the Progressive Element of East Texas; and, Environs, it is Affirmed

Kirbyville.—Hon. J. A. Herndon, president and general manager Trout Creek Lumber Company, vital force in the progressive life of this Jasper sector of East Texas; and, Environs, served Kirbyville for several years in the capacity of Mayor, records reveal; and, in the civic and religious life of the community, leadership in this direction has not been overlooked nor neglected, may it be said creditably with the progressive element of East Texas; and, Environs, it is pointed out. Desirous of helping to more widely publicize the natural and potential resources of this entire East Texas area; and, Environs, Mr. Herndon on behalf of himself and corporation has subscribed generously of support and influence. As the years come along, therefore, it is confidently believed that the Herndons will be right there with their shoulders to the wheel helping to place the best foot of this region directly into the national show window, at same time working in the hope and belief that Kirbyville, Jasper county and all East Texas; and, Environs will progress and prosper in proportion to the efforts each and all of us put forth in that direction, Mr. Herndon stresses.

on behalf of the Herndons. Cleve Herndon, vice president of this big lumber manufacturing company is a past president of the Lions Club, of which the Herndon family is a charter member, it is stated by Henry Herndon, secretary-treasurer of the progressive and apparently prosperous lumber manufacturing corporation, which is also a member of the East Texas Chamber of Commerce, Mr. Herndon states. Indeed and infact, the Herndon family and their business-relations are definitely identified

HENRY HERNDON, SECRETARY-TREASURER OF TROUT CREEK LUMBER COMPANY AT KIRBYVILLE, JASPER COUNTY, EAST TEXAS; AND ENVIRONS TAKES POSITION THAT NOW IS TIME FOR PRACTICALLY EVERYBODY IN EACH AND ALL COMMUNITIES TO GO FORWARD

In Community Stride, Mr. Herndon takes the Correct View, it is Believed, That Each and All of Us Should Have a Part Rather Than 'Let George Do It', So to Speak

Kirbyville.—Henry Herndon, secretary-treasurer Trout Creek Lumber Company, a large institution of its kind here, on behalf of himself and corporation has subscribed generously of support and influence toward helping to more widely publicize the natural and potential resources of Jasper county, East Texas; and, Environs. He also, quite appropriately takes the position, it is believed, that in community stride it is the privileged duty and responsibility of each and everyone of us to have a part to the end that best results may be more quickly realized. Team work, Mr. Herndon points out and every fellow do yeomen community service in stride. In addition to his duties at the plant of the Trout Creek Lumber Company, Mr. Herndon has served as a school trustee and he is a Steward in the M. E. Church. Active, therefore in the civic and religious life of his community, Mr. Herndon is never happier than when he is serving both God and man, attest friends and neighbors. He likes to achieve and help accomplish, believing honestly and sincerely, he says, that there's enough work for all of us in building a community, a county, a state and-or nation. Therefore, it behooves each and all of us to get busy now; and, as The Houston Post says: "DO NOT BE A HUMAN SPONGE". Accordingly, therefore, and in support of the constructive position in life and action taken by Mr. Herndon, giving due credit also to East Texas Chamber of Commerce for the able and splendid editorial it carried recently, and commented on by The Houston Post, this commentator is quoting both The Post and Hubert M. Harrison, vice president and general manager of the Chamber. Said they:

"The March issue of East Texas, the publication of the East Texas Chamber of Commerce carries an editorial by Hubert M. Harrison, vice president and general manager of the chamber, which we have thought worthy of reprinting. It vividly characterizes the human "sponge", who gives nothing toward the upbuilding of his home community, but unblushingly takes his share of the good things which come of the unselfish work of his fellow citizens. The article follows:

A sponge is a contemptible form of life. It takes up more than it gives. We all know the "sponge" in the office, home, church, community and State. He will not do his part. He will not pay his way in money, goods or services. He will not pick up the check. In his community he expects to enjoy all the blessings of civilized modern society without contributing anything to the community. He would not have his family live in a town that did not have good schools, churches, parks and playgrounds, pure water and good supplies and cultural advantages but he will not help in any way to provide them. He takes but he will not give. Thank God that in every generation of progress there have been some stalwart souls who gave of themselves unselfishly that the world might go forward, so that "sponges" and children of "sponges,' as well as good citizens and children of good citizens, might enjoy greater privileges.

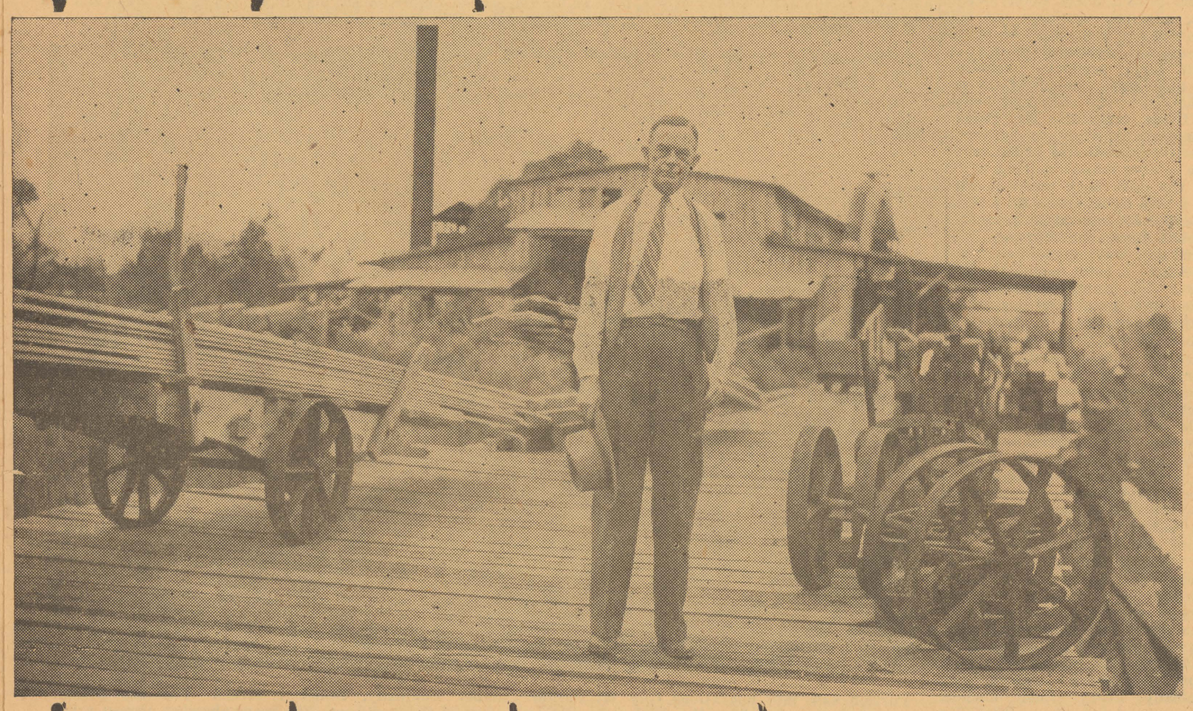
The story is told that many years ago in Southern France the citizens of a rural community decided to make a gift to a beloved priest. The people were all grape-growers and makers of fine wines. They had no money with which to buy the priest a present. All they had to give was the product of their vineyards. They held a meeting while the priest was absent and decided to present him with a great barrel of wine and that each farmer would come at night and pour in two bottles of his finest wine. One farmer counseled with his wife, saying that it would be dark when they went to make their contribution and that nobody would know what they put in the barrel. So he decided that he would not waste two bottles of wine but would pour in two bottles of water, and in the dark none would be able to discover this slight dilution of a barrel of wine. He acted upon his selfish decision and poured in water instead of wine. The next morning the people of the village assembled and the mayor made a speech to present the wine to the old priest. Then as the people cheered they opened the barrel for the priest to sample it and nothing came out but clear water. Every farmer had selfishly and cunningly poured in water instead of wine, expecting that others in the community would conceal his trickery.

You cannot go on permanently taking out more than you put in. This is true in business, in social contacts, in citizenship and in service to the world. In the long run the "sponge" cannot win anything but the dry husks of a squeezed-out empty heart."

Saw Mill Capacity 35,000 Feet Lumber Daily; Planer 40,000 to 50,000 Dressed Lumber Daily Give You Idea of Extensive Operations Trout Creek Lumber Company

Employing 125 to 150 Men, This Industry is in Major Classification, Confirms Henry Herndon, Secretary-Treasurer Commenting on the Progress of the Plant Since it Was Established in 1924, His Father, J. A. Herndon, Being President and General Manager

Kirbyville.—Trout Creek Lumber Company, J. M. Herndon, president and general manager; Cleve Herndon, vice president; and, Henry Herndon, secretary-treasurer is not only a going concern but an industry that is placed in the major classification when it comes to actual production, facts and figures disclose. Saw mill operations find a daily output of 35,000 feet rough lumber, while the big modern planer turns out 40,000 to 50,000 feet dressed lumber daily, the corporation maintaining a pay roll that takes care of 125 to 150 men, it is announced. Both a wholesale and retail business is conducted, it is revealed. Approximately 5,000,000 feet contract timber is standing, Mr. Herndon states and by the same source of information it is learned that a yard inventory of approximately 500,000 feet of lumber is carried by this concern, thus placing it in a most enviable position, it would appear, to most any kind of demand by the market and general consuming or building public. In commenting on the progress of their plant since it was established in 1924, Mr. Herndon reports very satisfactory growth in business coupled with a mutual desire on the part of both manufacturer and purchaser to do a good job all the way.



Henry Herndon, Secretary and Treasurer Trout Creek Lumber Company, Kirbyville, Texas, where this pioneer lumber manufacturing concern is known to have been one of the more actively operating concerns of its kind over a long period of years, it is said. Mr. Herndon is known and appreciated as one of the Kirbyville community's best assets, friends affirm.

Cordially Inviting Location Desirable New People, Money and Industry Owners Trout Creek Lumber Company Point With Pride to East Texas Opportunities to One and All

Fleet 9 Big Trucks Required to Handle Kirbyville Production Big Lumber Manufacturing Concern, it is Pointed Out; and, Thruout Operations Maximum Efficiency Obtains, Mr. Herndon Comments

Kirbyville.—Trout Creek Lumber Company is not only definitely a prize set for this Jasper county community but the whole of East Texas; and, Environs, it is established. A fleet of 9 big trucks is required to handle the lumber production of this plant, and the contract timber operators augment that number appreciatively, it is stated. As related elsewhere on this page anent the Herndons and the big company they own and operate, speaking for himself and corporation, Henry Herndon joins heartily in the cordial invitation seeking location of desirable new people, money and industry hereabouts and thruout East Texas; and, Environs, he assures. He calls attention to the many opportunities and advantages awaiting the right kind of development in this area of Texas; and, he having served as school trustee and as Steward now in the M. E. Church, Mr. Herndon says he is not unmindful of the needs facing religious and civic progress; hence, his unqualified support and influence in that direction, also. On behalf of his industrial operations, as well as his associates, Mr. Herndon voices public appreciation on behalf of their faithful employes; for without their loyalty and efficiency the job couldn't be done at Trout Creek, he affirms. Buy logs at mill, purchasing timber in Newton and Jasper counties, Mr. Herndon invites opportunity to acquire more timber, he says.

Progressive Programs For Future Public DEVELOPMENT

Win Support and Influence

TROUT CREEK LUMBER CO.

it is Announced with Appreciation and THANKS

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

GUY W. PARKER LUMBER COMPANY, GUY W. PARKER, 34, OWNER AND OPERATOR, DOUCETT, TYLER COUNTY, EAST TEXAS, EMPLOYING 100 MEN IN OPERATION OF ITS MODERN SAW MILL AND PLANER!!

