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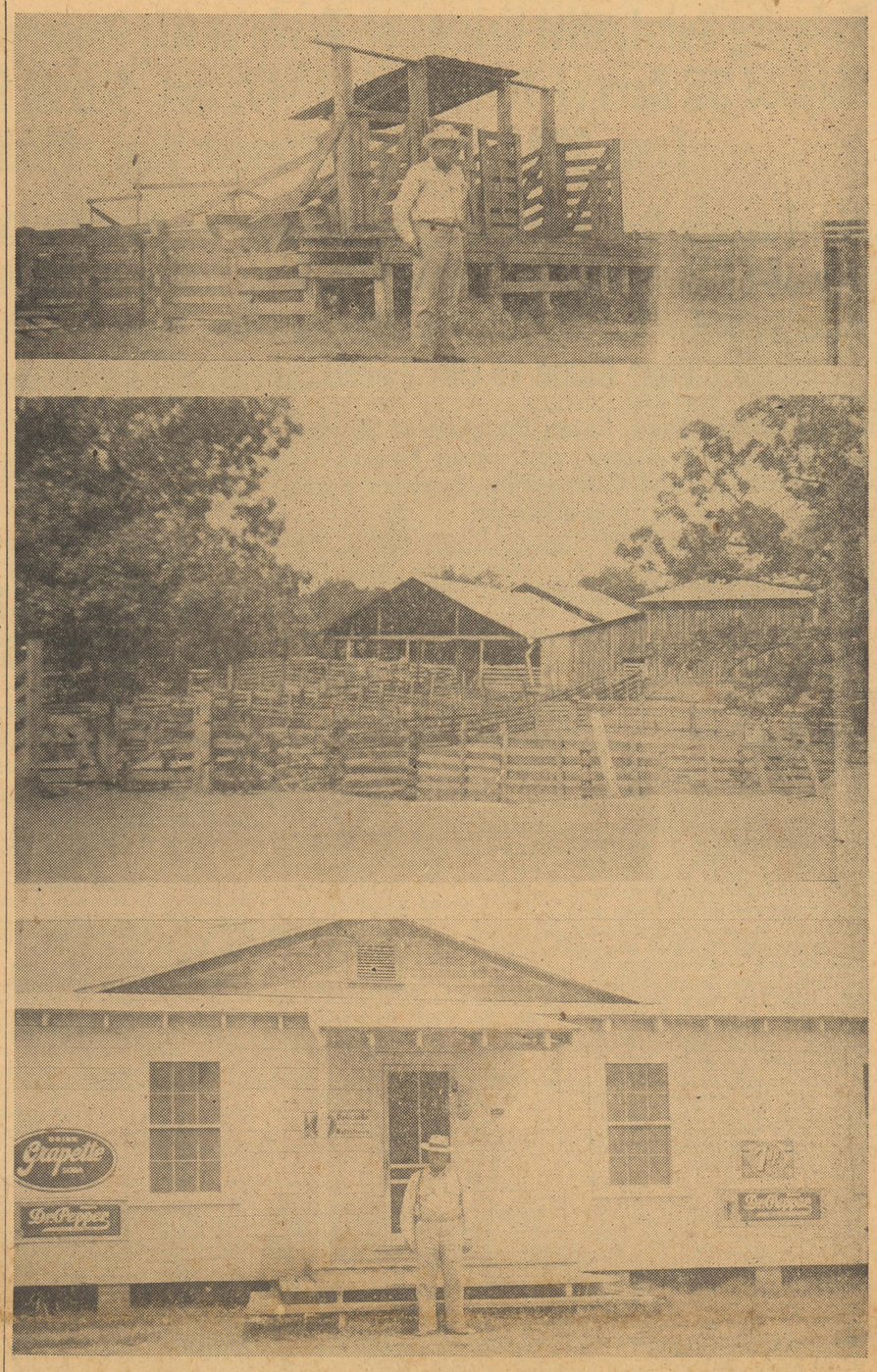
HENDERSON-CARTHAGE LIVESTOCK AUCTION SALES COMPANY, TROY BELL, 51; AND, FRANK BELL, 44, OWNERS CREDITED WITH ANNUAL VOLUME OF BUSINESS EXCEEDING $2,000,000.00 RECORDS REVEAL

In 1937, Troy Bell Founded Carthage Livestock Auction Sales Company; and, About a Year Later in Partnership With Douglas Patton he Assisted in Starting Nacogdoches Auction Sales Company; and, Still Another Year Later in Association with Mr. Patton and His Brother, Frank Bell, the Henderson Unit Came Into Being Via Purchase, a Division Between the 3 Partners Taking Place 2 Years Later With Mr. Patton Holding Nacogdoches and Bell Brothers Owners of Henderson and Carthage

Comparable to 6-Years Ago When They Were Handling About 800-Head Cattle per Week, Bell Brothers Today Announce That their Gross Sales Represent $60,000.00 to $100,000.00 per Week at Their Two Points of Operation, They Declare

Considered to be an Asset of Inestimable Value to the Livestock Buying, Selling, and Producing Public, Henderson-Carthage Livestock Auction Sales Company Service is Known to be Highly Regarded by Both Patrons and Friends, the Bell Boys Being Definite Friends and Supporters of Genuine Public Progress, it is Affirmed

Henderson and Carthage. — Definitely an outstanding community asset in the livestock production, buying and sales world has to do with the ownership and operation of Henderson-Carthage Livestock Auction Sales Company, Troy Bell, 51; and, his brother, Frank Bell, 44, patrons and friends of this admittedly successful and well established public service institution attest. Comparable to an humble beginning back there in 1937 when they report having handled probably not more than 800 head cattle per week with average gross sales at that time running around $25,000.00 per week in contrast to their present stride of handling 1,500 to 2,000 head of livestock weekly with an attendant gross sales record weekly of $60,000.00 to $100,000.00, it may be better appreciated just how Bell Bros. are able to announce an annual volume of business at their two plants — Henderson and Carthage — aggregating upward Two Million ($2,000,000.00) Dollars, they point out. But here's a brief story anent the Bells and their business operations that may prove to be not only of interest to the public at large, but serve as a beacon to others in the upward climb of success ladder. These gentlemen each were born in Montague county, Texas. Each of their wives also come from that same environ. Mrs. Pearl Bell, daughter of J. L. and Mrs. Audrey Caswell is the wife of Troy Bell, a son of the lamented J. H. and Mrs. Melissa Bell, whose ages were 79 and 78 respectively. Mrs. Opal Bell daughter of Albert Parsons, living; and, Mrs. Mollie Parsons, deceased is the wife of Frank Bell, who with her husband and family reside in a beautiful new brick home just out a few miles from Henderson. Mr. and Mrs. Troy Bell have one daughter: Mrs. Naomi (Joe) Phillips, college gradute, who is the efficient head of Home Economics in Carthage, Mr. and Mrs. Frank Bell have two children: Miss Brenda Kay Bell; and, Kenneth (Mrs. Bennie June) Bell, this young man being the popular and able auctioneer for the big organization owned and operated by his uncle, Troy Bell; and, father Frank Bell. And, be it said to the credit of Kenneth, he is regarded as one of the best in his profession, it is declared. Before coming here in 1938 to stay, Bell brothers came first to the East Texas oil fields, where they did service from 1930 up to the time of their livestock auction sales business got under way, it is revealed. Their lamented father, J. H. Bell was known as a pioneer 'Stock Farmer' and both of the boys got their training under 'Dad', they happily recall. While in the oil fields for some 3 years, Troy Bell says he got experience as a butcher of livestock; and, Frank Bell says he has to the credit of his livestock experience 10 years in the Ft. Worth, Texas Stock Yards. In 1937, Troy Bell says he founded the Carthage Livestock Auction Sales Company; and, that about a year later he helped Douglas Patton Establish the Nacogdoches Auction Sales Company, Mr. Patton now owning that enterprise. Another year rolled around and in partnership with his brother, Frank Bell the three of them purchased the Henderson plant. After 2 years of partnership operation at Henderson, it was decided to divide up with the result that Mr. Patton acquired the Nacogdoches interests; and, the Bell brothers became joint owners of both the Henderson and Carthage plants, records reveal. It was then that the partnership arrangement was formed by the two brothers resulting in the present Henderson-Carthage Livestock Auction Sales Company, it is announced. Beyond his partnership interest with his brother Troy Bell in the above business stride, Frank Bell states that he owns 1,400 acres ranch and plantation lands, 1,200 of these acres being located at Pinehill, some 10 miles or so out from Henderson. The lands are leased for prospective oil development; and, a specialty of selling young bulls is directed from that point, Mr. Bell states. He features Brahmans and White face cattle, Registered members also being in his herds, he says. Sales days are conducted at Henderson on Monday; and, at Carthage on Tuesday of each week, it is announced. Records reveal, the Bells affirm that when they began business in 1937, the Carthage plant handled probably not more than 800 head of cattle per week at a gross intake of some $25,000.00 comparable to an aggregate 1500 to 2000 head of livestock weekly now with gross weekly sales aggregating $60,000.00 to $100,000.00, it is stated. Peak week at Carthage it is recalled by the Bells carried 2200 head livestock thru the ring 1 week plus and additional 1,000 head at Henderson, gave them a record of 3,200 head for that 1 week with a gross sale upward $100,000.00, it is affirmed. More than 100,000 head of livestock are run thru the 2 rings each week on the average, the Bell brothers report; and, with an aggregate annual sales volume in excess of $2,000,000.00; and, both plants are steadily growing in the respect and patronage of both local and general buyers, it is assured. Anywhere from 400 to 1000 head of hogs are also sold each week thru Bell organization. records establish. Some sheep, goats and other livestock may be run thru the separate rings from time to time, it is made known; but, the bulk of business both at Henderson and Carthage have to do with cattle, it is maintained. Sales accommodations and volume of business done via Henderson and Carthage plants of the Bell brothers are said to be among the largest in this part of the South. buyers from Texas, Louisiana, New Mexico, Oklahoma, Kansas, Memphis and elsewhere patronize their sales each and every week of the year, affirm Bell brothers, who employ 15 to 20 men and require 15 big trucks to take care of their transportation problems, it is known. As stated above, Kenneth Bell, son of Frank Bell; and, nephew of Troy Bell, is the popular and efficient auctioneer at both the Henderson and Carthage sales. His voice and pleasing manner are definite attractions both as to confidence and faith at each of these sales, it is pointed out. Cattle are drawn to Carthage and Henderson because of these weekly sales from thruout this part of the South, records reveal, fat cattle in the winter coming from Abilene, Lubbock and elsewhere, while shipment of cattle from these sales go principally to New Orleans, Memphis and other markets, it is stated. Operating strictly on a commission basis, Bell brothers stress the point that they strive to make each and every sale a mutually satisfactory proposition as between both buyer and seller; and, that they do that must be, and no doubt is, established by the ever increasing line of patronage, it is pointed out. Troy Bell is personally also a substantial order buyer of livestock. A constant improving and expansion program is noted about the Bell sales barns, Rusk and Panola counties being featured by them in this part of Texas, they assure, while endeavoring to conduct themselves as genuine public benefactors both in East Texas and West Louisiana; and, Environs, be it said to the credit of these gentlemen. Pulling the ox out of the ditch in community affairs; enjoying fully lively fox hunts and other sports, the Bell brothers are just human like the rest of us, observes this Commentator. And, too, they are definite friends of the churches, schools and general public development, it is known; and, too, as further evidenced by their liberal support of this Special Edition, which is dedicated to the progress of all East Texas; and, Environs. Troy Bell is the citizen and taxpayer who led the campaign to create a County Agent for his area; and, also a Veterinarian, reportedly it is announced. He, like his brother finds pleasure in dreaming, planning and executing programs not alone for themselves but for the public as a whole, it is opined. In other days when bond selling, Red Cross and other needed objectives required active support, the Bell brothers were right in there pitching until the job was done, records established; and, so it is with them today and/or out there in the future unto the achievement and accomplishment of the best on behalf of their communities; and, people, it is assured. By reason of the active stride of Bell brothers, both Henderson and Carthage have become definitely good livestock markets, it is known; and, so much so, it is believed that livestock producers may go the limit with their programs in helping to furnish products for these markets. Messrs. Troy and Frank Bell are members of a family of 10, they having 1 brother and 3 sisters who are deceased. There are 4 living sisters: Mesdames: L. W. Brasher; R. L. Ratcliff; L. E. Rogers; and, Glenn Harris. Frank Bell lives in Henderson; and, Troy Bell resides in Carthage.



Troy Bell, senior partner with his brother, Frank Bell, owners Henderson-Carthage Auction Sales Company, appears in top picture, his Carthage loading chute also being shown with him; center, shows corral and sales barns at Henderson; and, bottom picture shows Frank Bell, junior partner standing in front office entrance at their Carthage operations, Henderson and Carthage, Texas.

DEVELIN'S GROCERY & MARKET; AND, LIVESTOCK, L. W. AND MRS. ANNIE DEVELIN, OWNERS AND OPERATORS AT DE BERRY, PANOLA COUNTY, DEFINITELY LEADING BUSINESS OF ITS KIND THAT REGION

Above Declaration is Attested by Patrons and Friends of the Develins, Who Are Known to be Alert, Progressive and Whole Heartedly Interested in the Progress and Prosperity of Their Community; and, its People, it is Affirmed

Championing the Cause of Future Development of Natural and Potential Resources in This Texas Environ, the Develins are Known to be Friends of Civic, Religious and General Public Development Strides, it is Declared

De Berry. — Develin's Grocery & Market; and, Livestock, owned and operated by L. W. Develin, 44; and, his wife, Mrs. Annie Develin, definitely is the outstanding business activity of its kind in this Panola sector of East Texas; and, Environs, it is declared. Within possibly 8 miles or so of the Texas-Louisiana State Line, De Berry is particularly blessed by the presence of the Develins, affirm patrons and friends, it is known. Dealing in staple and fancy groceries; feed and kindred lines; also conducted service station dispensing Magnolia products, Mr. and Mrs. Develin are known to be prosecuting their efforts on behalf of the greatest good to the greatest number, it is pointed out. Native of Bethany, right at the state line mentioned above, Mr. Develin says he has lived hereabouts the greater part of his life, while his wife, Mrs. Annie Develin is a native of Gary, the community down where Dr. and Mrs. Z. L. Daniel, et al reside. Elsewhere a page recognition has been accorded Dr. Daniel in this Special Edition, which has also received the support and influences of the Develins, it is known. Mr. and Mrs. Develin have one son, Robert, 6; and, by a former marriage, Mrs. Develin is the mother of two daughters: Mrs. Eloise (J. W.) Davis; and, Miss Billie Tyler. Parents: W. W. Develin, living; and Mrs. Stella Develin, deceased. Parents of Mrs. Develin: R. L. and Mrs. Maggie Gholston, department and funiture store owners in Carthage, where they are both living. The Develins established their De Berry, Panola county, East Texas; and, Environs operations just about 16 months ago, they announce; and, that they have succeeded no doubt beyond their own fondest dreams and expectations may be recited when this Commentator states that he has been furnished with information that found them starting out with a cash capital of only $269.00 comparable to their present admittedly very comfortable position in the business world, this latter status presently including the ownership and occupancy of their store and home here in DeBerry; a well stocked inventory of choice merchandise; recent purchase of a new 1947 pick-up (retaining the old car rather than trading it in on new purchase); as, well as other property, it is disclosed. Raised on a farm, Mr. Develin says it is not surprising to find him still closely associated with mother earth and its products, among these being the handling of livestock on quite an extensive basis, to be more exact, he reveals, upward 100 head annually. Quite a number of the livestock handled by Mr. Develin, he points out are butchered and marketed thru his store, which is managed principally by his wife, Mrs. Annie Develin, so as to give him more time to attend to his outside interests, they affirm. In the livestock business. Mr. Develin says he does a regular buying, selling and production effort, seeing to it, he says, insofar as possible that he aids in providing a healthy cash market for the production of livestock here in East Texas and West Louisiana, he invites. Both a cash and credit business is conducted by the Develins at their Grocery & Market, they assure; and, incidentally and presently they are taking this opportunity to express thanks and appreciation on behalf of their regular loyal patrons; and, to invite opportunity to serve new customers, they welcome — cordially and happily so, it is known. The phenomenal growth of their business, thanks to friends and the public, actually has been so marvelous, declare Mr. and Mrs. Develin that it has gone far beyond their early dreams and expectations. And, they affirm, to show genuine appreciation, Mr. and Mrs. Develin say they are striving constantly to serve the trade more ambitiously and conscientiously with each and every passing day, earnestly striving to serve God and faithfully take care of their friends and customers, these active business folk declare. Thanks, too, Mr. and Mrs. Develin for your fine support and influence toward the wonderful succeess of this Special Edition; and, may your good health, peace, happiness, progress and prosperity be beyond measure now and always!



Mr. and Mrs. L. W. (Mrs. Annie) Develin; and, son, Robert Develin are shown in above picture, the 3 of them standing out front their Develin's Grocery & Market, De Berry, Texas.

SHELBY MOTOR COMPANY, E. E. PHELPS, 42, PRESIDENT AND GENERAL MANAGER DEALS IN CHEVROLET PRODUCTS, INCLUDING AUTOMOBILES AND TRUCKS WITH FINE PATRONAGE

Established in 1936, Mr. Phelps Says During Their Peak year, 75 New Cars and 225 Used Cars Were Handled; and, That Presently Business is Marking Time for Reception of New Units, Which are Gradually Coming In, he Says

Timpson. — Shelby Motor Company, Inc., E. E. Phelps, President and General Manager was established in 1936, he states; and, enjoys a good business thruout its territory, announcement is made. Other officers of th ecompany: H. F. Runnels, vice president, Center; E. W. Crawford, secretary, treasurer and assistant manager, Timpson. Known as "The Home of Friendly Service", Mr. Phelps and associates in business, as well as loyal employes, see to it that this distinctive slogan is never violated, but, if anything, it may be augmented as to reality, it is pointed out. Instantly interested and anxious to help boost, work and put for the advancement of the Timpson community, Shelby county, East Texas; and, Environs, on behalf of his company, Mr. Phelps has extended the support and influence of his organization to help publicize more widely the vast natural and potential resources in his area of the Lone Star State of Texas. Chevrolet automobiles; Chevrolet Trucks (The Right Trucks for All Trades); Accessories; Batteries Radios; Tires and Tubes; Good Garage service and 'service with a smile' at Shelby Motor Co., distinguishes somewhat the high esteem in which this business institution and its owners are held by friends and patrons, it is pointed out. Established the latter part of 1936, the concern for almost 11-years now has been in the service of this favorable trade area, Mr. Phelps happily states; and, that his greatest pleasure, and that of others in his organization, comes when it is realized that a good job well done and on time has been executed for patrons, whether it be a new unit or an old one. Peak year's business in the life of Shelby Motor Co., says Mr. Phelps came in the sale of 75-new Chevrolet units and 225-used ones, aggregating a combined total of 300-units for that year; and looking with pleasurable anticipation into the future, he opines that other opportunities like that may and will, he believes, present arrive; and, just as fast as possible, Mr. Phelps says each and all of his customers will get just what they want. Shelby county; and, Environs represented the trade area served by this company, it is stated. Raised on a farm near Bronson, Sabine county, Texas, Mr. Phelps says he has found much joy in serving and working with the good folk of Timpson, Shelby county; and Environs. Mrs. Pansy Phelps, wife of Mr. Phelps is also a native of the Bronson sector of Texas. They have one daughter, Miss Elaine Phelps. Parents: Austin and Mrs. Ardell Pheips, planters and livestockmen in the San Augustine area. Parents of Mrs. Phelps: C. S. and Mrs. Lilla Johnson, both living. Servicing all make cars and rendering Cities Service attention to the public in general, Mr. Phelps and his company

(Continued On Page 128)



Shelby Motor Company, E. E. Phelps, President and General Manager, Chevrolet dealer at Timpson, Texas is admittedly one of the busy public service institutions of that Shelby county area of Texas, it is declared. Mr. Phelps may be observed standing out front his place of business in above picture.

