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McCLUNG BROS. ROSE NURSERY, H. H. (HUGHIE HENRY) McCLUNG, 48; AND, HIS BROTHER, JONES WENDELL McCLUNG, 45, OWNERS, DOING WHOLESALE, RETAIL BUSINESS THRUOUT U. S., PLUS EXPORTS

Handling Upward 300,000 Plants Annually, Maintaining Substantial Pay Roll; and, Enjoying Modern Building Improvements, Including Mammoth Storage and Shipping Plant, Put Out Upward 400,000 Seedlings Each Year, Messrs McClung Bros., Purchase Upward 150,000 Plants Each Year in Addition to Their Own Production, They Announce

Established in 1925, McClung Bros. Carry Individual and Partnership Lands Aggregating 420 Acres, on Part of Which They Feature 100 Varieties of Roses; and, on 50 Acres of J. W. McClung's Lands, he Specializes in Blackberries, it is Stated With Record Volume of Business Coming From Almost Everywhere, It Seems

The 'Green Rose' a Novelty and a Specialty in the Rose Family is Carried by McClung Bros. Rose Nursery; and, is Now Available as a Rarity to Their Customers, These Gentlemen Invite

McClung Bros. Rose Nursery and Route 5, Tyler. — McClung Bros. Rose Nursery, H. H. (Hughie Henry) McClung, 48; and, his brother, J. W. (Jones Wendell) McClung, 45, owners represents one of the pioneer industries of its kind here in this admittedly famous Rose Garden center of the world, it is pointed out. More in detail elsewhere on this page, which has been underwritten by the McClungs, appears invaluable information, it is believed, having to do with their excellent business and fine reputation both as rose nurserymen and also as individuals, it is opined. Native Texans, McClung Bros. are rated as essential community assets; and, that their business stride has been the phenomenal success it enjoys is no surprise, attest those who know them best, it is affirmed. Both are married, Mrs. Corine Barber McClung being the wife of H. H. McClung; and Mrs. Dollie Mae Stegall McClung, being the wife of J. W. McClung. Also on this page appears extracts from The Encyclopedia of Texas anent the families of both Messrs. H. H. and J. W. McClung, and to which your attention is invited. Henry J. McClung, father of Hughie and Wendell is living, but their mother, Mrs. Mary Ada McClung is now deceased. Individual and collective partnership lands owned and operated by McClung Bros. carry an aggregate of 420 acres. Fifty, or more of those acres are devoted to the production of 100 variety of roses, announce their owners; and, on 50 acres of J. W.'s individual lands, he specializes in production of black berries. Wholesale and retail orders to McClung Bros. Rose Nursery come from many parts of the country, it is affirmed, shipments being made to practically every state in the union, and some exports into Canada, et cetera, it is made known. Specializing in roses, McClung Bros. also have available as a rarity to their customers, and others, the "Green Rose," an unusual production, whose flower is 'green' and about the same color as the "green' foliage on the bush where it blooms. Maintaining a substantial pay roll, the McClungs put out upward 400,000 seedlings annually; and, in addition to their own production of rose plants, they buy an equal number of rose plants from others to help augment the rapidly increasing volume of business they enjoy from both the wholesale and retail trade which normally exceeds 300,000 annually, it is recorded. The active budding season is nearing a close; and, from here on out thru the shipping season beginning in November, McClung Bros. say they'll be busy as switch engines, as it were, to get their orders out to all parts of the buying trade, a most happy and welcome diversion in their huge business operations, it is related. One of the best known Rose Nursery industries in East Texas, Messrs. McClung Bros. state that their business was established in 1925, and as they approach their first quarter of a century in the service of the public, it is with a feeling of considerable satisfaction and joy to each, and both of the McClung Bros. to be able to realize that they have, and are now doing a good job of best production of 100 varieties of roses attendant upon country wide wholesale and retail sales, they affirm. All of the credit goes to their friends and customers, assure the McClungs for the fine success admittedly scored by them, and each of them, facts and figures disclose. In their public relations, both Hughie and Wendell are ardent friends and supporters of the churches, schools and general public development not only in their Smith county area but thruout the whole of East Texas; and, environs it is reportedly said of them. In their underwriting of this full page of newspaper publicity advertising, Messrs. McClung Bros. are known to be genuine friends of cheaper power, lower taxes, better roads and adequate drainage, as well as improved churches and schools; soil conservation; increased production of all farm products, including livestock, milk, meat, eggs, poultry; and, indeed and infact all food products for the benefit of both man and beast, it is declared. They are also enthusiastic in their participation and co-operation to the end that cordial invitation be extended to desirable new people, money and industry to come this way. Plant operations are efficient and modern at McClung Bros. Rose Nursery, observation and information establish. The big storage and shipping building, also their office building and modern homes are definite show places in this Texas environ, be it assured. Hughie McClung has served as a school trustee.



Pictured above at top is office building McClung Bros. Rose Nursery, R. 5, Tyler, Texas, while center exhibits one of their packing sheds; and, bottom again displays one of McClung's rose fields. Here your orders are received, checked and dispatched to field men, all orders shipped same day received; and, bottom is shown one of McClung's main fields, the tractor illustrating McClung's modern method of cultivation.

A Word About the Age and Size of Rose Plants Suggested By McClung Bros., As Aid To Public

McClung Bros. Rose Nursery; and, R. 5, Tyler.—McClung Bros. Rose Nursery by many is considered to be the last word in efficiency and square dealing when it comes to producing, buying and shipping good rose nursery stock; but, comments the McClung Brothers it is just as essential that patrons and the public be informed more in fact as to the importance of knowing how to buy and plant roses; hence, their suggestion, i. e., that most all nursery grown budded roses are at least two years old but a great many of them do not grade up to No. 1 or extra heavy grades as many nurserymen describe them, it is pointed out. This is especially true with field grown roses, the McClung Bros. draw your attention —in spite of the same care, they do not grow at the same rate. The inexperienced rose buyer is usually more concerned about the age of the plants he buys than he is about the grades, whereas the grade and size is of far more importance, your attention is invited by McClung Bros., who assure that all of McClung's plants are heavy, No. 1, two year old plants, having thick canes and heavy root systems, and as a result you get more and better blooms, per plant, the first season, the McClungs recommend.

McClung Bros. Roses Come From the Famous East Texas Fields, the Largest Rose Growing Center in the U. S. A.

McClung Bros. Rose Nursery; and, R 5, Tyler.—In a recent interview with Hughie (H. H.) McClung, senior partner with his brother, Wendell (J. W.) McClung in the ownership and operation of McClung Bros. Rose Nursery, Mr. McClung gave assurance that it is a rare privilege and a delightful pleasure enjoyed by himself and brother in their service to lovers of beautiful roses. He pointed out that McClung Bros. Rose Nursery fields are laden with the choicest and best in 100 varieties, including the rare 'Green Rose'; and, that cordial invitation attends you, and everyone, to avail yourself of the enlarged service they have to offer both individual and group purchasers both at wholesale and retail delivery. Making reference to their catalogue, a copy of which they assure is at your disposal, Mr. McClung emphasized these important suggestions to both old and prospective new customers. Said he:

LOCATION:—
McClung Bros. Rose Nursery is located five miles northwest of Tyler, Texas, on Route 5, right in the very heart of the largest rose growing section of the United States. Here, climate and soil are most ideal for producing the healthy, hearty plants that bear our label.

If nearby, visit our nurseries. You're always welcome. Should you care to phone us, our number is 9070-F4. We may be reached by long distance call at this number.

TWO-YEAR-OLD PLANTS:—
McClung Bros. ship only two-year-old fieldgrown plants. These plants have been allowed to remain in the field and are not dug until your order is received, thus assuring you of fresh, healthy plants with all of the vitality retained in the plants.

UNDERSTOCK:—
All McClung Bros. roses are budded on vigorous, disease-resisting understock. Rosa multiflora japonica. Every operation is under the supervision of experienced and expert rose men, assuring you at all times of stock true to name.

ROSES BY THE CARLOAD:—
McClung Bros. are producers of Roses on a very large scale. Under our personal supervision, we grow many carloads of over one hundred varieties, but we have culled the varieties down to a few of the finest and hardiest sorts, as described in this catalog.

PACKING AND SHIPPING:—
Our roses are packed in tightly wrapped, heavy kraft paper or burlap and are guaranteed to reach you in good fresh condition. All orders are dug, filled and shipped, as near as possible, the same day received and it is necessary that you state how you want your shipment made, otherwise we shall use our judgment as to the best way, without assuming responsibility.

BUY DIRECT FROM THE GROWERS:—
It has been brought to our attention that salesmen are going through the country claiming to represent McClung Bros. Rose Nursery. Let us caution you that we do not employ any salesmen or order takers. You deal direct with the grower when ordering from us thereby eliminating the extra profit of commission added by sales people. Our customers get the benefit of these and other savings (by our methods of doing business) through lower prices, as well as better plants.

OUR GUARANTEE:—
We guarantee all our Roses to be true to name and, on proper proof, will replace any that are not, but will not be responsible beyond replacing the plants. Our plants are also guaranteed to reach you in good condition in every respect, or your money will be refunded, if you do not care to have additional plants to replace them.

OUR TERMS:—
Cash must accompany all orders as we have no Credit Department and would only have to add to our prices to sell on terms. So send Currency, Post Office or Express Money Order, or personal check. No orders will be accepted for less than $1.00 unless 25 cents extra is included for packing and postage.

REFERENCES:—
Chamber of Commerce, Tyler State Bank & Trust Co., Peoples National Bank, Citizens National Bank . . . or any other business house of Tyler, Texas. Also our customers' (names of some near you sent on request).



EXPLANATION OF PHOTOGRAPHS — Insets: Left, H. H. McClung . . . Right, J. W. McClung, Owners McClung Bros. Rose Nursery.
Top, Main Office . . . Center, Packing Shed . . . Bottom, A view of our rose fields. Tractor illustrates our modern method of cultivation.

McCLUNG BROS. ROSE NURSERY, J. W. McCLUNG AND H. H. McCLUNG, OWNERS, SPECIALIZES IN TWO-YEAR, MONTHLY, EVER BLOOMING FIELD GROWN ROSES, THERE BEING A VARIETY OF 100, INCLUDING THE RARE 'GREEN' ROSE, THESE GENTLEMEN ANNOUNCE

Modern Method of Rose Cultivation is Employed by McClung Bros. in Their Fields, Which are Definite Show Places to be Admired and Appreciated at Any and All Times of the Year, it is Pointed Out

McClung Bros. Rose Nursery; and, R. 5, Tyler.—It is just like taking an excursion into Fairyland to visit, admire and appreciate the gorgeous rose fields carried by McClung Bros. Rose Nursery. In one field of some 250,000 roses, a tractor illustrates the modern method of rose cultivation as employed by the McClungs, who specialize in the production of a variety of 100 roses, including some very rare specimens—as for instance, the 'Green' rose, whose bloom is in harmonious 'green' color along with the 'green' foliage on the bush where it blooms. Both as a novelty and rarity the "Green" rose is admittedly all in a class of its own. In order that you may better appreciate the gorgeous production of roses handled by the McClungs, here are some of the choice varieties produced and shipped by them, i. e.:

American Beauty, Ami Quinard, Betty Grace Clark, Betty Uprichard, Briarcliff, Caledonia, Charles K. Douglas, Columbia, Condesa de Sastago, Crusader, Cuba, Cynthia, Dainty Bess, Dame Edith Helen, Edel, Editor McFarland, Edith Nellie Perkins, E. G. Hill, Essence, Etoile de Hollande, Frank F. Dunlop, Francis Scott Key, Frau Karl Druschki, Golden Dawn, Golden Ophelia, Gorgeous, Grenoble, Hadley, Imperial Potentate, Independence Day, Joanna Hill, Jonkheer J. L. Mock, Julien Potin, K. A. Victoria, Killarney, Pink Pillarney, White, Lady Hillington, Los Angeles, Luxembourg, Margaret McGredy, Madame Cochet, Pink, Madam Cachet, White, Mev. G. A. Van Rossem, Miss Rowena Thom, Mme. Butterfly, Mrs. Charles Bell, Mrs. E. P. Thom, Mrs. Henry Bowles, Mrs. Pierre S. du Pont, Paul Neyron, Pink Radiance, Poinsettia, Pres. Herbert Hoover, Rapture, Red Radiance, Roslyn, Rouge Mallerin, Syracuse, Senior, Sensation, Sister Therese, Souv. de Claudius Pernet, Sunburst, Talisman, William F. Dreer, Willowmere, White American Beauty, White Radiance;

Polyantha Roses:—
Baby Orleans, Baby Tausendschon, Cecile Brunner, Chatillon, Ellen Poulsen, Else Poulsen, George Elger, Golden Salmon, Ideal, Katharina Zeimet, Kirsten Poulsen;

Climbing Roses:—
Cl. American Beauty, Red, Cl. Etoile de Hollande, Cl. Edel, Cl. Francis Scott Key, Cl. Columbia, Cl. K. A. Victoria, Cl. Meteor, Cl. Red Radiance, Cl. P. S. Du Pont, Cl. Pink Radiance, Cl. Pres. Hoover, Cl. Talisman, Marechal Niel Paul's Scarlet Climber;

New Patented Roses:—
Dickson's Red, Texas Centennial, Cl. Blaze, Green Rose, Yellow Talisman;

Collections:—
"Memorial Dozen", Beginner's Dozen, McClung's Lucky Seven, Climber Collection, Big 6 Poly or Baby Rose Offer, "Faithful Dozen, McClung's Radiance Collection.