Native Of Center, Shelby County, East Texas, Mr. Parker Lived With Parker Family At Flat Fork, Texas Until Time Came For Him To Sojourn About Country In General, He Says, And With Result That He Established Himself In Tyler County, Where He Sold His Original Mill Near Woodville To Woodville Lumber Company, Edwin Anthony, General Manager; And, Then Erected His New Mill At Doucett, Few Miles North of Woodville

Having Recently Discontinued Manufacture of Hardwood, Mr. Parker Announces That he is Now Devoting All of His Efforts to Cutting and Finishing Yellow Pine Lumber, Doing an Extensive Wholesale Business of His Products Within Texas, he States; and, With Upward 2,000,000-Feet Standing Timber on Hand, he's Constantly in Market For More Timber Tracts, it is Affirmed

Mr. Parker's Doucett Saw Mill Carries Daily Rated Capacity 30,000 Feet Lumber; and, His Modern Planer Develops 35,000 Feet Dressed Lumber for Same Period Plus All of Latest Equipment Thruout His Operations, he Declares for the Making and Delivery of Good Yellow Pine Lumber

Doucett.—The major industry in the Doucett area of Tyler county, East Texas; and, Environs, definitely is the Guy W. Parker Lumber Company, Guy W. Parker, 34, owner and operator, facts and figures reveal, it is declared. Mr. Parker tho young in years is said to be a seasoned operator in the timber manufacturing field, his experience in that field of endeavor having begun back in his boyhood days, when he tutored, he affirms, under his beloved father, G. D. Parker, pioneer timberman, ranchman and business man at Flat Fork, Texas, where Guy says he lived with the family for quite a while before sojourning and finally locating in Tyler county, his first or original mill having been established near Woodville, the county seat. He sold this plant late in 1945 to Woodville Lumber Company, Edwin Anthony, General Manager, and erected his modern plant here at Doucett, which is located just a few miles north of Woodville. Native of Center, Shelby county, Texas, Mr. Parker moved with his parents to Flat Fork, Texas. His wife, Mrs. Blanche Parker, is a native of Tenaha, Texas. Mr. and Mrs. Parker are the proud and happy parents of one pretty daughter, Miss Patsy Parker, 7. Parents: G. D. Parker, living; and Mrs. Ila Parker deceased. Mrs. Persis Parker, his step mother is living. Parents of Mrs. Parker: Jim and Mrs. Lena Butler, both living. Comparable to his present splendid position in the material world, reminiscing into his earlier years, Mr. Parker recalls that when he got out of school and started in business with his father it was to find himself in possession of only $300.00, but from that capital start this young man of today is known to have carved out no small fortune; but, with it all he's also progressing and prospering as tho he had the job by contract and just had to get it finished within a given time. More power to you, Guy; and may your future years be crowned with all of life's best, this benediction also and assuredly attending both Mrs. Parker and Miss Patsy!

Guy W. Parker Joins in Cordial Invitation to Desirable New People, Money and Industry to Locate in East Texas

Doucett.—In subscribing generously of his support and influence toward the success of this Special Edition, Guy W. Parker, owner and operator Guy W. Parker Lumber Company affirms that he stands 100 per cent as being in favor of the location of desirable new people, money and industry thruout East Texas; and, particularly so, he affirms, in Tyler and Shelby counties; and, their environs. The whole of East Texas, he affirms enjoys his unqualified endorsement and support to the end of acquiring eventually the many progressive program developments advocated in this newspaper publicity advertising effort believing, as he does he assures, that the great wealth of natural and potential resources thus far have had but a very small scratch on the surface as it were; and, in his opinion a wealth of unmatched future prosperity obtains because of the new and quickened opportunities that most assuredly greet and favor us in all legitimate fields of continued pioneering effort, he opines. Fact is, Mr. Parker is of the opinion that we are now right on the threshold of bigger and better opportunities for the future; so much so, he proclaims that he does not hesitate to express the view that he very definitely looks with rosy optimism on a glorious and bright future for each and everyone who industrially grasps and makes good vs. the abundant resources awaiting development, he says.

Mr. Parker Devotes All His Time To Producing Good Lumber At His Doucett Plant, He Declares

Doucett.—Declaring that presently he is devoting all of his time and attention to the production of Good Yellow pine lumber, Guy W. Parker, owner and operator Guy W. Parker Lumber Company, is recognized and appreciated as one of the progessive and prosperous timbermen of Tyler county and the whole of East Texas; and, environs, it is said of him. Mr. Parker says he loves mother-nature and that in the manufacture of timber he is afforded a fresh and blessed opportunity each and every day to make some substantial contribution toward better production of good lumber. To that end, affirms Mr. Parker he is constantly improving and operating his Doucett plant. The latch string always hangs on the outside, declares Mr. Parker and you are welcome at any time to come and see just how he makes good lumber for the dealer as well as the consumer.

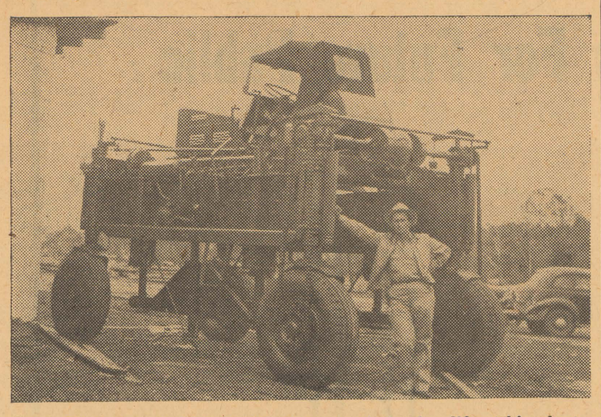
REPRESENTING OUTSTANDING LUMBER MANUFACTURING INDUSTRY IN TYLER COUNTY, EAST TEXAS; AND, ENVIRONS GUY W. PARKER LUMBER COMPANY EMPLOYS 75 TO 100 MEN AT PLANT AND IN THE WOODS; CARRIES UPWARD 2,000,000-FEET STANDING TIMBER AND ALWAYS IN BUYING MARKET

Modern Saw Mill, Planer, Dry Kilns; Lifting Machines and Other Efficient Equipment Places Mr. Parker in Class All His Own in Doucett Sector Lone Star State, it is Affirmed

Doucett.—Starting with a cash capital of $300.00 back there in his earlier days just when he had gotten out of school and started in business with his father, G. D. Parker at Flat Fork, Texas, it has remained for Guy W. Parker to establish himself in a few short years as one of the outstanding Yellow pine Lumber manufacturers in East Texas; and, Environs, facts and figures reveal, it is declared. Yesteryears may have been lean, and no doubt were for Mr. Parker but he affirms that he possessed a wealth of determination and it was not long until he had the 'know how' and henceforth progressed onward and upward. He's still climbing success ladder, it is said of him but with it all he's just as modest and retired of disposition as tho he were back at the starting point; however, with an appreciation that is causing him to ambitiously press forward. And, he's doing just that, declare those who know him best. After leaving his family heath, Mr. Parker says he sojourned about in general for a while, but elected to locate in Tyler county. That was in 1945, he reports; and, it was then that he operated and later sold his plant near Woodville to Woodville Lumber Company, Edwin Anthony, General Manager. But, Mr. Parker says that when he parted with his original mill in Tyler county he was not long out of the timber manufacturing business, he having possessed other tracts that required attention. In brief while, he states he came to Doucett, just a few miles north of Woodville and built his modern saw mill and planer operations. Constantly these were improved, he assures; and, now including dry kilns and practically every other known modern equipment to speed his production of good lumber. His automatic lumber lifts and/or stackers costing upward $8,000.00 each, he states, have been an economical investment, he affirms; and, that all other equipment possessed by him, he believes, represents the last word in efficiency. Maintaining a substantial pay roll that carries 75 to 100-men at his plants and in the woods, Mr. Parker states that he's constantly in the market to purchase additional timber tracts either in fe or rights, enabling him as it would, he states, to augment his usual upward 2,000,000-feet standing timber by the quantity of additional timber he may be able to purchase. Recently, Mr. Parker says he discontinued the cutting of hardwood lumber and is now specializing in Yellow pine lumber and its sepcies. Friends of Mr. Parker attest that his rise in the lumber manufacturing world has been nothing short of phenomenal and with the speed with which he is now going some wonderfully surprising and happy goals are in store for him, it is opined.

Guy W. Parker Attracts Interest His Friends and Public, Due To His Recognized Operations

Woodville, Center, Tenaha and Flat Fork—May it be said with pardonable pride on the part of his many friends and well wishers, that greetings of the warmest and most sincere kind extend to Guy W. Parker in his apparent phenomenal and successful saw mill and planer operations at Doucett, a few miles north of Woodville. Center friends aren't unmindful of the progress of this young man. He was born at this place. Tenaha is the native heath of Mrs. Parker, and naturally commendation and congratulations go out from here to the future good health, happiness, progress and prosperity of Mr. and Mrs. Parker, while Flat Fork the home of Mr. Parker's parents waft greetings of cordiality and good; and, then Woodville, near which Mr. Parker had his 1945 mill, also a present nearby-neighbor makes it known that it is appreciative of the presence of Mr. Parker and his big industry, which affords substantial pay roll distribution thruout this area of the Lone Star State of Texas, it is assured. The friend of civic and religious progress, Mr. Parker no doubt appropriately accepts and appreciates this neighborly spirit manifested on the part of his friends and the public, this commentator believes.



Guy W. Parker and his $8,000.00 automatic lumber lift at his plant (Guy W. Parker Lumber Company), Doucett,Texas.

Knowing That Guy W. Parker, Lumber Manufacturer, Is Good Friend and Supporter Civic and Religious Progress, He Does Not Believe Church To Be Declining Institution

Realizing That Christian Relations Occupy Important Part in the Life of All of Us, This Commentator Does Not Hesitate to Urge Support of the House of God

Doucett.—In a recent interview with Guy W. Parker, 34, owner and operator Guy W. Parker Lumber Company, one of the major activities of its kind in this area of East Texas; and, Environs, it may be observed, it was discovered that this young industrialist is also a staunch friend and supporter of the churches and schools not only in his sector of East Texas but wherever the glory of God and the well being of man may be best served, it is affirmed. In conversation with Mr. Parker the impression was gained that he, like many of the rest of us does not believe that the church is a eclining institution. This commentator does not hesitate to urge along with the Houston Post substantial support to the house of God. Under caption "DECLINING CHURCH SUPPORT." recently, The Houston Post carried the following editorial; and, it seems so appropriate in the instant comment that we publish it in full on behalf of its possible value to all who read it, and with especial reference and honor to Mr. Parker whose space makes it possible. The Post editorial says: "Is the church a declining institution? Is its appeal to the American people weakening, at this fateful hour of history when the influence of religious principles and ideals is more urgently needed than ever before? Cold facts and figures developed in a survey conducted by the National Stewardship institute reveal a dismaying decrease of public interest in and support of the church. Some of those facts and figures, cited by James Wright Brown, president of Editor and Publisher, in a recent address, are as follows: Although the Nation's population was 10 per cent greater during the 13-year period from 1933 to 1945 than during the preceding 13-year period, and although the National income increased by the fabulous amount of $318 billion, gifts to churches and related benevolences were more than $1 billion less during the latter period than in the former. Nor was this 10 per cent decrease in contributions due to heavier taxes and to the war effort. Mr. Brown pointed out that during the latter 13-year period the American people spent $58 billion more for luxuries than during the former period, adding: Even after an unprecedented $40 billion was paid in taxes in 1944, and all living expenses had been met, the survey shows—we still had at our command $67,500,000,000 to spend anywhere we chose . . . Nearly twice as much was spent on tobacco than was given to churches and character-building agencies; three times as much for movies and recreation, seven times as much for alcoholic beverages, nearly 10 times as much for jewelry, furs and other luxuries." He said the institute reported that the percentage of gifts to churches and church philanthropies as compared to the National income in 1944 was 73 per cent lower than it was during the depression year of 1932. Plainly, something is wrong somewhere. Is it in the church itself, or in the attitude and feelings of the people? Does material prosperity induce spiritual poverty? Are the pleasures and diversions of the world out-pulling the call of the spirit to righteousness and soul security? For a century and a half the churches and benevolent agencies have been the bulwark of our freedoms. Civilization depends upon their maintenance, and upon our loyalty and devotion to their teachings. If the world is to be saved from chaos and destruction, the church must be a dominant factor in its salvation. It is time that the prodigal people of this country were coming to their senses, searching their souls, and returning, with at least a fair fraction of the support of the house of God."