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J. H. FEARS, 54, OWNER AND OPERATOR J. H. FEARS GROCERY & MARKET; OWNER J. H. FEARS TOMATO SHED; MAJOR STOCKHOLDER INTER-STATE CANNING CO.; CIVIC AND RELIGIOS LEADER, TENEHA TEX.

Enjoying Substantial Volume of Trade at His Grocery and Market in Teneha, Mr. Fears Announces That he Shipped 38 Cars of Tomatoes in 1947; and, Shared Satisfactory Business in That Line Thruout the Years From 1942 Until the Present Year, He Affirms

Mr. Fears, a Native Son, Says he Came up the Hard Way but Has Reaped Much Joy and Satisfaction out of Serving Both God and Man to the Utmost of His Ability; and, That he Believes All of us Now Have 20 Times the Opportunities That Came to Our Forefathhers in Their Pioneer Days

Miss Julia Ann Fears, Lovely Daughter of Mr. and Mrs. Fears is a Winsome and Dynamic Personality, So Full of Life and Charm That Everyone Loves Her, it is Affirmed

Tenaha. — J. H. Fears, 54, grocery and market owner; head of J. H. Fears Tomato shed; Director and substantial stockholder in Inter-State Canning Company with corporate headquarters at Logansport, La., and plant on Texas side, announces that he contemplates building mammouth canning factory here in Tenaha; and, that he will furnish $10,000.00 or more, of cash capital. Human dynamo might better size up the capacity of Mr. Fears, comment many of his friends and the public, it is known; for, it appears, it is declared that Mr. Fears is a moving spirit in practically every worth while movement looking to the betterment of his community; and, its people, it is further affirmed. Native son, except for his service for Uncle Sam during World War No. 1, Mr. Fears has lived hereabouts practically all of his life thus far; and, that he expects and intends to make of his future years useful ones in the service of both God and man is known of all men, so to speak, it is pointed out. Mrs. Julia Frances Fears, charming wife of Mr. Fears is the inspiration of Mr. Fears and their lovely daughter, Miss Julia Ann Fears, 17, it is attested by friends and neighbors. She is a native of Corsicana, Texas. Mr. Fears was raised on a farm, and quite naturally, therefore, he has preferred to remain with mother earth and its productions in the finer and better sense of activity, it is pointed out. After school during his early educational training, Mr. Fears says he got him a job working in a grocery store. He was at the age of 19 then, he recalls; and, later he worked in a drug store, followed by service in the commissary of a lumber company. The No. 1 World War then came on; and, Mr. Fears as a member of the machine gun company of 9th Division is known to have rendered conspicuous service for Uncle Sam in those trying days. He was overseas; and, after the war ended, Mr. Fears says he spent about one year with the Army of occupation in Germany. During the latter part of 1919, Mr. Fears says he came back home. He says he got his old job back at the lumber commissary, serving 2 years there; put in 3 years as Deputy Sheriff; thence back to his commissary job, where he remained until Jan. 1, 1927; and, on the 11th day of January that same year he opened the J. H. Fears Grocery & Market in Tenaha. In 1941, Mr. Fears says he decided to go into the tomato business. Backing up that determination, Mr. Fears says he purchased Avery and other equipment with the result that he opened his tomato shed in Tenaha on may 28, 1942, his first tomato market here proving to be the inspiration that encouraged tomato growers generally to capitalize their new opportunities and with no opposition that first year he says he shipped 18 cars of tomatoes. Result of his subquent annual shipment appears elsewhere on this page, which has been underwritten by Mr. Fears, who has subscribed generously of his support and influence to help publicize more widely the natural and potential resources of Shelby county, East Texas; and, Environs. Enjoying substantial patronage at his grocery and market here in Tenaha, Mr. Fears says he shipped 38 cars of tomatoes during the 1947 season. Active in the civic and religious life of Tenaha, East Texas; and Environs, Mr. Fears has served 20 years as a Steward in the M. E. Church; 10 years as school trustee; and, presently is secretary-treasurer of Tenaha School Board. Miss Julia Ann Fears, enthusiastic and ambitious daughter of Mr. and Mrs. Fears is the admitted favorite with her coterie of friends and acquaintances. Her favorite pony is "Cup Cake"; and, her second choice is 'Dan'. Rodeo, race track and other outdoor sports and fun claim a large degree of Miss Fears' love, devotion and patronage. Volly Ball is a specialty with Miss Fears, who is also a dynamic personality on the field of baseball enthusiasm, it is appropriately said of this winsome young lady. Her proud father, Mr. Fears recently purchased and presented Miss Fears with "Cup Cake;" and, that she is proud and happy over this wonderful horse expresses it mildly, she admits. Long live the Fears family, friends and neighbors attest. Their family ancestry dates back more than a century, it is made known. Mrs. Fears is the efficient bookkeeper, secretary and treasurer of the J. H. Fears business organization, it is established.



J. H. FEARS, FATHER OF TOMATO SHED OPERATIONS AT TENAHA, SHELBY COUNTY, EAST TEXAS; AND, ENVIRONS, SCORES RECORD SUCCESS, OBSERVATION AND INFORMATION ESTABLISH

Starting With Shipment of 18 Cars in 1942, When he Had no Opposition, Mr. Fears Says he Shipped 38 Cars Past 1947 Season; and, is Known to be Encouraging we Farmers at All Times to Continue Crop Diversification, as Well as Rotation of Crops, it is Pointed Out

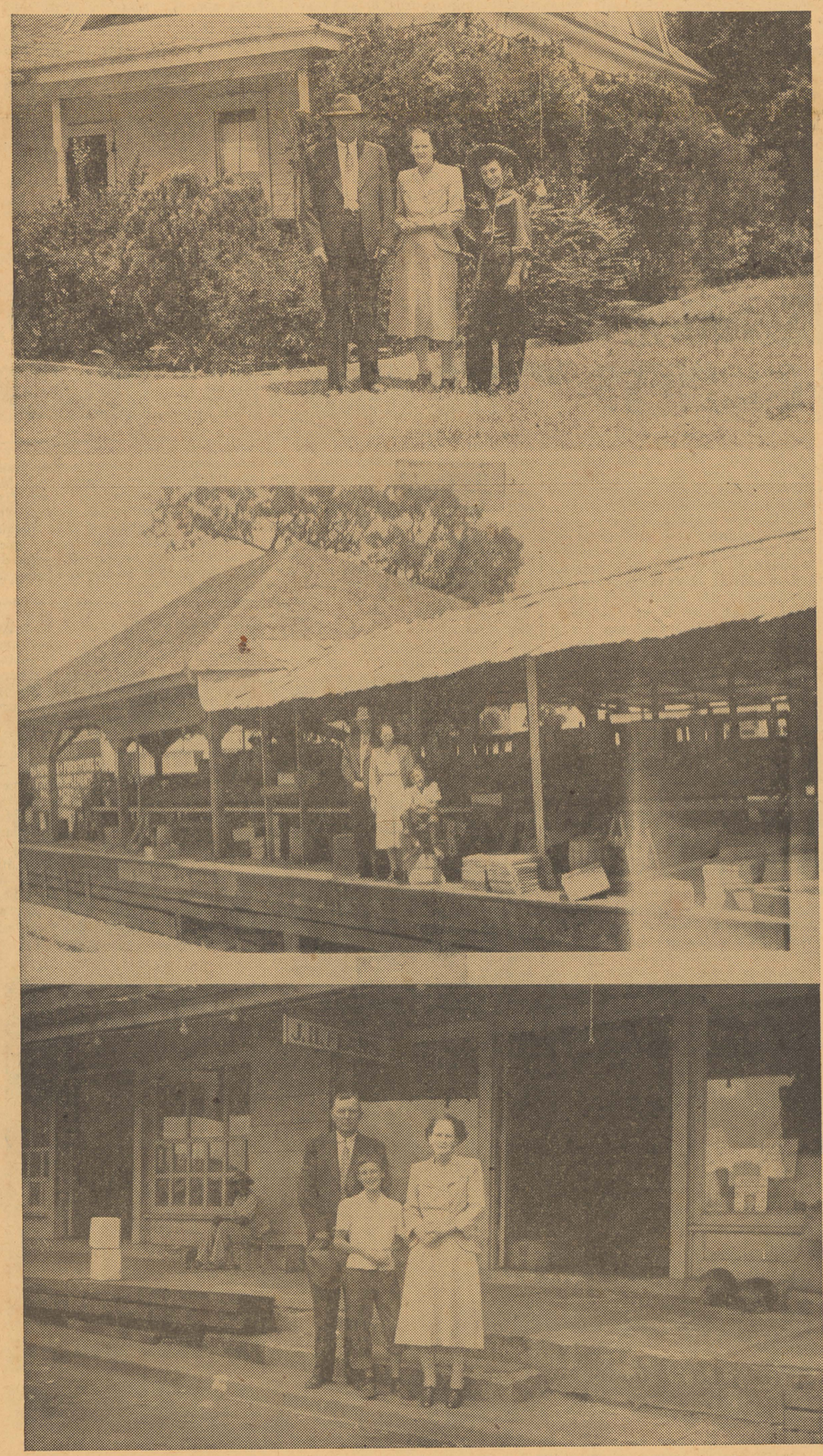
Tenaha. — Worth his weight in gold to the Tenaha trade area in its entirety is known to be the way J. H. Fears, successful local business man is appraised by many of his friends and the public, it is assured. It was in 1927 when Mr. Fears established his grocery and market in Tenaha; and, in 1942 he decided to embark into the tomato shed business. As stated in another article on this page, he purchased Avery and other equipment; and, on May 28 of 1942 opened the first tomato shed here, it is recorded. That year without opposition, Mr. Fears recalls that he shipped 18 cars of tomatoes comparable to 38 cars with opposition in 1947. it is pointed out. In his 1942 tomato growing encouragement to we farmers in general, Mr. Fears is credited with having initiated the movement that in succeeding years resulted in larger tomato crops and new flow of cash into the money tills of their producers, it is affirmed. In 1943 with opposition, Mr. Fears again shipped 18 cars of tomatoes, while his competitor shipped 17 cars, almost doubling the tomato crop for that year, it would appear. The 1944 crop fell off as to production, but Mr. Fears was able to maintain his lead, while his competitor shipped 7 cars that year. In 1945, the crop came back with a total of 65 cars, Mr. Fears shipped 35 of them and his competitor 30, it is recorded. The 1946 crop gave Mr. Fears 25 cars and his competitor 50 cars, but in 1947 out of a total car shipped crop of 84 cars tomatoes, Mr. Fears shipped 38 of them, while two competitors shipped 46 cars. And so to the credit of Mr. Fears a good tomato market was established in Tenaha! As the definite and known friend of we farmers in general, Mr. Fears urges continued diversification of crops, genuine rotation of crops; and, the employment of sound business practice and management in all good farming, which is admittedly the biggest and most scientific undertaking on behalf of both man and beast in the world at large, able opinion alerts. Mr. Fears says he buys tomatoes from Texas and Louisiana, his East Texas operations extending up as far as Hemphill and out to Tatum; and, from many points in West Louisiana, he appreciatively announces.

Pretty Miss Julia Ann Fears, lovingly and affectionately exhibits her brand new horse "CUP CAKE" at top; and, in bottom picture Miss Fears astride 'Cup Cake' is shown with her father, J. H. Fears, prominent business man, civic and religious leader, Tenaha, Texas. Above pictures were taken at the lovely Fears home in Tenaha.

J. H. Fears, Tenaha Business Man Identified With Practically Every Progressive Undertaking in His Shelby County Area of East Texas; and; Environs, Pointed Out

Civic, Religious and General Public Development Life of Tenaha Area Known to Have Good Friend and Supporter in Mr. Fears, Who Served Short Time as Mayor of Tenaha in 1946 but Resigned Due to Increasing Business Demands it is Stated

Tenaha. — Starting his business career with a cash capital of $750.00 comparable to his present favorable position, he admits, J. H. Fears, well known and successful business man takes great pride also in the success of his community; and, its people, it is declared. Identified with practically every worth while progressive movement thruout the Tenaha area, Mr. Fears is known to have reaped much joy and satisfaction in his church affiliations, he having served for some 20 years as Steward in the M. E. church; presently is secretary-treasurer of Tenaha School Board, where he has been a trustee for 10 years. Mr. Fears long years ago was elected to membership on Tenaha City Council, where he served 10 years; and, also as of the moment he is a member of Tenaha Volunteer Fire Department. In April 1946, Mr. Fears was elected Mayor of Tenaha, but resigned after about 3 months of service because of his ever mounting private business interests requiring more of his undivided personal attention, it is stated. Owning and occupying a lovely home in the residential sector of Tenaha, Mr. Fears says he bought this property with his U. S. Army Bonus Fund acquired from World War No. 1. Ancestry of the Fears family dates back more than 100 years, it is recorded. In the fall of 1908, Mr. Fears states that he purchased the old home place next door. He also owns his place of business downtown; and, also the building in which is located Uncle Sam's Post Office in Tenaha. Other business properties include his ownership of Texas Service Station, announces Mr. Fears, who is the son of the lamented H. L. and Mrs. Nannie Elizabeth Fears. Mrs. Fears is the daughter of J. L. Downs Sr., deceased; and, Mrs. Georgia Ann Downs, living, all pioneer citizens and taxpayers in their day, it is ascertained. Extended remarks on the added possessions of Mr. Fears find him growing and selling tomatoes; and, that his production of tomato plants for sale on the general markets at times run as high as 300 acres, it is learned. Continuing with Mr. Fears' property holding, 3 stores on the square in down town Tenaha also belong to Mr. Fears, saying nothing for a residential city block; and, 5 conveniently located acres on the Santa Fe Railroad on which he proposes to erect the new canning plant. As stated by Mr. Fears in another article on this page, it is proposed to have this new industry built and ready to accommodate the 1948 tomato and other crops, he says with enthusiastic pride and appreciation. Mr. Fears has two sisters: Misses Lela and Lillie Fears, both Tenaha residents. Mrs. Fears has one brother: John Lawrence Downs, Jr., U.S.A., Philippine Islands. She has 4 sisters: Mrs. R. N. Poindexter, Shreveport, La., where her husband is retired secretary-treasurer of Superior Iron Works; Miss Willie Downs, Agent T. C. R. R. at Edgoton, Tenn., Mrs. G. C. Cook, Shreveport, La., and Mrs. J. A. Pitner, business woman at New Orleans, La.



Mr. and Mrs. J. H. Fears and their gracious daughter, Miss Julia Ann Fears appear in top picture, which also represents the well landscaped lawn at their Tenaha home, while in center view they appear at Mr. Fears' big tomato shed in Tenaha; and, in bottom scene Mr. Fears, his wife and daughter may be observed again in front of their grocery store, Tenaha, Shelby county, East Texas; and, Environs.

"New Traffic Law Hits Careless Pedestrian"; And' "Just Common Sense", Says Mr. Garrison That All of us Properly Observe Traffic Laws

Tenaha.—J. H. Fears, as good citizen and taxpayer; law abiding friend of humanity; and, desiring to do all he can to help make of his Tenaha area of Texas a happier and better place in which to live and do business, definitely is in favor of law and order here and everywhere; and, he is known to advocate and observe all laws, it is pointed out. Therefore, in appreciation of the good it may do in Shelby county, and the whole of East Texas; and Environs, sufficient of Mr. Fears' space on this page is appropriated to enlarge and expand on the position of Homer Garrison, director of the department of public safety, in what he had to say recently in advocating the religious observance of the new traffic laws in Texas. Mr. Garrison pointed out that it is 'Just Common Sense' that we do so. Under an Austin date line, it was pointed out that Mr. Garrison stressed the importance that Texas drivers do not take too much advantage of one another in applying the laws of right-of-way. According to the news dispatch from Austin his remark was that "you can take the right-of-way from the other fellow, but you can't take it to Heaven with you" was reminiscent of the limerick which said:

"Here lies John McQuay,
Who thought he had the right-of-way.
He was right—dead right—
As he sped along,
But he's just as dead
As if he were wrong."

Garrison offered the following explanation of right-of-way provisions of the new Texas traffic code that goes into effect Sept. 5.

1. Where two roads or streets cross, the vehicle that gets into the intersection first has the right-of-way. If they get there at the same time, the vehicle on the left must yield to the one on the right.

2. When one car is attempting to make a left turn, "a car already in the intersection, coming to meet you, has the right-of-way. So does the next car behind that one. To cut in front of either one of them would create a hazard. But when you have signaled and taken the proper position to turn, and have let these first couple of cars pass, then you are ready to turn. Others coming to meet you must let you turn."

The public safety director said the rules were "just common sense and courtesy. You must not bust out in front of the other fellow if he is too close to you or if he is coming too fast."

And, while the driver was getting his admonition, Mac Roy Rasor, Associated Press Staff writer, also under an Austin date line, came forward with this timely warning to the Pedestrian, it having been impressively carried under the heading: "NEW TRAFFIC LAW HITS CARELESS PEDESTRIAN," in The Houston Post. Continuing, and said Mr. Rasor:

"Skyward I. Gaze, notable pedestrian unpopularly known to every motorist for consistently looking everywhere except where he is going, may find his pocketbook bashed in along with his head, should he fail to remember that rigid observance of Texas new traffic laws became effective Sept. 5, 1947.

When the Fiftieth Legislature's newly-enacted uniform traffic code then becomes effective, it will provide fines up to $200 for the hazardous stunts of Mr. Gaze and his fellow foot-travelers.

If you, like Mr. Gaze, ever walk anywhere, you will be required by law to abide by the following pedestrian regulations:

1. Hitch-hiking is o. k. provided you stand off the vehicular-traveled roadway to do it. Sidewalks curbs, or unsurfaced shoulders of roads protect hitch-hikers from both the law and the oncoming traffic. Otherwise you're breaking the law.

2. You must strictly comply with official traffic control signals, crossing only at crosswalks in signal controlled areas.

3. In areas of no signal controls, you must not suddenly leave the curb to walk or run in front of an approaching vehicle. After you have started across at a cross-walk or intersection, however, after exercising due diligence, you are then entitled to right-of-way, even if the oncoming car has to stop.

4. **No car may pass another car which has stopped to give you right-of-way to cross at a cross-walk or intersection.**

5. Pedestrians crossing a roadway at any point other than at a cross-walk or intersection must yield right-of-way to all vehicles.

6. Where sidewalks are provided, it is unlawful to walk on the roadway.

7. Where sidewalks are not provided, pedestrians shall when possible walk on the left side of the road, facing traffic.

8. **Nowithstanding the specified provision of the law relating to the pedestrian, all drivers are required to exercise due caution to protect the pedestrian upon a roadway.**

Violations subject the violator, whether pedestrian or motorist, to as much as a $200 fine."

As a friend of man; and, in the hope of possibly saving a life and/or lives, Mr. Fears is known to be in full accord with above admonitions to the public at large, it is appreciatively said of him.

Groceries, Market and Feed on Cash and Credit Basis Conducted by J. H. Fears at Tenaha, Texas

Tenaha.—Located in the down town business district of Tenaha, Shelby county, East Texas; and Environs, is the grocery, market and feed store owned and conducted by J. H. Fears, father of the tomato shed business here, it is appropriately said of him. Mr. Fears conducts business both on a cash and credit basis, he states; and, that business is always good at his store may be attested from both observation and information, it is affirmed. Mr. Fears takes this opportunity of wafting greetings to his loyal patrons and the public; and, at same time capitalizes the effort to get better acquainted with and welcome others to avail themselves of the various business services he has to offer.