Messrs. McClung Bros. point out for the benefit of their patrons, and the public that: "Due to the great difference in climatic conditions in the sections of the country where we ship roses, it is very important, for best planting results, for you to give us the month and approximate date you want your order shipped."

For Reliable Rose Plants, McClung Bros. Invite You To Write For a Copy of Their Illustrated Catalogue

McClung Rose Nursery; and, R 5, Tyler.—Showing some of their rose plants in natural colors and giving description and prices free, Messrs. McClung Bros. Rose Nursery invite their friends and the public at large to write for a copy of their illustrated catalogue in order to get what they believe to be the 'Most Reliable Rose Plants'. "Be assured of FIRST CHOICE," they emphasize, extra heavy, vigorious, 2 year old plants from a foremost pioneer nursery in East Texas, they invite. Here are further of their suggestions; and, all at bargain prices either at wholesale or retail, they assure:

MEMORIAL GROUP
President Herbert Hoover (multicolored, yellow, orange, and scarlet). Etoile de Holland (brilliant red). Mrs. Erskine Pembroke Thom (lemon-yellow). Golden Dawn (sunflower-yellow). Dame Edith Helen (rich pink). Condesa De Sastago (copper-yellow). Sister Therese (chrome-yellow). Editor McFarland (deep pink). Luxembourg (deep orange). Edith Nellie Perkins (salmon-pink). Grenoble (scarlet-crimson). Caledonia (white).

McCLUNG'S FAITHFUL GROUP
Talisman (multicolored, yellow to apricot). Ami Quinard (dark crimson-maroon). President Hoover (multicolored, yellow to scarlet). Columbia (peach pink). Dame Edith Helen (rich pink). Crusader (crimson). Francis Scott Key (red). Julien Potin (clear yellow). Gorgeous (yellow and orange). Mrs. Henry Bowles (clear pink). Kilarney (white or pink). Hadley (crimson red).

BABY ROSES—BIG SIX GROUP
Baby Tausendschon (white to pink). Ideal (scarlet). Golden Salmon. Else Poulsen (rose pink). Baby Orleans (pink). George Elger (cream).

J. W. (Jones Wendell) McClung, Junior Partner in McClung Bros. Rose Nursery Also Identified With Rose Industry Thruout His Adult Life Genuine Community Friend

Large Acreage is a Mass of Beautiful Roses, of Every Hue, Grown and Shipped by Mr. McClung; and, his Brother, H. H. McClung, There Being 100 Varieties, Some of Them Very Rare, it is Pointed Out

McClung Bros. Rose Nursery; and, R. 5, Tyler.—Like his brother, H. H. McClung, senior partner in McClung Bros. Rose Nursery, J. W. (Jones Wendell) McClung, tho young in years is considered a pioneer in the rose industry. Some 10 years, or so, ago The New Encyclopedia of Texas at that time best told the story of Wendell's progress, start and prosperity in this particular field of industry, where he presently carries upward 50 individual acres in the production of blackberries. And, as the years come along both Wendell and Hughie have continued their success climb ownward and upward, it is known. Said the Encyclopedia of Texas anent Mr. McClung: Jones Wendall McClung who has engaged in the nursery business near Tyler throughout his business life, has found this locality well adapted to rose culture, and for many years has limited his business to the commercial growing of roses. He is part owner of the McClung Brothers Rose Nursey, which for the past twelve years has been located five miles out of Tyler, on the Mineola Highway, and is one of the show places of that section. A large acreage is a mass of beautiful roses, of every hue, many of them being rare varieties. All are grown under the most carefully supervised conditions, and are shipped out of Tyler in both wholesale and retail lots, going to all parts of the U. S. and many are shipped abroad.

Mr. McClung was born in Smith County, Texas, near Tyler, on the 23 of Sept., 1902 and is the son of Henry J. McClung and Mary Ada Spicer McClung, both of whom are natives of this county. He was educated in the public schools of Smith County, and following this began in the nursery business, starting in a small way, and developing his present large interest.

Mr. McClung was married at Tyler, Texas, on July 19, 1924 to Miss Dollie Mae Stegall, she being the daughter of Henry Stegall and Elizabeth A. Hoover Stegall, of Upshur Co. Mr. and Mrs. McClung have two children, a daughter Elsie Mae and a son Jones Wendell McClung, Jr. They reside at the nurseries near Tyler, where they have a beautiful country home. Mr. McClung belongs to the Methodist Church. His favorite sports are hunting and fishing. He maintains a summer home on the beautiful Caddo Lake, where he fishes for trout and white perch, and he has a cabin in Tyler, Texas, near the celebrated "Big Thicket" where he hunts squirrel and deer in season. He is a member of the American Rose Society, and the East Texas Rose Growers Association and he has faith in the Tyler section as a rose growing area and has proven the climate to be ideal for obtaining the best results.

H. H. (Hughie Henry) McClung, Senior Partner in McClung Bros. Rose Nursery, Has Been Identified With Rose Industry During Entire Period of His Business Life

Having a Wealth of Information Anent the Growing of Roses, Mr. McClung is Considered one of the Best Informed Men in His Line of Work in East Texas, it is Pointed Out

McClung Bros. Rose Nursery; and, R. 5, Tyler.—Reminiscent of his yesteryears, coupled with his progressive and prosperous climb up success Ladder, H. H. (Hughie Henry) McClung, senior partner with his brother, J. W. McClung in the ownership and operation of McClung Bros. Rose Nursery makes reference to an article appearing about him in The New Encyclopedia of Texas some years ago. It said: Hughie Henry McClung, identified with the nursery industry in Smith county, Texas, during the entire period of his business life, is a progressive partner and part owner of McClung Bros. Rose Nursey, which is located on the Mineola Highway, a distance of about five miles out of Tyler, Texas. The McClung Bros. have maintained their nursery at the present location for some ten years during which time they have built up a very extensive trade and wide reputation for their fine products. They grow roses only, selling at both wholesale and retail, and shipping to all parts of the United States. McClung's specialization in rose growing has given him and his company the opportunity to cultivate and produce some of the finest and most beautiful plants and blossoms to be found in Smith county, and has brought results in the prosperous nursery trade which they enjoy. Mr. McClung is a native of Smith county, where he was born on the sixth day of February 1899. His parents are Henry J. McClung, a pioneer resident and farmer of the county, and Mary Ada McClung, she being also of a pioneer family here. He was educated in the public schools of Smith county, and growing up in a floral atmosphere, entered this business shortly after finishing school. He was connected with nursery operation at various places in the county until 1925, when he established his present nursery, a partnerssship with his brother Jones Wendell McClung, since which time he has devoted his energies to building up this splendid business. Mr. McClung was married on the 25th day of December, 1921, at Tyler, Texas, to Miss Corine Barber, a daughter of R. Lee Barber, and Mrs. Mittie Barber, both of whom are natives of Smith county. Mr. and Mrs. McClung have one daughter, Christine. They make their home at the nurseries, where they have a most attractive residence. McClung is a member of the Baptist church. He belongs to the American Rose Society, East Texas Rose Growers Association, and is considered one of the best informed rose growers in Smith county, having a wealth of information regarding roses generally, including their culture, both scientific and practical.

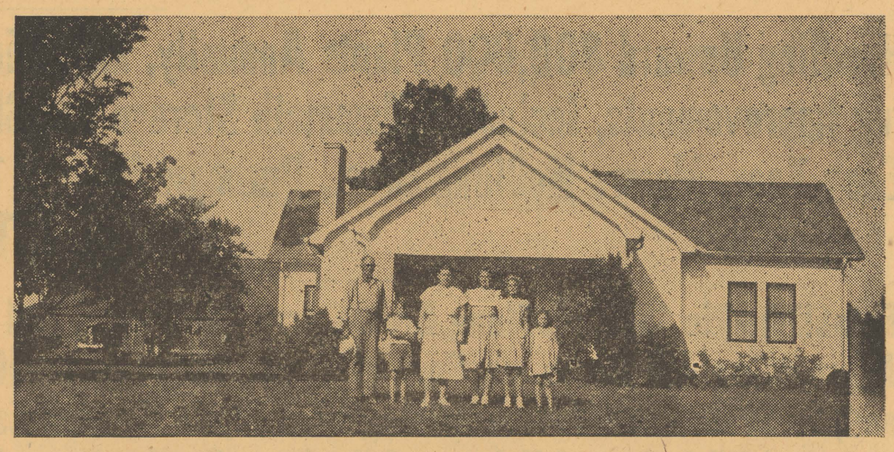
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MOORE NURSERY & FLORAL COMPANY, PIERCE C. MOORE, 63, OWNER WITH RESIDENTIAL, BUSINESS HEADQUARTERS NORTHWEST FROM TYLER, SMITH COUNTY, TEXAS FINDS MR. MOORE NURSERY DEAN

For About 50 Years, Mr. Moore Says he Has Been Engaged in Nursery Activities, Having Worked 1 Year Half Century Ago at 75 Cents Per Day; and, Following Year he Started Out in Business for Him Self a Phenomenal Business Having Attended Him All the Way, it is Declared

Within Past 30 Days, or So, Mr. Moore Says he Has Put Out Upward 750,000 Seedlings; and, That His Annual Business Usually Averages Around 500,000 Rose Plants Plus a Steady Pay Roll That is Enormous, it is Shown

Moore Nursery & Floral Company; and, Tyler. — Admittedly one of the pride assets enjoyed in Smith county, East Texas; and, Environs comes in the ownership and operation of Moore Nursery & Floral Company by Pierce C. Moore, 63, facts and fgiures disclose. Instantly let it be said that Mr. Moore is the acknowledged dean of the nursery industry in this area, it is declared. He reports that ris first year in this nursery business was working for the old John L. Foster organization at 75 cents per day comparable to 75 cents per hour now; and, that he doubts it probable and/or possible that a whole day under present conditions yield as much results as he actually had to yield in one hour in his half century ago of yesteryears, he points out. What he wants is results on his nursery, says Mr. Moore. He doesn't mind paying high wages, he declares, but he does insist that labor should be required to put in good faithful service; and, when that is done results speak for themselves. Otherwise there is disappointment, loss of both time and money. Mr. Moore personally is known to be an outstanding and successful pioneer nurseryman; and, says he, it so happens that he is still so old fashioned in honest work and service it is perfectly natural for him to expect similar measure from those in his employ; and, rightly so attests this Commentator. Native son of Smith county, Mr. Moore is known to be the type of citizen and taxpaver who likes to get the job done and on time —no matter what kind of construction it may be—house building, community building, et ectera, he affirms there is a right and a wrong way to go about it. As for Mr. Moore he is known to be a stickler for the right. Another thing, Mr. Moore insists that he is not old—he's just been here a long time he acknowledges, but with all of the useful years ahead of him he has no idea of stopping this side of 100 years, he expectantly and happily looks forward, it is known. His wife, Mrs. Elizabeth Moore is a native of Waco. Mr. and Mrs. Moore have 3 lovely daughters: Misses Martha Ruth Moore, 12; Edythe Moore, 9; and, Miss Mary Moore, 6. They have one son: Pierce C. Moore, Jr., 6. Parents: Ike G. and Mrs. Ella Moore, both deceased. Parents of Mrs. Moore: Mr. and Mrs. Cullen Herrin, both living. For the past 40 years, Mr. Moore states he has resided within the environs of his present home and place, where he has lived the past 16 years. Modern beautiful home erected by Mr. Moore is thoroughly enjoyed by himself and family, it is known. The home is elegantly furnished, carries practically every modern convenience, gas, lights, water; and, is a recognized show place in this part of Texas. All of the building improvements on Mr. Moore's place are modern, it is observed; and, his storage plant for the accommodation of his nursery stock both in preparation for growing and shipping is said to be the last word in efficiency. Within past 30 days or so, Mr. Moore says he has put out some 750,000 rose and seedlings; and, that his annual wholesale shipments of rose plants aggregate some 500,000 plants; and, particular so is this average maintained in peak years, he points out. Maintaining a substantial pay roll; and feeding perhaps more people than any other similar effort out his way, Mr. Moore is known to be the friends, definitely so, friends and neighbors point out. Starting at the bottom so to speak, Mr. Moore says he's had a lot of fun coming on up thruout the succeeding years; and, that he has really enjoyed keeping busy. Carrying 300 acres of land, Mr. Moore states that 150 acres of his mother earth holdings are set aside for the production of his nursery stock, featuring a variety of roses that are shipped into practically every state in the Union; and, also Canada, he reports. Tractor power is used on his general planting acres, where an abundance of hay is raised, baled and sold on the local and general market, records establish. Mr. Moore also produces truck gardens and such general farming as may be needed for home use; and, that means, it is observed, that Mr. Moore and his family really live at home. During the past summer the Moores enjoyed a trip to Boston; and, while there Mr. Moore says he closed one contract for future delivery of his roses to the tune of 100,000 plants in 1948. The buyer also wanted Mr. Moore to sign up for his 1949 supplies, but he declined on the ground that would be getting a little too far in advance; however, when time comes around it is known that Mr. Moore always takes care of his customers just as he did in an instant during World War No. 2 when he had 100,000 plants sold to a customer at a given price and was offered $400.00 per thousand. Naturally Mr. Moore being a reliable business man turned down the offer and delivered the 100,000 plants to his old customer at the contract price; and, on another occasion he sold 3-car loads for $18,000.00, he says. Normally his annual business easily runs 150,000 and, when the peak years over-to 200,000 plants, Mr. Moore states; take him the usual average is around a half-million plants, he points out. Giving you some idea of the enormous pay roll Mr. Moore maintains, for instance during budding season he pays out from $1,500.00 to $2,500.00 per week in pay rolls, his records reflect, it is announced. Before the war, Mr. Moore says he grew ornamental nursery stock but in recent years he allowed himself to run practically out of this particular growth; however, he announces he is now returning to that feature of nursery activity, seeing to it that adequate evergreens and shrubs are grown for the markets in general; and, just as rapidly as nature and good nursery care may be able to provide, he assures customers and the public. Mostly a wholesale business is conducted by Mr. Moore, but when necessary he does and/or may do some retail business, it is stated. While shipping into every state and also into Canada, Mr. Moore says the bulk of his rose plants go to the Eastern markets. Mr. Moore's good name is his greatest asset, it is attested by neighbors and friends; and, possessing the 'KNOW HOW,' he is given the green light as a human dynamo when it comes to getting best results and producing the kind of nursery stock that does and will please the trade in general, he asserts. Devoting all of his time to the nursery business, Mr. Moore says he has little or no time for recreational efforts such as fishing and hunting, but he does vigorously and wholesomely enjoy the fine exercise he gets each and every day out here on his 300 acres of land, dealing kindly with mother earth in its production; and, taking pride in the service of his family; and, in the service of both customers and the public, it is affirmed. Mr. Moore has a lovely man and beast, it is known that each and everyone of them are ardent friends and supporters of the churches, schools and general public development. Enjoying abundance of this world's security, Mr. Moore has seen to it and/or is seeing to it that ample security is provided for the succeeding years anent both himself and family, while at same time he is known to be ready, willing and able at all times to help make of his community a happier and better place in which to live and do business.