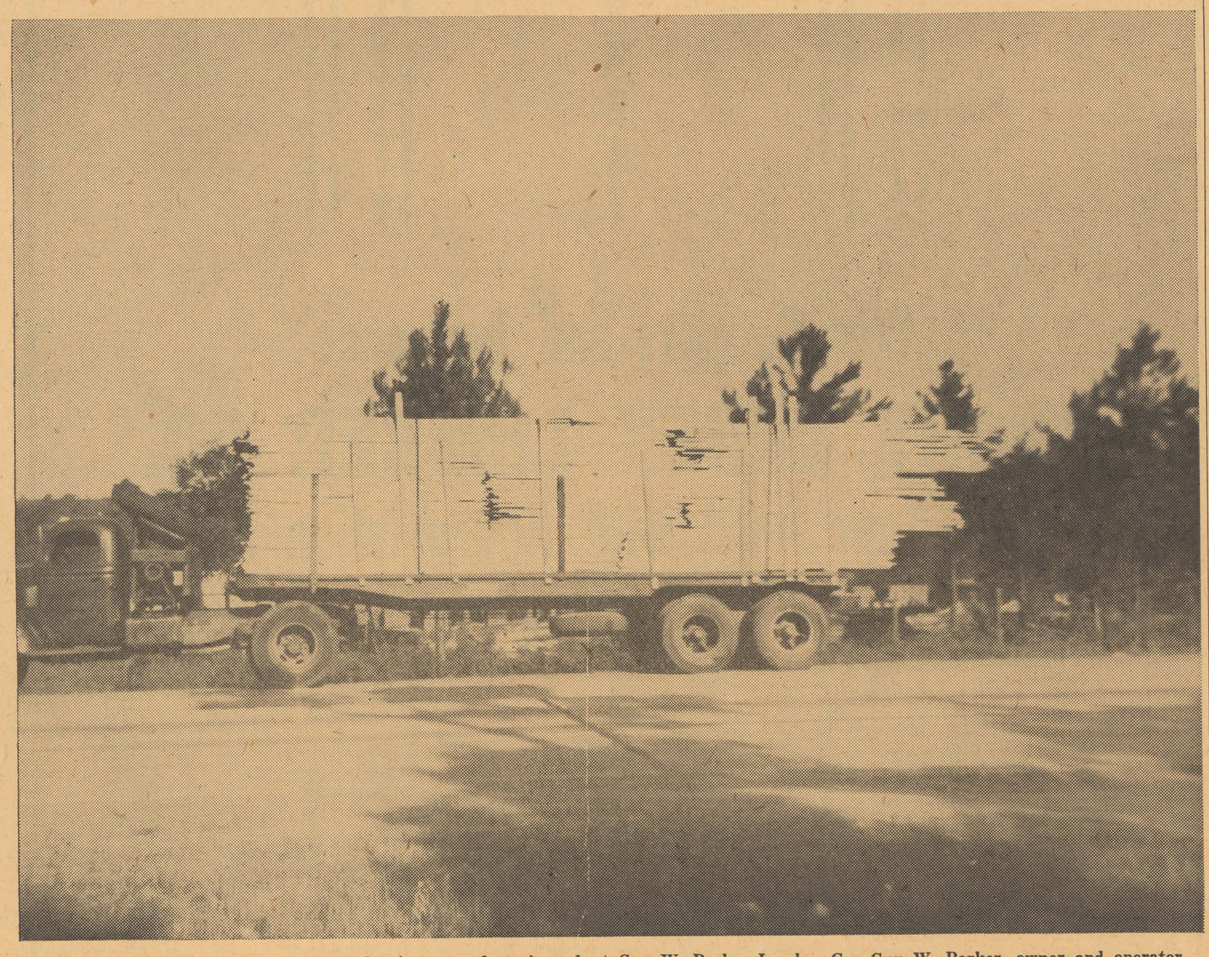
Guy W. Parker, Owner and Operator of Guy W. Parker Lumber Company at Doucett Naturally Is Proud of the Progress He Has Made; and, to Make Further Haste he Has Added Motor Lifts, Carriers and Other Efficient Equipment in Production Efforts

Enjoying Flourishing Manufacturing Lumber Business, Appreciating Pleasant Labor-Management Relations and Looking Forward to a Greater and More Prosperous East Texas, Mr. Parker Goes All Out for Future Development Natural and Potential Resources

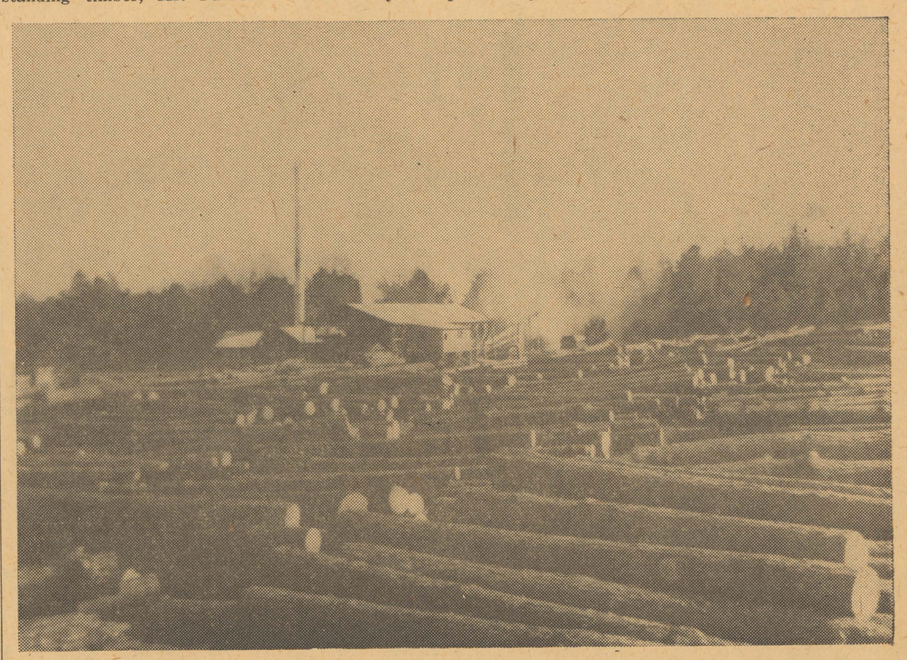
Doucett, Woodville and Flat Fork.—Guy W. Parker, owner and operator Guy W. Parker Lumber Company at Doucett says he feels that he is a part and parcel of these three communities in that he lived at Flat Fork after his birth at Center; owned and operated a saw mill near Woodville and then established his present operations here at Doucett. In going all out for the future development of the natural and potential resources of all East Texas; and, Environs, Mr. Parker has underwritten this full page of newspaper publicity advertising. In doing so, he affirms, that he stands four square for cheaper power, lower taxes, better roads, adequate drainage nd soil conservation; improved churches and schools; increased production of all farm products, including milk, meat eggs and all of the essentials for both man and beast, he affirms. Naturally Mr. Parker has a justified right to be proud of the phenomenal rise he has made in the lumber manufacturing world from the days back there at Flat Fork where he started with a modest $300 cash capital to presently approach fame and fortune, it is pointed out. Having purchased and remodeled his plant near Woodville in 1945, Mr. Parker reports that he sold this plant and certain of his timber holdings to Woodville Lumber Company, Edwin Anthony, General Manager; and, that in Janury 1946 he had erected and started operations of his Doucett properties. As stated in another article on this page, Mr. Parker's Doucett saw mill carries rated capacity 30,000-feet rough lumber daily, records establish. Mr. Parker states that formerly he absorbed the output of a number of auxiliary mills but after he equipped his present modern industry he has been sticking to his own cutting. Having discontinued the manufacture of hardwood lumber, Mr. Parker says presently he is specializing in the species of Yellow pine; and, enjoys a flattering patronage thruout the wholesale markets of Texas. Motor lifts, carrier system and practically every other modern plant convenience places the Guy W. Parker Lumber Company in a unique and most satisfactory position for good lumber production, roll and ability to purchase additional timber tracts to augment his maintenance of substantial pay already upward 2,000,000-feet standing timber, Mr. Parker invites. Recent installation of dry kiln service added wonders to his plant, he declares.

Substantial Inventory, as Well as Logs, Carried By Mr. Parker, To Help Meet Practically Every Emergency

Doucett.—In addition to his upward 2,000,000-feet standing timber supplies plus constant market at his operations for more timber tracts, contract timber or logs delivered to his skids, Guy W. Parker, owner and operator Guy W. Parker Lumber Company also maintains a substantial inventory, as well as logs at his yards and plants so as to be ready to help meet any eventuality or emergency in the lumber world, it is observed. Operating efficiently and constantly, Mr. Parker declares that he stands ready, willing and able at all times to do what he may to help make of this and all other East Texas communities happier and better places in which to live and do business.



Above represents loaded lumber truck leaving manufacturing plant Guy W. Parker Lumber Co., Guy W. Parker, owner and operator, Doucett, Texas, where Mr. Parker is known to be one of the more active and widely known timbermen in that sector of East Texas, and Environs. According to Mr. Parker this load carries 26,833 ft. lumber.



Portion saw mill operations Guy W. Parker Lumber Company, Doucett, Texas. The big planer owned and operated by Mr. Parker is said to be one of the very best. The scene showing almost acres of logs ready for the Parker mill is but a small part of the extensive lumber operations conducted by Mr. Parker.

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

TROY HOLT, 33, ONE OF YOUNGEST MAJOR LUMBER PRODUCERS IN EAST TEXAS, TAKES OVER AS OWNER AND OPERATOR CAMPBELL MILLS, EAST OF RUSK, WITH PLANER CAPACITY 40,000 FT. DAILY

Raised On A Farm, And Still Owning A Morris County Farm On Which He Recently Erected Modern Home For His Beloved Parents, Who Have Privilege Of Living There The Remainder Of Their Natural Lives, Troy Holt, Progressive And Prosperous Young Business Man Put His Shoulder To The Wheel In Helping To Push Develpement Load In East Texas Successfully Over The Hill

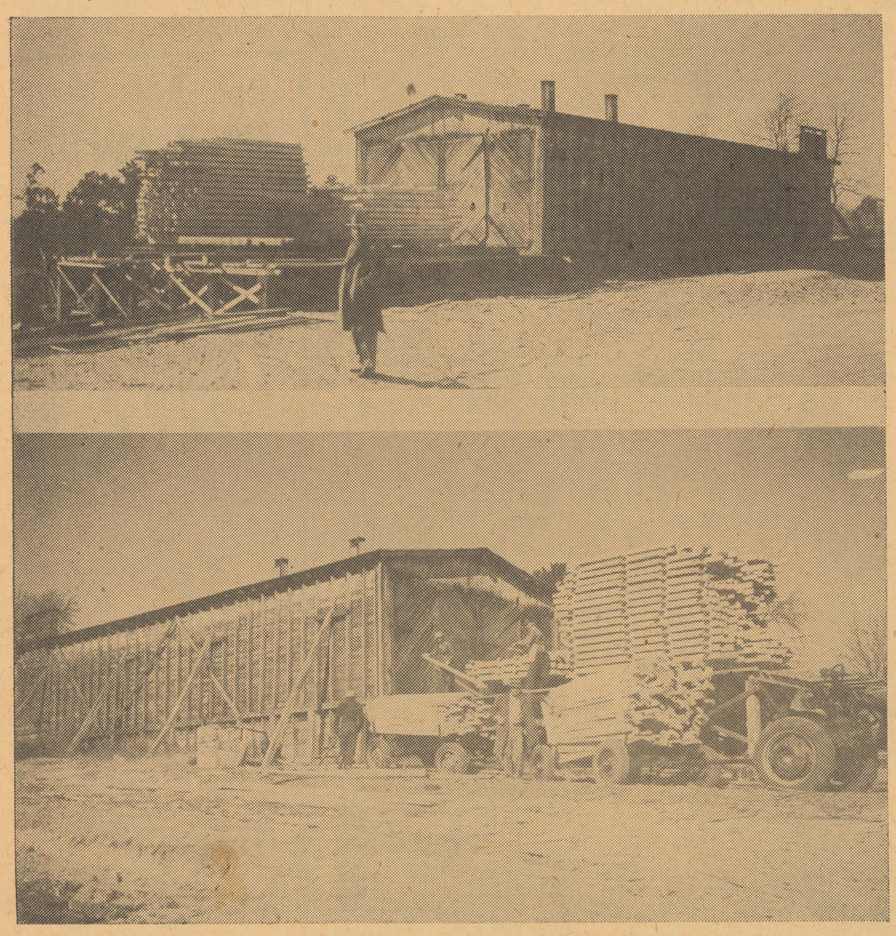
Starting His Timber Experience at the Age of 16, Mr. Holt Says he Felt Mighty Proud at Age 18 When His Father Gave Him a Truck and Enableed Him to Establish a Truck Line so that He Could Contract and Haul Lumber, a Department he Still Maintains in his Operations, he Reports; and, at Age 19, he Worked at M. Crossland Saw Mill at Daingerfield, Morris County, he Reports

From 1934 to 1942, Mr. Holt Says he Was With Keesler Interests, Going With Harvey Mills at Crockett 5-Years Ago; and, Jan. 1, '47 he Purchased His Lumber Manufacturing Interests at Rusk, While Also Maintaining Various Business Activities in Palestine, Anderson County

Rusk and Palestine.—Manufacturing lumber operations carried on at Rusk, Cherokee county, East Texas; and, Environs, and having maintained home in Palestine, Anderson county until 1947 school was out, Troy Holt, 33, as the new owner and operator of Holt Lumber Company just east of Rusk is already recognized and appreciated as one of the major lumber manufacturers in this area of the Lone Star State of Texas, facts and figures reveal. On Jan. 1, this year, Mr. Holt purchased the Campbell Lumber Company, which was formerly owned by the Bagley interests. It carries saw mill daily capacity of 20,000-feet rough lumber; and, his modern planer is delivering 40,000-feet dressed lumber daily with constant improvements under way, the young industrialist announces. His dry kiln capacity everages upward 35,000-feet lumber plus adequate yard curing processes. Mr. Holt states that he is presently absorbing the output of 5 portable auxiliary mills, which are delivering to him about 150,000 feet rough lumber weekly; and that his annual business approximates 8,000,000 to 10,000,000-feet dressed lumber going into the wholesale markets of Texas. It's a pride with Mr. Holt, he assures to be able to produce good lumber. He says he's always in the market at good prices for additional lumber and invites other portable mill owners to contact him with possible contract negotiation closing here and near here, it is announced. Mr. Holt is a native of Hughes Springs, Cass county, Texas; and, his pretty young wife, Mrs. Deba Holt is a native of Daingerfield, Morris county, Texas. Mr. and Mrs. Holt are the happy parents of two lovely daughters, Misses Jo Nell Holt, 14; and, Shirley Ann Holt, 12. Parents: J. M. Holt, 73; and, Mrs. Belia Holt, 71, both living, and no doubt each of them are most happy because their son Troy some time ago purchased the old home place and erected a new modern home for them with the assurance that they may occupy and remain on the place the remainder of their natural lives. Parents of Mrs. Holt: Clifton and Mrs. Fannie Clark, also both living. Mr. Holt says he began his timber experience at the age of 16. Two years later his father presented him with a truck and immediately, he says, he established the Holt Truck Line which has enabled him to contract and haul timber from that day until the present and that as the coming years come along he expects to continue finding that an active branch of his business operations. During the intervening years he bought and sold lumber; also had experience working for the Keesler interests from 1934 to 1942, when he went with the Hervey mills at Crockett; and, on Jan. 1, 1947 he bought his present saw mill, planer, dry kilns, store and other properties just east of Rusk. Establishing his home at Palestine, Anderson county, Mr. Holt naturally found himself operating a number of business establishments, including a $10,000.00 skating rink founded in 1946; and, for a while was half owner in the reportedly profitable City Cab Co., of Palestine. More in detail progress of Mr. Holt may be found elsewhere on this page, which he has underwritten as a part of his enthusiastic effort to help push the community load successfully over the hilll thruout East Texas; and, Environs, it is affirmed.