J. H. Fears, Substantial Tenaha Business Man Announces That he is Ready to Build Local Canning Plant; and, he Will Furnish $10,000.00 of Capital Foundation

Mr. Fears Says New Plant Would Can Beans, Tomatoes, Potatoes; and, Manufacture Tomato Sauce; Sweet Relish; and, May Manufacture Syrup, he Affirms

Tenaha. — This community will have a new industry on the working out of plans announced by J. H. Fears, well known local business man and capitalist when it comes to getting the industrial and commercial building job done for Tenaha and surrounding area, it is declared. Mr. Fears as substatial stockholder and director in Interstate Canning Company, Logansport, La., and plant operations on Texas side, recently confirmed in an interview that he is ready, willing and able to help building a good canning plant in Tenaha; and, that he would furnish $10,000.00, or more, of the capital structure and/or foundation stride. The new canning plant here would can tomatoes, potatoes, beans, peas, et cetera, probably would also manufacture syrup; and, most certainly would make tomato sauce and sweet relish, commented Mr. Fears. Operation of such a plant in Tenaha would greatly enhance the opportunity of the farm and/or we farmers in general to grow more of such products as would be used at such a plant and at a good price, believes Mr. Fears. The big tomato shed owned and operated by Mr. Fears is located right in the center of Tenaha, location enjoyed on railroad tracks for immediate and convenient shipping accommodations. Mr. Fears proposes to have the new canning plant ready and in operation in time for the 1948 tomato crop, he invites.

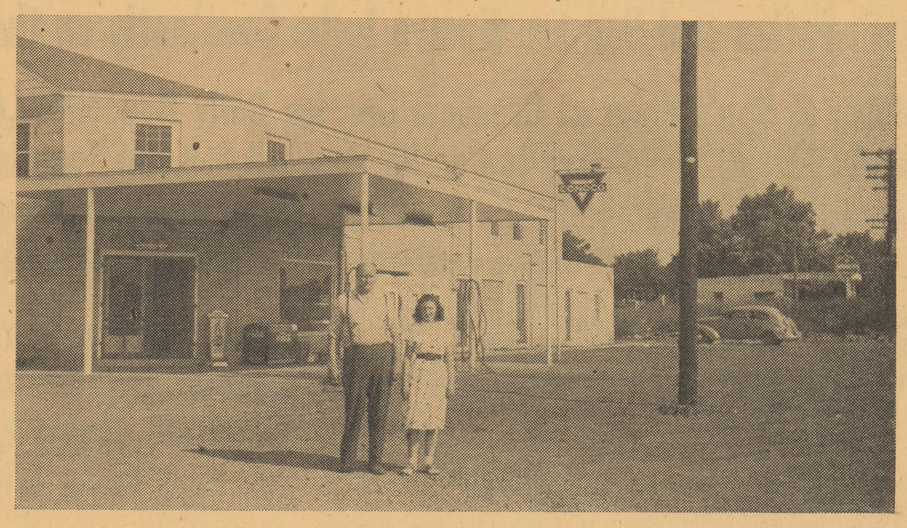
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W. B. CHAPMAN, 49, STARTING HIS BUSINESS LIFE WITH CAPITAL $35.00 IN 1935 PRESENTLY OWNS FINE NEW HOTEL BUILDING; RESTAURANT; GROCERY AND MEAT MARKET; BUS STATION; AND, SERVICE STATION AT MT. ENTERPRISE, RUSK COUNTY, EAST TEXAS

Modern Show Place Business Development Said to Represent Investment Upward $50,000.00; and, That its Operation by Mr. Chapman is Regarded as Definite Community Asset, Attest Friends and Neighbors, it is Affirmed

Mr. Chapman's Family Ancestry Dates Back More Than 100 Years, he States; and, That in the Service of His Community Comes His Greatest Delight and Joy, He Declares

Mt. Enterprise. — W. B. Chapman, 49, native son of Rusk county, East Texas; and, Environs enjoys the enviable distinction of having come from the bottom up, so to speak; and, according to observation and information, Mr. Chapman is believed to be in such favorable position now that he may have to pinch himself at times to realize whether or not he is the same man who but just about 12 years ago started on an initial business capital of $35.00 comparable to his present most favorable position, it is stated; and, especially so, it is pointed out that his new hotel building, business property and other possessions carry him well over the $50,000.00 classification, affirmation is had. Notwithstanding his truly remarkable success, Mr. Chapman is known to be just the same old 'Chappie' that he has always been, his accumulation of a chunk of wealth having spurred him on to even greater achievement on behalf of his community; and, its people, friends and neighbors declare. Mrs. Ada Mae Chapman, wife of Mr. Chapman is also a native of Rusk county, she having been born here at Mt. Enterprise. One son, Charles Ray Chapman, 18, blesses the union of Mr. and Mrs. Chapman, known to be definite friends and supporters of churches, schools and general public development along the lines of progressive programs advocated in this Special Edition ; and, to which Mr. Chapman has subscribed liberally of his support and influence. Parents: O. F. Chapman, native of Georgia, deceased and, Mrs. M. S. Chapman, 89, native of Mississippi, living. Parents of Mrs. Chapman: Alvin Nix, living; and, Mrs. Nix, deceased. Raised on a farm, Mr. Chapman says he is perfectly at home wherever you find him. Reminiscing, Mr. Chapman says he recalls every step of the way from the time he started with $35.00 business capital back there in 1935; and, while those some 12 years have been memorable ones, clothed with plenty of hard work and mental effort, they were generous kind and good to him, he affirms. Indeed and in fact, Mr. Chapman declares that these preparatory years made it possible for him to be where he is today; and, that from here on out he proposes to achieve and accomplish even up into the higher brackets of success, he visualizes. His friends and the public applaud him in his stride, it is known. His first store was conducted in rented property on Major Palmer's place hereabouts, Mr. Chapman recalls, but after one year's operation he says he had made enough with other accumulations to buy a place in Mt. Enterprise, where for 11 years he carried on his grocery and market business. Expansion programs continued to ambitiously encourage Mr. Chapman to climb higher, it is attested; and, in 1947 he erected his present magnificent 2-story hotel building, grocery store; restaurant and service station, a Mt. Enterprise business show place. The new property stands commandingly at the corner of a down town business center at the junction of Highways Nos. 315; 84 and 26, it is observed. The structure is erected of brick tile; and, is said to be practically fire proof, except perhaps for the well finished floors. The new hotel, beautiful rooms with modern conveniences, is located on the second floor, while the pretty new restaurant, business station and grocery-market accommodations occupy spaces on the ground floor. The convenient service station, featuring Conoco products appear on the ground floor. Immediately the grocery market with self-help convenience is located at the corner of the handsome new building. The old grocery, market and filling station conducted by Mr. Chapman finds discontinuance; and, he carries his old building as rental property. A cash and credit business is conducted by Mr. Chapman, whose friends estimate that his present business holdings represent investment upward $50,000.00 comparable to his $35.00 start in the yesteryears of some 12 years ago. And, mind you he's still climbing, they point out. Family history of Mr. Chapman is said to date back more than 100 years. Miss Lottie Bell Williams and Miss Fay Owens have charge of restaurant operations owned by Mr. Chapman. City equipment conveniences, comfort and style attend each and all of the new appointments and business strides of Mr. Chapman under his new roof, it is observed and ascertained from information. In his public relations, Mr. Chapman is serving as school trustee; and, in the civic, religious and general public development life, he is known to be energetically active not only for Mt. Enterprise, Rusk county, East Texas; and, Environs, but for this whole part of the South, it is known. Later on Mr. Chapman announces that he may add other lines of merchandise in his store, which presently features staple and fancy groceries; market service; and, kindred lines. Conoco products; batteries; tires, tubes; wash and lubrication services are furnished thru his service station. Accessories are also carried, or may be obtained for you, says Mr. Chapman, who has 5 living sisters: Miss Emma Chapman; Mrs. Cora Randell; Mrs. Ella Stalling; Miss Naomi Chapman, who managed his old store; and, Mrs. Eddie Hackleman. He has two deceased brothers: Allen and Will Chapman; and, 1 deceased sister: Mrs. Ida Bradley. In the life and progress of the Mt. Enterprise sector of the Lon Star State of Texas, Mr. Chapman is admittedly an alert friend, worker and booster for the general progress and prosperity of this entire area; while enthusiastic commendations and congratulations attend his progressive stride in having provided this community with the valuable building improvements and business therein provided and conducted, it is affirmed. Thanks, too, Mr. Chapman, for your very liberal support and influence in helping to publicize more widely the natural and potential resources of this favorable Texas area as advocated in this Special edition.



W. B. Chapman and Miss Bell Williams, Mt. Enterprise, Texas, where Mr. Chapman owns and operates grocery store; service station; hotel; restaurant and bus station. Miss Williams is one of Mr. Chapman's assistants in his restaurant.

H. C. BRUNSON, 55, SOUTHLANDPAPER COMPANY PULPWOOD CONTRACTOR, IS KNOWN TO HAVE MADE EXCELLENT RECORD SHIPPING 300 TO 1,000 CARS PULPWOOD ANNUALLY, FACTS AND FIGURES DISCLOSE IN RECORDING MR. BRUNSON'S BUSINESS VOLUME PAST SIX YEARS



Mr. and Mrs. H. C. Brunson, Timpson, Texas, headquarters for Mr. Brunsons pulp-wood contract for Southland Paper Company at Lufkin, Texas.

Starting His Career at Bottom on Farm, Says Mr. Brunson, at Age 23, His Trucking Business Got Under Way at Groveton, Texas; Following Which he Spent 4-Years in South Texas Oil Fields; and, in 1939 he Began His Work With Southland, he Reports

7 Years Ago, Mr. Brunson Says When he Landed in Lufkin; and, Paid 1 Week's Room Rent in Advance, he Had 60 cents Left Comparable to His Present Comfortable Position

Timpson. — "Where there's a will, there's a Way", emphasizes none other than the well known and popular H. C. Brunson, 55, pulpwood contractor for Southland Paper Company at Lufkin, he declares; for, says Mr. Brunson 7 years ago when he came to Lufkin from the South Texas oil fields and paid 1 week's room rent in advance, he had 60 cents left as the cash capital on which he was to proceed from there on out and/or comparable to his admittedly comfortable and very pleasing position of this date, he comments.

Native of Pennington, Trinity county, Mr. Brunson says he was raised on a farm; and, at the age of 23 he started his trucking business at Groveton, Texas. From there he went to the South Texas oil fields for 4 years; and, in 1939 he returned to East Texas, locating that year in Lufkin, where he says he formed a connection with Southland Paper Company in its pulpwood department; and, has functioned in that division ever since. In 1940, Mr. Brunson says he moved to Timpson, where he occupies and enjoys a lovely home in a delightful piney woods sector. His wife, Mrs. Virgie Brunson is a native of Dibol, Angelina county, Texas. By a former marriage Mr. Brunson is the father of 4 children: J. Leonard (Mrs. Freda) Brunson, 29; H. C. (Mrs. Marjorie) Brunson, Jr., 27; Curtis (Mrs. Dorothy) Brunson, 24; and, Murphy (Mrs. Martha) Brunson, 23. By his present marriage, Mr. Brunson is the father of two children: Bobbie Dean, 9; and, Billie Ray, 5. There are 5 grand children All four of Mr. Brunson's sons by his first marriage are veterans of World War No. 2, he says. Parents of Mr. Brunson: Monroe and Mrs. Henrietta Brunson, both deceased. They were both natives of Georgia, Mr. Brunson states. Parents of Mrs. Brunson: R. L. (Pat' Landrum and Mrs. Landrum, both living. The Landrums are pioneer settlers of Texas, he states. In his pulpwood operations, Mr. Brunson says his territory includes Shelby, Nacogdoches, Rusk and Panola counties, East Texas; and, Environs. Later on, he announces that he will be in the market for additional timber and that presently he possesses quite a satisfactory pulpwood acreage thruout his territory. Year by year shipping records held by Mr. Brunson from the Timpson area disclosed that in 1942 he loaded 850 cords or about 50 cars per week; and, that his lowest record dropped to 6 or 7 cars per week. Mr. Brunson says his average shipments have been from 300 to 1,000 cars pulpwood annually. Maintaining substantial pay rolls, comparable to his lean yesteryears, Mr. Brunson is regarded and appreciated as one of Timpson's able citizens and taxpayers, it is deservedly said of him, friends and neighbors attest, it is known. During his stay in Trinity county, Mr. Brunson recalls that he served 4 years as Deputy Sheriff; and, that here, as well as elsewhere, he and his family are active in civic, religious and general public development strides. Affiliated with the Baptist church, Mr. Brunson says in reality his greatest joy comes in serving both God and humanity. Reminiscing back to the day when he found himself with only 60 cents left, Mr. Brunson says he actually didn't know where his next meal was coming from — that the future, while appearing dark from that standpoint, held no terrors for him; and, consequently, he affirms, within the briefest time possible he was back on his feet and all has been going well with him, barring some illness but this, too, he assures is now also getting behind him. The good Lord and splendid people, Mr. Brunson says, deserve the credit for his comfortable position of today; and, that he is happy in the instant newspaper publicity advertising effort to do what he may to help make of his part of Texas a happier and better place in which to live and do business. Commendation and congratulations, Mr. Brunson!

McMILLAN'S GROCERY & MARKET, L. B. McMILLAN, 56, OWNER; ALSO, PLANTER AND RANCHMAN, INCLUDE SOME OF THE MORE IMPORTANT BUSINESS INTERESTS IN REKLAW SECTOR EAST TEXAS; AND, ENVIRONS, ACCEPTING FLATTERING FACTS AND FIGURES AS MEASURING ROD

Before Coming to Reklaw, Mr. McMillan Says he Served 20 Years as General Merchant at Glenfawn, Where he Put in 18 Years as Postmaster, Records Establish; and, All Together he is Numbered Among the Better Known of Rusk, Nacogdoches and Cherokee Counties' Environ, it is Affirmed

Mr. McMillan's Expansion Program at Reklaw Calls For Enlargement of His Store Building and the Extension of Other Services for the Convenience and Benefit of His Increasing Trade, He Makes Known

Reklaw. — Rusk, Nacogdoches and Cherokee counties trade area centering here at Reklaw definitely has a good friend and neighbor in L. B. McMillan, 56, owner McMillan's Grocery & Market, patrons and the public attest, it is known. Mr. McMillan announces that he recently bought the old 'home place' in Nacogdoches county, giving him presently an aggregate of 460 acres of mother earth acres, he states; and, on which he produces general crops and livestock, it is observed. Mr. McMillan states that 240 acres of the land is for sale; and, he would consider leasing it as a whole for prospective oil and/or gas development he invites. Before coming to Reklaw and establishing his store here in 1939, Mr. McMillan says he served for 20 years as general merchant at Glenfawn, Texas, where he gave 18 of those years as Postmaster. He does both a cash and credit business; and, on behalf of added conveniences and general benefits to his steady growing trade, Mr. McMillan announces immediate enlargement of his store buildings here at Reklaw, the improvement to bring about a practical doubling of his present floor space, he states. Good market service is furnished by Mr. McMillan, who also dispenses Conoco products at his local service station, it is observed. Feed lines are a specialty with Mr. McMillan, who definitely has one of the largest inventories of general merchandise over a wide area, it is observed. It is all kept clean, fresh and nice for the trade, conveniently displayed, priced moderately and courteously served to the public, assures Mr. McMillan both on behalf of himself and his clerks. He has served as a school trustee; and, in the civic and religious life of the Reklaw sector of Texas, he and his family are known to be active. Same is true as to general public development strides, it is assured; hence, his interest, participation and co-operation, it is declared, in recognition of the instant effort to more widely publicize the natural and potential resources of East Texas; and, Environs, he affirms. Raised on a farm, Mr. McMillan says he remained there until 27 years of age, and then stepped out into additional fields of business endeavor; but, continues his farming and ranching stride, he declares. He has been here 8 years; and, it appears nearly everyone knows him, commends him and congratulates him on his success as a citizen and taxpayer, it is pointed out. McMillan's store is located in a good farming area; and, it is said his 'cut rate store prices' bring a lot of new business to him; and, that his old customers, as well as new ones, appreciate his personal considerations along this live and let live policy line, it is attested by both patrons and the public, it is manifested. Mr. McMillan buys eggs in small or large quantities, he states as an added service to his friends and the public. McMillan's store is also Bus Station headquarters for this area. In his public relations beyond the churches, schools and general public development, Mr. McMillan says he is Secretary-Treasurer of the Cherokee County Rural Electrification effort; and, that he is always happy and glad to be identified with the progressive element in its efforts to promote the general public welfare. Definitely the McMillan store is designated as the popular meeting place for friends and the public hereabouts, it may be observed. Other Reklaw business and residential properties owned by Mr. McMillan include his modern apartment building; and, having started at the bottom wrung of the ladder, as he puts it, present possessions enjoyed by Mr. McMillan finds his position to a decidedly enviable one comparable to his yesteryears, it is pointed out. His store is conducted on the department store order, carrying most everything his customers want or need; and, he assures that if he should happen to be out or short on some articles of merchandise he'll provide them as quickly as they may become available. Mr. McMillan looks with a rosy outlook on a bright future for the Reklaw sector of Texas; and, particularly is he proud of the fact that his store and Reklaw definitely stand at the 'CROSS ROADS OF PROGRESS'; and, that he is really happy that the extension of Highway No. 204 is being completed via Reklaw to Ponta. In reality Mr. McMillan's local interests as to merchandising are established here at Reklaw, while his ranch and farming efforts carry on at Oak Flat. And, also let it be known that his place of business in actuality is recognized and appreciated, also, as The Tri-County Store, since it serves patrons in the three counties of Rusk, Cherokee and Nacogdoches. And, here are two other distinctions, i. e., Mr. McMillan's initials "L.B." stand both for Little Britton and/or pounds, (Lb.). Nuff said, he opines; for, it's known to be the McMillan way, he affirms. His wife, Mrs. Pearl McMillan is native of Nacogdoches county, Texas; and, he was born near Cushing in the same county where his wife first saw the light of day, he states. They have 2 children: George Henry and Miss Marsalette McMillan. Parents: George and Mrs. Mollie McMillan, both deceased. Parents of Mrs. McMillan: Henry and Mrs. Valetta Satterwhite. Keep your stride, Mr. McMillan —your friends are justly proud of you!



L. B. McMillan, owner McMillan's Grocery & Market, serving Rusk, Nacogdoches and Cherokee counties, East Texas; and, Environs from his Reklaw, Texas headquarters, Mr. McMillan states.