Picture above is the family of Pierce C. Moore, owner Moore Nursery & Floral Company, Tyler, Texas as they stand on lawn of their beautiful home at the nursery. Left to right: Mr. Moore, his son, Pierce C. Moore, Jr., Mrs. Elizabeth Moore, wife of Mr. Moore; and, their three pretty daughters: Misses Martha Ruth; Edythe; and, Mary Ellen Moore.

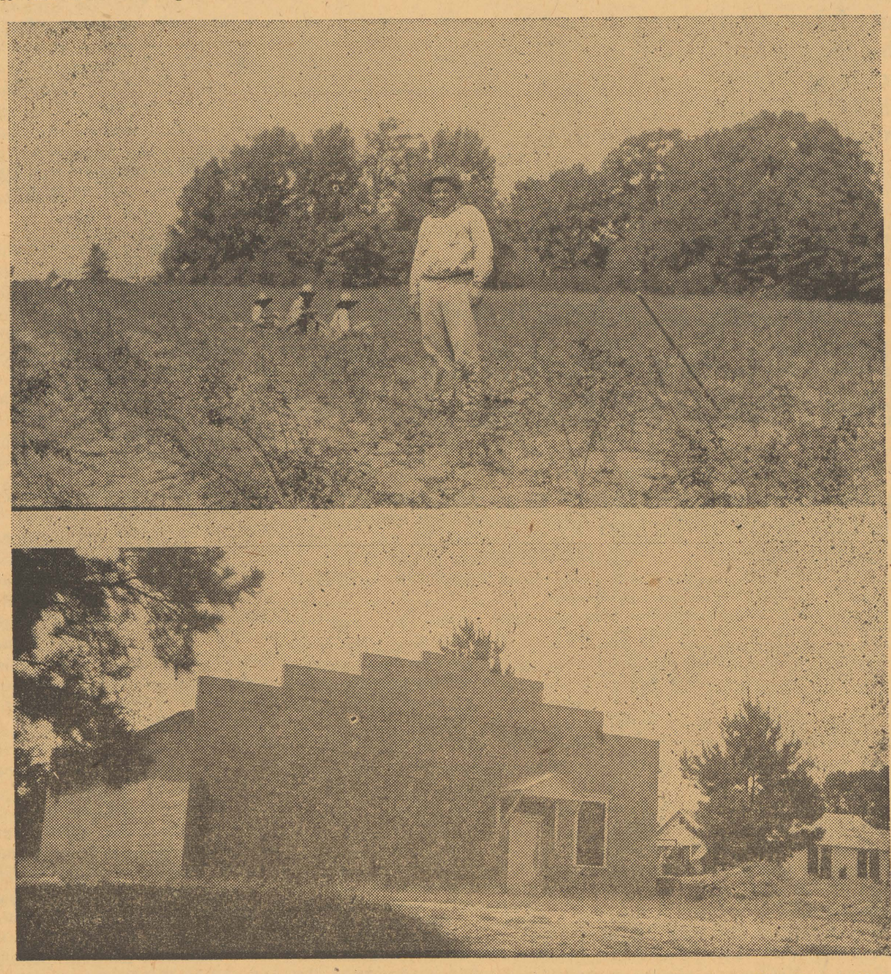
A visit to Mr. Moore's nursery will present to you a little town within itself; and, especially so since Mr. Moore is known to have spared neither time nor money in the building improvement and soil conservation to make of his properties an outstanding show place; and, that is just what they are, attests this Commentator, et al. In subscribing his suppert and influence toward the success of the instant newspaper publicity advertising effort to help publicize more midely the natural and potential resources of Smith county, East Texas; and, Environs, Moore says he is happy and glad to participate and cooperate now and always in any and all worthy constructive efforts looking to the betterment of his community; and, its people. More power to you, Mr. Moore; plus good health, continued peace, happiness, progress and prosperity, also, to each and every member of your interesting family. Indeed and infact, Mr. Moore your friends and the public are proud of you and your family; and, since you are determined, like many of the rest of us, to stay in there and keep pitching, here's hoping you do just that until you pass your first century mark; and, start in on another 100 years of useful public service. Moore Nursery & Floral Company enjoys a reputation that is excellent, so good that Mr. Moore admits he's always kept sold far ahead in his business dealings thruout the country. Commendation and congratulations, therefore, Mr. Moore!

SAM WHITESIDE ROSE NURSERY, SAM WHITESIDE, 31, OWNER, ESTABLISHED IN 1936 AND FOR PAST 11 YEARS HAS DEVELOPED IN COMMUNITY SERVICE INSTITUTION SHIPPING MOSTLY TO NEW YORK STATE

Mr. Whiteside, a Former Director in Rose Research Foundation Takes Opportunity to Commend Dr. Eadon Lyle on His Good Work as Scientific Research Director for the Foundation, he Affirms

Native of Tyler, Smith County, East Texas; and, Environs, Mr. Whiteside Maintains a Substantial Pay Roll it is Ascertained; and, he is Also Appreciated as Progressive Citizen and Taxpayer, it is Attested

Starrville. — Sam Whiteside, 31, native of Tyler, Smith county, East Texas; and, Environs, is rated as one of the more successful rose nurserymen in his Texas area, where he is also regarded and recognized as one of the youngest business men in this particular classification, it is pointed out. Son of Prof. T. C. and Mrs. Elizabeth Whiteside, both living, Sam is known to have progressively and interestingly made his way from the bottom up, friends and neighbors attest, it is known. Coming to Starrville area in 1923, Mr. Whiteside says at the age of 15 he received his first experience in the nursery business working for his brother, J. E. (Ed) Whiteside, owner of J. E. (Ed) Whiteside Nursery; and, about whom appears a general story, also, elsewhere in this Special editon, which enjoys the support and influence of both of these brothers in the instant effort to help publicize more widely the vast natural and potential resources of the whole of East Texas; and, Environs. it is declared. Mr. Whiteside points out that majority and/or bulk of his rose nursery plants are shipped to New York State. He says he established his Rose Nursery in 1936 and/or for 11 years and more he has developed it into one of the better producers hereabouts, it is observed and ascertained from information. Carrving some 50-acres, or more in all variety of roses, Mr. Whiteside says he enjoys a lucrative business and is always ready, willing and able to participate and co-operate with his community, county and state in the constructive public development of all of its best undertakings, it is appreciated. He handles some ornamental nursery stock, such as shrubbery, vines, et cetera, it is stated. Maintaining a substantial pay roll, Mr. Whiteside is known to be one of the youngest rose plant nurserymen in East Texas, where he is rated as a progressive citizen and taxpayer, be it opined and considered. The output of Sam Whiteside Rose Nursery is sold exclusively at wholesale, its owner announces. Starting in a small way, Mr. Whiteside is known to have made surprising and happy strides in both achievement and accomplishment in the handling of his rose nursery, it is established. And, along with his able progress, this young man has to his credit a modern storage plant erected near his home for processing his nursery stock, making it ready for the market; and, otherwise handling it for timely convenience and modern shipping service, it is learned. He also owns and occupies with his family a lovely home in the Starrville community. Son of Prof. T. C. and Mrs. Elizabeth Whiteside, this young man enjoys a wide acquaintance; and, it is commendably said of him that he never allows an opportunity to pass, if possible, where he may be of definite assistance in helping to make of his community a happier and better place in which to live and do business. His charming wife, Mrs. Carrie Whiteside is a daughter of the lamented J. G. Thompson; and, Mrs. Bettie Thompson, living, Mr. and Mrs. Whiteside have one handsome little son, Jimmie Whiteside, 5. Mrs. Whiteside is a native of the Browning Community, where her beloved Mother resides and within near distance to one of the rose fields conducted by her son-in-law, Mr. Whiteside. Mrs. Whiteside also enjoys the enviable distinction of having been an efficient and popular school teacher; and, in the cultured and refined activities of the Starrville sector; and, environs, she is known to be a favorite social and Christian worker, friends and neighbors attest; and, lest we forget, Mr. Whiteside, too, is recognized as being a good friend and supporter of worthy civic, religious and general public development strides, it is known. Giving you an idea of the immensity of Mr. Whiteside's operation in the rose nursery world, Mr. Whiteside estimates that he handles upward 200,000-rose plants annually; and, as stated above, these plants are shipped at wholesale to New York State, he says. He maintains a substantial pay roll, it is established and, when he has time, Mr. Whiteside says he likes to hunt and fish. Rose Research Foundation is an invaluable asset to the rose industry thruout East Texas, comments Mr. Whiteside, who reports that until recently he served as one of its directors. Instantly let it be said that Mr. Whiteside is taking this opportunity to recognize and commend Dr. Eadon Lyle, scientific research director of the Foundation on the magnificent work admittedly he is doing. It was Dr. Lyle, says Mr. Whiteside who worked out what he believes to be the very satisfatory system of spraying roses with sulphur, he says. Dr. Lyle resides near Tyler, it is pointed out; and, he is devoting all of his time with members of the Foundation in helping each and all of them to work out their rose nursery problems, Mr. Whiteside affirms. Considering Dr. Lyle one of the best, if not the best man in these United States for his line of work with Foundation membership nursery-men here in Smith county, East Texas; and, Environs, Mr. Whiteside in the Doctor's honor does not hesitate to give him the green light on his nursery; and, says this progressive young nurseryman, he says he believes that the way most of, if not all of the Foundation members feel about Dr. Lyle, he declares. Rose Nursery Foundation with $10,000.00 provided for research work is a non-profit organization; and, thru it he says Dr. Lyle is working not only for the benefit of its members but the public as well, he insists. With a spirit like that of Sam Whiteside, no wonder he is a business success; popular with his friends and the public, but above all else a high tone young Gentleman in every sense of the word, attest neighbors and friends.



Pictured above at top is Sam Whiteside, owner of Sam Whiteside Nursery at Starrville, Texas. Mr. Whiteside is standing in one of his rose fields; and, at bottom is shown his modern shipping shed, and his pretty home may be observed at right rear.