Planer Mill of Holt Lumber Company, Troy Holt, owner and operator just east of Rusk, Cherokee county, East Texas; and, Environs, it carrying Daily Rated Capacity 40,000 feet Lumber, he says. Mr. Holt may be seen standing.



Above pictures represent Dry Kilns service at plant Holt Lumber Company, Troy Holt, owner and operator just east of Rusk, Texas, where Mr. Holt is known to be carrying on one of the major lumber production efforts in that area of East Texas; and, Environs, it is declared.

Troy Holt Known As Active Young Business Man; Palestine, and Wherever He Has Been Associated

Palestine.—Troy Holt, who recently purchased and now operates the big saw mill and planer near Rusk, Cherokee county, is also known and appreciated as having been one of the progressive young men of the community during his residence here with his family. Coming to this sector of Anderson county, Mr. Holt had enjoyed wide experience as timber contract hauler, dealing in lumber and timber; also, having been associated with the Keesler interests and later with the Hervey Lbr. Co. at Crockett. Among his local business enterprises includes his $10,000.00 skating rink, it is stated; and, for a while he was half owner of the reportedly profitable City Cab Company of Palestine, where from Oct. 1945 to June 1946, Mr. Holt reveals that he and his associates builded the enterprise from a very small business to one that commanded a flattering price when he sold his 1/2-interest to his partner; and, who it is know has been offered unexpected and sizeable profits on his investment, but so far having declined all bids, it is reported. Mr. Holt was shipping clerk for the Keesler interests from 1934 to 1942, it is established. Starting his timber experience at age 16; progressing into truck line operation at age 18, when his father presented him with a truck, Mr. Holt says while at Daingerfield, Morris county, he had invaluable experience in lumber production by reason of his work with M. Crossland, one of the well known timber opertors of that sector of Northeast Texas, it is known. He was 19 years of age then, he says. Mr. Holt took over at Rusk Jan. 1, 1947; and, it is believed he is progressing even beyond his own ambitious dreams and fondest hopes, local friends have ascertained with added commendation and congratulations to Mr. Holt, it is assured.

One Happiest and Most Commendable Acts Having To Do with Worth While Life of Troy Holt, 33, Lumber Manufacturer at Rusk Had To Do with Providing Modern Home For His Beloved Parents

Mr. Holt Purchased the Old Holt Home Place Near Daingerfield, Morris County, Improved it and then Erected Modern New Home for His Parents, J. M. and Mrs. Belia Holt, Two of the Happiest Souls on Earth, it is Known

Daingerfield.—Mr. and Mrs. J. M. (Mrs. Belia) Holt, residents of this place and beloved parents of Troy Holt, 33, owner and operator Holt Lumber Company at Rusk, Cherokee county, East Texas; and, Environs, are known to be two of the happiest people in all Texas, or the world as for that matter, it is pointed out because their security has been augmented by the thoughtfulness and loving kindness of their son, Troy. Remembering back in 1932 that his Dad had given him a truck so that he might establish his own truck line at the age of 18, after having had timber experience from the age of 16, or to have never forgotten that kindly act on the part of his parent; and, so-o in more ways than one he has endeavored to express his appreciation, it is realized. To make a long story short, it is established that Troy purchased the old Holt home place near Daingerfield, extensively improved it and presented his parents with a modern new home, giving them at same time the privilege of living there the remainder of their natural lives. Troy owns the old Holt home place but it belongs to Dad and Mother so long as they shall or may live, he lovingly assures. That was where he was born, and quite naturally Mr. Holt possesses a sentiment and feeling for it that shall and should endure for all time, it is commented. His father at 73 is retired. Then, Too, Daingerfield was the birthplace of Mrs. Holt, the charming wife of the industrious young lumber manufacturer; and, successful business man in other lines, it is noted. Mr. Holt says he purchased the old Holt homeplace in 1938, a proud and distinct acquisition, he assures; and, then the years of 1939 and 1943 were spent in making improvements, including the new home for his parents, as well as other details naturally incidental and necessary in the ownership of such a piece of mother earth and its appurtenances thereunto belonging, as is and may be well known. Mr. Holt has three brothers and two sisters: Messrs Ernest Holt, Hughes Springs; J. B. and Earl Holt, Daingerfield, Texas; Mesdames M. C. May, Daingerfield, Texas; and, M. M. Thomans, California. And, be it said to the credit of Troy, he did the fine and noble thing in providing comfort as well as added security for his parents, a most commendable and worthy deed on the part of Mr. Holt, be it assured!

Holt Lumber Company, Under Ownership and Operation Troy Holt, 33, Developing Into Major Industrial Activity Near Rusk, Cherokee County, East Texas; and, Environs, Records Establish plus Ambitious Effort on Part Mr. Parker In Expansion

Carrying 75 to 100-Men on His Pay Roll, Mr. Holt Says There's No Limit To Employment Capacity Just So Long as He is Able to Buy Sufficient Lumber to Keep Them Busy, Hence an Invitation to Additional Portable Mill Output Purchases by Him, it is Announced

Rusk.—Holt Iumber Company, Troy Holt, 33, owner and operator has quickly established itself as one of the busy and successful lumber manufacturing industrial operations in East Texas, local records establish. Mr. Holt is a young man 'tis true, but to his credit and satisfaction he enjoys a wealth of experience and back-ground of understanding that have equipped him with the 'know how' in his stride, and for that reason he is known to be making good, it is assured. Carrying 75 to 100-men on his direct and indirect pay roll, that is at his Rusk operations and the portable mills (5-of them) constantly cutting timber for him, Mr. Holt invites opportunity to negotiate for the purchase of additional portable mill outputs. So long as he is able to obtain lumber to keep his men busy, Mr. Holt states there's no limit to his ability to employ them. That not only sounds good but it is a reality for the Rusk community to appreciate, it is pointed out on behalf of Mr. Holt who says he has ambition to help Cherokee as a whole and East Texas as a whole in every constructive way possible, this ambition on his part extending to the enormous environs of the huge area served by him. UNDER HIS OWNERSHIP AND OPERATION, the Holt Lumber Company already has the enviable distinction of having progressed into a major producer in the lumber world for East Texas; and, Environs, local records establish. A recent interview with Mr. Holt at his Rusk properties found him busy as a switch engine, but he assured no matter how busy he may be, he always has time to take out to help promote the better things of life for his community; and, its people. On this page may be observed pictures showing some of the operations and properties of Mr. Holt at his Rusk plant a few miles out from town; and, as time comes along, he says he contemplates many other substantial improvements, such as will enable him to employ more men and purchase increased lumber supplies, he announces.

Holt Lumber Company, Troy Holt, Owner and Operator, Believed To Carry Investment Ranging From $40,000 to $50,000 East of Rusk, Cherokee County; and, the Young Owner Having Made His Way From Bottom Up Acknowledges His Gratitude!!

Expansion Programs Contemplated by Mr. Holt, Who Says he is Happy and Glad to Support Deserving Development Programs Looking to the Betterment of His Community; and, Its People

Ruck, Daingerfield and Palestine.—This commentator might also include Hughes Springs, his birth place; Crockett, where he engaged himself actively with Harvey lumber interests, as he has done with the Keesler in making reference to the progress and apparent prosperity of none other than Troy Holt, 33, admittedly having made his way from the bottom up to his present comfortable position in the business world, it is pointed out.

In addition to his business experiences at various places, Mr. Holt is known to possess substantial business interests in Palestine, Anderson county, where he and his family have made their home until moving to Rusk, Cherokee county, where this enthusiastic and progressive young timber manufacturing industrialist is believed to carry an investment of from $40,000 to $50,000 in the ownership and operation of his Holt Lumber Company, details of whose somewhat gigantic operations are elaborated upon somewhat elsewhere on this page. In admitting that he has done fairly well in the business world, Mr. Holt says he desires to acknowledge his gratitude, infact his appreciation and thanks to both God and man for the blessings that have come his way. Membership in M. E. Church at Palestine was held by the Holts while there, Mr. Holt reports. In all civic and religious progress, Mr. Holt and his family affirm that they esteem it to be both a privilege and a pleasure to participate and co-operate; and, that on behalf of all of the progressive programs advocated in this Special edition, to which he has subscribed generously of his support and influence, Mr. Holt expresses the hope that ultimately each and everyone of these may come into future fruition. Development strides at their best in all progressive upbuilding lines thruout East Texas; and, Environs enjoy the unqualified support and endorsement of Mr. Holt, who assures that he stands ready, willing and able at all times to help all of the communities where he may be interested, as well as their environs, to the achievement and accomplishment of their best toward constructive realization. More power to you, Mr. Holt!



In above picture may be observed Troy Holt standing near his massive smoke stacks serving his giant power units at his saw mill and planer operations just east of Rusk, Cherokee county, East Texas; and, Environs.

"Something New Under the Sun" Applies in Christian Relations the Same as in Business, Comments Troy Holt!!

Ruck.—Troy Holt, owner and operator of Holt Lumber Company may be a comparative newcomer to Rusk, Cherokee county, East Texas; and, Environs, but this young man at 33 has made himself acquainted with many because of his interest and efforts in the progress of civic and religious undertakings here and elsewhere. He has a natural back-ground, it is ascertained that fully equip him for such work; and, it is good to know that Mr. Holt, like so many others, finds time to do constructive good even outside his manufacturing and other business strides. That there is 'something new under the Sun", as recently commented editorially The Houston Post, Mr. Holt says he's always ready, willing and able to help make of his part of Texas a happier and better place in which to live and do business. To that en, Mr. Holt has subscribed his support and influence on behalf of the ultimate success, it is hoped, of all the progressive programs herein advocated. And, anent The Houston Post editorial under the caption: "Something New Under The Sun," it said:

There are vice presidents for every conceivable aspect of corporate activity. But a vice president in charge of Chritsian relations is something new under the sun.

William H. Smith, an official of a Providence, R. I., shoe manufacturing concern, wrestled with his conscience one sleepless night in a Pullman berth. When he got home he said to his brother, Maurice C. Smith Jr., president of the company:

"Business is rather a selfish institution. Is there anything we can do that is unselfish?"

After a huddle on the question they engaged the services of Rev. Dale D. Dutton, 46-year-old pastor of a wealthy Baptist church, as vice president in charge of Christian relations. He will have an expense account up to $100,000 a year, and will get his instructions from God.

The Smith brothers' venture into the field of religion is unique in that it makes of religion an organic part of their enterprise. Unique, too, is the motive that impelled them.

For the stigma of selfishness is not ipso facto attached to business—the making or distribution of products needful to man. The contribution of business men to the churches of their faith, to philanthropies and to charities negate the imputation that they are without nobler emotions.

The incident is faintly reminiscent of olden days when royal personages employed alomners to go around doing good for them.

This picture shows log assemblies ready for manufacture at plant of Holt Lumber Company east of Rusk, Texas; and, also multitude stacks of lumber curing in augmentation to extensive dry kiln service operated by Mr. Holt, who may be observed sitting on one of his log piles.