WOOTEN LBR. & HARDWARE COMPANY, W. L. WOOTEN, 48, PROPRIETOR PRICE, TEXAS, WHERE MR. WOOTEN SAYS HE HAS BEEN IN ACTIVE BUSINESS 15-YEARS

Price—This actively progressive and admittedly prosperous community was formerly known as Carlisle, states W. L. Wooten, 40, proprietor Wooten Lumber & Hardware Company. Native near Huntsville, Walker County, Texas, Mr. Wooten says he sojourned about the country for a while; and, finally located here in 1932. His wife, Mrs. Monnie Wooten, is a native of Mt. Enterprise, Texas; and, they have two children: Bobbie 10; and, Don Lee, 6. Parents: Joe T. Wooten, deceased; and Mrs. Elzora Wooten, living. Parents of Mrs. Wooten: Frank Hamil, 86; and, Mrs. Rebecca Hamil, also 86, and both living. Mr. Wooten says he never allowed himself to run away in the local oil fields, realizing that he had a real job to do serving his customers and friends in the operation of Wooten Lumber & Hardware Company, whose ability to really serve, he points out came in the fact that he has been able to supply the buildling trade with good materials from the foundation right on thru via a complete lock and key job. In 1946, the demand for Mr. Wooten's building materials became so active, especially lumber that in June of that year he established a modern Planer with a weekly capacity of 150,000-feet dressed lumber here at Price, he announces. All dimensions have been dressed at his mill, he states; and, from 18 to 24-men have been kept on his pay roll via operating periods. During his peak loads, Mr. Wooten said it became necessary at times to absorb the output of 8 to 14-auxiliary sawmills, so splendid became his reputation for making good lumber, he modestly appreciates. Both wholesale and retail business is carried on by Mr. Wooten, it is observed thruout his trade area of Henderson, Cherokee and Gregg, he points out. He says he also erects homes as a specialty; and, has enjoyed fine success thruout all of his busines operations, he maintains. Churches, schools and general public development hereabouts are known to enjoy the active support and influence of Mr. Wooten via the progressive programs advocated in this Special Edition, it is assuured by Mr. Wooten.

Our Nearest Star

The nearest star to the earth is 25,500,000,000,000 miles away.

Doing Something About The Weather In Texas and-or Elsewhere!!

"Gosh, pass the ice water" ends a timely editorial in The Houston Post anent the weather, particularly so as to the experiences thru which all out this way, same no doubt as in many other parts of America/and, or the world. Full comment by The Post enlightens thus:

Mark Twain was wrong when he said that no one ever does anything about the weather except talk about it.

It seems that nearly every time we have ever written an editorial commenting on the extreme heat or cold, or prolonged rain or drouth —the weather made a right about face overnight, and the morning on which the editorial has appeared dawned with the opposite kind of weather.

So we think it is high time to prepare one on the current hot spell, hoping that it may bring a mild blizzard.

Otherwise, about all that one can do about the mercury's recent flights above the 100 degree mark is to grin and bear it. Or, perhaps

(Continued on Page 126)



Planer operations Wooten Lumber & Supply Com pany, W. L. Wooten, owner and operator are shown above. Mr. Wooten is standing out front.

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B. C. SLOVER & SON, CRATE MANUFACTURERS, B. C. (BUDDY) SLOVER, SR., 48; AND, B. C. (BUDDY) SLOVER, JR., 19, OWNERS AND OPERATORS AT GRESHAM, ENJOY LARGE PATRONAGE ALL DEPARTMENTS

Manufacturers of Tomato Lugs; Berry Crates; Potato Crates; and, Vegetable Crate Covers, Messrs Slover & Son Are Known to be Among Tops With Their Patrons Over A Wide Area, Facts and Figures Disclose, While Both Father and Son are Known to be Constantly on the Alert With a Maximum of Good Service, it is Stated

Slover & Son's Plant at Gresham Carries Daily Capacity 7,000 Potato Crates, While Thir Annual Capacity Carries Upward 250,000 Tomato Lugs; and, More Than 500,000 Vegetable Crate Covers, is Reported by the Slovers, Each of Whom Are Appreciated as Community Leaders, it is Declared

Established in 1925, the Slover & Son Plant Carries 45 People on its Direct and Indirect Pay Roll; it Does Both a Wholesale and Retail Business; and, in Mother Earth Holdings, These Gentlemen Carry Upward 1,000 Acres, Records Reveal

Gresham. — This Smith county sector of East Texas; and, Environs is known to appreciate, definitely so the presence and operation of B. C. Slover & Son's crate, lug and vegetable covers manufacturing plant, saying nothing for their extensive farming and ranch activities recognized in another page underwritten by them in this Special edition, they having subscribed generously of their support and influence toward helping to publicize more widely the natural and potential resources of East Texas; and, Environs, the instant page also having been underwritten by these Gentlemen. B. C. Slover & Sons in their manufacturing stride enjoy a daily capacity of 7,000 potato crates; while carrying an annual capacity of upward 250,000 tomato lugs; and, more than 500,000 vegetable crate covers, they report. Possessing 400 acres of timber lands supporting their factory operations, Messers. Slover & Son invite purchase of additional timber holdings, they announce. As mav be observed on the other page carried by these gentlemen, they rate upward 650 acres of land in their farming and ranching activities. Mr. Slover is a native of Turney, Cherokee county, Texas; and, his wife, Mrs. Gladys Slover is a native of Hill county, Texas. Mr. and Mrs. Slover are the parents of one son, B. C. (Buddy) Slover Jr., 19. He weighed only 2-1/2 lbs. at birth, it is recorded. The manufacturing plant of B. C. Slover & Son is owned and operated by B. C. (Buddy) Slover, Sr. 48; and, B. C. (Buddy) Slover, Jr., 19, father and son. Buddy Jr. is also married, his lovely wife being Mrs. Bettie Howard Slover, daughter of C. L. and Mrs. Lizzie Howard of Lindale, Texas where this young matron—bride of not so many months was born. Parents of B. C. Slover, Sr.: J. J. Slover, Sr., living at the age of 75—at Dialville, Texas; and Mrs. Lela Washington Slover. Parents of Mrs. Slover: Louis Davis, living at 93; and, Mrs. Eula Davis, deceased. Established in 1925, B. C Slover & Son plant was established in 1925; and, according to Mr. Slover enjoys an extensive wholesale and retail business over a wide area. He says he began his crate manufacturing experience at the age of 7 and is now regarded and appreciated by the trade, his friends and the public as a veteran manufacturer in his line, it is affirmed. Mr. Slover has 2 brothers and 4 sisters: Messrs. John L. (Mrs. Lou Kate) Slover; and, B. N. (Mrs. Edna) Slover. Mesdames Annie (P. R.) Halbert; Edris (A. C.) Davis; Bertis (John B.) Guinn; and, Ruth (C. R.) Jennings. The Slover ancestral history is said to date back to 1660 and/or within only 13 years of three (3) centuries ago, reportedly it is recorded. Always on the job and everlastingly at it, is the way Mr. Slover explains the progessive and prosperous stride of he and others of his family, it is attested. In his boyhood, Mr. Slover says he moved with his family to Dialville; and, in 1925 he came to Gresham to make his home and establish his manufacturing, farming and ranching activities, in all of which he is known to have succeeded phenomenally, it is pointed out.

12 Months Operation at a Time by B. C. Slover & Son, Crate; Lug; and, Vegetable Crate Covers Manufacturers Often Find Them Without Inventory

Grehman. — Explanation as to why and how the above statement is made comes easy, commented B. C. (Buddy) Slover, Sr., senior partner with his son, B. C. (Buddy) Slover, Jr., he stated. "It's this way," said Mr. Slover, "our business is so enormous and shipments are kept moving so steadily that often on a whole 12 months operation we at times find ourselves without inventory; and, ever when we do, it is estimated that more than $1,200.00 is kept on hand." Commenting further, Mr. Stover said the public demand for the products of B. C. Slover & Son at Gresham is so steady and constant we rarely ever want for orders, he concluded—thanks, too, he pointed out to a pleased and satisfied patronizing clientele on behalf of each of whom this Father and Son organization work day and night when necessary rather than disappoint a single one of their customers, it is assured.



Mr. and Mrs. B. C. (Buddy) Slover, Sr., Gresham, Texas, where Mr. Slover in partnership with his son, B. C. (Buddy) Slover, Jr., owns and operates in association with his son the B. C. Slover & Son Crate Factory. Mr. Slover is a Mason and Shriner.



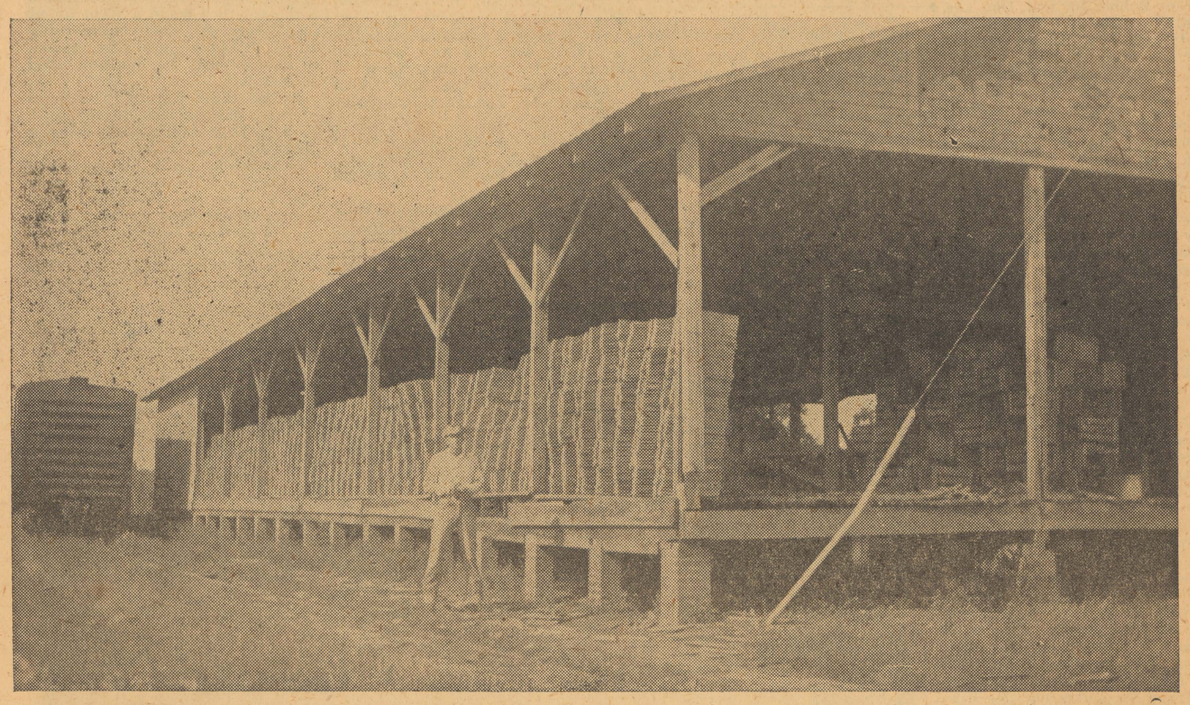
CHIP OFF THE OLD BLOCK, B. C. (BUDDY) SLOVER SR., IN PARTNERSHIP WITH HIS SON, B. C. (BUDDY) SLOVER JR., IN OPERATION B. C. SLOVER & SON PLANT AT GRESHAM, TEXAS, REPORTS SUBSTANTIAL BUSINESS OPERATIONS PLUS GOOD PATRONAGE

Mr. Slover's Father, N. J. Slover, 75 is a Pioneer in Crate Manufacturing; Hence, the Natural Sequence That the Son B. C. Slover, Sr., Should Follow in Dad's Foot Steps, While the Latter's Son, B. C. Slover, Jr., is Doing Likewise

Gresham. — B. C. Slover & Son's crate factory; lug manufacturing plant; and, vegetable crate covers industry serve in a large way to keep progress and prosperity going in high thruout this Smith county sector of East Texas; and, Environs, facts and figures disclose. Established here in 1925, this Father and Son plant reports a substantial volume of business, the patronage extending over a wide area, it is learned. Covering extensive land acreage hereabouts both as to plant overation and storage accommodations, B. C. Slover & Son operations are known to have furnished a very definite part in the continued growth of this entire part of Texas, it is affirmed. N. J. Slover, 75, father of the Senior partner in B. C. Slover & Son was an, and is, an old pioneer in establishing crate, tomato lugs and vegetable crate covores manufacturing plants in East Texas, the story of that early beginning dating back there on the creek near Turney, down in Cherokee county where Buddy Slover Sr. was born. Quite naturally, therefore, he followed in Dad's foot steps, as have others within the family circle, it is recorded. And, so-o, too, we find Buddy Slover Jr., grand son of Mr. Slover's father following right along as did his own father, except that this 19 year old presently is turning more to farming and ranching than he is to the manufacturing end of his busy young life, it is observed and ascertained from information, as may be also noted on another page herein underwritten by the Slovers and dealing, as it does, more particularly in line with the planting and livestock production side of their activities, it may be, and is, pointed out. There's a whale of a difference from the far cry of the long antiquated yesterdays comparable to the present modern and efficient mechanized program employed by the Slovers, it is declared; but, say the Slovers had it not been for that humble beginning 'way back yonder' the industrial stride of the moment might not have been. In recognition of the past in appreciation of the present, the Slovers here and elsewhere admittedly are entitled to much of the credit attending successful manufacturing strides in their line, it is deservedly said of them, and each of them. Commendation and congratulations, therefore, are in order on behalf of the Slovers; and, the same is hereby extended!







Top: Picture above exhibits portion B. C. Slover & Son Crate Factory, Gresham, Smith county, East Texas; and, Environs. Bottom: Here is exhibited one of the large crate depots employed by the Slovers. In both top and bottom scenes, B. C. (Buddy) Slover, junior partner with his father, B. C. (Buddy) Slover, Sr.; and, also owner and operator Slover Ranch and Plantation, appears as he makes one of his busy rounds via Slover properties.

These United States Making Progress; and, Gresham is a Part of the Whole, Correctly Opine B. C. Slover & Son

Gresham. — "Automatic factories next." That's the editorial caption head question recently projected by the esteemed Houston Post. That these United States are making progress, real progress is admittedly and conceded by all students of growth. And, come to think of it Gresham, Smith county, East Texas; and, Environs, represent an important unit and/or part in the whole, it is recognized. Also in the picture is the potato crate; tomato lug; and, vegetable crate covers manufacturing plant of B. C. Slover & Son here at Gresham. Mr. Slover sometimes in a reminiscent mood recalls the pioneer days back there in the Turney community of Cherokee county when his present line of business was initiated and carried on by his pioneering father, N. J. Slover in a very crude, modest and yet dependable way comparable to the modern machinery equipment employed as of today by B. C. Slover & Son in Gresham, not so very far south of Tyler. And, as we make entourage into the future and marvel at the possibilities of atomic energy, it is no wonder that The Post editorial may be considered most timely here and now. Said its able editor and/or editors in an enlightening editorial which is helpful in development of the suggestion and subject of the moment opinionized thus:

"Technological changes and labor saving devices, plus assembly line methods, resulting in mass production, have revolutionized industry within a generation. But, thanks to electronics, some advanced thinkers are saying we haven't seen anything yet.

The economic and social consequences of mass production have profoundly influenced the whole structure of society. The impact on the standard of living has been quite as great as that caused years ago by the application of the steam engine to industrial processes.

The human factor in manufacturing, we are told, is to be reduced almost to the vanishing point. Working models of the automatic factories of tomorrow have been designed and others are in the drawing board stage. Most manufacturing operations are mechanical, and most of them can be performed by machines, often better than human hands, with the aid of electronic controls.

While it sounds like the stuff dreams are made of, it is a hard fact that within another generation most of our industrial output may come from automatic factories employing only a small fraction of the present labor force to achieve far greater production than is now possible.

Theoretically, such a condition could make for a utopian paradise of unparalleled abundance."

In the above picture at top right to left appear B. C. (Buddy) Slover, Sr.; and, son, B. C. (Buddy) Slover, Jr., doing business as B. C. Blover & Son Crate Factory, Gresham, Texas. In bottom scene, B. C. (Buddy) Slover, Jr., partner with his father in their crate factory operations, appears with part of his ranch and plantation crew just as they are ready to leave their crate factory grounds for the great open spaces having to do with his ranch and plantation operations. Buddy Jr., by the way as Texas Future Farmer of America is headed for American Future Farmer in October; and, we're all pulling for him.

Sell Smith and Cherokee Counties, East Texas; and, Environs to Outside World, Strongly Advocate and Encourage B. C. Slover & Son, Able Manufacturers at Gresham

Vast Natural and Potential Resources of This Lone Star State Region Deserve and Should Have Best Development Attention, Encourage the Slovers

Gresham. — Ardent friends and supporters of all that's good as against all that's bad, it has remained for B. C. (Buddy) Slover, Sr., and, B. C. (Buddy) Slover, Jr., to take the lead locally, if not generally in strongly advocating and encouraging the idea of selling Smith and Cherokee counties, East Texas; and, Environs successfully to the outside world, as well as at home, it was gathered in a recent interview. Appreciating and realizing the vast store of untold wealth husbanded in the great possession of natural and potential resources hereabouts, and most of them heretofore untouched, it seems, when it comes to material development, this able Father and energetic young son are known to be making definite progress along the prosperous route they are traveling as successful manufacturers of potato crates; tomato lugs vegetable crate covers. So much so that Messrs. Slover and son do not hesitate to cordially invite others to make similar headway in whatever they may be doing to the end that a greater East Texas as a whole may be the result. And, while we are on the subject of progress as above outlined it is also considered appropriate to take into account "The Worth of a Dollar" as editorialized recently by The Houston Post which puts its reasonings, thoughts and opinion into action after this fashion:

The purchasing power of a dollar today, as compared to that of a year ago or a decade ago, is significant only in its relationship to the number of dollars we have to spend.

An Associated Press survey of retail prices in 13 leading cities throughout the country reveals that on the average a 1947 dollar is worth about one-half as much as the 1939 dollar was in buying the ordinary necessities of life. Now if the Associated Press would find out how incomes today compare with those of eight years ago we would know what shape we are in.

Many business, professional, agricultural and working people are getting twice as much as they did before the war. There is twice as much money in the banks. But many Americans have had their pay raised much less proportionately than living costs have risen. These people "in the middle" are the chief sufferers from inflation. They are mostly white collar workers, clerks, stenographers, teachers and unorganized wage earners. If the dollar's purchasing power has shrunken 50 per cent, the worker whose salary has been increased only 25 per cent has suffered the evilvalent of a 25 per cent cut in pay. They are in a depression while the country generally is booming. They cannot afford to buy homes at the prevailing high prices, nor cars, furniture, radios or other expensive wares. Many cannot afford even as much food and clothing as they need.

These "in the middle" victims form a large portion of the consuming public. Their lack of buying power will have a serious influence on the nation's economic condition if and when the post-war boom in business settles down to the point where producers must hustle to sell their goods—if prices are still high then.

The hope of the situation is that the re-balancing of supply and demand with the attendant competition in trade eventually will restore prices to a reasonable level. But, although goods are booming more plentiful in most lines, the downward trend is discouragingly slow in starting.