BROWN AND WIMBERLY RANCH, DR. GLENN BROWN, TYLER; AND, G. W. WIMBERLY, WHITEHOUSE, OWNERS; MR. WIMBERLY BEING MANAGER OF RANCH LOCATED AT ZAVALLA, TEXAS

Mr. Wimberly is Also a Pioneer Plastering Contractor; and, Recently he Erected a Lovely New Home for his Pretty Daughter and her Husband in the Piney Woods Near his Own Home at Whitehouse

Whitehouse, Tyler and Zavalla. — Dr. Glenn Brown, physician and surgeon, Peoples National Bank Building, Tyler as owner of Brown and Wimberly Ranch, Zavalla, Texas, is one of the better known professional men in the Smith county Sector of East Texas; and, Environs, it is known. His associate in the ranching business is none other than the well known and faithful W. G. Wimberly. by trade a popular and efficient plastering contractor with home in Whitehouse, the latter being manager of the ranching properties located at Zavalla in Angelina county, Texas where a herd of approximately 180-head of Brahmans is carried, it is reported. There are 4-Registered Brahman bulls in the herd, which roam a leased acreage of 7,000-acres, announces Manager Wimberly. Whitehouse, the home of Mr. Wimberly is also in Smith county. Recently one of the pride acts of Mr. Wimberly, he says came in his ability to speedily erect a beautiful home for his only daughter, Miss Billie Jean, lovely young bride of H. H. Pruitt, 25. The structure was erected and is being enjoyed by the Pruitts in a magnificent pine grove, a part of which also carries the charming home of Mr. Wimberly and his wife, Mrs. Ruby Wimberly, it is observed. Mr. Wimberly carries the popular nick-name of "Wymp;" and, he affirms that he has plastered upward 500-houses in Tyler alone; and, that he is still going strong. He is 53, and a native of Beelville, Ark., Mrs. Wimberly is a native of Manning, La., Mr. Wimberly says he was raised in the old 'Indian Territory', now Oklahoma; and, that he came to Texas in 1928, locating at Tyler. He moved with his family to Whitehouse in 1937, he says; and, one of the first things he did was to build a nice home also right here in a part of the piney woods that accommodate the new home he built for this daughter and her husband. Oh yes, indeed, Mr. Pruitt helped to build the structure; and, Mr. Wimberly praises the carpenters who worked on it as being the best obtainable. He did the, plastering, inside and out everything being modern, it is observed. Parents of Mr. Wimberly: W. A. Wimberly, 80, living; and, Mrs. Sarah Wimberly, deceased. Parents of Mrs. Wimberly: G. J. and Mrs. Oliam Jackson, both living. The home estate of Mr. Wimberly carries 50-acres, he reports; and, out of the generosity of his heart not long ago he gave two acres of his land to a neighbor on which he also erected an attractive home, it is noted. In the sale of Brown & Wimberly livestock, Mr. Wimberly states that Tyler and local markets are patronized. Mr. Pruit, son in law of Mr. Wimberly is a progressive young planter and livestockman, be it said of him after having served some 42-months with the U. S. N., South Pacific during World War No. 2, it is affirmed. While active over a long period of years as a general plastering contractor, Mr. Wimberly says gradually he is going into retirement as to that object in order to give more of his time and attention to the Brown & Wimberly Ranch at Zavalla. As Manager of this livestock industry Mr. Wimberly says he stands four square for better roads, schools and all of the progressive programs advocated in this Special edition to which he has subscribed of his support and influence. Churches, schools and all worthy public development strides enjoy the active backing of Mr. Wimberly, friends and neighbors attest, it is known.

POLITICS AND SCIENCE ARE BROUGHT INTO INTERESTING LIGHT VIA VETO

"Down Deep in the Heart of Texas" as well as elsewhere, enlightening thought and understanding RE: above caption may be had vs. following able editorial appearing recently in The Houston Post:

The bill creating a National science foundation aroused mixed emotions in the breast of President Truman when it reached his desk. He had urged Congress to pass such a measure for the purpose of mobilizing America's men of science in the cause of National defense. Congress labored long and faithfully, but its efforts did not please him.

So he was confronted with a disagreeable decision. On the one hand, he knew that it was desirable to organize and coordinate scientific research in fields related to National security and health. He had told Congress as much. And yet the measure, in its final form, did not strike him as the right kind of bill. Regretfully, he vetoed it.

In doing so, Mr. Truman said it represented "a marked departure from sound principles for the administration of public affairs." Conflicts and confusion would result, there would be a substantial denial of the President's appointive power, and an "impairment of his ability to see that the laws are faithfully executed."

As a general rule, we believe Congress should go slow in setting up new Federal agencies, but the reasons given by Mr. Truman, in this instance, have a strange sound. An enormous number of Federal agencies have been created since 1932, many of them in wanton disregard of sound governmental principles, even with superhuman talents, to know whether the laws were faithfully executed in administering them or not.

T. S. (Tom) Gulley, 55, Ranchman; and, Carrier R. F. D. No. 1 Out of De Berry Rates as One of the Better Known and More Efficient Public Servants His Area!

Friends and Patrons Along His Route for More Than a Quarter of a Century of Time Bear Testimony to That Fact, Many of Them Affirm, it is Known

De Berry. — T. S. (Tom) Gulley, 55, native born, a most likeable fellow, enjoying his friends by his acquaintances, it is believed, is rated as one of the outstanding citizens and taxpayers of the De Berry Sector of Panola county, East Texas; and, Environs, it is declared. He is one of the better known and more efficient public servants in this Texas area, attest friends and patrons along his No. 1 R. F. D. route which he has been carrying out of De Berry upward of a quarter of a century and/or since 1921 to be exact, it is affirmed. Beyond his public service as Carrier of R. F. D. No. 1 out of De Berry, Mr. Gulley is also a Panola county ranchman, carrying upward 600-acres land, it is revealed; and, specializing in feed crops and livestock production, it is ascertained. A herd of 150 to 200-head of White face cattle, possessing 4-Registered males in the herd, represent a diversified activity employed by Mr. Gulley, it is learned. He specializes in the sale of young bulls for the improvement of other cattle herds, Mr. Gulley makes known. Owning and occupying a lovely brick home here at De Berry, Mr. Gulley is a recognized substantial citizen and taxpayer, it is pointed out. Local markets are patronized by Mr. Gulley in the sale of his livestock, he says. On his R. F. D. No. 1 mail route of 46-miles, this Veteran mail carrier reports that 95 per cent of the roadway along his route is bad during inclement weather; and, along with the patrons on his route, he prays for relief, he affirms both for himself and the public. In the civic, religious and general public development life of De Berry; and, its Environs, Mr. Gulley and his family are known to be active. He has subscribed of his support and influence on behalf of this Special edition. Starting with a few cows some 10 or 12-years ago, he has gradually grown into a substantial producer of livestock, records reveal. Enjoying a family ancestry dating back more than 100-years, Mr. Gulley says he is a member of a family of 10-children, all living. His parents: T. R. Gulley, deceased. and, Mrs. Mittie Gulley, 79, living. Parents of Mrs. Lettice Gulley, his wife: H. B. Ivy, living; and, Mrs. Ivy deceased. His mother resides here at the old home place, where Mr. Gulley was born, he states, vs. June 20, 1892. Mrs. Gulley was also born here. Mr. Gulley says his mother-earth holdings are partially leased for prospective oil development, but none of them are for sale, he assures. Midyett, the old home place neighborhood of Mr. Gulley was formerly designated as a Post Office in the not so long ago yesteryears, he recalls. Mr. and Mrs. Gulley have one daughter: Mrs. Mittie (Bob B.) Horton. They have one grand son: Prentice Horton. A nephew, H. Gray Hynes resides with Mr. and Mrs. Gulley. Mr. Gulley has 4 living brothers: Marvin; Luallen; Henry and William Gulley. There are 5-living sisters: Mesdames Blanche Robinson; Irene Hynes; Cosett Cole; Marie Johnson; and, Mary Lou Cox. Mrs. Gulley has 3-living brothers: Spurgeon; John Wooten; and, James Henry Ivy. She has 4-living sisters: Mesdames Lottie Flanagan; Eura Rockmore; Lena Bell Fuller; and, Toby Cox.



Mr. and Mrs. T. S. Gulley; and their nephew, H. Gray Hynes, De Berry, Texas.

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WINONA PECAN GROVE WITH 1,000 ACRES CARRYING 12,000 PECAN TREES; UPWARD 600 HEAD CATTLE ON RANCH; 800 TO 1,000 HEAD POULTRY FARM; GENERAL FARMING, AND ROSE NURSERY AT WINONA

Henry Thomas Norman, 28, Native Son of Winona; and, a Veteran of World War No. 2 is Manager for the Owner, H. L. Hunt, Distinguished Independent Oil Operator; Ranchman and Other Lines of Business, Including Ownership Possibly 500,000 Acres Mother Earth Holdings in Texas, Florida, Montana, Louisiana, Massachussetts and-or Elsewhere, Including 2,700 Acres in His Winona Properties, it is Estimated

Sericea Lespedeza Hay is an Outstanding Prodction on Mr. Hunt's Winona Lands, Manager Norman Reporting That Several Hundred Acres are Used for That Purpose; and, That the Improved Pastures on the Winona Pecan Grove Lands are Said to be the Very Best in Texas and-or Anywhere Else, he Believes

20,000 Acres Montana Ranch Lands Carried by Mr. Hunt Do Not Require Any Feeding of Cattle at Any Time, it Being Possible to Graze Them 12 Months per Year on His Lands Up There, Manager Norman Reports

Winona and Dallas. — Definitely one of the outstanding community assets in this favored Smith county, East Texas; and, Environs community has to do with the presence and operation of the huge Winona Pecan Grove, Henry Thomas Norman, 28, Manager for its owner, H. L. Hunt, distinguished independent oil operator with executive headquarters in the Merchants Bank Building, Dallas, Texas. Mr. Hunt spends considerable of his time on his Massachussets properties, it is stated; and, immediately let it be recorded that Mr. Hunt owns approximately one half-million (500,000) acres of land, probably more, in quite a number of states, i. e., 2,700-acres in his Winona Grove holding here at Winona, Texas; near 300,000-acres in Florida; 20,000-acres or more in Montana; substantial holdings in Louisiana, Texas and elsewhere, calculates Manager Norman, who himself is regarded and appreciated by his neighbors and friends as one of the finest young business men in this area of the Lone Star State of Texas, it is opined. Before going to World War No. 2, where he served with Uncle Sam's Navy, Mr. Norman was Foreman for Mr. Hunt on the latter's properties here at Winona; and, after he returned from the war, Mr. Norman states that Mr. Hunt designated him as his Manager here with authority; and, that in the observance and execution of this responsibility, Mr. Norman assures that he is striving to make each and every day of his services show a gain for his employer, saying nothing for his participation and cooperation with practically all worthy civic, religious and general public develoment efforts hereabouts to help make of this entire Texas area a happier and better place in which to live and do business, he assures. Mr. Hunt's independent oil operations are said to be among the most extensive among the independents; and, notwithstanding his enormous wealth, he is known to be just one of the boys wherever you find him. Not only Manager Norman, but his men and the folk generally within proximity of Winona Pecan Grove are known to be high in their esteem and praise of Mr. Hunt, who on his visits here sees to it that each and all of his employes are made to feel absolutely at home and/or at ease, so to speak, in their presence and conversations with Mr. Hunt. Manager Norman says he is constantly striving to improve the properties of Mr. Hunt in Winona; and, that he feels sure this is the ambitious stride of Mr. Hunt's manager and employes wherever you may find them, be they in the executive branch and/or department of his giant oil well operations; his ranches, and other holdings thruout the several states where he is known to be a powerful and outstanding business success, it is declared. Winona Pecan Grove here at Winona, Texas is rated as the largest cultivated orchard of its kind in these United States, if not the world, it is believed. There are 1,000-acres in paper shell pecans on Mr. Hunt's pecan grove here at Winona, according to Manager Norman, who states with an average of 12 pecan trees to the acre, that gives Winona Pecan Grove 12,000-pecan trees. Average production of pecans usually runs from 100,000 to 200,000-lbs. of pecans annually, Manager Norman reports; and, that during gathering season he employes around 150-people. Tractors mostly are used on the place, where the latest and most improved machinery is used, it is observed. Upward 600-head commercial cattle are carried on the Winona place owned by Mr. Hunt and managed by Mr. Norman, it is ascertained. There are usually 50-head of Registered horned White face Herefords on the ranch, there nearly always being around 500-head of commercial cows and steers in the ranch inventory. Recently Manager Norman shipped 250-head of their cattle to Mr. Hunt's Montana ranch for grazing, the lands up there being of such quality, Manager Norman states that it is never necessary at any time during a whole year to feed any of their cattle there, a most wonderful and unusual grazing asset, regardless of weather conditions, it is pointed out. Manager Norman says he specializes in Brahman and White face cattle here at Winona; and, that nearly every year he sells Registered young males to help improve other cattle herds. There are two Registered Brahmans and White face bulls in his herrds, he announces. Twenty to twenty-five men are employed constantly and the year round on Winona Pecan Grove properties, Manager Norman states, exclusive of the larger number of employes at pecan gathering season, he affirms. Other activities on the place include their rose nursery, carrying upward 100,000-plants; and, enjoying shipments into practically every state in the Union, and Canada, Manager Norman makes known.



Homer Thomas Norman, Manager Winona Pecan Grove properties of 2,700 acres, Winona, Texas, H. L. Hunt, wealthy oil man of Dallas being owner.