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

STURGIS LUMBER COMPANY, JOE P. SMITH, 42, SUPERINTENDENT REPRESENTS MAJOR LUMBER MANUFACTURING OPERATION AT HEMPHILL, DOING WHOLESALE AND RETAIL BUSINESS, MR. SMITH SAYS

Operation is Owned and Conducted by Partnership Arrangement Made Up of Bill Sturgis, of Arkadelphia, Ark.; W. Neil Wood, Jasper, Tex.; Mrs. Pauline Quinlin, Dallas, Tex.; and, Joe P. Smith, San Augustine, Tex., Mr. Smith, who is Superintendent, Reporting a Magnificent Business Patronage Thruout Trade Area

Saw Mill Capacity of 50,000 To 60,000-Feet of Rough Lumber Admittedly Places Sturgis Lumber Company in Major Production Classification, While Its Planer Capacity of 40,000 to 50,000-Feet Finished Lumber Further Augments the Importance of This Industry, it is Affirmed

Carrying Upward 5,000,000 Feet Standing Timber With Yard Inventory Usually Running 1,500,000 to 2,000,000 Feet Lumber, Supt. Smith's Operations Said to be One of the Two Largest Lumber Manufacturing Plants in Sabine County, East Texas; and, Environs

Hemphill.—This Sabine county area of East Texas; and, Environs proclaims the area as whole definitely proud of the presence and operation of Sturgis Lumber Company, Joe P. Smith, Superintendent and one of the partnership owners, it is declared. The other partners with Supt. Smith are: Bill Sturgis, Arkadelphia, Ark.; W. Neil Wood, Jasper, Texas, and Mrs. Pauline Quinlin, Dallas, Texas. Mr. Smith lives with his family at San Augustine, Texas. He is a native of Princeton, Ark., and Mrs. Smith is also a native of that place. Mrs. Emma Smith is the wife of Mr. Smith, she being the daughter of T. B. Abbott, 82; and, Mrs. Anna Abbott, 72, both living. Mr. Smith's parents are also living, and are: J. N. Smith, 77; and, Mrs. Viola Smith, 68. Mr. and Mrs. Smith are the parents of one lovely daughter, Miss Doris Smith. He is 42 years young, progressive and genuinely active in his saw mill and planer operationss, it is observed. Mr. Smith says he moved to San Augustine in 1944, and that same year he came with Sturgis Lumber Company as Woods Superintendent, being promoted to General Plant Superintendent in 1945, he states. Appreciating the importance of more widely publicizing the natural and potential resources of Sabine county and the whole of East Texas; and environs, Supt. Smith on behalf of himself and company has subscribed generously of support and influence toward the success of this Special Edition, which carries a complete page of newspaper publicity advertising on behalf of this progressive sponsor. Mr. Smith comes out openly and above board in favor of cheaper power, lower taxes, better roads, adequate drainage and soil conservation; improved churches and schools; increased production of all farm products, including milk, meat and eggs. He makes it very plain, too, that he enthusiastically joins in with other representative Sponsors who have made possible this energetic publicity advertising enterprise, declaring that he is all out for the location of desirable new people, money and industry in this part of Texas; and, that he is proud and happy to have cordial relations in such a dynamic program, endorsing, as he does, also, the prorgessive public development programs advocated in the hope of future realization, he affirms. Elsewhere on this page will be found more in detail information anent the progress of Hemphill Lumber Lumber Company under the guidance of Supt. Smith.

Saw Mill Properties Now Owned and Operated by Sturgis Lumber Company Formerly Were Established By Dedman & Williams In 1941, Later Going To Snider Bros. of Marshall, Texas; and, Finally to The Present Owners in 1944, Supt. Smith Makes Known

Story of Progress Under New Ownership and Management Reads Almost Like Magic, Declare Friends of the Giant Lumber Manufacturing Organization; and, Also Pleasingly Admitted by Supt. Smith Whose Personal Interest and Pride in the Success of the Institution Really is the "Business Apple of His Eye," It is Affirmed

Hemphill.—Joe P. Smith, one of four partnership owners and Superintendent of Sturgis Lumber Company, huge lumber manufacturing concern at this Sabine capital community admits that he is pleasingly proud of the distinction coming to his organization because of its outstanding success as an operating unit in the giant timber forests of East Texas; and, Environs, he affirms. As matter of keeping the records straight, Supt. Smith states that the plant was originally established by Dedman & Williams in 1941. Later its ownership went to Snider Bros., of Marshall, Texas; and, finally present ownership identified as Bill Sturgis, W. Neil Wood, Mrs. Pauline Quinlin and Supt. Smith took over in 1944, on and after which date he states that continued improvements were made at the plant, including equipment and production of good lumber for the general wholesale and retail markets. So noticeable were and have been the improvements, that some friends comment that the actual progress of operations under the new ownership and direction by Supt. Smith have been nothing short of marvelous, really phenomenal in some respects, it is believed; an, to the extent, say others that the story ofprogress at Sturgis now reads more or less like a magic, but the goods are there to speak for themselves, should anyone desire to confirm these statements, it is pointed out. Pleasingly admitting the tremendous success enjoyed by his company since he and his associates took charge, Supt. Smith says he admits that the continued success of the institution is now the 'Business Apple of His Eye'; and, that as the days, weeks, months and years of increased production manifest themselves at Sturgis plant, it goes without saying that some time out there in the future, no doubt, Supt. Smith will have all of his associates and some of their close friends present at a gratitude banquet and expression of appreciation of the genuine success that has come their way. Commendation and congratulations to Supt. Smith and associates!

Newsman Waxes Poetic With Odyssey Anent East Texas and its Big Wonders

Hemphill.—Supt. Joe P. Smith, one of the partnership owners and Superintendent of Sturgis Lumber Company is saturated with East Texas interest in its natural and potential resources, he declares; and, to give you a vivid picture of just what holds forth hereabouts as to trees, trees, trees, et cetera with full credit to and recognition of Jack Rutledge, an Associated Press Staff writer, here's what he had to say about it recently. Says Mr. Rutledge:

East Texas odyssey:

Trees, trees, trees, tall and stately and small and scrubby.

Winding roads crawling over rolling hills.

Whirring sawmills, with new cut timber stacked tepee-like.

Valleys blue-gray and foggy fresh-smelling smoke from piles of burning sawdust.

Log cabins on glassy fish-filled lakes. Squirrels in the oaks.

Sleep towns, peaceful and happy, hiding prosperity behind a facade of seeming lethargy.

Moss hanging like lace from scornful trees.

Grinning Negroes and playful pickaninnies.

Skies blue and peaceful and sunny, with tornado-torn trunks of pines calling them liars.

Haughty but homey plantation homes reminiscent of another era.

Baroque courthouses in the county seats, old and sedate and somehow solid.

In the timbered hills, officers seizing illicit stills making corn whisky.

A man in blue jeans, ambling down a brick sidewalk, who can walk into the bank, scratch an "X," and draw out half a million in cash—money he made in oil.

Twisting rivers full of catfish, with men who'll live to be a hundred placidly dangling lines along their banks.

Signs in front of cafes: "Catfish and cornbread."

General stores, with no city-slicker shortages.

Courtesy—no shortage there, either.

The pleasant East Texas twang. You'd recognize it anywhere. It seems to have a smile in it.

Impenetrable marshes, with beaten old boats on their fringes.

Rich soil. Sometimes so red that white horses look like palominos; red soil covered with a rainbow of flowers in the spring.

Quail-rich fields.

Trees, trees, trees.

ONE OF TWO LARGEST SAW MILL AND PLANER OPERATIONS IN SABINE COUNTY, EAST TEXAS; AND, ENVIRONS ESTABLISHES RATING ENJOYED BY STURGIS LUMBER COMPANY AT HEMPHILL, BELIEVES SUPERINTENDENT JOE P. SMITH, ONE OF PARTNERSHIP OWNERS, OPERATORS

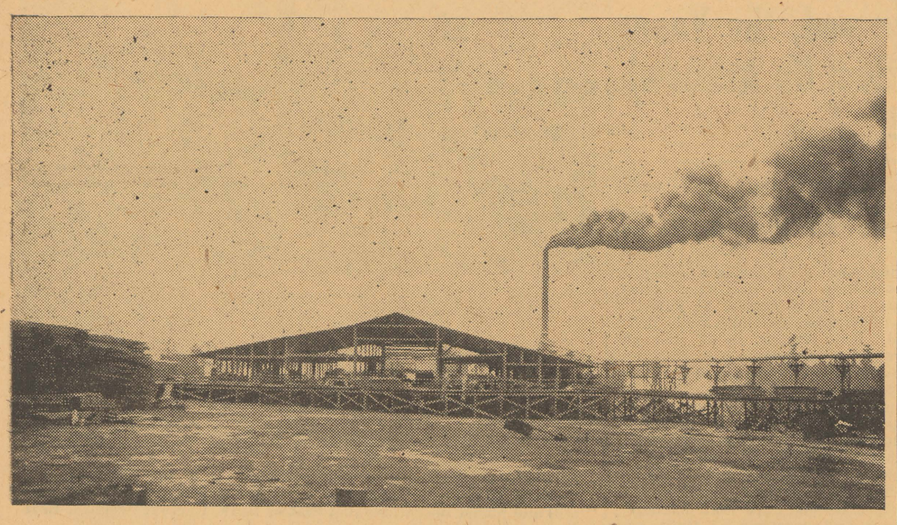
Big Industry Carries Saw Mill Daily Capacity 50,000 to 60,000 Feet Rough Lumber With Planer Operations Turning Out 40,000 to 50,000 Feet Dressed Lumber Daily, Reports Mr. Smith

Hemphill.—Enjoying enviable reputation of being one of the two largest saw mill and planer operations in Sabine county, East Texas; and, Environs, Sturgis Lumber Company, Joe P. Smith, Superintendent and one of the partnership owners has the distinction of being a real community as well as East Texas wide asset in that in addition to its saw mill daily capacity of 50,000 to 60,000 feet rough lumber and its planer operations turning out 40,000 to 50,000-feet dressed lumber daily, it employs directly some 140-men and indirectly thru its auxiliary units 20, or more men, establishing a pay roll that takes care of 140 to 160-men, it is revealed. In addition to its own operations, Sturgis Lumber Company absorbs the output of two tractor mills, it is stated by Supt. Smith, who is a recognized wheel horse, it is assured not only in the timber business but in the civic and religious life of both Sabine and San Augustine counties, his manufacturing operations being here in Sabine county and he resides at San Augustine, San Augustine county. Besides being what is believed to be one of the two largest lumber manufacturing concerns in Sabine county, Supt. Smith and his associates, Bill Sturgis, W. Neil Wood and Mrs. Pauline Quinlin individually and collectively are known to be ardent friends and supporters of civic and religious progress generally speaking thruout East Texas; and, Environs, Supt. Smith assures.

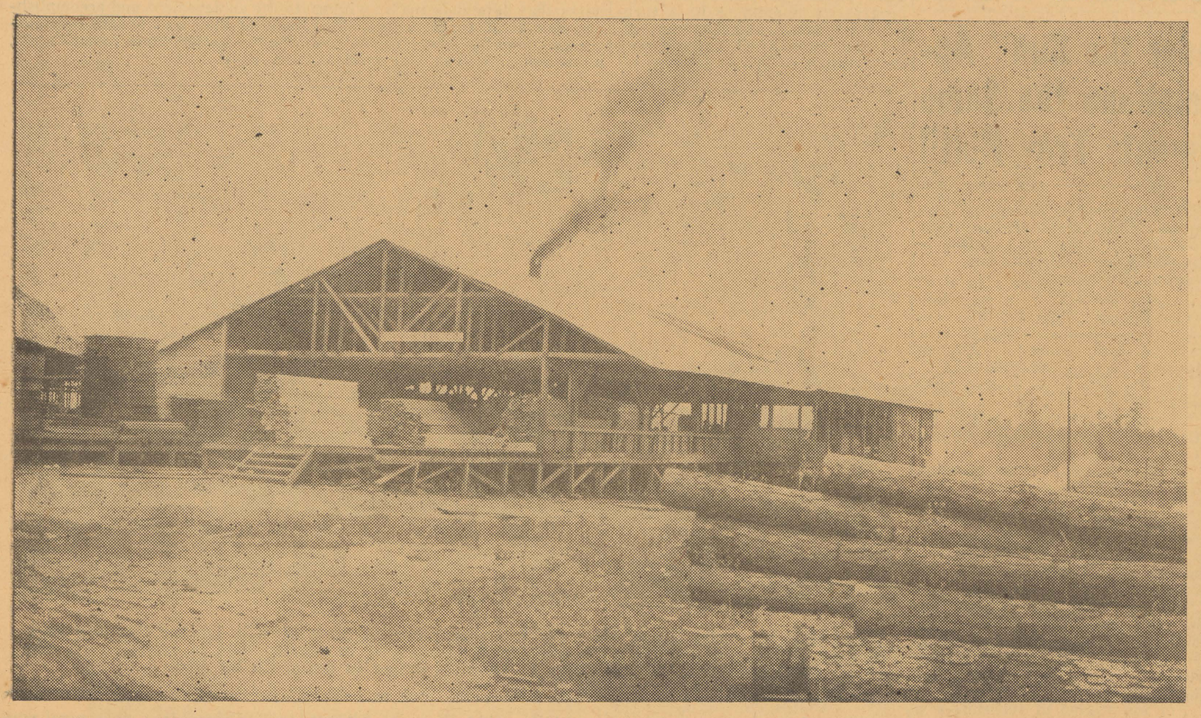
Sturgis Lumbeer Company, Joe P. Smith, Superintendent, Cuts Both Pine and Hardwood Lumber, Shipping 1,250,000 Feet Monthly, or Some 15,000,000 Feet Annually

Progressive Programs For Future Public Development Win Support and Influence Supt. Smith and His Progressive Organization, it is Announced With Appreciation and Thanks

Hemphill.—Elsewhere on this page, no doubt you've read, or will do so, of the huge manufacturing operations carried on by Sturgis Lumber Company, Joe P. Smith, Superintendent and one of the partnership owners. Well, instantly it is of interest to state that the company ships around a million and a quarter (1,250,000) feet of lumber monthly. On that basis, the annual average shipment of lumber by Sturgis Lumber Company would aggregate approximately FIFTEEN MILLION (15,000,000) Feet of Lumber, further establishing the organization and operations as one of the two largest outfits of the kind in Sabine county, East Texas; and Environs. The above information is given out by Supt. Smith as to shipping status. Also let it be said again, and again with thanks and appreciation that Supt. Smith and his company have lent their support and influence most substantially to the success of this Special Edition, which is working industriously for the future development of the natural and potential resources of this favored Texas area as a whole. Supt. Smith speaking for himself and his associates, says it is a privilege and a pleasure to co-operate with other representative sponsors who have helped to make of this publicity advertising effort the fine success it enjoys; and, he hopes and believes much good will result to the future of East Texas; and, Environs as a progressive result of this untiring effort.