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B C. SLOVER & SON, PLANTERS AND RANCHMEN MAKE DECIDED HEADWAY WITH THEIR OPERATIONS AT GRESHAM, SMITH COUNTY, FEATURING REGISTERED HEREFORD CATTLE, PLUS COMMERCIAL BEEF

B. C. (Buddy) Slover, Sr., 48; and, his Son, B. C. (Buddy) Slover, Jr., 19, are the Progressive Owners of B. C. Slover & Son Ranch and Farm, There Being 650 Acres of Lands In This Particular Branch of Their Huge Operations, Which Include, Also, Their Crate, Lug and Vegetable Crate Covers Manufacturing Strides at Gresham, it is Noted

B.C. (Buddy) Slover, Jr., Who was "Made State Farmer" in 1944; Applied for "American Farmer" in October, 1947; Served 14 Months With U. S. N., in South Pacific During World War No. 2; Qualified as Manufacturer in Above Lines, is the Dashing Young Manager of the Slover Ranch and Farm Activities, it is Pointed Out

This Splendid Father and Son Business Team is a Fine Expose of What Can be Done Via Concerted Action When a Definite Program Has Been Outlined for Constructive Action as the Slovers Carry on at Gresham, it is Maintained

Gresham. — Messrs. B. C. (Buddy) Slover, Sr., 48; and, son, B. C. (Buddy) Slover, Jr., 19, ranchmen, planters, manufacturers, civic and religious leaders are definitely making an impress for good thruout the Smith county, East Texas; and, Environs, it is manifested. Elsewhere in this Special edition another page is devoted to this Father and Son as to their manufacturing stride, it being a well known fact that these Gentlemen are major manufacturers of potato crates; tomato lugs; and, vegetable crate covers, details of which appear in their other page; and, to which your attention is invited. The instant page will deal more particularly with their ranch and farm efforts, along with their able advocacy of cheaper power, lower taxes, better roads and adequate drainage. Be it also said to the credit of these Gentlemen that each of them are also strongly in favor of soil conservation; improved churches and schools; increased production of all farm products including livestock, milk, meat and eggs; and, that they stand four square as favoring the cordial location of desirable new people, money and industry not only in Smith and Cherokee counties but thruout the whole of East Texas; and, Environs it is assured by them, and each of them. In addition to 400-acres of lands owned and employed by Messrs Slover & Son in their factory operations. they own 650-acres of choice farm and ranch lands, exclusive of their greatly favored business and residential properties here in Gresham. Announcement is made by the Slovers that they are always in the market to purchase additional lands that may be used in their various expansion programs, it is declared. B. C. (Buddy) Slover, Jr., runs the farm and also conducts the Slover ranch on which both Registered and commercial hereford cattle are carried, the general herd of White face usually running around 120-head, it is stated. Rupert Tone is the name of the outstanding Registered male in the Slover Hereford herd, it is stated. The Registered Hereford herd at a minimum runs from 18 to 20-head, while the commercial cattle approximate 70 to 100-head; and, at one time 70 to 100 head Angus cattle appeared on the Slover ranch, it is ascertained from information. Presently, however, Buddy Jr., says he is gradually turning to White face and is developing his Registered herd as rapidly as possible, he assures. Family history of the Slovers appears on their other page of newspaper publicity advertising carried elsewhere in this Special edition, to which they have subscribed generously of their support and influence. Young Slover is actively interested in F. F. A. work. In 1944 he was 'made Lone State Farmer, followed by application for American Farmer in October 1947. During World War No. 2 he served 14-months with U. S. N. in South Pacific. He is one of the youngest ranchmen in East Texas; a successful farmer and a shrewd young business man when it comes to carrying onward and upward his manufacturing strides in association with his Father, B. C. Slover, Sr., who is appreciated and esteemed as a Veteran manufacturer, one whose fame and apparent good fortune are known to have served him well here and over a wide area elsewhere, it is pointed out in honor of his ability as an excellent manufacturer, his crates; lugs; and, vegetable crate covers bearing mute testimony to the truthfulness of this statement, it is invited. B. C. Slover, Jr., has also qualified himself as a crate manufacturer, much of his time heretofore having been put in at their Gresham plant; however, as stated elsewhere in these pages, young Slover is presently devoting more of his time and attention to the development of his ranch and farm holdings. He and his pretty young bride, the former Miss Betty Howard of Lindale, own and occupy a beautiful new garage apartment adjacent to the lovely home owned and occupied by his father and mother, Mr. and Mrs. B. C. Slover, Sr. here is Gresham. As stated elsewhere in these pages, young Slover weighed only 2 1/2-lbs. at birth comparable to his well rounded out figure as of now. Buddy Jr. is known to be a decided favorite with both his friends and acquaintances; and, he enjoys the happy faculty of not only being able to make friends, but to hold them via the system of regularly cultivating new acquaintances and friends. A diplomatic young business politician is another way of describing and identifying young Slover, the idol of many; the choice of great numbers of people and a favorite with all with whom he may come in contact. More power to you, Buddy; and, so long as you continue to follow in 'Dad's footsteps' plus you own energetic enthusiasm and initiative, you'll not falter, it is opined.

"It's Amusing But Very Confusing the Way Texas County Seats Are All Mixed Up", Noted

Gresham. — Jack Rutledge, Associated Press Staff Writer has a unique way all his own when it comes to getting a message successfully across the home plate—yes, Siree Bob, in a way all of us may understand and appreciate his point. Same is true of B. C. Slover and B. C. Slover, Jr., father and son in their work as crate, lug and vegetable cover manufacturers; ranchmen and farmers. They know what they are about, what they want to do and do it. Hence, to the point as Jack points out; headed by Tyler Courier-Times from which is quoted the above caption, those of us here in East Texas; as, well as elsewhere, really appreciate focus of attention to the confusion mentioned by Mr. Rutledge; and it is hoped he and/or others may eventually succeed in getting it all straightened out. However, suffice it to say, quoting Jack's own words; and, we quote:

When he started giving the origin of names of Texas towns, we said early settlers had a tough time trying to find 4000 names, all different.

Well, Mrs. Ida M. Darden of Austin proves just how confused they really got. The pioneers needed both city names, and county names. They'd name a city, and then later name a county by the same name. But in most cases, the county and city would be widely separated.

For example, there is a Henderson County, and a city of Henderson. But the city of Henderson is not the county seat of Henderson County. Henderson is the county seat of Rusk County, and Athens is the county seat of Henderson County. And the town of Rusk is the county seat of Cherokee County.

Austin is the state capital, and the county seat of Travis County. But Austin was too good a name to use just once and forget, so they named a county that, too—Austin County, whose county seat is Belleville.

Mrs. Darden lists these names, which are both county seats and counties, but which are not in the same area at all: Houston, Cameron, Caldwell, Bowie, Pecos, Kenedy, Taylor, Franklin, Anderson, Tyler, Terrell, Aransas, etc.

She also lists 14 Texas towns which are located in more than one county: Abernathy, Amarillo, Aransas Pass, Bartlett, Dalhart, Deport, Gladewater, Hamlin, Kilgore, Normangee, O'Donnell, Tatum, Winnsboro, and Yoakum.

She could have listed Texarkana, too, which is not only in two counties, but in two states—Texas and Arkansas.

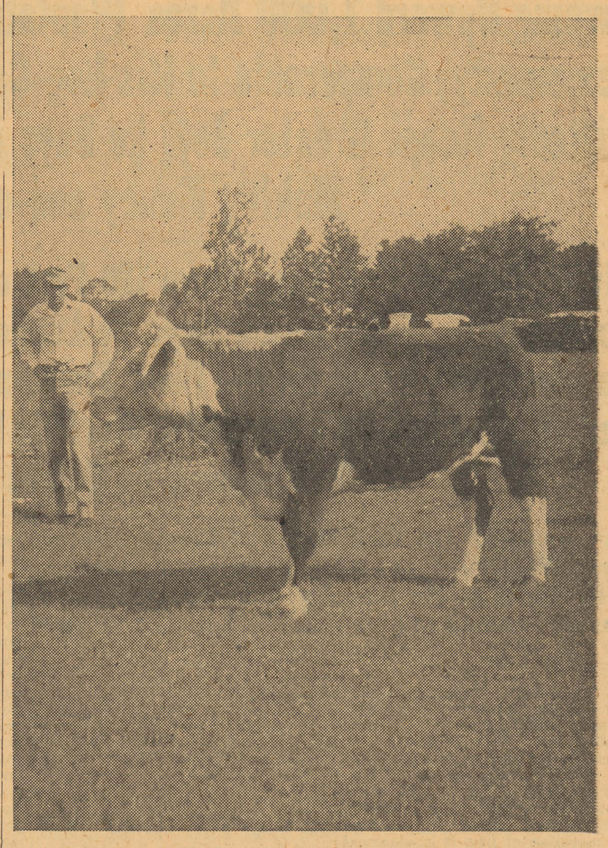
Chaplain Morris Lively of the U.S.V.A. hospital at Amarillo, contributes this bit: When Horace Greeley said "Go West, Young Man," he probably meant El Paso.

Because El Paso, based on degrees west from Greenwich, is farther west than Mexico City, Santa Fe and Denver.

S. L. Gill of Raymondville writes this amusing item: When the railroad first moved into the Lower Rio Grande Valley, it was suggested that one town be called Wells, in honor of Judge James B. Wells, prominent attorney. But Col. Uriah Lott, the big chief promoting the railroad, disliked Wells intensely, and shouted that no station on the road would be named in Jim Wells' honor.

John Kenedy, who was always very diplomatic, told the board that he thought that Col. Lott's wishes should be respected, and said he would like to suggest a Spanish name instead of Wells. He suggested the name Norias, to which all agreed.

Col. Lott did not speak Spanish, and never knew that Norias is the Spanish word for Wells, according to Uriah Stegman, a grandson of Col. Lott. Stegman still lives in Brownsville.



Here is seen B. C. (Buddy) Slover Jr., in one of his pastures, where may be observed, also, one of his White Face cows. Mr. Slover as Texas Future Farmer of America is making for American Farmer in October; and, in his ambitious and deserved stride to that end he enjoys the best of luck and good wishes from his friends and the Public. Mr. Slover's home and business headquarters, Gresham, Texas.

B. C. (BUDDY) SLOVER JR., BUILDING FOUNDATION FOR TOP REGISTERED HERD OF CATTLE IN EAST TEXAS; AND, ENVIRONS, ANNOUNCES PROGRESSIVE YOUNG RANCHMAN ! !

Mr. Slover, 19, who is Associated With His Father, B. C. (Buddy) Slover, 48, in Manufacturing, Farming and Ranching is Paving the Way for a Great and Useful Future, Definitely so, it is Known

Gresham. — East Texas is promised a top herd of Registered Hereford cattle, foundation for which presently is being built here at Gresham, Smith county by none other than the able, popular and progressive B. C. (Buddy) Slover, Jr., 19, son of Mr. and Mrs. B. C. (Buddy) Slover, Sr. The elder Slover is 48; and, admittedly, as well as decidedly he is one of the most active citizens and taxpayers of this entire Texas area. And, you find him that way all the time. Mr. Slover says he believes he keeps young and—or grows younger via the stride of keeping busy. Right! And, going on from here as to his fine young son, Buddy Slover Jr., reference is made to a statement appearing elsewhere in one of the articles about Mr. Slover on this page having to do with his farming and cattle production efforts, i. e., presently Mr. Slover says he carries both Registered and comercial White face cattle; but, said he it is his intention and decision to develop as hurriedly as possible into his top Registered Hereford herd. Success of this ambitious program, says Mr. Slover will enable him to produce better cattle and serve a wider area. Production of better cattle is a hobby with Buddy Jr., it is known; and, as soon as he achieves his top Registered Herd of Hereford, he says he's going to share his blessings with others via the distribution of Registered young Hereford males for the improvement of other cattle herds. Hurrah for Buddy, and welcome to the day when his Slovered Registered cattle may surely come into their own; and, they'll do just that. You watch and see, opines this Commentator, who believes he knows whereof he speaks. In carrying out his ambitious Registered Hereford Herd program, Buddy Slover Jr. is but keeping stride with the progressive tide, which is sweeping onward and upward to a Great and Useful future, it is reasonably and almost certainly assured, it is believed. Keep your stride, Buddy. Your friends and the public are watching your climb up Success Ladder with pardonable pride, commendation and congratulations!

"Riley's Buddie Boy" is the Name of B. C. (Buddy) Slover, Jr's., Fine Young Registered Palomino Stallion, 2-Year Old, Growing on His Slover Ranch at Gresham

"Riley Jean" Excellent Brood Mare is Occasionally Used as Saddle Horse By Mr. Slover, Who Also Sees to it That his 'Cow Horse' Bud is not Neglected, he States

Gresham. — In addition to his manufacturing, ranching and farming strides, B. C. (Buddy) Slover, Jr., is taking great stride in developing Palomino horses on his ranch at Gresham, he states. Picture on this page of Buddy's fine young Registered Palomino Stallion, also appearing on his Slover ranch at Gresham may give you an idea as to just what he means when he insists that it is Registered Palomino horses for him. The young Palomino Stallion is a 2 year old; and, if there ever was a beauty, it's "Riley's Buddie Boy," name of Mr. Slover fine young Palomino stallion. Young Slover is also proud of his excellent brood mare: 'Riley Jean;' and, sometimes he says he uses her as a saddle horse, but not to the neglect of Bud, his 'Cow Horse', he assures. Mr. Slover, digressing from his horse flesh for a moment, let it be known that over in the ranch division of his activities he is presently building foundation for a top Registered Hereford Herd in East Texas; and, that he will make a feature of young bulls for distribution both locally and generally for the improvement of other cattle herds. More power to you, Buddy!

Radioactive Elements Existing Two Billion Years Ago Are Rediscovered; and, Slovers are Also Making Rapid Strides 'Tis Known

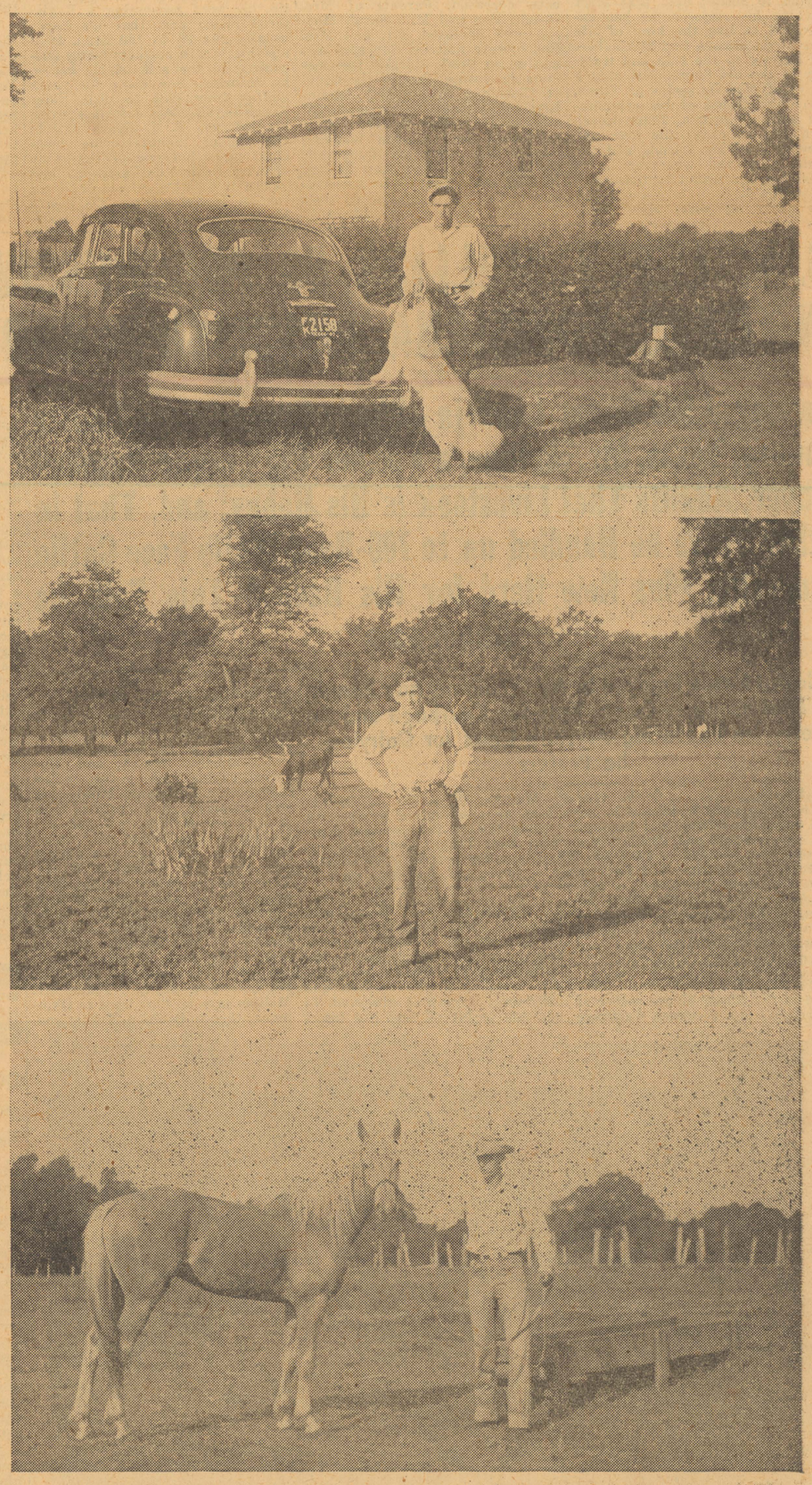
Gresham.—B. C. Slover Sr. and his son, B. C. Slover, Jr., owners and operators of B. C. Slover & Son Crate, Lug and Vegetable Covers Factory; B. C. Slover & Son Ranch and Farm are known to be making progress in a big and successful as to each and all of their industrial, ranching and farming undertakings, it is known; and, that isn't all the Slovers propose to just keep on keeping on in the field of usefulness, serving both God and humanity from here on out, it is declared. This much is known of the Slovers at Gresham, Smith county, East Texas; and, Environs. There may have been lost arts in their realm of activity in the long yesteryears, but if so it is believed the Slovers have, and will continue to find them and add materially to the importance of each and every rediscovery. Clinching our point, this Commentator with full credit to the United Press, a Berkeley, California news item the past summer which captioned by one newspaper thus: "RADIOACITIVE ELEMENTS EXISTING TWO BILLION YEARS AGO ARE REDISCOVERED;" and, that the readers of the Slover pages may have the benefit of that 'find' as a possible and/or probably influence on the success of present day activities in general, we quote the announcement of the 'Rediscovery' as announced by the U. P. under a Berkeley date line infull. It said:

"Two radioactive elements that existed 2,000,000,000 years ago were reporter "rediscovered" by cyclotronic bombardment.

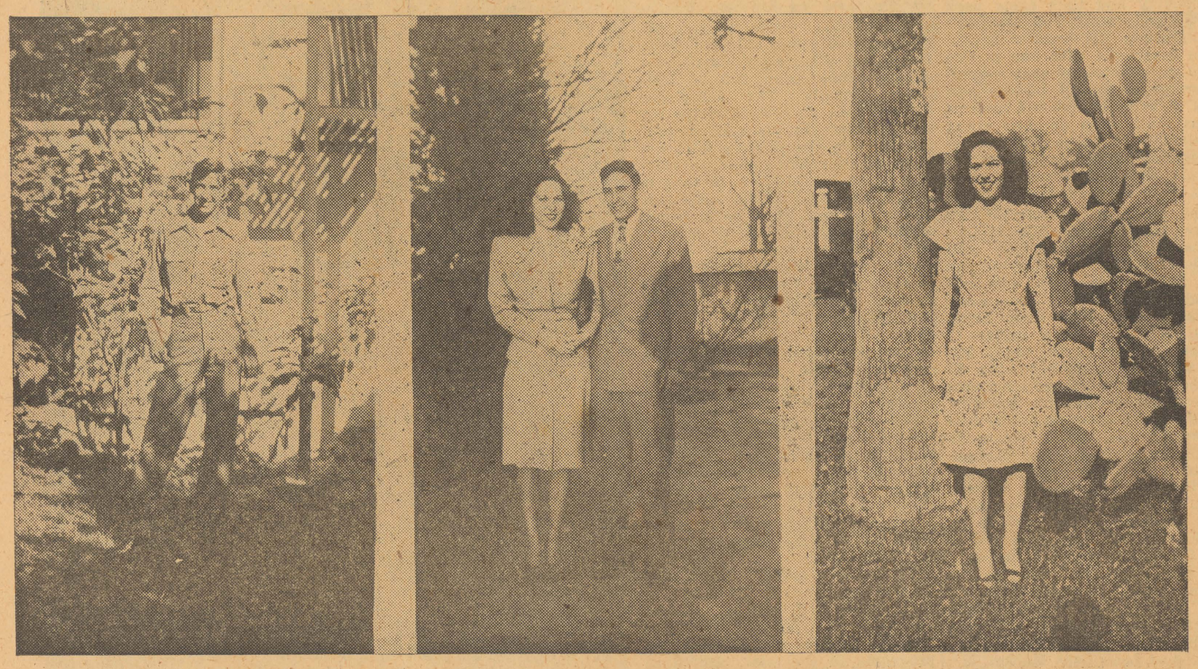
Elements 5 and 87, the "missing link" in the periodic table of elements, have been created synthetically, by cyclotron and atomic oven transmutation for the first time. The discoveries end a 76-year search for the key to one of the fundamental mysteries of science.