Henry Thomas Norman, 28, Manager Winona Pecan Grove is One of Youngest Major Operators in His Classification, it is Pointed Out by His Friends and Neighbors

Native Son of Winona Makes Good as Local Manager With Authority in Handling Huge Operations Here for H. L. Hunt, Wealthy Oil Man of Dallas, and Elsewhere, it is Known

Winona. — Henry Thomas Norman, 28, single, as Manager with authority for the Winona Pecan Grove 2700 acres here for H. L. Hunt, wealthy independent oil man of Dallas, and other locations, is definitely making a grade in the business world that is rated as nothing short of phenomenal, if not marvelous comment friends and neighbors, it is declared. Mr. Norman is a native of Winona. He served with the U. S. Navy 2 years in the South Pacific during World War No. 2; and, before the war he was Foreman for Mr. Hunt over the latter's property holdings here. Returning from the war this young man was promoted to local executive manager, a responsibility he regards most seriously and he is known to be religiously and promptly discharging his duties, it is affirmed, as a rule putting in an average of 16-hours daily to make the best possible showing to the end that the properties may be operated profitably for their owner, Mr. Hunt, who visits here occasionally, it is revealed. Mr. Hunt's executive oil operating headquarters are maintained in Dallas, while he spends a great deal of his time in Massachussetts, it is stated. As recorded elsewhere on this page, Mr. Hunt owns probably more than a half million (500,000) acres of land in Texas, Montana, Louisiana, Winona Pecan Grove, and elsewhere, his oil holdings said to be enormous. Manager Norman is a son of the lamented Tom Norman; and, Mrs. Nancy Norman, who lives with her son in a big two story house here on the Hunt lands, 1,000-acres of which with 12,000-pecan trees best tell the story of that gigantic 100,000 to 200,000-lbs. production of paper shell pecans annually, it is pointed out. Except for the time he spent in World War No. 2 and about 1 1/2 years in Oklahoma, Manager Norman says he has spent all of his life thus far here in his native Winona community. Cupid, it is said is soon to claim Mr. Norman, and it goes without saying that he will make his charming bride to be a model husband, a successful business man, a desirable citizen and taxpayer, it is creditable said of him. He has one brother, Leon Norman, 26, who works with the United Reserve Life Insurance Company in Ft. Worth, and it is reportedly made known that he, too, is soon to qualify at the altar of sacred matrimony. Congratulations in advance to each and both of these young brothers. Mrs. Norman, mother of the Norman boys is a most charming and elegant Christian character, it is observed and appreciated by both her family and friends, it is known. In subscribing his support and influence on behalf of his organization toward the magnificent success enjoyed by this Special edition, Manager Norman says he stands four square for the churches, schools and general public development thruout the whole of East Texas; and, Environs in particular, and for the Winona sector of Texas specifically. He says he is kept busy 7 days a week on Winona Pecan Grove, and likes it. Championing the cause of cheaper power, lower taxes, better roads, adequate drainage and soil conservation, Manager Norman says this also includes his interest and encouragement of churches and schools; increased production of all farm products; and, that naturally he is happy and glad to join cordially in welcoming desirable new people, money and industry to this part of Texas.

H. L. Hunt, Wealthy Oil Man Bought Winona Pecan Grove in 1937, Manager Henry Thomas Norman Announces

Winona. — Having practically grown up with Winona Pecan Grove, which was purchased in 1937 by H. L. Hunt, wealthy oil man of Dallas and elsewhere, his popular and efficient local executive Manager, Henry Thomas Norman is a young fellow who enjoys his legion of friends by his acquaintances, it is pointed out; and, in his work for Mr. Hunt, he declares that he is happy and glad to be in his employ. Appreciating the responsibility that rests upon him in the capacity of Manager with authority, Mr. Norman says he sees to it day and night 7-days a week with an average of 16-hours a day that Mr. Hunt's interests here are never neglected by him and/or his men. Feed and truck crops are produced on the lands, it is observed; and, as stated elsewhere on this page, Manager Norman sees to it that poultry raising and egg distribution; ranching with upward 600-head cattle, 50 or more of them Registered and the others commercial plus 100,000-rose plants for sale at domestic and export destinations; Sericea Lespedeza pastures and hay crops, together with 1,000-acres in Winona Pecan Grove taking care of 12,000-trees with an annual paper shell pecan yield of from 100,000 to 200,000-lbs. continue to be the outstanding achivements and accomplishments in their respective classifications, he insists. The pecan trees on Winona Pecan Grove lands are said to be about 40-years of age, according to Manager Norman; and, that they have a life expectancy of easily 100-years, or more he believes. Paper shell pecans in value usually sell from $30.00 to $50.00 per 100-lbs., Manager Norman announces, indicating, therefore, that a normal crop on Winona Pecan Grove would approximate $30,000.00 to $50,000.00, and some times more depending on season and market conditions, he says.

1,000 ACRES PAPER SHELL PECANS WITH 12,000 TREES YIELDING 100,000 TO 200,000 PECANS ANNUALLY AT WINONA PECAN GROVE, WINONA, TEXAS OUTSTANDING RECORD

One of the Most Unusual and Wonderful Paper Shell Pecan Orchard Sights in the World Owned by H. L. Hunt, Wealthy Independent Oil Operator; Managed by Henry Thomas Norman at Winona, Smith County, East Texas; and, Environs

Winona. — A sight to behold, believe you this Commentator is the famous Winona Pecan Grove owned here at Winona, Smith county, East Texas; and, Environs by H. L. Hunt, wealthy independent oil operator, and ably managed by Henry Norman Thomas, it is observed and ascertained from information. The big pecan orchard, believed to be the largest of its kind to be found in a single unit anywhere within these United States and/or the world at large as for that matter, it is suggested, carries 1,000-acres with 12,000-trees, based on 12-trees to the acre; and, yields from 100,000 to 200,000-lbs. of paper shell pecans annually, Manager Norman states his records disclose. The orchard is uniform and is said to be one of the most valuable of its kind in existence. Including some other activities on the 2700-acres of land owned by Mr. Hunt at this point, Manager Norman states that his regular employes run from 20 to 25-men daily in the year round; and, that during pecan gathering season his pay roll takes care of 150-people, or more, he states. Automobile drives thru the Winona Pecan Orchard is a delightful and refreshing inspiration,, this Commentator states; and, all who have been privileged to see it speak in marvelous expression of its grandeur as an invaluable natural resource to Smith county and East Texas, it is pointed out. Commendation and congratulations attend both Mr. Hunt, the owner, and Mr. Norman, the Manager in this rich possession!



Pictured above at top Henry Thomas Norman and his Mother, Mrs. Nancy Norman, Winona, Texas, where Mr. Norman is Manager Winona Pecan Grove, owned by H. L. Hunt, wealthy oil man of Dallas; second from top, Mr. Norman standing in front portion Mr. Hunt's 1,000 acres (12,000 pecan trees) pecan orchard; third from top, Registered Brahman bull serving Winona Pecan Grove Ranch; and, bottom, Mr. Norman front center with partial view tractor equipment and group of employes working for Mr. Hunt, whose local property also carries rose farm; and, he is credited with owning upward 500,000 acres land in Texas, Louisiana, Florida and elsewhere.

600 Head Cattle Carried on Winona Pecan Grove Ranch Division, Where Sericea Lespedeza Pastures and Hay Make of This Enterprise One of Unusual Distinction

On 583-Acre Tract Recently Purchased Adjoining Mr. Hunt's Properties and Managed by Mr. Norman at Winona, 200 Acres Have Been Planted to Sericea Lespedeza, it is Announced

Winona. — The ranching division of Winona Pecan Grove properties owned by H. L. Hunt, independent oil operator, Dallas and elsewhere is one of the outstanding and successful units of the big properties here at Winona, where management is conducted by Henry Thomas Norman, promising young native son who is known to have done his part with Uncle Sam's Navy during World War No. 2, and, who served as Mr. Hunt's Foreman before that memorable conflict, and after it was over Mr. Norman was promoted to the position of local manager with authority, it is stated. The young man is known to work an average of about 16-hours each and every day in the year, striving to make of the property a valuable one for its owner. This has been found to be true of Manager Norman, it is assured, in all of the functions of this great agricultural, orchard, ranch, rose nursery and poultry efforts. Carrying some 600-head of cattle in his ranching division, Manager Norman announces that recently he shipped 250-head of his cattle to the Montana ranch of Mr. Hunt, who owns upward 20,000-acres of land in Montana, he says that so ably take care of grazing cattle that it is never necessary at any time of the year to give them any feed. Sericea Lespedeza is a specialty with Manager Norman on Mr. Hunt's Winona Pecan Grove properties, pointing out, as he does that on a recent purchase of 583-acres of land adjoining the Winona holdings that now aggregate 2700-acres he planted 200-acres of Sericea Lespedeza; and, that he is confidently expecting fine results. As stated in another article on this page, which has been underwritten by Manager Norman on behalf of his organization, there are usually 50-head of Registered horned Hereford cattle in his cattle herd, a speciality of young Registered males being produced and sold for the improvement of other cattle herds, he emphasizes. And, every stride on Winona Pecan Grove holdings, it is noted have to do with constant improvement of both buildings and lands with the view of producing a maximum result at a minimum of cost, it is assured by Mr. Norman.

Corn for Underground Silage; Hay and Sericea Lespedeza Crops Enrich Lands in Winona Pecan Grove Holdings at Winona

Winona.—In addition to extensive ranching, pecan growing, rose nursery development, poultry and egg raising on Winona Pecan Grove, H. L. Hunt, independent oil operator owner, Manager Henry Thomas Norman says he delights in producing Serecea Lespedeza for pastures and hay; and, that he does well in the production of adequate corn supplies for his underground silage service. He also is proud of the fine record scored in his ranch division; and, to make it more interesting, Mr. Norman says he has the advantage of being able to ship part of his cattle herds to Mr. Hunt's 20,000-acre ranch in Montana, where you never have to feed cattle at any time of the year, so successsful is the all year round grazing up there. He points out that last year he shipped 320-head to Montana, and recently he sold 100-head of them at an average price of $196.00 each. During September, Mr. Norman says he shipped 250-head of cattle to Mr. Hunt's ranch in Montana; and, that he confidently expects equally as good if not better success with this herd than he enjoyed with the one last year. Mr. Norman is said to be one of the youngest and most successful major operating managers with authority in his classification anywhere in these United States. Keep your stride, Manager Norman. Your friends are proud of you!

Manager Norman of Winona Pecan Grove Operations Says he Believes in Obeying All Laws, Local and General, Particularly the Traffic Laws

Winona.—Henry Thomas Norman, local executive manager of Winona Pecan Grove holdings, said to be an operation and/or investment representing probably more than a quarter of a million ($250,000.00) dollars affirms his allegiance on behalf of all law observance, and more particularly just now, it is pointed out, the new traffic laws in Texas. Appreciating that when Governor Buford Jester when he signed into law the past summer Texas' new traffic regulation signalled that every automobile owner, every driver of a vehicle and pedestrians as well owed to themselves and others to obey the law and that he meant just what he said as to its enforcement. That was along in June, it is recalled. Time passed; and, so on Sept. 5, 1947 the new traffic law, along with many other new laws in Texas, more than a hundred of them became effective. All of us presently are in the midst of these new laws; and, as good citizens it behooves each and everyone of us to be careful and see to it that accidents are avoided by obeying and observing our new traffic laws; and, to be of as much help as possible to his friends and neighbors, and the public at large, Manager Norman does not hesitate to recommend and urge that full cooperation on the part of all of us be forthcoming and continued in respect to our new traffic laws in Texas. The new uniform traffic code set up in Texas speaks for itself; but, as matter of general

(Continued on Page 142)