Another unit of Sturgis Lumber Company operations at Hemphill, Texas. Joe Smith, manager and his partners are known to be among the leading timber manufacturers in East Texas, it is assured.



Above picture shows one of the big units of Sturgis Lumber Company, Joe Smith, partnership Manager,, Hemphill, Texas. Mr. Smith is a seasoned timberman and associated with him in the ownership and operation of this big industry is W. N. Wood, member of the Eland-Wood Lumber Co. at Jasper, Texas.

In Addition to Extensive Timber Tracts and Huge Lumber Inventories, About Half-Million Feet Logs

Hemphill.—Caption of this article has to do with the giant operations of Sturgis Lumber Company, Joe P. Smith, Superintendent. In another article on this page, Supt. Smith has disclosed that his company carries upward 5,000,000-feet standing timber with yard inventory of lumber averaging 1,500,000 to 2,000,000-feet rough and dressed lumber; and, now comes his statement that company operations require and carry at least a half million (500,000) feet of logs on the ground for constant manufacture. That means that not only the manufacturing end of the operations must always be keyed to high gear, but that the men in the woods likewise must stay way out front. Supt. Smith passes due credit on to both woodsmen and his men here at the point of operation for their loyalty and ambitious desire to make of each day's work an improvement, if possible, over the one the day before. That's the spirit, and with team work like that via labor—management, no wonder Sturgis Lumber Company is building a record all its own in this Sabine sector of East Texas; and, Environs, it is affirmed.

Invaluable Citizen and Taxpayer Is Joe P. Smith, Supt., Sturgis Lbr. Co., Say San Augustine Friends

San Augustine.—This the home of Supt. Joe Smith, of Sturgis Lumber Company operations at Hemphill, Sabine county, his friends and neighbors in San Augustine, the capital of San Augustine county, do not hesitate to declare that he is considered among their useful and invaluable citizens and taxpayers in that he is every ready, willing and able to do what he may to help make of both San Augustine and Sabine counties, East Texas; and, Environs. happier and better places in which to live and do business. Mr. Smith says he believes in the 'Golden Rule' way of life, insisting that a 'Good Name is Rather to be Chosen Than Great Riches.'

With Upward 5,000,000-Feet Standing Timber, Maintaining Yard Lumber Inventory Averaging 1,500,000 To 2,000,000-Feet Lumber, Supt. Joe P. Smith Of Sturgis Lumber Company Announces That He's Always Buying Timber, Including Mill Logs

Mr. Smith is a Veteran Timberman, Tho Young in Years, he Having Started With Sturgis Operations at Princeton, Ark., His Timber Experience Having Begun in the "Wonder State" Back in His Early Boyhood, he States

Hemephill.—Sabine county no doubt has its pioneer timbermen, but it has remained for a newcomer of a few years back, none other than Joe P. Smith, partnership owner and Superintendent of Sturgis Lumber Company at Hemphill to bring with him a wealth of experience culminating from his early start in the timber business back there in his early boyhood down in the "Wonder State of Arkansas," he affirms. His manufacturing experience began with his relations with Sturgis Lumber Company at its Princeton, Ark., operations, he makes known; and, naturally, therefore, it is taken for granted that when he came to Hemphill it was easy going with him from the very start in-so-far as woods and plant operations were and/or concerned. Any way the magnificent showing he has made here would seem to bear out that declaration, it is affirmed on his behalf and that of his company, which carries upward 5,000,000-feet standing timber and is always in the market for more timber either in fee or rights, announces Supt. Smith, who says he's buying additional timber all the time, including logs delivered here at the mill. Tho young in years, Mr. Smith is admittedly a veteran in timber experience; but, he says he does not know such about the business that he cannot, and does learn something worth while each and every passing day. Yard inventory carried by Sturgis Lumber Co. here in Hemphill, according to Mr. Smith, averages 1,500,000 to 2,000,000-feet rough and dressed lumber.



Joe Smith, partnership manager Sturgis Lumber Company, Hemphill, Texas, where he is also regarded as a staunch friend of all worthy civic and religious movements, is appreciatively and cordially said of him by his neighbors and friends.

JOE P. SMITH
Superintendent
STURGIS LUMBER CO.
COMES OUT
For Better Roads, Churches, Schools
IN THE
Lone Star State of Texas

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

TEXLA LUMBER COMPANY, TRAVIS BEAVERS, 30, GENERAL MANAGER ONE OF THE LARGER LUMBER MANUFACTURERS IN ORANGE COUNTY, CONSIDERING ANNUAL SHIPPING RECORD OF 15,000,000 FEET

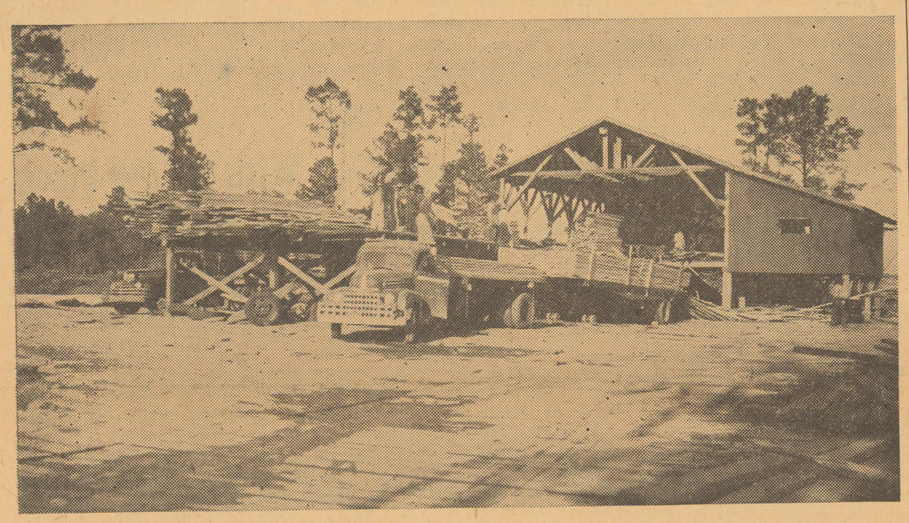
Gen. Mgr. Beavers States That In Addition To No. 1 or Parent Plant, His Company Absorbs The Output of Two Portable Mills, the Company Plant Yielding Some 1,500,000 Feet Lumber Monthly Plus Daily Output of Some 25,000 to 30,000 Feet of Lumber Produced by the Auxiliary Operations, He Says

Texla Lumber Company Ownership and Management Ardent Friends and Boosters All East Texas Area

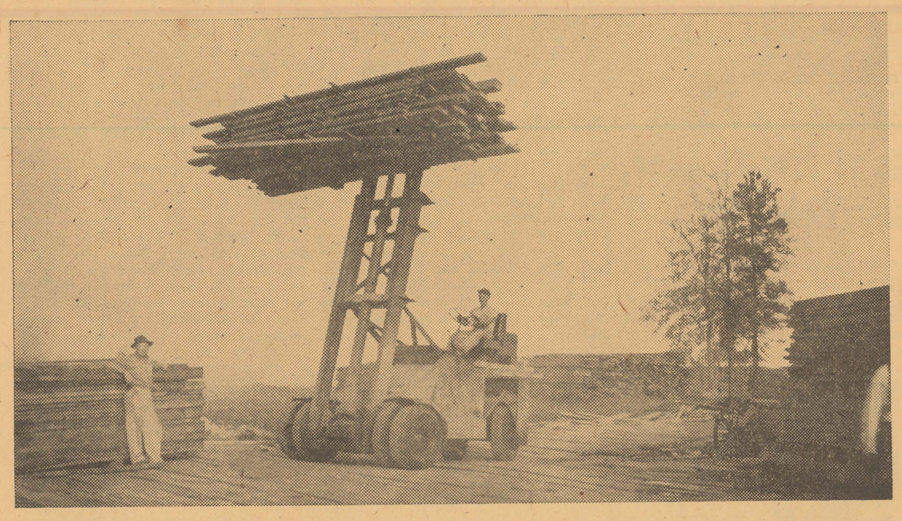
Ownership of Operations Vested In Buck Williams; G. L. Williams; H. P. Williams; and, E. F. Williams, of Nacogdoches, the Elder Williams Being Honored as a Veteran Timberman, Whose Interests are Known to be Large In a Multitude of Operations, it is Happily Announced

Mill Capacity 40,000 to 50,000 Feet Lumber Daily at Mauriceville Operation, With 5,000 Acres Timber in Fee and 6,000 Acres in Rights Attending Plant Plus Steady Market For Additional Timber and Employment 160 to 200 Men in Woods and Plant, Gen. Mgr. Beavers, Makes Known

Mauriceville.—This Orange county sector of East Texas; and, Environs, recognizes in the presence and operation of Texla Lumber Company, Travis Beavers, General Manager, one of the finest and best industrial assets in this Texas region, it is affirmed. The operations are owned by Buck Williams; G. L. Williams; H. P. Williams; and, E. F. Williams, Nacogdoches, Texas, where the elder member of the partnership ownership is esteemed and appreciated as a man of towering strength in a buiness way in the timber manufacturing world, so many and varied are his extensive operations, it is stated. General Manager Beavers came with the organization in 1945, after having enjoyed a timber experience after he got out of school in 1936. His connections carried him from Upshur county, where he was born at Gilmer to Gladwater; thence to Big Sandy; next to Gilmer; then to Garrison; and, finally to Mauriceville, where he is a recognized power in the timber manufacturing business, as well as an ardent friend and supporter of civic and religious progress, it is established. His wife, Mrs. Frances Beavers is a native of Kirbyville, Jasper county, Texas. Mr. and Mrs. Beavers have two pretty daughters, Misses Ellen Beavers, 4; and, Jane Beavers, 2. Parents: W. E. and Mrs. Mary Beavers, both living. Parents of Mrs. Beavers. A. M. and Mrs. Gladys Foshee, both living. In addition to his duties as General Manager of operations, Mr. Beavers is also Sales Manager for Texla Lumber Company, one of the major operations of its kind in this entire Texas area, it is ascertained. It just so happens that in all of his business experiences, Mr. Beavers has been active in an executive capacity. Personally speaking, Mr. Beavers says outside of his timber activities, he has engaged in the sale of gas and oil for service stations; automobile sales; pipe line and saw milling; and, other business activities leading up to his present responsible association with Texla, where he is favorably regarded and is known to be very popular with both the trade and the men whose loyalty he appreciates in each and all departments of his huge operations. The Texla Lumber Company operations were established at Mauriceville in August 1945, operations including saw mills, planers, dry kilns and practically every known maunfacturing efficiency employed in the production of good lumber, Mgr. Beavers opines and announces. Carrying huge standing timber supplies mounting to between 20,000,000 and 25,000,000-feet; or, described another way' round as representing 5,000-acres timber lands in fe; and, 6,000-acres timber land rights plus a pay roll that takes care of 160 to 200-men at the plants and in the woods. Production results may be observed in other reflections on this page, which has been underwritten bv Gen. Mgr. Beavers on behalf of his company, one of the stalwarts when it comes to boosting, working and putting for the betterment of their communities; and, their people, it is declared. Auxiliary mills are employed for production in addition to the parent or home owned unit, Mr. Beavers makes known.