Dr. Glenn T. Seagorb and Dr. Albert Ghiorso of the University of California said the two "missing" elements, now called Astatine and Francium, existed in nature

(Continued on Page 128)



Pictured above appears B. C. Slover, Jr., "Buddy" as he is popularly and affectionately called by his family and intimate friends, along with exhibit of his recently erected modern garage-apartment building; center showing Mr. Slover standing in one of his pastures; and, bottom, he's quite proud of "Riley's Buddy Boy", his beautiful pedigreed Palomino Stallion. Mr. Slover features Registered and commercial White Face Cattle on his Slover Ranch, Gresham, Texas.



In this tripple picture appear Mr. and Mrs. B. C. (Buddy) Slover, Jr., in three different and interesting poses. At left, Mr. Slover is in very happy mood, and rightly so because in center pose he and his lovely bride, Mrs. Betty Slover thrillingly look out on a bright and happy future; and, at right, Mrs. Slover is very pretty as she stands there at the tree with gorgeous cactus bed. Mr. Slover, as owner and operator Slover Ranch and Plantation, is associated with his father, B. C. (Buddy) Slover, Sr., in ownership and operation B. C. Slover & Son Crate Factory, Gresham, Texas.

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ELDER EUGENE ROACH, 78, ENJOYS ENVIABLE DISTINCTION OF BEING OLDEST SURVIVING PIONEER IN MAYDELLE SECTOR CHEROKEE COUNTY, ACCORDING TO OBSERVATION AND INFORMATION AVAILABLE

Owning Upward 1,000 Acres Plantation, Ranching and Timber Lands in the Maydelle Community, Comparable to His Log-Cabin Days in the Long Yesteryears, Elder Roach Admittedly Reaps Greater Joy, he Says in Serving Both God and Humanity Than he Does In Making Money and-or Accumulating This World's Goods

Living Now Within Less Than 100-Feet of the Spot Where he was Born, Elder Roach Says he Looked Out Thru Two Logs and Saw Texas for the First Time on August 27, 1869; and, That it is Still a Beautiful World in Which to Live and Do Business, he Opines

The Smoke of the Civil War had Barely Cleared Awey When he Made his Appearance on Earth; and, After Reaching His Majority, Elder Roach Says he Has Endeavored to Live True the Best of Southern Traditions

Maydelle. — "It is a gladsome and beautiful world in which to still live and do business in this God-favored Maydelle sector of Cherokee county, East Texas; and, Environs", commented Elder Eugene Roach, 78, in a recent interview had with him by this Commentator. Believed to be the oldest surviving original pioneer hereabouts, Elder Roach at 100 years of age appears to be just about as active, perhaps more so, than most men who may have just crossed and/or approached the meridian of life, it is observed of this unusual and happy Christian charger, alert ranchman, planter and expounder of the Gospel of our Lord and Saviour Jesus Christ, belovedly he is held in the highest esteem of his friends and neighbors, it is known. Looking out thru two logs and seeing Texas for the first time on August 27, 1869 or just 78 years ago plus a month and a few days, Elder Roach says presently it is to find him loving the world; and, its people more than ever. When he arrived on earth, Elder Roach says the smoke of Civil War days had just started to settle; and, that after reaching his majority he has endeavored to live the kind of life that would always find him adhering strictly to the rule and tradition of the old South. Not only a native of Madelle sector of Texas, a genuine friend of his community; and, its people, Elder Roach is known to enjoy the love and friendship of his friends and the public here and wherever he is known, it is attested by those who know him best, it is pointed out. His charming wife, Mrs. Sallie Roach is a lovable and most excellent Christian character. She and Elder Roach are the parents of 6 living children; 5 grand children; and, 1 greatgrand child. Children: Earl (Mrs. Berniece) Roach, Jacksonville; Will (Mrs. Nellie) Roach, Beaumont; Mrs. Eugenia (Elwin) Smith, McAmy; Mrs. Opal (Robert P.) Bailey, Maydelle; Mrs. Cassie (Preston) Tanksley, Jacksonville; and, Mrs. Ima (Pete) Sammons, Madelle. Grand children: Mrs. Adeline Roach (Horace) Salmon; Martha Jean and Dan Smith; Eugene and Jimmie Tanksley. Great grand son: Thomas Salmon. Parents: Thos. J. and Mrs. Josephine Roach Sr., both deceased. Parents of Mrs. Roach: Ben and Mrs. Sarah Morris, both deceased. Mr. and Mrs. Roach were married 54 years ago and/or in 1893, during the memorable closing days of the Grover Cleveland Presidential Administration, it may be remembered; and, in 1943, this beloved couple celebrated their Golden Wedding Anniversary, they happily recall; and, each of them are now looking forward with pleasurable anticipation to the joy of celebrating their Diamond wedding anniversary in 1968; and, may God grant that each of them may do just that! Identified with practically every worth while movement looking to the betterment of their community; and, its people, Mr. and Mrs. Roach individually and collectively are reverently looked upon as the definite community Father and Mother of this Texas area, friends and neighbors acclaim. Recalling that his lamented father, Thos. J. Roach Sr. did battle in Civil War days, there now just two of the latter's offsprings living: Elder Roach and his brother, Thos. J. Roach Jr., another fine Christian gentleman, high toned business man and community leader; and, on whose behalf a general story appears elsewhere in this Special Edition, to which both Elder Roach and 'Uncle Tom' are known to have subscribed liberally of their support and influence. Owning and operating upward 1,000 acres mother-earth holdings, Elder Roach says he engages in general farming, ranching and land improvement, such as soil conservation and kindred strides looking the salvation of his lands and the employment of people. Formerly dealing in Red Pole cattle, Elder Roach says he has now turned to White face cattle, his herd possessing a Registered male; and, that his herds usually run 35 to 100 head, local and Ft. Worth markets being patronized in the sale of his cattle, he informs. For some 15 years and/or from 1905 to 1920, Elder Roach says he was associated with his brother, T. J. Roach Jr., in the timber manufacturing business; and, that one of the pride efforts on his 1,000 acres of land has to do with the growth of young timber. In yesteryears, his native timber was cut into lumber products, he states; and, it is with pleasure, he assures, to observe his new crop of young timber coming along! Elder Roach says he has always been proud of Cherokee county, Texas timber; and, that he has always co-operated in efforts to protect our timber forests from fires. On this behalf in its issue of Friday, July 11, 1947, The Jacksonville Journal carried the following invaluable information under the caption: "COUNTY GOES MONTH WITHOUT ANY FOREST FIRES, BUT STILL LEADS EAST TEXAS DISTRICT FOR 1947": Says The Journal:

"Cherokee county went through June without a single forest fire, according to the monthly report of the Texas Forest Service, but it still leads the North Central East Texas district in the number of fires for 1947 as well as in area damaged.

Cherokee county's forest fire record for the year through June 30 lists 73 forest fires. Those 73 fires have damaged 4,718 acres of forested lands, which is more than double any other county's.

Shelby county, with 29 fires for the year, has a damaged area total of 1,811 acres to be second in the district. With 25 fires in 1947 and damaged area totaling 1,474 acres, Rusk county is third highest.

This district shows 217 forest fires thus far this year, which have damaged 11,115 acres of forested land, the report of J. N. Satterwhite, fire control assistant, shows.

Cherokee county has the second largest timbered area in the district with 674,560 acres, being second to Polk county, which has 700,160 acres of forested land under fire protection patrol. In all, this district has 11,451,053 acres of forested lands under control."

Elder Roach assures that he is also enthusiastically interested in the movement encouraging the planting of 1,000,000 acres of East Texas lands to young trees, the public necessity and convenience requiring that this be done, he believes, if our timber crops of the future are to be adequate to the growing needs of our country at large, he points out. In his public relations, Elder Roach has served both as school trustee and road overseer; and, presently is a Notary Public. He says he has been an Elder in the Missionary Baptist church since 1919; and, that his most refreshing joy comes in preaching the Gospel of our Lord and Saviour Jesus Christ. Brother Roach's lands are leased for prospective oil development, he says; and, that he believes his timber, pasture and farm lands are as good as may be found most anywhere, he points out. None of his lands are for sale, he assures. Tractor and mule power is used in the production of general crops of cotton, corn, hay, potatoes, tomatoes and practically all other known food crops for consumption by man and/or beast on the Elder Roach lands, it is observed and ascertained from information. For 20 years, Elder Roach says he served as a Director of the old Maydelle Bank; and, that until this day, and thruout the years to come, he is a staunch friend and supporter of civic, religious and general public development progress, he assures. He is a member of the Maydelle Tomato Growers Association; and, is for everything and everybody toward the end of a perfect day here and elsewhere, avows Elder Roach, who affirms that in the beginning he had only his wife with whom to start out on life's journey, which in the after years, he reminisces became so generous good to him, praise to the Lord and thanks to mankind, he acknowledges with deep gratitude and affectionate appreciation, he declares. In his struggling youth, Brother Roach says he had to borrow money with which to start house-keeping in the first home in which he and his wife resided. There was a saw mill nearby; and, as a consequence, he recalls, he was able to move out of the log-cabin where he was born into one that had been constructed from lumber manufactured from timber that had been grown right in his midst. It's been a far cry, tho, from those log cabin and pine-frame lumber modest beginnings to his present comfortable and independent station in life, comments Elder Roach, who is just as modest and sweet, so is his charming wife, as tho they still possessed less of this world's goods, it is said of them. One of the largest individual land owners, citizens and taxpayers in the Maydelle sector of Cherokee county, Texas; and, above all else, a high toned Christian gentleman, Elder Roach is the kind of fellow who makes you feel better to have just the privilege of coming within the radiance of his inspirational influence for good, it is assured. As a public benefactor, Elder Roach and his lovely wife are known to be faithful contributors to the public welfare. Elder Roach recalls that Maydelle got its name after Miss Maydelle Campbell, daughter of a former Tom Campbell, who was one of only two political aspirants who ever received each and everyone of the votes cast for him at the Maydelle voting box; hence, its name in his honor! Elder Roach says he and brother Tom are all that remain of their immediate family; but, he rejoices that the power of the Gospel unto Salvation comes thru the mouth to everyone that believeth; hence, he says, ambitiously with the passing of each and every day he strives to be on the alert to help win souls to God! As a living testimony, Elder Roach again stresses the point of spreading the influence of the Gospel via the mouth, as well as the written word; and, says he, speak it loud enough so your voice may be heard. That the Roach family ancestry dates back possibly more than 180 years, Elder Roach recalls history establishing his father's birth in 1825; and, his grand father in 1765, he announces.



Elder and Mrs. Eugene Roach top in front of their own home at Maydelle, Cherokee county, Texas, where they represent the best in good citizenship, it is affirmed; and, again they appear in bottom picture taken front of their daughter's pretty new home across the way from their own home. Elder and Mrs. Roach are beloved and revered by all who know them, friends and neighbors attest, it is declared.

O. V. (LEFTY) MULLINS, 53, PROGRESSIVE OIL PRODUCER IN EAST TEXAS, HOLDER OIL, GAS INTERESTS IN TEXAS, LOUISIANA, MISSISSIPPI AND ARKANSAS IS ONE OF MORE ENERGETIC CITIZENS HIS REGION

Owning 1,800-Acres Land in Shady Grove Sector Panola County, Texas, Mr. Mullins, a Former Big League Baseball Player, Admits That Livestock is His Hobby; and, That in Other Years he Handled up to 700-Head White Face Cattle Annually, Plus New Herd for His Raench This Fall, he Announces

Palatial Home Enjoyed by Mr. Williams and Family at Their Country Estate Between Carthage and De Berry, he Featuring Aryshire Cows for Dairying, he Prefers

Shady Grove. — O. V. (Lefty) Mullins, 58, native of Belton, Texas since 1930 is known to have been an outstanding progressive and energetic citizen and taxpayer workig toward the greatest possible development and prosperity thruout East Texas; and, Environs. At one time he says he sank $85,000.00 in a dry hole in Rusk county, where he at the time had 1,400 acres of land; and, had he struck oil then he might have been a millionaire, he modestly suggests. Many of his friends are known to have rated him presently as being a millionaire with the huge possessions at his command, they affirm. Owning 1,800 acres of land here in the Shady Grove sector of Panola county (between Carthage and De Berry), East Texas; and, Environs, Mr. Mullins and his family own and occupy a palatial country and/or ranch home, the landscaping thereabouts being the last word in artistic design and efficiency, it may be observed. In addition to his oil and gas interests hereabouts, Mr. Mullins carries producing properties in other sectors of East Texas oil fields, particularly so in the counties of Rusk, Marion, Panola; and, Environs, saying nothing for similar interests in Louisiana, Mississippi and Arkansas, it is pointed out. Mrs. Grace Mullins, wife of Mr. Mullins is a native of near Denison, Texas. They have one daughter, Mrs. Jean (Andreu) Wiltse. There are two grand children: Malcomb Evans; and, Larry Wiltse. Parents: John and Mrs. Sallie Louellen Mullins, both deceased. Parents of Mrs. Mullins: Mr. and Mrs. Sims, both deceased. Leaving his native sector of Belton in the Lone Star State of Texas, Mr. Mullins says he first went to Oklohoma; then to Bonham, Texas; and, then after sojourning about the country in general he decided to try out Arkansas, and so-o down in the Southern part of the Wonder State and/or at El Dorado he had his first taste of oil production, he states. From there in 1930 he of Rusk county, Texas; and, in moved to Henderson, capital city 1941, or 11 years later he moved over into Panola county, locating here at Shady Grove. Ranching is a hobby with Mr. Mullins, he admits; and, says he at one time he carried upward 700 head White face cattle on his ranch, specializing in commercial herds for the markets; and, priding himself in being able to produce what he believes the best of all cattle for dairying purposes, i. e., Aryshire breed of milk cows. Recently Mr. Mullins says he sold down his cattle herds but this fall and winter, he announces that he contemplates stocking his Mullins ranch with several hundred new cattle; and, probably thereafter will go to it in high via the ranching business and/or in association with his accumulated oil and gas production holdings, he points out. Mr. Mullins is also well and favorably known in the baseball world, he having at one time having been associated in big League Baseball, it is established. Active in the civic, religious and general public development strides of his community, at this writing Mr. Mullins is helping to build the fourth church with which he has been associated in such activity, he happily unfolds. From his hay meadows and/or hay acres, Mr. Mullins says he recently put up some 4,000 or 5,000 bales good hay, part of which was and/or is placed on the public market, he announces and invites. Mr. Mullins is going along with several hundred, and more, able Sponsors who have underwritten this Special Edition, which is dedicated to boosting and working for the future progressive development of the natural and potential resources of this great part of the beautiful Southland, standing four square, he affirms, as being in favor of the progressive programs herein advocated. Continued success; and, more power to you, Mr. Mullins!



Malcomb Evans, 6, grand son O. V. (Lefty) Mulli ns appears on the lawn above at the magnificent country estate of Mr. Mullins, oil producer and ra nchman, Shady Grove, Texas.

DOING SOMETHING . . .

(Continued from Page 123)

you can get more relief by cussing it, though conservative physicians advise that upsetting oneself is hard on the heart and nerves.

A palliative that offers temporary relief is to lie in the shade or in an air-conditioned room with a frosty glass of lemonade or what have you, and reflect upon the past week's weather reports from North Texas, where the people really have suffered. Dallas reported 106 degrees a day or so ago, and Fort Worth and Tulsa had 104 several days. And instead of the Gulf breeze which occasionally fans our fevered brows, those poor Yankees get a hot wind which feels as if it had come out of the oven of hell's kitchen.

Another cooling thought: when summer comes, fall can't be far behind. August soon will be over, and then we shall have no more than one more month of torridity at most.

Gosh, pass the ice water!

LEE'S CASH MARKET, T. W. AND ARNOLD LEE, OWNERS; EL RANCHO LOCO, T. W. LEE, 47, OWNER, ANNOUNCE THAT THEY EXPECT 1947 BUSINESS VOLUME TO ROUND OUT $263,000.00

Native Lynch Pin, Newton County, Texas, Mr. Lee Says he Established his Kirbyville Store in 1937; and, his Ranch in 1943

Kirbyville. — Lee's Cash Market, T. W. Lee, 47, and Arnold Lee, brothers, owners admittedly are active business men in this Jasper and Newton county trade environ of the Lone Star State of Texas, facts and figures given out by Mr. Lee represent. Walter (T. W.) Lee, senior member of the mercantile firm believes his aggregate business to pass the $263,000.00 volume before 1947 passes into history, he affirms. Native of Lynch Pin, Newton county, Texas, Mr. Lee says he came here in his boyhood, but later sojourned about the country and then came back in 1937 and established his Lee's Cash Market. His brother Arnold Lee is associated with him in this operation, announcing that specialty service on behalf of the new Dairy industry hereabouts receives adequate attention at their store, considerable of their products being handled in car lots at a margin of profit as low as 10-cts on given items, it is attested. Senior member of the firm is married, his family being Mrs. Lillian Lee. Children: Misses Amarylia and Martha Lee. Parents: T. W. and Mrs. Bessie Lee, both deceased. Parents of Mrs. Lee: John Long deceased; and, Mrs. Rose Long, living. Mrs. Lee is a native of Burkeville, Texas. In 1943, Mr. Lee says he established his El Rancho Loco (Where nothing sane resides), he points out. Insisting that he really came from the bottom up, Mr. Lee says he was worth $189.00 less than nothing when he started out on his own. That was just 10-years ago. At his father's death, Mr. Lee says he worked at $2.50 per week. And, back to El Rancho, Mr. Lee says it is always easy for him to retort (when anyone comes pulling that 'where nothing sane resides' stuff on him)" but, in reality this is the land of peace, quiet and contentment.' Groceries and market service are featured at Lee's Cash Market. Mr. Lee says he owns 200-acres of inside the fence ranch lands; and, that his acreage on the free range on the outside embraces both Jasper and Newton counties. Brahman cross herds are carried by Mr. Lee, he states; and, in peak years his production records have stood at 130 to 150 head, while in his outside buying his cattle purchases range from 300 to 500-head annually. The surprising thing is that Mr. Lee furnishes his own market via his market (doing his own slaughtering with assistants, of course) in Kirbyville. The entire consumption, he reports comes via his Kirbyville trade area customers; and, that he is proud of them, an average of one or more cows being required daily, he affirms, to meet the demands on his market, which is an adjunct of his grocery department—all operating under Lee's Cash Market, he says. All busines is done at retail, he invites; and, on a cash basis only, he stresses. Mr. Lee says he is a charter member of the Sabine Neches Dairy & Farm Association, functioning co-operatively, it is known, along with improved pastures encouragement. Producing hay crops, Mr. Lee says there are no middle-men take outs between his products and the consumer; hence, his ability, he believes, in being able to serve them adequately. In the civic and religious life of Kirbyville both Mr. Lee and his brother, Arnold, are active, it is attested; and, among some of the things passed to his credit hold on behalf of Lions Club Rodeo programs in the past; served as one of the sponsors of Dairy Days; and, Dairy Community Barbecues. It is not unusual, therefore, to find Mr. Lee actively co-operating with both support and influence to help make of this Special edition the fine success it enjoys. In his grocery store, Mr. Lee says he carries a complete stock 'turn over' every 6-days; and, that in all other departments, records speak flatteringly for themselves, he points out. Mr. Lee says he would not be interested in selling any of his oil royalties, he believing in new field.