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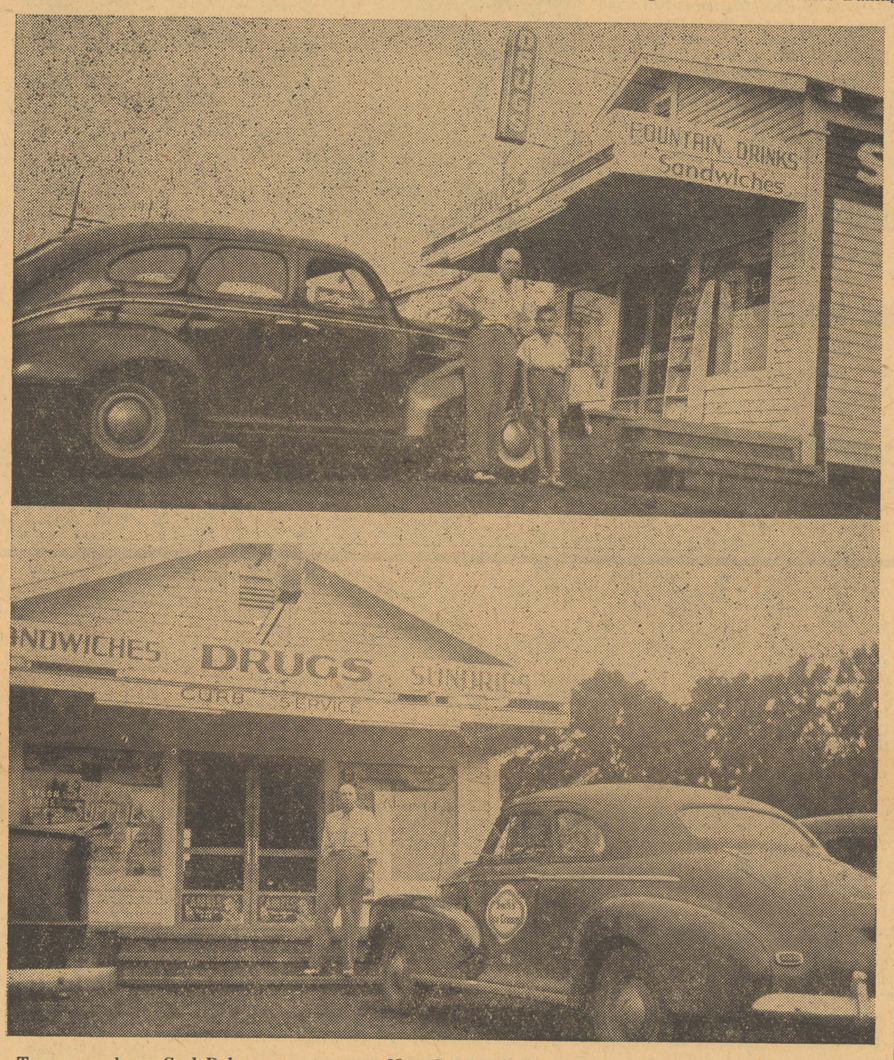
NEW SUMMERFIELD DRUG, CARL DOLGENER, 39, OWNER, POPULAR MEETING PLACE FOR FRIENDS AND THE PUBLIC, NEW SUMMERFIELD, CHEROKEE COUNTY, BUSINESS EXPANSION PROGRAM UNDER WAY

Mr. Dolgener, Native of Denton, Texas, Resides at Tyler; and, Definitely is Known to be Receiving Cordial Welcome to New Summerfield, Where he is Already Known to Have Identified Himself With Progressive Element of Citizens and Taxpayers in General Community Upbuilding, it is Pointed Out

An Important Traffic Improvement at New Summerfield for Immediate protection of School Children and-or Others Has to do With Suggested Change in Signal Light at New Summerfield, Believes Mr. Dolgener

New Summerfield. — "Think of your needs; and, think of me" invites Carl Dolgener, 39, new owner of New Summerfield Drug here at New Summerfield, Cherokee county, East Texas; and, Environs. Mr. Dolgener, native of Denton, Texas; and, a resident of Tyler, recently came to New Summerfield, where his reception on the part of the public and his new made friends and/or customers is known to have been most cordial, it is pointed out; and, also appreciated by Mr. Dolgener, it is known.

For four years, and more, Mr. Dolgener says he has been studying the drug business; and, also during all that while he was looking about and seeking a suitable location where he considered that he might render a maximum of service to the greatest number of people. Result found him coming to New Summerfield, and happily so, says Mr. Dolgener. Before coming to New Summerfield, Mr. Dolgener says he was salesman and had charge of one of the ideal Baking Company trucks out of Tyler for 8 1/2 years. This gave him an opportunity to train himself for business in many constructive ways, he points out; and, in giving study and attention to the drug business, and its attendant lines, he states that a favorable opportunity presented itself for him to come to New Summerfield; and, that he is glad he did so. Having immediately identified himself with the progressive citizens and taxpayers of New Summerfield; and, this area of Cherokee county, East Texas; and, Environs, the warm and cordial reception he has, and is receiving at the hands of his customers, friends and the public convinces him that he did not make a mistake in coming here, he proudly affirms. His wife, Mrs. Clara Dolgener is a native of Sisco, Texas. They have two children: Darrell Glenn Dolgener, 9; and, Miss Carolyn Ann Dolgener, 4. Parents: Richard and Mrs. Mary Dolgener, both living. Parents of Mrs. Dolgener: Mr. and Mrs. Wm. F. Slatton, the former deceased; and, the latter living. Moving to Tyler in 1935, Mr. Dolgener says he received business experience in a florist and grocery business 3-years; and, that under Milton L. Vanderpool of Ideal Baking he gained 8 1/2 years in valuable training as a salesman; hence, his desire to put his services to the very best advantage and at the disposal of his good friends thruout the New Summerfield trade area, he declares. During his work on the road for many years, Mr. Dolgener says he made it a rule of his life and business practice to religiously observe traffic rules; hence, his keen efforts and interest here at New Summerfield and/or everywhere to co-operate with both citizenry and public officials in the observance and enforcement of traffic regulations toward the safety of everyone and the prevention of property damage as much as possible, he invites. Just here is appropriate to say Mr. Dolgener along with others believes that adequate change should be made in the traffic signal here at New Summerfield for an adequate measure of protection vs school children and/or all others against traffic hazards, it is pointed out. Indeed and infact, Mr. Dolgener says he has come here to serve the local public not only at his drug store, but in all of its best community efforts, the civic, religious and general public development strides hereabouts having the sympathetic support and influence of Mr. Dolgener, it is attested. Flowers, shrubbery, landscaping, et cetera at homes and along highways are most inviting suggests Mr. Dolgener; and, toward progressive programs along this line hereabouts in future, he desires to encourage and be of all the service possible, he invites. New Summerfield is at the threshhold of a new day, it is believed; and, with the new highway via here from Rusk to Troup, a new avenue of trade and public convenience is opened up in the opinion of Mr. Dolgener. So say we all! New Summerfield ideally situated and/or located on the Jacksonville and Henderson highway (known as Highway No. 79) is definitely in for new awakening, progress and prosperity stride, it is believed by the students of community building; and, the coming of Mr. Dolgener, augers will for such achievement and accomplishment, be it truly said of him. On Aug. 27, 1947 Mr. Dolgener purchased and took over the Schochler Drug Store here in New Summerfield. He immediately changed its name in honor of the community he is to serve and christened it New Summerfield Drug, says Mr. Dolgener. Drugs and drug sundries are featured by Mr. Dolgener, whose fountain and sandwich service is said to be the best; and, that patronage is steadily increasing from thruout his Cherokee, Rusk, Smith and Nacogdoches counties area. Cosmetics, stationery; school supplies; candies, and various other lines constantly to be introduced and supplied augment the popular favor of New Summerfield Drug, already the convenient meeting place of customers, friends and the public, it is invited. There's always a bargain for cash at New Summerfield Drug, says Mr. Dolgener who has also made arrangements to handle prescriptions; and, to serve other merchandise as and when needed, he says. A special feature with New Summerfield Drug is a stock of stock serums, announces Mr. Dolgener. Watch and jewelry repair service will receive his attention via satisfactory arrangements that have been perfected for prompt service, he stresses; and, that he will also carry a limited supply of jewelry and other lines of merchandise. His stock is new, fresh and inviting, it may be observed via a visit to New Summerfield Drug! Since taking charge in August, Mr. Dolgener states that his business has increased to the extent that additional floor space is necessary to accommodate the convenience of his partons and enlarged stock; and, that this he will provide. He says he is also happy to be in the midst of the famous plant growing sector of East Texas, the busy seaons finding as many as 40 to 50 trucks busy hereabouts all the time taking care of shipments, he says. Expressing thanks and appreciation to his old customers, Mr. Dolgener says he's always welcoming opportunity to serve new friends and the public. Having the only store of its kind in this location area, Mr. Dolgener says he may be depended on to render a maximum of service at a minimum of outlay on the part of his public. Tom Baker, formerly of Nacogdoches is associate manager for Mr. Dolgener, who is ardently supporting the instant effort to help publicize more widely the natural and potential resources of New Summerfield, Cherokee county; and, all East Texas, it is known. And, lest we forget, Mr. Dolgener reminds one and all: "Think of your needs and think of me,," adding that if he doesn't happen to have it in stock he'll get it for you.

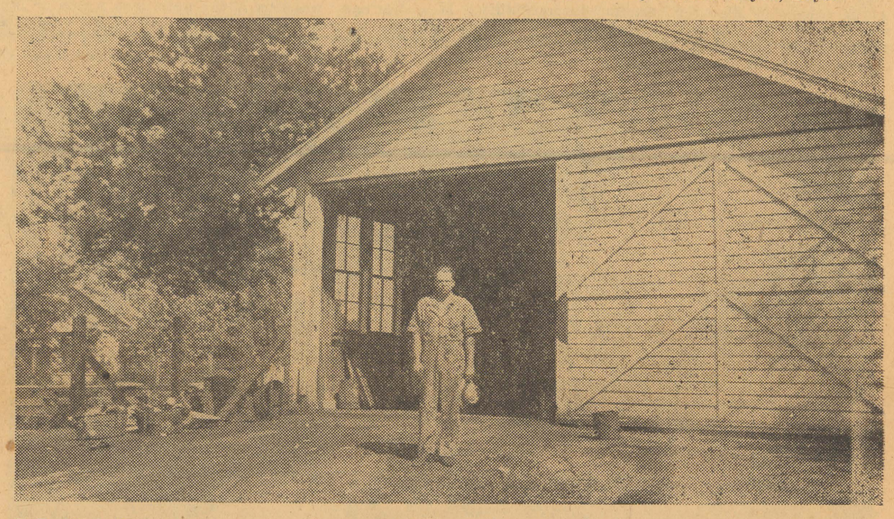


Top scene shows Carl Dolgener, new owner New Summerfield Drug; and, his son, Darrell Dolgener; and, at bottom Mr. Dolgener is standing on steps leading to his drug store entrance. Mr. Dolgener and his family reside at Tyler, Smith County, East Texas; and, Environs, commuting to and from his drug store at New Summerfield, Cherokee county. New Summerfield is located on the Jacksonville and Henderson Highway.

GREEN BROS. WELDING AND TRUCKING SUPPLIES, JOE P. GREEN, 30; AND, J. ERNEST GREEN, 26, OWNERS MAKING FORWARD STRIDE ESTABLISHING THEIR TIMPSON BUSINESS

Ernest Green, Also, Conducts Lucrative Trucking Business in Addition to Partnership With his Brother Joe in the Welding and Trucking Supplies Undertaking, While Joe Has Been a G. I. School Teacher

Timpson. — Green Bros. Welding & Trucking Supplies represents a comparatively new business for Timpson, Shelby county, East Texas; and, Environs, it having been established in 1946 by two brothers, Joe P. Green, 30; and, J. Ernest Green, 26, it is known. Doing a general light and heavy welding business in addition to complete trucking supplies service, Green Bros. believe they are equipped to please the trade thruout their territory. Joe has been a G. I. school teacher; and, Ernest a trucking business in addition to their individual and collective ownership of the business they are establishing in Timpson, it is known. Getting their Timpson shop and—or plant under way about a year ago, Green Bros. are known to have been keeping pace with industrial strides hereabouts, appreciating their regular patrons and welcoming opportnuity to serve others, they affirm. Both of these young men are married, Joe's wife being Mrs. Lois P. Green, a native of Centerville, Texas. Joe is a native of Jewett, Leon county, Texas. They have one daughter, pretty little Miss Essie Jean Green. Mrs. Betty Green is the wife of Ernest, the place of her birth having been out here at Joaquin near the Louisiana State line. They have one handsome little son, Edwin Lamar Green. Ernest is a native of the Timpson community. Parents of the Green brothers: J. J. Green, deceased; and, Mrs. Ruth Green, living. Mrs. Green continues operation of the store formerly conducted by her lamented husband during his lifetime. The Green boys were both raised here in Timpson, it is stated. Up until 1941, Joe says he worked with the Santa Fe Railroad; and, engaged in transportation activities 4-years. He has also been a G. I. school teacher. Both before and since World War No. 2, Ernest has been active in trucking operations. Returning from war, Green Bros. established their welding and trucking supplies business last year; and, they state that a splendid volume of business has been enjoyed. Without doubt, these young men believe they are equipped to render the best trucking supplies service in this part of Texas, they affirm. Plant and replacement investment valuations are estimated to be worth around $10,000.00, it is believed; and, as business expands, these young men assure that they are ready, willing and able to go right along with such contemplated and anticipated business expansion programs. Both heavy and light welding service is rendered; and, Green Bros. establishment is the only local concern carrying supplies for big trucks hereabouts, it is announced. In addition to their major operations, Green Bros. state that they also service all make cars; and, enthusiastically invite your business with the cordial assurance that you shall and will have the very best of workmanship, service and delivery of each job well done and on time, it is pointed out. Business territory includes Shelby, Panola, Rusk, Nacogdoches counties; and, Environs, announcement is made. Agents for Warner Electric Brakes in this trade area, Messrs Green Bros. affirms that this enables them to render super service to the big truck operators, as well as others in need of this equipment. While trucks are their specialty, Green Bros. affirm that they are in position to weld anything anywhere, maintaining an efficient portable welding outfit that is always at your service, they maintain. In his trucking business, it is declared that Ernest Green maintains heavy duty equipment capable of carrying loads from small tonnage up to 60,000-lbs. or more to and from any and all points over which his trucks may travel. He is known to have hauled lumber in the quantity of 15,000 to 20,000-feet at 1-trip, it is stated. In the civic, religious and general public development stride of their community, Green Bros. are known to be quite active, the instant effort to help publicize more widely the natural and potential resources of Shelby county, East Texas; and, Environs enjoying their unqualified support and influence, it is known. Every success to you, Boys!