Planer operations at Texla Lumber Company, Travis Beavers, general manager, Mauriceville, Texas, are nothing short of marvelous, declare many wh are privileged to witness the gigantic operations carried on at this plant, it is known. Superior quality lumber is a pride with Manager Beavers and his company, he enthusiastically affirms.



Texla Lumber Company, Mauriceville, Texas with Travis Beavers, general manager, has among other modern equipment the latest automatic lumber lifts as shown in the above picture, it is pointed out.



Travis Beavers, general manager shown above in operation Texla Lumber Company, Mauriceville, Orange county, Texas, where one of the major lumber manufacturing operations in East Texas is observed. Equipped in every way to produce in a large way is the enjoyment of Mr.Beavers and his company, it may be stated without fear of contradiction or hope of reward.

Variety of Sports Enjoyed By Younger Owners Texla Lumber Company, Particularly Deer Hunting and Fishing, Including General Manager Travis Beavers, it is Known

Messrs. G. L. Williams; H. P. Williams; and, E. F. Williams, Really Like to Deer Hunt, Sportsmen Comment, While Manager Beaver Prefers Bird Hunting and Fishing, He Admits

Mauriceville.—Good business demands time out for recreation, believe and insist both owners and management of Texla Lumber Company, giant industrial activity operating here, it is announced. So much so, it is declared that Messrs G. L. Williams; H. P. Williams; and, E. F. Williams, younger owners in association with Buck Williams, of Nacogdoches, affirm that deer hunting is their chief sport, while General Sales Manager Travis Beavers says he enjoys taking his out in birdhunting and fishing. A certain amount of recreation, the results of an exciting deer particularly is a responsive, healthty business tonic, declare both owners and management of Texla; hence, it is no surprise to hear the results of an exciting deer hunt; a good bird or fish story, comment close friends of both in this progressive manufacturing industry. Variety of sports are thoroughly enjoyed and appreciated by the Williams boys and Mr. Beavers, it is assured; and, for each day either or all of them may be so engaged, it goes without saying, according to their philosophy of life that the giant concern with which they are associated both in ownership and management reap decided rewards therefrom, it is believed. Any way, the boys are making a fine success and are having a genuine good time along with it, facts and figures disclose, backed by comment of well known sportsmen who are known to be in thorough accord with the Williams boys and Manager Beavers. So may it be!

Mauriceville. — In their active support of the progressive programs advocated in this Special Edition on behalf of cheaper power, lower taxes, better roads and adequate drainage; soil conservation; improved churches and schools; increased production of all farm products, including milk, meat and eggs; and, a cordial invitation working toward location of desirable new people, money and industry thruout the favored East Texas area of the Lone Star State, thanks and appreciation attend the owners and management of Texla Lumber Company, huge manufacturers of pine and hardwood lumber; extensive owners of enormous timber crops; and employers of 160 to 200 men at their plants and in the woods, may it be assured, and is. As ardent friends and boosters of all East Texas; and, Environs, the palm goes to the Williams ownership and general sales management by Travis Beavers, who at 30 years of age is one of the youngest and most energetic of young major timber manufacturers in the whole of East Texas, it is believed. He urges timber conservation via selective cutting of timber; and, stresses the importance of seeing to it that forest fires are prevented and that timber crops are allowed to mature.

POSSESSING ESTIMATED 20,000,000 FEET STANDING TIMBER AND ALWAYS IN MARKET FOR ADDITIONAL TIMBER TRACTS AND LOGS AT MILL, TEXLA LUMBER COMPANY, TRAVIS BEAVERS, GENERAL SALES MANAGER AT MAURICEVILLE, GIANT TEXAS INSTITUTION

Texla Lumber Company Cuts Both Pine and Hardwood Lumber, Inviting Additional Timber

Mauriceville. — General Sales Manager Travis Beavers, representing Texla Lumber Company announces that his organization is constantly in the market for additional timber tracts; and, on behalf of his company he invites negotiations looking to the closing of substantial purchases arrangements thruout his Texas area. Contract timber and logs are also puchased by Mr. Beavers' company, he assures. Cutting both pine and hardwood lumber, Texla Lumber Company affords a ready cash market for both of these species of timber in unlimited quantities, Manager Beavers states. Personal contact may be had with Mr. Beavers at Mauriceville plant operations; or, if available timber owners prefer, they may open negotiations with the company via U. S. Mail, Mauriceville, Texas, it is suggested.

Shipping Upward 15,000,000 Feet Lumber Annually, the Monthly Production of Around 1,500,000 Feet May be Better Appreciated, Saying Nothing for Absorption Daily Capacity 25,000 to 30,000 Feet Lumber From Two Tractor Auxiliary Operations, it is Declared

Mauriceville.—The plant established here in August 1945 employs 160 to 200 men in the woods and the plants, it is ascertained; and, to give you further insight to the huge timber holdings enjoyed by this institution, it may be stated that 5,000 acres in timber lands are owned in fee, while 6,000 acres of timber rights are carried on the books of the company. But that isn't all, it is manifested; Texla Lumber Company is constantly in the market for additional timber tracts and buys logs delivered here at the mill, thereby establishing a ready cash market for contract timber men and farmers who may have one or more logs they'd like to turn into money, it may be understood. The parent mill capacity, says Mr. Beavers runs around 40,000 to 50,000-feet daily, planer operations being sufficient to take care of this production as well as 25,000 to 30,000 feet of lumber daily delivered by two tractor auxiliary mills, it is stated. The substantial pay roll maintained by the company is reported as the main industrial back-ground of this Orange county sector of Texas. The big store operations serve as both commissary and public use, while everything associated with the operations work to the end of the greatest good to both management and labor, it is pointed out. Cordiality and loyalty prevail in each and every department, assures Mr. Beavers; and, talks with some of the men find them highly pleased with their work and that they are so proud of their jobs that they work faithfully and industriously to hold them, receiving good pay and kind treatment, it was ascertained. The company ships approximately 1,500,000-feet lumber monthly; and, on that basis an aggregate total of 15,000,000 to 18,000,000-feet of lumber is being manufactured and shipped by this concern, records disclose. Yard inventories usually run around 2,000,000 to 3,000,000-feet lumber, it is reported. Installation of two dry kilns have augmented production considerably, states General Manager Beavers, who points with pride also to the possession of the latest and best machinery thruout the plant, including motor lifts, carriers, et cetera, he assures. Wholesale within Texas absorbs the huge lumber production of Texla, it is affirmed.

East Texas Marketable Timber Supply Estimated to be Worth $275,250,000.00, According to Survey Made Recently By John M. Guild, Head of the East Texas Chamber of Commerce Industrial Department the Area Embracing Approximately 10,775,000 Acres

High Values Placed on Area's Timber Crop, Whose 1946 Yield Along From Timber and Other Wood Products Brought in Approximately $135,000,000, as Shown by Published Reports Made from the Survey of Some 36 Timber Counties Conducted by Mr. Guild

Mauriceville.—In appreciation of the giant timber manufacturing operations being conducted here by Texla Lumber Company, Travis Beavers, General Sales Manager, it may be of interest to observe the results of a recent survey of some 36 East Texas timber producing counties made by John M. Guild, head of East Texas Chamber of Commerce industrial department. Published reports of Mr. Guild's survey place a high value on the area's timber resources, and divulges other information of paramount importance and general interest to both the timber manufacturer and consumer of its finished products. Says the published report of Mr. Guild's survey:

A recently completed survey of the 36 heavily forested counties of the East Texas area revealed an inventory of marketable timber valued at $275,250,000 as it stands on the stump. This area embraces about 10,775,000 acres which last year produced a cash crop of lumber and other wood products valued at approximately $135,000,000.

The survey was conducted by John M. Guild, head of the East Texas Chamber of Commerce industrial department, with the assistance of the Lufkin and other local chambers of commerce in the area and the Texas Forest Service. Nearly a year was required for completion of the survey, the first ever undertaken in behalf of the industry.

"One of the most interesting facts revealed in the survey is the fact that of the 10,775,000 acres of the area actually covered by timber, more than half is held by small owners whose timber holdings are 3,000 acres and under," Guild reported in the summary of the survey. "Our survey shows that 53,618 farmers and other small landowners own 5,703,692 acres, while 270 individual and firm holdings were shown to total 4,385,519 acres in plots of 3,000 acres and above. The federal and state government own 693,595 acres.

Giant Timber Possessions as to Ownership Within State of Texas, Says Manager Beavers of Texla Lumber Company Fame and Fortune Resulting From Huge Activity

Sales Manager Beavers Says he Helped to Install the Mammouth Saw Mill Properties at Mauriceville; and, Naturally He's Manifesting More Than Passing Interest in Successful Management of the Outstanding Lumber Manufacturing Effort, it is Appreciatively Said of Him

Mauriceville.—Land holdings as to giant timber possessions owned and controlled by Texla Lumber Company are within Texas only, makes known Travis Beavers, general manager of the giant organization. As stated in another portion of this page, these standing timber holdings are estimated to be between 20,000,000 and 25,000,000 feet of lumber, saying nothing for the yard inventory averaging from 2,000,000 to 3,000,000 feet of lumber. And, with all these holdings, Manager Beavers says his company is always in the market for additional timber tracts either in fe or rights; and, that both contract timber and logs are purchased at the mill, thereby establishing a favorable cash market for logs, timber and lumber at all times, it is assured. Fame and fortune attends the big operations of Texla Lumber Company because of good management and shrewd business guidance, it is pointed out. Beavers states that he helped to assemble and install the active lumber manufacturing industry overwhich he now presides as General Manager. Happily So, Mr. Beavers is so equipped with experience in practically all departments of the lumber manufacturing effort that often he finds himself serving as a man in general utility capacity; but, he rejoices, he admits, that he is fortunate to be able to render such service.

With pleasurable pride, Manager

Travis Beavers, General Manager Texla Lumber Co.

★★★★ LIBERALLY SUBSCRIBES ★★★★

Of His Support and Influence toward More Widely Publicizing the Natural and Potential Resources of East Texas; and, Environs.

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

MILLION STAVE & LUMBER COMPANY, SI MILLION, 49, SOLE OWNER, OPERATES PLANTS AT TATUM, WOODVILLE, AND TRINITY; AND, CARRIES RESIDENTIAL HEADQUARTERS AT LUFKIN; AND, ENVIRONS

"Show Me" State Home Is Also Maintained At Joplin, Missouri, Where A $10,000.00 New Structure Is Scheduled To Go Up In The Near Future, Announces Mr. Million, Whose Native Home Was About 4 - Miles From Lufkin; And, Joplin Being The Native Home Of His Lovely Wife, Whom He Recognizes As Equal Partner In All Of His Business Relations, He Says, The New Home There Is To Be In Honor Of Her; And That The Latch String Shall Always Hang On The Outside To Their Friends, It Is Known

Mr. Million States That he Deals Exclusively in White Oak Species; and, he Announces That he is in the Market Constantly to Purchase Unlimited Tracts of Such Timber Either in Fee or Rights, Also Inviting Contract White Oak Timber and Such Log Deliveries at Either of His Plants, Where Ready Cash Markets Prevail for Same, he Assures

1915 to 1942, Mr. Million Says he Followed the Texas, Illinois, Arkansas, Kansas and Oklahoma Oil Fields, and During That Activity His Interest Was Drawn to the Manufacture of White Oak Species, Specializing in Staves and Lumber, His Stave and Heading Business Starting in Illinois, Where he's Still Interested, it is Learned

Lufkin—Just the story of another 'Home Boy' who has made good it follows in the assembly of data making up this page of newspaper publicity advertising underwritten by none other than Si Million, 49, who was born out here about 4-miles from Lufkin, Angelina county, East Texas; and, Environs, history records. After finishing school, Mr. Million says he became interested in mother nature generally as to all of its natural and potential resources, learning first something about timber and then in his boyhood going into the oil fields, following these operations thru Texas, Illinois, Arkansas, Kansas and Oklahoma, it is revealed on behalf of his active operations therein as a contract oil driller. "Yes", Mr. Million commented, "I have experienced the thrill of wells coming in; and, also the disappointment of dry holes, but at no time did the latter lessen my faith and enthusiasm in my work." Interviewing Mr. Million along general constructive lines, he said it was while he was in the oil game that his interest began to attach to the manufacture of white oak timber species; and, carrying out his confidence to that end, he announces that his first real efforts in the manufacture of staves and headings took place in Illinois, where he still has substantial interests, it is learned; but, remembering the volume of white oak species back in his home state of Texas, Mr. Million after following the oil fields from 1915 to 1942, decided to return to the Lone Star State, his native heath and see what he could do in a manufacturing way. He did just that, establishing his first stave plants at Trinity, Trinity county; and, Woodville, Tyler county; and, only recently a new plant at Tatum, Rusk county, East Texas; and, Environs. The three plants carry a daily capacity of 20,000 pieces per day, he says; and, further expansions are in contemplation, in addition to constantly being in the market for unlimited quantities of white oak timber species; and, at prices which may be considered flattering comparable to what may prevail elsewhere. Such timber in fe or rights is desired, contract timber and logs delivered at either of his plants also being invited, Mr. Million announces. He carries upward 75 men on his pay rolls at his mills and in the woods, this hustling manufacturer makes known. Each of his plants serve about 5 counties, Mr. Million states, his pay roll being one of the substantial ingredients calculated to help swell progress and prosperity thruout East Texas; and, Environs, it is pointed out. Mr. Million is known to be the kind of man who likes to help both the grower and seller of white oak timber species as well as the purchaser of the finished product for distribution to the ultimate consumer; and, this, too, he confirms. Parents of Mr. Million: Tom M. and Mrs. Katie Mae Million, both deceased. Parents of Mrs. Million: I. E. Stone, Dallas, Texas; and, Mrs. E. A. Thompson, Joplin, Mo., where his wife was born. And, in honor of Mrs. Million, whom he says he is proud and happy to recognize as an equal partner in business relations with him, he includes in his expansion program a brand new $10,000.00 Joplin, Mo., home for himself and family when they are up that way; and, while in Texas their home is maintained at Angelina Hotel, Lufkin, Angelina county, he says. Mr. and Mrs. Million are the happy parents of a lovely and charming daughter, Miss Mary Lu Million, 7 months old at this writing. Detailed information as to Mr. Million's operations at Trinity, Woodville and Tatum appear in separate stories on this page; and, as a home boy, manufacturing a home product, good luck, best wishes and continued happiness in life attend Mr. Million, Mrs. Million and pretty little Miss Mary Lu Million!