Right to left in above picture are L. W. and Arnold Lee of Lee's Cash Market, Kirbyville, Texas.

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JASPER BOTTLING COMPANY, P. E. (PHIL) SCARBOROUGH, 64, BOTTLERS 7-UP; AND, OTHER POPULAR SOFT DRINKS, EXECUTIVE OFFICES AND PLANT IN JASPER, OUTLETS VIA NEWTON AND WOODVILLE

Mr. Scarborough Says he Established His Plant in Jasper in 1918, When he Had Only Foot Power at That Time With Which to Carry on Manufacturing Operations, but His Business Grew and Expanded Until He Was Able to Surround Himself With Modern Equipment and a Service Thruout His Three Counties Area That is Proving Pleasing Both to His Trade and Himself, he Assures

In 1924 His Old Plant Was Destroyed by Fire; and, Altho he Carried no Fire Insurance, Mr. Scarborough Says he Promptly Rebuilt His Plant in a Bigger and Better Way Than Ever, Carrying Substantial Capacity and, Often Running Day and Night, he Says

In Addition to 7-Up, Mr. Scarborough Says he Manufactures Delaware Punch; Nu Grape; Pop Kola; and, Other Popular Sodas; and, to Devote All of His Time Via Jasper, Newton and Woodville, he Recently Sold His Kirbyville Plant

Jasper, Newton and Woodville. — Maintaining executive office and major plant operations in Jasper, Jasper county, East Texas; and, Environs, Jasper Bottling Company, P. E. (Phil) Scarborough, 64, enjoys an enviable reputation and extensive volume of business thruout its trade area of Jasper, Newton and Tyler counties, Mr. Scarborough reveals; and, business volume is constantly expanding and increasing with him all the time, thanks and appreciation to his patrons and the public, he declares. Native son and having resided in Jasper area practically all of his life thus far, Mr. Scarborough is the son of the lamented L. D. and Mrs. Martha Scarborough, while his wife, Mrs. Zelma Scarborough, also a native of the Jasper community, is a daughter of the lamented Allen and Mrs. Fannie Neyland. Mr. and Mrs. Scarborough are the parents of one son, Robert L. (Mrs. Frances) Scarborough, assistant manager of Jasper Bottling Company. The latter is 25; and, during World War No. 2, he served with U. S. N., There is one grand daughter: Miss Zelma Ann Scarborough. Mr. Scarbarough says he started out on his business excursion as a timber estimator; and, engineer, continuing active in that line of work until he began his bottling service in 1918. Other public duties prior to his bottling works here in Jasper, Mr. Scarborough relates that he helped to survey and locate the Santa Fe Railroad via Jasper; and, recalling the time of that activity, Mr. Scarborough said it was 'around the turn of the century,' meaning 1900; and, thruout the years of his life, Mr. Scarborough is known to have been an invaluable citizen and taxpayer hereabouts. definitely so until he is regarded as an outstanding community asset, it is creditably and deservedly said of him, it is assured. Details of his start in the bottling business, how he burned out without insurance in 1924; rebuilt immediately and continued to climb onward and upward in the public esteem and business success may be found in another article on this page, which Mr. Scarborough has underwritten in the effort to help publicize more widely the gigantic natural and potential resources of all East Texas; and, Environs, he affirms. In subscribing generously of his support and influence toward the fine success this Special edition enjoys, Mr. Scarborough unhesitatingly declared himself as being in favor of cheaper power, lower taxes, better roads, and adequate drainage. He also commented favorably vs. soil conservation; increased production of all farm products, including livestock, milk, meat and eggs; and gave assurance that he is not only in favor of improved churches, schools and general public development, but that he joins, also, in a very cordial and enthusiastic invitation on behalf of encouraging the location of desirable new people, money and industry thruout this favored sector of the Lone Star State of Texas. Jasper Bottling Company is located at 156 West Houston in the City of Jasper; and, Mr. Scarborough authorizes the announcement that presently he is in the midst of an expansion program that calls for a doubling of his plant capacity plus augmented service to his trade thruout Jasper, Newton and Tyler coutry; and, Environs, he assures. He recently Sold His Kirbyville, Texas plant so as to be able to give more time and attention to his operations in and out of Jasper, he says; and, that in addition to 7-Up, Mr. Scarborough says he bottles Delaware Punch; Nu-Grape; Pop Kola; and, other popular sodas. Five (5) trucks are required to accommodate Mr. Scarborough's transportation activities; and, Mr. Scarborough says he has the home-owned bottling plant in this immediate trade area. Mr. Scarborough says he has heretofore served as county surveyor and that he has found much pleasure in his membership on the Board of Stewards at the M. E. Church. Having built his home here in Jasper before his marriage, Mr. Scarborough says he enjoys the distinction of never having moved out of the house where he and his bride set up house-keeping, altho he owns considerable adjacent property and the Street of Scarborough running by his home and other property was named after him. Mr. and Mrs. Scarborough live at the corner of Scarborough and Main; his son, Robt. L. Scarborough and family live next door on the Scarborough side; and, the former's sister, Mrs. Sadie Waggoner on the other side, and/or at 731 Main. The properties of the son and also Mrs. Waggoner are owned by Mr. Scarborough, he states. Mr. Scarborough and Mrs. Waggoner are the only two survivors out of a family of ten (10) children, he makes known.



Owning valuable business and residential properties in Jasper, Texas, where he owns and operates Jasper Bottling Company, Phil E. Scarborough points with pride, he says, to his group of home-occupied properties at Scarborough and Main, Jasper. These include: Top, beautiful brick home at 731 Main, occupied by his sister, Mrs. Sadie Waggoner, who may be observed on her beautiful lawn; center: Garage apartment occupied by his son, Robert L. Scarborough and family; and, bottom home is that occupied by himself and wife, Mrs. Zelma Scarborough. The Waggoner home is just north of Mr. Scarborough's home which is at Scarborough and Main! and, the place occupied by his son, Robert L. Scarborough is just west on Scarborough, creating and establishing a most delightful and pleasant family environ, it is declared.

Before His Marriage, P. E. (Phil) Scarborough, Popular and Prominent Bottler 7-Up; and, Other Popular Sodas, Says he Built and Furnished his Jasper Home

And, That Isn't All, Declared Mr. Scarborough, Who Affirms That he and His Wife Have Never Moved From Their First Home at Scarborough and Main, Jasper, Texas

Jasper. — An unusual coincidence and definiteness in the lives of Mr. and Mrs. P. E. Scarborough obtains here at Jasper, where Mr. Scarborough owns and operates Jasper Bottling Company, the home of 7-Up; and, other popular sodas, he states. Mr. Scarborough says that before he and his wife were married, he built and furnished their lovely home at the corner of Scarborough and Main here in Jasper; and, that they've never moved since entering it with love, security, companionship and a desire to serve both God and man, he affirms. On the Scarborough street side of Mr. Scarborough's home is the garage-apartment home of his son, Robert L. Scarborough and family; and, on the Main street side of his home is the property occupied by his Sister, Mrs. Sadie Waggoner, the two of them representing the only survivors out of a family of 10-children, he recalls. His son, Robert is assistant manager of plant operations. In addition to business and residential properties, Mr. Scarborough says he also owns an entire block in the vicinity of his home. Owning farm lands among other holdings, Mr. Scarborough announces that he would consider leasing his mother earth acres via prospective oil and-or gas development, and invites negotiations to that end, he states. Self-made; and, never having inherited a penny from anyone, he says, Mr. Scarborough is rated as an invaluable citizen and taxpayer, so much so that by many he is regarded as a definite community asset and personal inspiration to his friends and the public, it is affirmed.

JASPER BOTTLING COMPANY ESTABLISHED IN 1918, BURNED DOWN IN 1924 WITHOUT OWNER HAVING INSURANCE; BUT, P. E. (PHIL) SCARBOROUGH SAYS HE LOST NO TIME IN REBUILDING HIS PLANT, WHICH NOW SERVES JASPER, NEWTON AND TYLER COUNTIES

Doubling Capacity of Scarborough Plant in Jasper Part of Present Expansion Program, Prominent Bottler Announces With Augmented Service to His Patrons and the Public Thruout His Trade Area, he Makes Known

Jasper. — P. E. (Phil) Scarborough, owner of Jasper Bottling Company, bottlers of the well known and popular drink 7-Up; also, Delaware Punch; Nu Grape; Pop Kola; and, Other Popular Sodas, announces that his immediate plant expansion program calls for a doubling of its present capacity with augmented service thruout Jasper, Newton and Tyler counties; and, Environs. It was back in 1918 when Mr. Scarborough began his bottling business in Jasper. At first he maintained only a foot pump outfit; and, in 1924 without insurance, he says his plant burned to the ground. Undaunted and with greater determination and ambition, Mr. Scarborough says he promptly rebuilt his plant and proceeded in a bigger and better way than ever. Not only his Jasper operations, but Newton and Woodville outlets have been most promising successes, he reveals. In order to give more time and attention to his Jasper properties and/or also Newton and Woodville, Mr. Scarborough says he recently sold his Kirbyville plant. When he rebuilt his plant from the fire that swept him out of business temporarily back 23-years ago, complete modern equipment was installed, he says; and, today a doubling of this plant capacity is occasioned via increased business volume and expanded operations in every way. Five (5) trucks are required to handle the transportation to and from Jasper Bottling Company, Mr. Scarborough makes known. Jasper plant capacity doubling includes installation of more new machinery at No. 156 West Houston, says Mr. Scarborough, who maintains a substantial capacity; and, at times he says it is necessary to operate his plant day and night. Mr. Scarborough again points with pardonable pride to the fact, he says, that he owns and operates the only home-owned bottling works in his immediate Texas sector; and, with thanks and appreciation to old friends and patrons, he invites opportunity to serve new customers and the public, he assures. Insisting that business is always good with him, Mr. Scarborough attributes his success to the fact that he bottles and/or manufactures only good soft drinks coupled with the added factor that his friends and the public in building up a business record volume for him has contributed much toward his stride in serving each and all of his trade territorial friends and the public with a maximum of efficiency, he declares with an added pat on the back of each and all of them, he feelingly comments. Strict sanitation is employed at Jasper Bottling Works, it is observed and ascertained from information, be it said without hope of reward or fear of contradiction, heralds Mr. Scarborough! Up to date equipment enables him to render this kind of service, he points out.

7-Up; and, Other Popular Sodas Bottled by Jasper Bottling Company Well Received in Woodville and Newton Counties, Substantial Comment Holds

Woodville and Newton.—Jasper Bottling Company, P. E. (Phil) Scarborough, owner, with parent headquarters in Jasper, bottles products that are well and favorably received in the Tyler and Newton county trade areas, it is pointed out by customers and the public, this Commentator has ascertained. 7-Up; Nu Grape; Delaware Punch; Pop Kola and other popular sodas bottled by Mr. Scarborough are known to be decided favorites with his patrons in these Texas areas, it is pointed out. And, with the announcement that Mr. Scarborough is doubling his plant capacity at Jasper; and, with improved conditions generally, it is now believed that an ample supply of all popular soft drinks bottled and/or manufactured by Mr. Scarborough may be in abundant plenty from here on out, comment local managers as well as via hope and expectation on the part of many patrons, it is opined.

Public Benefactor in Many Ways is Rating Enjoyed by P. E. (Phil) Scarborough, Owner and Operator Jasper Bottling Company, it is Attested by Friends and Neighbors

Man Who Helped to Survey and Locate Santa Fe Railroad Via Jasper, Also Served as County Survey; and, Has Found Much Joy in His Civic and Religious Work, Declares Mr. Scarborough

Jasper. — Not only a success as owner and operator of Jasper Bottling Company, P. E. (Phil) Scarborough, is also a distinct community asset, say many of those who know him best, it is declared. So numerous and unstinted are his benefactions, it is pointed out, Mr. Scarborough definitely is the kind of man who reaps a greater joy and extracts more pleasure out of life in the active service of God and humanity than he does in making money for himself, it is attested by friends and neighbors, it is known. In addition to building, operating and succeeding with his Jasper Bottling Works, serving as it does out of Jasper, Jasper coonty; Newton, Newton county; and, Woodville, Tyler county, East Texas; and, Environs, Mr. Scarborough back in his yesteryears and/or some 47 years ago helped to survey and locate the Santa Fe Railroad via Jasper. He also served as County Surveyor; and, beyond his material activities, it has remained for him to be an active Steward in the Methodist church, where he has found peace of mind, joy of soul and opportunity to render added Christian service to one and all alike, he affirms. And, in the instant effort to help publicize more widely the natural and potential resources of all East Texas; and, Environs, Mr. Scarborough has under written this page of newspaper publicity advertising on behalf of himself and the communities he serves, it is acknowledge with thanks and appreciation to Mr. Scarborough and all of the representative Sponsors who have made this huge effort the magnificent success it enjoys, it is pointed out.



Phil E. Scarborough, above is seen standing in front of his Jasper Bottling Company plant, Jasper, Texas, his operations extending thruout Jasper, Sabine, Newton and Tyler counties, East Texas; and, Environs, he reports.

P. E. (Phil) Scarborough, Bottler of 7-Up; and, Other Popular Sodas, Endorses Work of 4-H Club Boys; and, Adequate Soil Conservation

Woodville, Newton and Jasper.—Phil E. Scarborough, owner and operator Jasper Bottling Company, featuring 7-Up; Nu Grape; Delaware Punch; Pop Kola and other popular sodas, is known to have made a decided success of his buiness as well as have scored popular hit with his trade, it is pointed out. And, be it creditable said of Mr. Scarborough that's not the only distinction he enjoys. Fact remains that as an all round good citizen and taxpayer, Mr. Scarborough is also a good friend of all worthy progressive and prosperous undertakings hereabouts and/or thruout the trade area served by him, it is established. Civic, religious and general public development objectives come first with Mr. Scarborough, it is known; and, he is also evaluated as a devotee of 4-H Club work along with practically all agricultural strides, emphasizing and stressing the importance of best possible development of our huge store of natural and potential resources thruout East Texas; and, Environs, he invites. And, to augment the position of Mr. Scarborough out here in the agricultural world, it is considered timely and worth while to quote from a recent article appearing in The Houston Post; and, written by Dan Clinton, County Agent of Harris County, who possesses a wealth of information anent soil analysis, it is declared. Mr. Clinton had been up to Tex-Homa, one of the largest man made lakes of the nation, said he as he wrote from that point in the article from which this Commentator is making partial extracts with full credit both to Mr. Clinton and The Post. Among other things, Mr. Clinton said:

"Robert Ebespacher of 1147 Alston was by my office recently to secure information on taking a soil sample to be sent to Texas A. & M. college for a soil analysis. Bob was given full information. Anyone else wishing to have their soil analyzed can secure complete details from this office.

"Texas 4-H club boys are getting into big business fast. In 1946-47, some 8272 4-H club boys in Texas had beef cattle demonstrations. They sold 4982 calves that weighed 3,728,367 pounds. These calves were sold for $1,057,848.99.

"In addition Texas 4-H club boys retained on their farms and ranches 6256 head of breeding animals.

"A total of 10,405 4-H club boys raised 22,392 pigs. They sold 9276 pigs, that weighed 1,846,020 pounds of pork valued at $563,490.89. They kept 13,116 breeding animals.

"There were 7371 4-H boys raising poultry in 1946-47. These boys sold 98,246 chickens and turkeys valued at $101,413,25. They also sold 264,476 dozen eggs valued at $107,230.73 .

In all, 4019 boys raised 5811 dairy calves in 1946-47. They sold 3606 head valued at $28,299 and the remaining animals were kept on their farms for foundation

"It is always a pleasure to talk to Professor D. H. Reid, the "Grand Old Man" of the Texas poultry industry. "Prof." says that he and his boys at the A. & M. poultry farm have found that we can expect to lose a hen or so on the nest when the temperature gets up above 100 degrees.

"'Prof.' says they lost six hens out there the other day when the temperature climbed to 107. But it was discovered at the poultry farm that egg production can be increased during hot weather by feeding wet mash about one half hour before sundown.

"He thinks milk wet mash would be better but their hens paid off with about six dozen more eggs following a feeding of mash wet down with water, and that, says "Prof," is pretty good pay for about 20 minutes of extra work each day.

"They have been putting the wet mash in the feed hoppers right on top of the dry mash and it is, "Prof." says, surprising how the pullets and hens go for that wet feed. They learn to look for and expect it each evening.

Mrs. Troy Crownover called and requested her dairy herd be listed with the Houston Dairy Breeding and Production association. Mrs. Crownover is a very progressive darywoman and is naturally interested in all the latest methods of improving the production of her herd.

"A. M. Davis asking B. E. Stallones, Gen. R. C. Kuldell and myself to hurry up and get the Houston Dairy Breeding and Production association going. A. M. says he will join up if we get started before fall breeding time sets in.

"A. M. is a director of the association and we need the help of all interested dairymen to put this program over.

"The organizers of this association are rapidly completing all details and I am sure the association will be operating soon.

"Archer Romero, another of the organizers, handed me a clipping from a similar association in Pennsylvania, where they have several thousand cows being artificially bred each year."

And, being a friend of we farmers in general, particularly so as to that element of our citizenship who are encouraging the dairy industry, Mr. Scarborough is known to be an ardent friends and booster on behalf such efforts as those mentioned above not only for East Texas but all Texas, it is attested.

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

BURGESS DAIRY FARM, C. A. (BUCK) BURGESS, 31, OWNER AND OPERATOR SAID TO BE THE LARGEST RETAIL AND WHOLESALE INDUSTRY OF ITS KIND IN ITS SECTOR OF THE LONE STAR STATE OF TEXAS!!