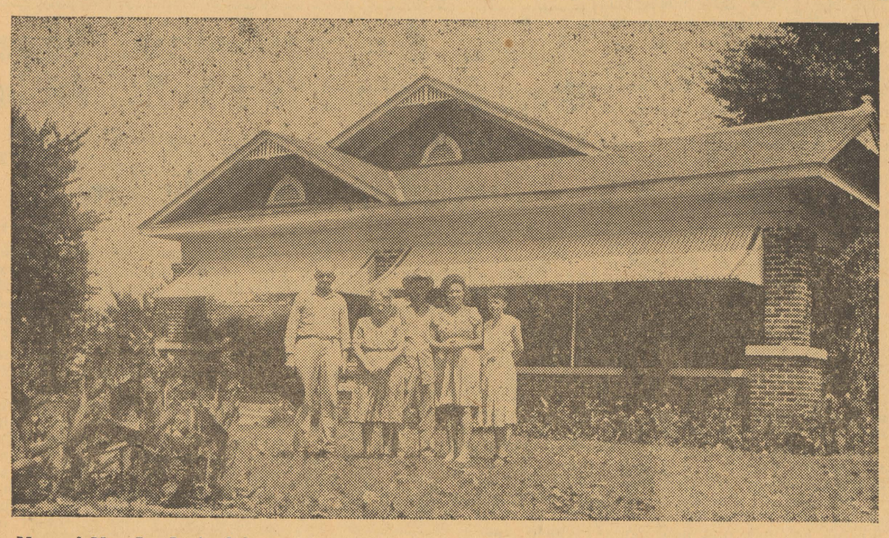


J. P. (Joe) Green, senior partner in firm Green Bros. Welding and Trucking Supplies, Timpson, Texas.

IRA IRWIN, 63, ABLE RANCHMAN, PLANTER, CARRYING UPWARD 1300-ACRES LAND, NATIVE OF REKLAW, CHEROKEE COUNTY, DEFINITE GOOD CITIZEN LANEVILLE, RUSK, COUNTY, TEXAS, IT IS AFFIRMED

Mr. Irwin Features Both Hereford and Brahman Cattle on his Ranch Near Laneville, the Herds Usually Running Around 200 Head, it is Pointed Out

Laneville. — Irwin Ranch and Farm of upward 1,300 acres, Ira Irwin, 63, owner is known to be one of the pride possessions of this Rusk county, East Texas; and, Environs area of the Lone Star State, it is pointed out. Mr. Irwin, a native of Reklaw, Cherokee county, Texas, has been a resident of the Laneville, Rusk county, Texas community long enough to be known as one of its upright and outstanding citizens and taxpayers, friends and neighbors attest, it is affirmed. Mrs. Emma Frances Irwin, wife of Mr. Irwin is a native of Philadelphia, Pa., Mr. Irwin has resided hereabouts since early manhood and/or practically all of his life, he states. Mr. and Mrs. Irwin are the parents of 7-children; and, the grand parents of 7-grand children. Children: Mrs. Dalpha (Robt. E.) Boley; Otis (Mrs. Leora); Mrs. Imogene (W. O.) Morris, U. S. A. C. during World War No. 2; James (Mrs. Eddie); Billie Joe (Mrs. Bernice) Irwin, who taught vocational agriculture before the last war; and, who, now is teaching G. I. School in addition to his work on the Irwin ranch and farm, it is ascertained; Mrs. Frances (Harvey) Money; and, David Irwin. Grand children: Robert Ben; and, James Nathan Boley; Carl Jean; and, James Irwin; Billie Wayne Irwin; David Curtis; and, Susie Ann Money. Parents: James F. and Mrs. Lillie Irene Irwin, both deceased. Parents of Mrs. Irwin: John and Mrs. Mattie Frances Wade, both deceased. All of the Irwin children have received their B. S. degree except the youngst son; and, he is enroute to that educational attainment, be it assured, says the Irwin family. Mr. Irwin is regarded as one of the able producers of general crops and livestock in this part of Texas, where he features both Hereford and Brahman cattle, his herds usually running around 200-head, he states, with sales clearing via Ft. Worth, it is learned. Mr. Irwin says he is always in the market for additional lands when the quality and price are right. Six stock males are carried in the Irwin ranch herds, it is observed, 4-of them being Herefords; 1-Jersey and the other Brahman. Tractor and mule power is employed by Mr. Irwin. The lovely home owned and occupied by the Irwin family here in Laneville was erected in 1927, its owner states; and, it is a show place for this part of Texas, it may be observed. In his public relations, Mr. Irwin has served as a school trustee; and, also after 20-years service as a merchant in Laneville, he retired from that activity in order to devote more of his time to his ranch, farm, fishing and hunting, the latter being a sport he enjoys very much, he admits. In addition to mother-earth acres, Mr. Irwin says he also owns local business and residential properties. Reminiscing into the past, Mr. Irwin says he recalls that when he and Mrs. Irwin were married his sole cash capital start in the business world was $150.00 comparable to his present very comfortable position. He is co-operating actively in the stride to help this port of Texas enjoy as much of the future development programs advocated in this Special edition as may be possible, it is recognized with thanks and appreciation on the part of the management; and, may the future progress, prosperity, good health and happiness of the Irwins be in the greatest of abundance!

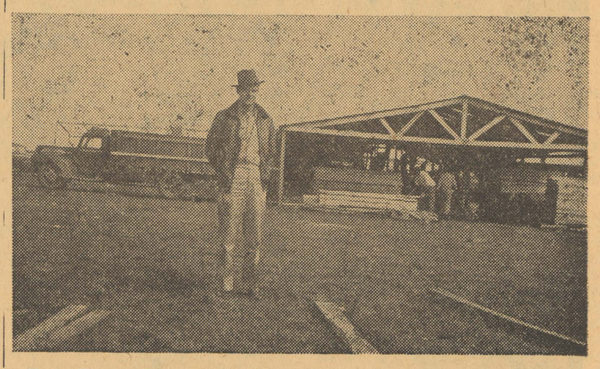


Mr. and Mrs. Ira Irwin, left to right; and, their son and wife, Mr. and Mrs. Billy Joe Irwin, Laneville, Texas. Mrs. Imogene Morris, one of the Irwin daughters, may be observed standing at extreme right.

HUGON & SON LUMBER COMPANY, D. L. HUGON, 52; AND, HIS SON, D. L. HUGON JR. 28, GENERAL MANAGER, STRESS PLANER OPERATIONS AT FRANKSTON, ANDERSON COUNTY

Daily Planer Capacity 25,000-Feet Finished Lumber Sold At Both Wholesale And Retail, Announces Young Veteran Of World War No. 2

Frankston,—Hugon & Son Lbr. Co., represents one of the successful finished lumber manufacturing operations at this Anderson county East Texas; and, Environs, activity, it is observed. The industry is owned and operated by D. L. Hugon, 52; and, his son, D. L. Hugon Jr., 28, the latter being active manager. Mrs. Jessie Hugon is the wife of Mr. Hugon, who is a native of Missouri. She is a native of Arkansas. They have three children: D. L. Hugon, Jr., native of Texas; and Mrs. Evelyn Ward; and, Joe Frank Hugon, 17. The Hugon family came to Texas in 1916, when the senior member of the present firm worked as a machinist at the Lufkin Foundry, Lufkin. From there he went to Athens and here in 1923. Record achievements of Mr. Hugon Sr. outside of his operations here with his son, D. L. Jr., find that he established the Frankston Power & Light Company, which he later sold; and, then associated himself with Gulf Public Service at Jacksonville, where he spent 4-years; and, back to Frankston to put in the Frankston Ice Co., which he also sold; and, during World War No. 2 he worked in Houston. D. L. Hugon Jr. during that time spent 4 1/2 years with the U. S. N. in the South Pacific; and, on his return home, he and his father formed their partnership for the operation of their lumber manufacturing business. Absorbing the output of three sawmills with an ever increasing demand for more lumber, it is affirmed; the, Hugons carry a daily Planer capacity of 25,000-feet dressed lumber, it is stated; and, employ 60 to 75 men on both their direct and indirect pay rolls, it is stated. Both a wholesale and retail business is conducted by the Hugons, records establish. Modern plant is operated and contract timber and/or lumber is invited, it is announced by Manager Hugon, whose father has served as school trustee and town councilman at Frankston, he states. On behalf of the instant effort to help publicize more widely the natural and potential resources of East Texas; and, Environs the Hugon industry has subscribed of its support and influence.



D. L. Hugon Jr., manager D. L. Hugon & Son Lumber Company, Frankston, Texas. He reports good business.

Douglas Patton Livestock Auction Sales, Douglas Patton, 58, Owner Reportedly Does Near $2,000,000.00 Business Volume Annually, Mr. Patton Happily Announces

Established in 1937, Mr. Patton Also States That Upward 50,000 Head Livestock Pass Thru His Sales Barns

Nacogdoches. — With the announcement that a new sales barn is to accommodate his livestock, patrons and friends, Douglas Patton, 58, owners of Douglas Patton Livestock Auction Sales reports an annual business volume in the approximation of $2,000,000.00, he says; and, carries upward 50,000 head livestock thru his sales barns. Cattle, hogs, horses, sheep, goats; and, all known species of livestock for such sales are featured locally and generally, he invites. He and his wife, Mrs. Annie Laura Patton are each natives of Nacogdoches, Mr. Patton being the son of C. B. and Mrs. Cora Patton, deceased; and, Mrs. Patton is the daughter of H. T. and Mrs. Ella J. Burk, both deceased. Raised on a farm, Mr. Patton says he still interested in motherearth to the tune of some 1,700-acres, which he says he would sell or lease for prospective oil development. Upward 100-head White face cattle, his herd carrying 4-stock males appear on his ranch lands, Mr. Patton states. In 1937, Mr. Patton states that he and Troy Bell, now of Carthage, established the Patton & Bell Livestock Auction Sales here; and, that about 2-years later he and Mr. Bell in association with the latter's brother, Frank Bell purchased the Henderson Livestock Auction Company, which is now a part of the Henderson-Carthage Livestock Auction Sales Company, owned by the two Bell brothers. In the interim, or about one year after the start of the Nacogdoches plant, Messrs Patton and Troy Bell opened the Carthage plant, which now is also a part of the Henderson-Carthage operations. After 3-years of operation by Messrs Patton and Bell; and, Bell, a business division of properties took place, Mr. Patton retaining the Nacogdoches interests; and, the Bells the Henderson and Carthage properties, he states. Therefore, Mr. Patton calculates he has been sole owner in Nacogdoches for the past 5-years; and, is still going strong, he assures. Mr. Patton also produces general crops as well as livestock on his mother-earth acres, he makes known. When his sales barn was established in partnership with Troy Bell in 1937, or 10-years ago his records reflect a sale of about 150-head of cattle the first week comparable to 1440,head, or more presently, he affirms. 1947 sales summer peak was 910, Mr. Patton announces; and, that on a week to week basis he estimates that he handles 700-head weekly with ambitious hope to speed it up to 1000, or more, he invites. Presently he reports sale of 200 to 400-head hogs weekly; and, in his yesteryears he declares that 1-year his peak sales reached 1300-hogs. About 25 to 30-head horses and mules; and, sheep and goats to the number of 35 to 100-head are

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LANDERS NURSERY & BRAHMAN CATTLE, A. L. (LOUIS) LANDERS, 50; AND, F. L. (FRANK) LANDERS, 47, OWNERS AND OPERATORS AT STARRVILLE, EAST TEXAS, REPRESENT MAJOR ACTIVITIES THEIR AREA

Messrs Landers and Landers, Natives of Harrison County, Texas, Came to the Starrville Community in 1918, Continuing to Prosecute Their Farming and Livestock Production Efforts; and, in 1925 They Established Landers Nursery, Which is Said to Enjoy Patronage Extending into Practically Every State of the Union, it is Announced

Owning and Controlling Upward 1,000 Acres Mother Earth In Smith County, Messrs. Landers Brothers are Known to be Recognized and Appreciated as Being Among the Outstanding Citizens and Taxpayers in Their Texas Area, Where Upward 100 Acres Are Actively Employed in Rose Plant Production, it is Learned

Maintaining an Annual Pay Roll Upward $50,000.00; and, Spending More Than $1,000.00 Weekly During Budding Season, the Landers Brothers are Christened as Distinct Community Assets, a New Barn Erected Recently Representing Investment Some $10,000.00, it is Stated