Si Million, sole owner and operator Million Stave & Lumber Company is shown above with loaded truck and great stacks of staves in the back-ground ready for shipment from his Tatum, Texas plant, recently installed.





In above picture at both top and bottom, Si Million, sole owner and operator Million Stave & Lumber Company at Tatum, Woodville and Trinity is shown along with a portion of his highly paid and well trained stave manufacturers, it may be observed. The above two pictures also give you some idea of the busy activity at the Million plants, it is affirmed.

Million Carries Standing Timber ½ to 1-Million Feet With an Inventory of 400,000 Pieces or 25-Cars Average

Woodville.—The above information should be, and no doubt is of general interest thruout East Texas; and, Environs with respect to the major production maintained by Million Stave & Lumber Company, Si Million, owner and operator, it is pointed out. The Woodville plant of Mr. Million is looked upon, regarded and appreciated as a distinct local asset, the same as must be, and are his Tatum and Trinity plants, comment holds. Records establish that Mr. Million carries standing white oak timber, and its species, in a quantity of from one (1/2) to one (1) million feet; and, that he is constantly in the market for additional tracts of such timber, as well as contract and log deliveries of same. Giving you a further idea of the major production activity of Mr. Million's plants, it is also reported that his inventory at the three plants usually runs around 400,000 pieces, or about 25 car loads. Wholesale shipments are made within these United States, Mr. Million recites. Emphasizing the importance of the Million industries, let it be said that white oak timber species that may go into Bourbon barrels perhaps better describes the species wanted by Mr. Million; and, to that end those who have such available timber tracts and/or contract timber workers and owners of a few logs are invited to contact him in person at either of his plants or via 329 Angelina Hotel, Lufkin, Texas; or, P. O. Box 508, Trinity, Texas. Mr. Tatum maintains 4 to 5 trucks of his own plus such transportation as may be needed in contract timber and individual log deliveries to either or all of his plants, he says. In providing a steady cash market for the purchase of white oak timber; and, its species, Mr. Million says he is happy to do so not only because he needs this kind of timber but, also, because he believes he is doing something he believes will benefit farmers and white oak growers; and, its species in general!

SI MILLION, NATIVE SON OF NEAR LUFKIN, ANGELINA COUNTY, TEXAS; AND, ENVIRONS, IS BELIEVED TO HAVE LARGEST STAVE AND LUMBER PRODUCING INDUSTRY IN HIS PARTICULAR LINE INSOFAR AS EAST TEXAS GOES; AND, HE ANNOUNCES THAT ADDITIONAL EXPANSION PLANNED

In Addition to His Own Production, Mr. Million States That he Buys Tremendous Supply White Oak Timber From Custom Outlets; and, he Says he's Always in Market for Large as Well as Small Quantities of White Oak, in Which he Deals Exclusively

Lufkin.—It is believed that the majority of the East Texas counties; and, Environs represented in the general survey making up this Special Edition are patronized for white oak timber species by Si Million, owner and operator of Million Stave & Lumber Company, which presently has plants at Tatum, Woodville and Trinity, each of said plants, he says taking care of timber from approximately 5 counties; and, their environs. He is thought to have the largest industry of its kind in East Texas; and, Evirons, observations and information support. But, be this as it may, says Mr. Million, he is on the alert and constantly in the market to purchase additional white oak timber tracts, also contract timber and logs of that species delivered to either of his mills, he invites. Additional expansion always in contemplation prompts Mr. Million to acquiesce in the hope that he may be able to establish plants for the manufacture of staves in other Texas sectors. He began this particular line of business, he reports, after following the Arkansas, Kansas, Texas, Oklahoma and Illinois oil fields from 1915 to 1942. His first start in the stave and heading business was in Illinois, where he still maintains substantial holdings, he makes known; but, does not hesitate to affirm that he is happy and glad to be back on his native terra firma, where he hopes to contribute continuously toward the active progress and general prosperity of East Texas; and, Environs, as a whole, he proudly states.

Major Production With 20,000-Pieces Daily Average Output Tatum, Trinity and Woodville Million Plants

Trinity. — Million Stave & Lumber Company, Si Million, owner and operator contributes substantially to the progress and prosperity of Trinity, Trinity county, East Texas; and, Environs, local friends and boosters maintain. Since Mr. Million estabished his Trinity plant, he is known to have been of considerable worth to the community as a whole via at least two avenues, i. e., furnishing a substantial pay roll and providing ready cash market for the purchase of white oak timber and its species. He also buys contract timber and logs delivered at his plant here in Trinity, it is announced. Like his plants at Tatum in Rusk county; and, Woodville in Tyler county, Mr. Million's Trinity plant is serving and buying timber from some 5 adjacent counties; and, their environs reports from his local office make known. Trinity being one of the principal plants in the Million chain, it is announced here that the present daily output of the Tatum, Trinity and Woodville plants is maintained around a daily average of 20,000 pieces. Upward of 75 men are employed at the 3 plants and in the woods, it is affirmed; and, that with contemplated expansion programs in future, this number from time to time may be materially augmented, it is learned; and, especially so, it is declared, with Mr. Million paying flattering prices for white oak timber, and its species. A much better price is paid by Mr. Million for stave timber manufacture than could be afforded by other lumber manufacturers, it is believed.

Last 8-Years of Mr. Million's Activities In Oil Fields were Spent in Illinois, he States, the Other 19-Years Going to Arkansas, Texas, Oklahoma and Kansas!!

Starting His Stave and Heading Manufacturing Busines in Illinois, Mr. Million States That he Branched Out Into Texas and Missouri, Enjoying a Phenomenal Wholesale Patronage From the Word Go, Facts and Figures Reveal

Tatum.—This sector of Rusk county, East Texas; and, Environs, is known to be happy and pleased because Si Million, owner and operator Million Stave & Lumber Company recently established one of his plants here. He has other plants at Woodville and Trinity in this state; and, also continues to maintain interests in Illinois, where he spent his last 8-years while following the oil fields. The other 19-years, he says, were spent in Texas, Arkansas, Kansas and Oklahoma. It was in Illinois that Mr. Million began his stave and heading manufacturing business, he reports, the exact year having been 1943, it is revealed. He branched out into Missouri and Texas; and, from the word go, says Mr. Million he has enjoyed a phenomenal business, records establishing that it has grown by leaps and bounds. In his particular field, specializing in the species of white oak timber, Mr. Million says he is in position to pay flattering prices therefore, often, if not always, he maintains, his prices are considerably higher than those paid by others; and, it is not infrequent, he maintains, that he is able to purchase white oak timber from lumber operators at a price netting the latter almost as much money as if they were to proceed to the end of its manufacture. The local plant of Mr. Million is appreciated as a definite community asset; and, the people as a whole are known to be enthusiastic in their support of both Mr. Million and his industry, which employs labor at good wages, the pay roll also contributing to community better in general, it is known.

Relativity of Million Plant Establishments at Trinity June, 1946; Woodville, November, 1946; and Tatum, February 1947

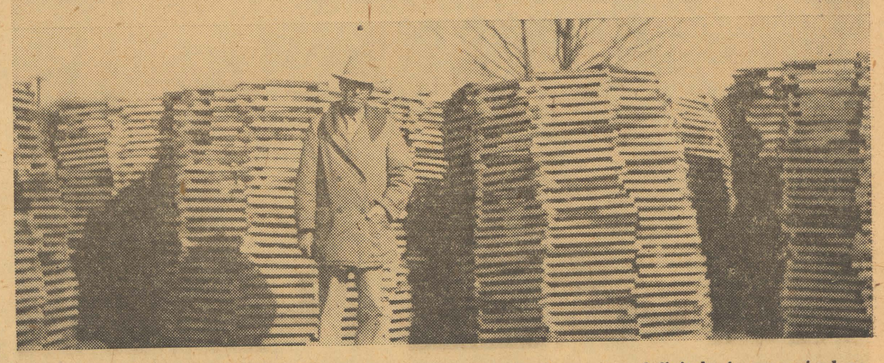
Every Board Must be Perfectly Sawed at the Million Plants, Their Owner and Operator Insists, and That Only No. 1 and No. 2 Grades are Manufactured by Him, he Assures

Lufkin, Tatum, Trinity and Woodville.—Without a doubt, it is believed that Si Million, owner and operator Million Stave & Lumber Company, enjoys the enviable distinction of being the largest individual stave manufacturer in his particular line of industry in this part of the South, it is pointed out. After his 27-years experience in the oil fields, Mr. Million says he decided to return to his home state and try his hand at manufacturing good staves; and, that he is doing just that may be attested by the phenomenal business he enjoys, it is commented. It was while he was in the oil fields that he had opportunity to observe the growth of white oak timber; and, its species. He investigated also the chances of manufacturing that grade of timber. Hence establishment by him of his Trinity plant in June 1946; followed by erection of his Woodville plant in November 1946; and, the building of his Tatum plant in February 1947. As stated in other parts of this page, Mr. Million employs upward 75 men at his 3 mills and in the woods; carries from 1/2 to 1 million feet standing white oak timber; and, its species; maintains an inventory averaging around 400,000 pieces, or some 25 car loads; and, that shipments are made wholesale within these United States. His daily capacity is placed at 20,000 pieces, Mr. Million estimates. Also as stated elsewhere on this page, which has been underwritten by Mr. Million and his company, the owner and operator of this fine industry affirms that Mrs. Mary Lu Million, his adorable wife is not only his affectionate companion but that she is also his equal partner in all of his business relations. No wonder you enjoy such splendid success, Mr. Million with an associate like that in all of its best and appropriate assets. Commendation and congratulations, Sir! The Millions maintain residential headquarters both at Lufkin, Texas, near which Mr. Million was born; and, Joplin, Missouri, the native home of Mrs. Million, it is ascertained. Back to the operations of his stave mills, Mr. Million declares that each and every board must be perfectly sawed or it is discarded, he says; and, that he only manufactures Nos. 1 and 2 grades.

Mrs. Mary Lu Million, Wife Si Million, Active Leader Red Cross Work

Lufkin.—Mrs. Mary Lu Million, wife of Si Million, owner and operator Million Stave & Lumber Company; and, in which by the way, Mr. Million declares she is equal partner in every way, is beloved and appreciated generally thruout Angelina county and other parts of East Texas; and, Environs, because of her active leadership in Red Cross work, as well as other civic and religious efforts, it is asknowledged with due thanks and appreciation on the part of all whom she may have helped or cooperated with in carrying worthy projects to success, when it comes to bestowing honor upon whom and where it is deserved, it is sincerely pointed out. As Zone Leader in Red Cross Work, Mrs. Million is known to have scored unusual success in that noble field of endeavor; but, graciously now, as always, this good woman likes to share honors with others, and in doing so she recognizes the ability and able work performed by those associated with her from time to time. More power to you, Mrs. Million in every good and constructive way!





Million Stave & Lumber Company, Si Million, Sole owner and operator definitely is recognized as an outstanding industry in East Texas, typical plants being operated at Tatum, Woodville and Trinity with Mr. Million's Texas headquarters in Lufkin, Texas. Above pictures show Mr. Million standing in front of stave bolts at top ready to be manufactured into finished product represented in picture at bottom, where Mr. Million is also standing.