Producing and Delivering Upward 200 Gallons A-Grade, Pasteurized; and, Homogenized Milk Daily, the Burgess Dairy Farm Has Become Not Only an Invaluable Industry But a Positive Public Service Institution, Affirm Pleased Patrons and the Public, it is Affirmed

Pioneer Dairy Established in 1940 and-or 47-Years Ago, Almost Half Century Ago by T. E. Burgess, Who Passed Away at the age of 65 in 1930, Was Taken Over That Year by Mr. Burgess, Who Was Then Only 15-Years of Age, he Says

Usually Carrying 135 to 150 Head Jerseys, Mr. Burgess Says About Half of His Herd is Registered; and, That he Milks From 50 to 70 Jersey Cows, His High Quality Milk Being Very Best, He Believes and Declares

Burgess Dairy Farm, Nacogdoches and Smith's Chapel. — It has remained for Burgess Dairy Farm, C. A. (Buck) Burgess, 31, to set the pace in outstanding dairy functioning in this East Texas; and, Environs region of the Lone Star State, believe and announce pleased patrons and frinds of this outstanding and admittedly successful idustry, it is declared. Established in 1900 by T. E. Burgess, lamented father of the present owner, Buck, as he is familarly and affectionately called by his friends and the public took charge in 1930, the year his father passed away at the age of 65, the fine young son states. His mother, Mrs. Mary B. Burgess is living. There are 366 acres of land in the owned and controlled properties held by Mr. Burgess, 208 of these acres being owned in fe, he says. Mr. Burgess says he would consider leasing his mother-earth land holdings vs. prospective oil and/or gas development. The remaining 158 acres are under lease by Mr. Burgess, records establish. Family ancestry of Mr. Burgess dates back more than 100 years, he announces; and, being a native son, he says his loyalty, sympathy and interest attends now and always in the progressive and prosperous development of both the natural and potential resources thruout this rich area of Texas, he declares. His wife, Mrs. Dawn Burgess is a native of Linden, La. They have two children: Miss Carol Sue Burgess; and, Dan Aubrey Burgess. Mrs. Burgess is the daughter of the lamented Jake Tipps; and, Mrs. Pearl Tipps, living. The father of Mr. Burgess was a pioneer of the old school of citizenship, it is known; and, he was beloved and appreciated by his friends and the public, definitely so. The lovely mother of Mr. Burgess is a delightful Christian character; and, is loved whole heartedly by her friends and neighbors, it is pointed out. Mr. Burgess has a dairy plant that is modern and constantly under an expansion program, a more recent improvement being a new dairy barn, practically fire proof, it may be observed. It was built to accommodate 16 cows. When Mr. Burgess in 1930 took over the diary properties left by his father, he was but 15 years of age, but in the succeeding 16 years that have brought him up to the age of 31, this progressive young business man says his success was not all together an easy stride; for, says he, many were the rugged stiff climb he had to make before he reached his present stride, it is pointed out. It was just about 47 years ago and/or in 1900 when the elder Burgess established the business, which in later years is known to have grown by leaps and bounds, it is declared. Carrying 135 to 150 Jerseys, about half of his herd Registered, he says, Mr. Burgess proudly and happily marches onward and upward to the mark of a higher calling, so to speak, in the business and/or dairying world, it is believed. Mr. Burgess now heads what is believed to be one of the oldest established breeders of Jersey cattle in this Texas area, there being two Registered males in the stock herd, it is observed. Heifers are kept by Mr. Burgess, he states; but, the bulls are allowed to go on the sale market, he makes known. There are 75 to 100 head of Jerseys in his dairy herd, 50 to 70 of them being milk producers, Mr. Burgess says. Daily production in gallons stands almost continuously, he points out at 200 gallons. He maintains two retail routes in Nacogdoches and makes wholsale deliveries, it is recorded. His grade A-milk is pasteurized; and, then homogenized in Lufkin, being brought back to his customers in Nacogdoches as one of, if not positively the best milk that can be produced under present knowledge, he believes. He carries two double milking units at his plant; and, in every other way the strictest of sanitation methods may be observed in the successful handling of Burgess milk products, it is emphasized. In 1939, Mr. Burgess says he taught National Defense School for the Government; that in 1940 he sold Ford tractors; thence back in the dairy business to devote all of his time and attention to the successful operation of his plant, he makes known. The Burgess Dairy Farm is rated as one of, if not the largest distributor of good milk in this East Texas; and, Environs region, it is believed. Mr. Burgess says he was the first dairyman to introduce Homogenized milk to Nacogdoches customers; and, 'believe it or not', he says they all seem to like it. That was in April of this (1947) year, records establish in support of Mr. Burgess' statement. Handling absolutely the best milk, he declares, under present knowledge, Mr. Burgess says his milk products are pasteurized and Homogenized in Lufkin before being brought back here and delivered to his customers and/or the public at large. Mr. Burgess gives it as his definite opinion that the milk product coming from his plant; and, handled as it is, positively is not only the best, but in his opinion is healthier, easier digested; good for the babies; good for sick people, both young and old, invites Mr. Burgess, who is known to be actively according both his support and influence to the success of the instant effort to help publicize more widely the natural and potential resources of all East Texas; and, Environs. Commendation and congratulations, Buck; and, may both your progress and success continue as by leaps and bounds!



C. A. (Buck) Burgess, owner Burgess Dairy Farm, Nacogdoches, Nacogdoches county, East Texas; and, Environs.

CRANFORD DRUG STORE, DOC ARKAN CRANFORD, 56, OWNER, MR. CRANFORD ALSO BEING BANK PRESIDENT AT SACUL; RANCHMAN AND PLANTER IN HIS NACOGDOCHES, EAST TEXAS; AND, ENVIRONS AREA, WHERE HIS MOTHER EARTH HOLDINGS EXCEED 2,000 ACRES, HE SAYS

Native of Appleby, Texas, Mr. Cranford Announces That he Came to Sacul in 1904; and, That 41 Years Ago and-or In 1906, He Established Cranford Drug Store, a Pioneer Service Institution, it is Appraised

Definitely an Old Time Pioneer, Doc Cranford Says he Works 7 Days a Week in the Service of Man; and, That he is Friend of Civic and Religious Progress as Advocated in This Special Edition, to Which he Has Subscribed Support and Influence

Sacul. — This community as to name and/or in reverse also spells Lucas, but as for civic and religious progress, business development and out right strides for a greater and better community it is S-A-C-U-L (sacul), happily affirm the alert and progressive folk hereabout, among them being the 'old reliable', Doc Arkan Cranford, 56, native of Appleby, Nacogdoches county, East Texas; and, Environs, with a proud record as having identified himself with this part of the Lone Star State (and by the way Sacuul is also a part and parcel of Nacogdoches county, mind you) back in 1904, or 43 years ago. He was only 13 years of age then, but in 1906; or, when he was just 15-years of age, Mr. Cranford says he gave birth to Cranford Drug Store; and, for 41-years (7-days a week, he declares), its doors have been open to the service of mankind, while all the time Mr. Cranford is known to have been, and is now, a good friend of both civic and religious progress, it is said of him by neighbors and friends, it is known. The Cranford Drug Store carries sizeable inventory of drugs and drug sundries; fountain service, as well as quite an assortment of serviceable merchandise in all of its deparments, it is observed. Radios are also specialties at Cranford's, it is observed. Doc Cranford, as he is familiarly called by friends and neighbors is a Registered Pharmacist; and, therefore, he compounds all prescriptions intrusted to his care, it it is stated. Starting at the very bottom, Mr. Cranford say he's had a lot of fun working his way up to his present favorable position, which finds him not only owner of his fine drug business, but, he is President of Sacul State Bank; owner of Cranford Ranch and Farm, carrying upward 2,00-mother earth acres, he points out; and, that he is industriously active in the life and progress of his community all of its better achievements and accomplishments, it is affirmed. Both cash and credit business is carried on at his drug store; and, on his farm and ranch, general crops and livestock are produced, White cattle to the number of 125 to 150-head annually predominating, Mr. Cranford points out. Incidentally, too, Mr. Cranford says he would consider selling his land and ranch holdings on a cash or terms basis and invites negotiations to that end, says he. Fort Worth and Henderson markets are patronized by Mr. Cranford in sale of his livestock, he states. Definitely a Sacul pioner, Mr. Cranford points with pride to the progress and service of his different lines of business, his Drug Store admittedly being the popular meeting place for friends and the public in Sacul, it is known; and, he speaks kindly also of his able bank, which, he says carries capital structure of $15,000.00; and, enjoys satisfactory business in the different branches of its financial service to the public, he assures. He says his bank was established in 1913; and, that, he has been President since 1921. Other officers, he says, include: A. R. Corley, V. P.; N. F. White, Cashier; and, that the Board of Directors is composed of himself, Mr. Corley; Mr. White; and, R. E. Moore (Tyler); R. C. Rucker (Jacksonville); and, J. O. Applewhite. Recent statement published by Mr. Cranford's bank found it to be in good status, it is pointed out. In thanking his old friends and patrons, including a kindly pat on the back to each and everyone of them, Mr. Cranford in expressing genuine appreciation on behalf of the loyalty of one and all, says he is happy to cordially invite others to avail themselves of the service he has to offer. Having served as a school trustee, and always having the civic and religious interest of Sacul; and, its people in mind, as well as at heart, Mr. Cranford affirms that he has found it to be an easy matter to participate and co-operate in worthy efforts looking to the progress and prosperity of this fine Texas community; hence, his support and influence on behalf of the instant effort to help publicize more widely the natural and potential resources of East Texas as a whole, it is pointed out. The Cranford trade area includes Nacogdoches, Rusk and Cherokee counties, it is revealed. Mrs. Bonnie Cranford, wife of Mr. Cranford is a native of Panola, Texas. Mr. and Mrs. Cranford are the parents of two lovely daughters: Misses Melba and Marilyn Cranford. Parents: R. J. and Mrs. Annie Cranford, both deceased. Parents of Mrs. Cranford: J. T. Gregory, deceased; and, Mrs. Arilla Gregory, deceased.

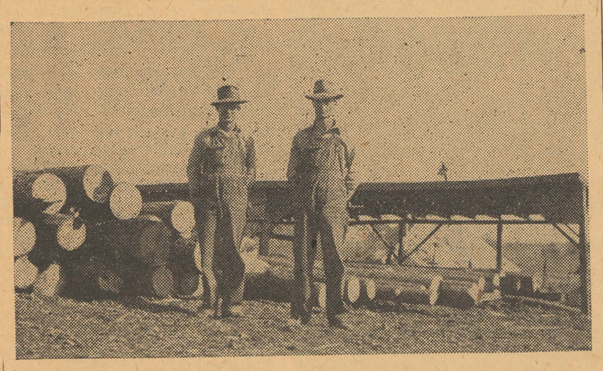


Arkan Cranford, Druggist, Ranchman, Planter and Bank President, Sacul, Texas.

MESSRS. J. E. BOBO, 33; AND, HIS BROTHER, MELVIN O. BOBO, 24, AS OWNERS AND OPERATORS BOBO LUMBER COMPANY AT DOUGLAS, NACOGDOCHES COUNTY, EAST TEXAS, MAKING GOOD

These Two Young Veterans Of World War No. 2, Are Known To Be Actively Succeeding As Manufacturers And Finishers Of Good Lumber, It Is Declared

Douglas.—Bobo Lumber Company, J. E. Bobo, 33; and, his brother, Melvin O. Bobo, 24, represents the active lumber manufacturing outfit in this Nacogdoches county, East Texas; and, Environs sector between Alto, Cherokee county and Nacogdoches proper, it is observed. J. E. Bobo, a native of Dallas, during World War No. 2 served in the U. S. N.; while, his brother, Melvin O. Bobo, a native of Nacogdoches county, served in the U. S. A., Mrs. Maggie Bobo, native of Nacogdoches is the wife of J. E. Bobo. They have two children: Sue Jean and James Lowery Bobo. Parents: John Bobo, an old pioneer lumberman in his day, deceased; and, Mrs. Fannie Bobo, living. Parents of Mrs. Bobo: Marvin Castleberry, deceased; and Mrs. Martha Castleberry, living. Senior partner in this firm says he located here in 1918, starting his timber experience at the age of 10; and, began manufacturing lumber in 1935. He was joined in partnership by his brother, M. O. Bobo in January 1946, he states; and, in addition to their 8,000 to 10,000-daily capacity sawmill, these young men recently installed a modern Planer; and, as a result they report that they have enjoyed a splendid increase in their business patronage. Doing both a wholesale and retail business, Messrs Bobo state that they employ 12-men; and, that they engage contract timber. Mrs. Agnes A. Bobo is the wife of M. O. Bobo. She is also a native of Nacogdoches county, Texas, Mr. and Mrs. M. O. Bobo have one son: Melvin O. Bobo Jr. Parents of Mrs. Bobo: G. D. and Mrs. Ada Furra, both living. The parents of Mr. Bobo: John Bobo, deceased; and, Mrs. Fannie Bobo. Specialities via Bobo Lumber Company include: Good lumber and house foundations thruout the county; and, Environs, these young men proudly acclaim. In the civic and religious activities of Douglas, Nacogdoches county, East Texas; and, Environs, Bobo brothers are known to be good friends and supporters, just as it is also true when it comes to helping work and boost for the general public development thruout this area of Texas, it is declared. More power to you, and each of you in every good and constructive way, J. E. and Melvin!



Messrs J. E. and Melvin Bobo, brothers; owners and operators Bobo Lumber Company, Douglas, Texas, where they operate both sawmill and planer mill.

B. C. Slover & Son, B. C. (Buddy) Slover, Sr. ,and, B. C. (Buddy) Slover, Jr., Owners, Subscribes Generously On Behalf of Greater and More Prosperous East Texas

Cheaper Power, Lower Taxes, Better Roads and Adequate Drainage Have Their Enthusiastic Support and Influence; While, Improved Churches, Soil Conservation; Increased Production All Farm Products ;and, Welcome to New People, Money And Industry Have Their Able Backing it is Assured

Gresham. — Cheaper power, lower taxes, better roads and adequate drainage thruout Smith county, East Texas; and, Environs enjoy the whole hearted support and influence of B. C. Slover & Son's crate, lug and vegetable crate covers manufacturing organization, assure its owners, B. C. (Buddy) Slover, Sr., and his son, B. C. (Buddy) Slover, Jr. And, in a recent interview, each of these Gentlemen expressed their interest and ardent backing of worthy efforts calculated to encourage and ultimately secure, they hope, improvement churches and schools; soil conservation; increased production of all farm products; including livestock, milk, meat and eggs; and, that they stand ready, willing and able at all times to help encourage the location of desirable new people, money and industry, it is attested. The industrial activities of B. C. Slover & Son here at Gresham is regarded as the major stride of its kind in this immediate Texas area; and, that from its steady pay roll comes a fine support to local progress and prosperity undertakings, it is opined. In appreciation of instant efforts to help publicize more widely the vast natural and potential resources of East Texas; and, Environs, Messers. B. C. Slover & Son have underwritten two full pages in this Special Edition, one of the pages being devoted to their factory operations; and, the other in recognition of their farming and ranching strides, it is noted. Newspaper publicity advertising at the moment is known to be doing a big and constructive part in the progressive effort to help sell East Texas; and, Environs not only here at home but thruout these United States, and elsewhere it is suggested. The Slover organization here at Gresham is an acknowledged and potent influence, as well as distinct community asset hereabouts, it is pointed out.

Radioactive Elements Existing Two Billion Years Ago Are . . .

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more than 2,000,000,000 years ago but decayed into other elements.

Research that went into the discovery of the missing elements, carried out independently by two groups of scientists, was reported in the current issue of physical review.

Seaborg said the cyclotron discovery accounted for the missing fourth series of heavy radioactive elements in the periodic table, which has been named the "Neptunium" series since it has the longest period of radioactivity of any of the other elements in the series.

Seaborg said the inability of scientists to find elements 85 and 87 had been one of science's mysteries since the table of elements was established in 1871. The table lists elements in the order of their atomic "weight," determined by the number of protons in the nuclei.

He explained that neptunium was the "father" of the series and of the two elements. Like all radioactive elements, they decayed at a fixed rate which in the course of millions of years wiped them out of existence, he said.

Slovers Are a Jolly Bunch of Fellows; Hence, Their Attitude, Along With Ours and-or Others is That People Should be Allowed to Laugh

Gresham.—The Slover family as represented by B. C. Slover and Son, B. C. Slover, Jr. (Each of these gentlemen, Father and Son are popularly nick-named Buddy) is a jolly bunch of folk. They believe in good health, happiness, Christianity, progress and prosperity; and, one way to possess all these things and more, it is believed, is to be able to enjoy a good hearty laugh occasionally and/or at will, it may be, and is suggested seriously, earnestly and good naturedly. The worst enemy on earth is Fear. Always knock that element into a cocked-hat; and, laughter, good hearty laughing, is one of the best tonics on earth to give enthusiasm to the Cheer Leader, an individual or groups of people. That statement is likewise true and the exercise gloriously welcomed! Thanks to the Slovers they, too, are a jolly bunch of beloved people, just folk like you and me; and, the rest of us, so to speak. And, right down this thought comes Tyler Courier-Times with an interesting and perhaps timely editorial headed: "Food for Bear Thought." The editorial evidently was inspired by a happening up Pawtucket, R. I. way recently when a laughing individual was fined $4.60 for guffawing out too loud. But hear ye our esteemed Tyler contemporary, which in our opinion, covers the whole bill; and, no doubt will be endorsed, too, by the Slovers, et al here and elsewhere. It pointedly said without mincing word and&or to the contrary notwithstanding:

Shades of Jedge Roy Bean!

The law West of the Pesos is probably spinning in his pine board coffin at the antics of the Pawtucket, Rhode Island, district court judge who fined Sam Hyder for laughing.

L-A-U-G-H-I-N-G—.It's no joke, son. Poor Mr. Hyder, described in the news reports as a jolly, rotund, owner of a super belly laugh with a hair-trigger control, is faced with paying a $4.60 fine in Judge W. M. Connell's court for "revelling."

Just plain laughter, that's all it was, and the witness for the prosecution, Chief of Police Leonard Mills, the arresting officer who put an abrupt end to the booming Ho-Ho-Ho's of the amused Mr. Hyder, testified that it was laughter, pure and simple.

Ever a man to appreciate the finer points of humor in a case (he once fined a man found dead with a knife in his back the amount of money in his pockets for "carrying" a concealed weapon) Jedge Roy Bean would never have found laughing-man Hyder guilty.

The Texas sage of the sage-brush more likely would have condemned to death the one who made the charge.

The effects of the case of Mr Hyder's spontaneous giggle, however, are more important when considered in the light of the present than of the past, cherish its memory.

Cleared through six levels of censorship in every language except Lower Slobbovian, the story probably reached the readers of the Moscow Morning Telegraph in the following fashion:

"Democracy is ruled out by high United States judicial commission as impractical in land of unstable Yankees.

"U. S. tribunal, believed to be Supreme Court, declares right to laugh must be granted by State on merits of individual case.

"Comrade Hyder's case taken as test issue for application to U. S. citizens generally.

"Molotov's example leads way for overthrow of American way of life." Unquote.

The Americans, it must be admitted with a slow shake of the head, do some unsual things that will be difficult for foreign minds to interpret.

Maybe Mr. Hyder should be invited down to the Tyler Rose Festival for a good time that will get the great booming type of laughs out of his system for a while.

—o—

Planes Easier to Fly

Aircraft engines once required complete overhaul every 100 or 200 hours but today they can operate up to 1,000 hours without overhaul. Bearing failures, which used to plague operators, now are a rarity. Improved processing has removed cylinder heads as a source of trouble. Engines are constantly improving as research produces better material, better designs. Control of a plane once relied almost entirely on the skill of the pilot. Today many of the control functions are performed automatically and with greater precision than human skill could guarantee. Wing flaps, introduced some years ago to improve control during landings and take-offs, are automatically adjusted on the newest transports.

Shelby Motor Company, E. E. Phelps, 42, President and Manager . . .

(Continued From Page 121)

have the distinction of dealing squarely with their fellowmen, it is affirmed; and, hence, the nice business they are known to enjoy throuout this part of the State, it is assured. In civic, religious and general public development strides, Mr. Phelps is known to be active. For a number of years he was secretary of the local school board; active in Lions Club; member of the Timpson Chamber of Commerce; and, identified with practically all progressive movements auguring for the betterment of Timpson, Shelby county; and, their people, it is said of him. And, this goes for the whole of East Texas; and, Environs, it is declared by many. Among the local strides championed by Mr. Phelps include his friendship for expanded tomato production thruout Shelby county; and, Environs, including, too, peppers; dairying; timber conservation and manufacture; food crops; cotton, ranching; industrial and commercial progress and prosperity hereabouts. Schools, churches and general public development hold fast in the interest and support of Mr. Phelps, it is known. Oh yes, lest we forget, Shelby Motor Company features Chevrolet School Bus Chassis; and, along with other able Sponsors, Mr. Phelps and his company are lending their support and influence toward the success of the instant effort to publicize more widely the natural and potential resources of Shelby county, East Texas; and, Environs.