Starrville. — Reads somewhat like a fairy story, but facts and figures in great abundance are available to back up the statement that Landers Nursery & Brahman Cattle Ranch represent two of Starrville community's outstanding assets, it is declared. Each a magnificent and successful business stride within itself, it may be pointed out, its owners, Messrs. A. L. (Louis) Landers, 50; and F. L. (Frank) Landers, 47, natives of Harrison county, Texas, have just cause to be proud and happy at the wonderful stride they have made, be it assured. Fact is, warmest and best commendation and congratulations attend these two brothers because of the rapid climb they are known to have made in the business world since they started down there at the bottom wrung of the ladder not so many years ago, it is recorded. Like many of the rest of us, Landers brothers were raised on a farm, being sons of the lamented J. L. and Mrs. Lizzie Landers, their father having been a successful farmer and pioneer in the early building of Texas, it is learned. Mrs. Eula Lee Landers, wife of Louis Landers is a daughter of Mr. and Mrs. W. E. Herrin, both living. She is also a Texas girl, as is Mrs. Billie Landers, wife of Frank Landers, she being the daughter of Mr. and Mrs. Lloyd Williams, both living. Mr. and Mrs. Louis Landers do not have any children; but, Frank Landers and his wife are the parents of one daughter, Miss Joan Landers, the Landers brothers are pioneer citizens of Texas, their grand father, the lamented Felix Landers, a native of Nashville, Tennessee having come to Texas way back yonder in the days of wild turkey and deer, it is stated. He was the father of the lamented J. L. Landers, who was born in Harrison county, Texas; and, the latter the father of Louis and Frank Landers, the subjects of this page of newspaper publicity advertising on behalf of themselves and the natural and potential resources of East Texas; and, Environs. These gentlemen have contributed liberally of their support and influence toward the success of said effort, it is known. Both raised on a farm, Messrs Landers brothers state that they came to the Starrville community in 1918, continuing their livestock and farm production strides to 1925, when they added nursery stock, featuring the production of beautiful roses and/or rose plants for shipment into practically every state in the Union, it is ascertained. Both a wholesale and retail business is conducted in their nursery business, it is learned; and, Landers brothers patronize both the local and Ft. Worth Markets in the sale of their livestock, they announce. Family ancestry of the Landers' dates back more than 100-years, it is established. Owning 650-acres of pasture lands, leasing 200-acres pasture lands; and, leasing 260-acres nursery lands, the Landers boys, it may be appreciated own and control upward 1,000-acres mother earth; and, to their credit, be it said that in both their nursery and ranching strides, they are carving out a business destiny that is nothing short of enviable, it is declared. Their own lands are partially leased for prospective oil and/or gas development; and, the remainder is available for similar activity, it is invited, say the Landers brothers. In the cattle business from boyhood on up, both Messrs Louis and Frank Landers admit that livestock is a hobby with them; and, in honor of the expanded program they propose to carry out in this particular industry, recent building improvements along the Tyler and Gladewater highway find substantial investment, including an estimated $10,000.00 new barn and coral; office and garage buildings; new home occupied by Mr. and Mrs. Louis Landers; and, shortly a new repair garage for their own use is to be erected on the east side of the Landers residence area, it is announced. Mr. and Mrs. Frank Landers and their daughter reside at Starkville proper on way to Winona, Texas. The immensity of the business carried on by Landers brothers may be better vizualized and appreciated when they state that between 200 and 300-head of cattle annually are handled by them, their herds carrying three Registered Brahman bulls, it is announced; and, that in their Landers Nursery an annual pay roll upward $50,000.00 is maintained, they affirm, saying nothing for the expenditure of upward $1,000.00 weekly in pay rolls during budding seasons, they point out. Annual volume of business exceeds $60,000.00 in their nursery division. Landers boys affirm. In their Brahman cattle division, announcement is made that Landers brothers are moving toward the production of young Brahman bulls for sale to cattlemen who would improve their herds. Tractor and mule power is employed by Landers boys, who state that they do a regular buying, selling and production business as to cattle; and, that in the production of roses they are always striving to produce a better and prettier rose, including superior and delightful flagrance; and, that their variety of roses is capable of growing in any soil anywhere, they invite. Shipping seasons find the Landers brothers sending out car load after car load all over the country, from 25,000 to 30,000-of their rose plants being included in refrigerated individual cars, it is announced. Serving the local trade, Landers Nursery also ships to practically every state in the Union, as stated above; and, more particularly from Alabama to New York in the Eastern tier of States, while Iowa, Michigan, Indiana, Texas and the other states are also served in great volume. Budding upward 1,000,000-rose plants, Messrs Landers brothers state that they usually handle a business volume of from 300,000 to one half (500,000) million rose plants annually. Both fame and fortune attend the Landers brothers, definitely so, it may be said of them. They are known to make lots of money; but, along with it they also spend lots of money, by some being rated as community philanthropists in many ways. Recently a new church was in order, and quite naturally it feel to the privilege and pleasure of the Landers boys to kick in and do what could make of it a blessed and happy reality, it is appropriately said of them, and each of them. They both like to fish and hunt, Landers brothers frankly admit, but they are so busy in the ownership and management of Landers Nursery &Brahman Cattle Ranch, most of their time and attention is taken up in those fields of business diversion, it is declared. Keep your stride, Gentlemen; your friends and the public are proud of you!



A. L. (Louis); and, F. L. (Frank) Landers, brothers, owners and operators Landers Nursery & Brahman Cattle Ranch at Starrville, Texas. The Landers brothers are standing on either side of one of their favorite ponies, top; and, at bottom, they are sitting on the steps to their office. Pictured also above is $10,000.00 modern barn recently erected by these progressive and prosperous business men.

W. B. (PETE) McCAULEY, 39, GENERAL MERCHANT, RANCHMAN, BUTCHER, COMMUNITY LEADER AT GARRISON, NACOGDOCHES COUNTY, EAST TEXAS; AND, ENVIRONS, NATIVE OF CENTER, SHELBY COUNTY, TEXAS SAYS HE CAME HERE IN 1936 AND HAS WON SUCCESS

Raised on a Farm and, Presently, Carrying 640-Acres Choice Nacogdoches County Lands, Mr. McCauley is Known to be One of the More Successful Ranchmen and Businsss Men Generally Thruout This Favored Texas Area, it is Affirmed

6 Years a Member of Garrison City Council, Mr. McCauley is Known to be Actively Identified With Practically Every Progressive Community Effort Within His Nacogdoches, Shelby and Rusk Counties Trade Area, it is Declared

Garrison. — Supporting actively with both his money and influence toward the instant effort to help publicize more widely the natural and potential resources of East Texas; and, Environs, W. B. (Pete) McCauley, 39, general merchant, ranchman, civic, religious and general public development leader in the Garrison sector of Texas, is said to be one of the finest and best friends the Garrison trade area of Nacogdoches, Shelby and Rusk counties area enjoy. That this is quite true, and more, is evidenced by the magnificent business stride Mr. McCauley has employed since he came here in 1936, it is affirmed. It was that year that Mr. McCauley opened his big general store here in Garrison, where he carries general lines of merchandise, Purina feeds being a specialty with him, he states. Mr. McCauley also employs a splendid market, butchering well fed cattle from his own ranch, which is said to be one of the more important in this locality, carrying as it does upward 100-head cattle, it may be observed. Raised on a farm, Mr. McCauley presently own 640-acres of choice mother earth acres out a few miles from Garrison, these acres being partially leased for prospective oil production; and, the remaining acres are available for similar effort, it is learned. General crops and livestock are produced on Mr. McCauley's lands, his hay crops being rated as being among the best in this Texas area. Native of near Center, Shelby county, Texas, Mr. McCauley says he sojourned hither and you for a while, but in the final analysis for a desirable place to locate, he says the die was easily cast in favor of Garrison; and, so-o, as stated above, he came here with his family 11-years ago. Having started at the bottom and progressed gradually to his present comfortable position, facts and figures disclose, Mr. McCauley is recognized and appreciated as a genuine community asset, friends and neighbors point out. He has his own unique and happy faculty way of assembling his cattle herds, simply driving down into a scattered herd anywhere on his ranch —ordinary pick-up being used for such trips—and via kindly invitation and spreading of a little food, his cattle herds may be observed coming a-runnin' to him, making a most interesting and attractive livestock objective. His wife, Mrs. Ione McCauley, is also a native of Shelby county. They have two sons: Jimmie McCauley, 16; and, Hayden McCauley, 14. The latter is assistant manager of his Father's Ranch; and, the former is assistant manager of his Father's store in the latter's absence. Parents: J. W. McCauley, deceased; and, Mrs. Mollie McCauley, living. Parents of Mrs. McCauley: Tyle and Mrs. Maine Patterson, both living. Mr. McCauley in his livestock business does a regular buying, selling and production stride, he states. At his store in addition to general lines of merchandise, he specializes in Purina feeds; garden and field seeds; fertilizers; and, practically every known piece of merchandise that may be wanted in his line by either townsman or ruralist, it is pointed out. He also conducts a convenient service station, serving Texaco products, it is observed. Doing a credit and cash business; and, being honored with a tremendous volume of business, it is believed Mr. McCauley is one of the largest local operators in his business activity hereabouts. He declares business is always good with him; and, that he tries to avoid letting a single opportunity pass where he may be of greater service and usefulness to his community; and, its people. Tractor and mule power is used on the McCauley plantation; and, locally he has served some 6-years as Garrison city councilman. Churches, schools and general public development are known to have his support and influence, the latter two ingredients on his part having also been extended on behalf of the fine success enjoyed by this newspaper publicity advertising effort. Commendation and congratulations, Mr. McCauley.

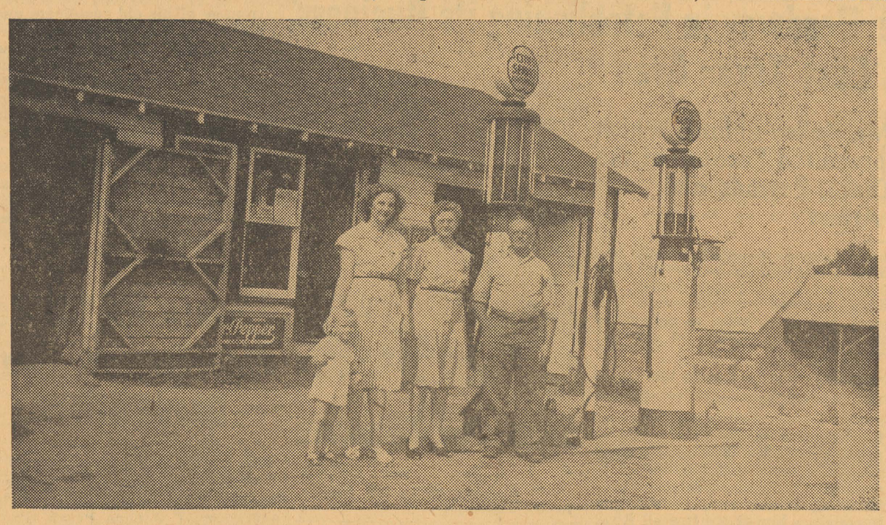


W. B. (Pete) McCauley, merchant and ranchman at Garrison, Nacogdoches county, Texas, is definitely one of the busy citizens and taxpayers of his area, it is affirmed. Top picture shows Mr. McCauley's place of business in Garrison, his son, Jimmie McCauley, left; Selma Turpin, clerk, center; and, Floyd Campbell, clerk, right. Bottom picture shows Mr. McCauley and his son, Haden McCauley exhibiting partial herd of his cattle on McCauley Ranch.

S. L. CARTER, 54, OWNER CITIES SERVICE STATION; PLANTER AND LIVESTOCKMAN, RECOGNIZED AS PROGRESSIVE CITIZEN AND TAXPAYER IN SHELBYVILLE COMMUNITY!!

Native of Evergreen, Alabama, Mr. Carter Says he Came to Texas in 1904; and, Affirms That he Has Really Enjoyed Being a Part of the Progressive Life of East Texas; and, Environs

Shelbyville. — This sector of Shelby county, East Texas and Environs doffs its hat to S. L. Carter, 54, progressive citizen and taxpayer who is known to have established a splendid record hereabouts as planter, livestockman, service station and garage owner; civic and religious leader, point out friends and neighbors, it is declared. Native of Evergreen, Alabama, Mr. Carter says he came to the Lone Star State of Texas when he was 11 years of age and/or to be more specific in 1904. Parents: S. W. Carter, deceased; and, Mrs. Mary Carter living. Parents of his wife, Mrs. Della Carter. who is a native of this Texas area: Acquilla and Mrs. Willie Ann Ballard, both deceased. Mr. and Mrs. Carter are the parents of 4-children: Prof. Smith Lamar Carter, 28, who served 4-years in U. S. A. (First Lieutenant) during World War No. 2; and, presently G. I. school teacher (Mrs. Wilma), owning his place here at Shelbyville; Miss Louise Carter, at home; Silas Walter Carter, 22, U. S. A. C. with army of occupation in Japan; and, Miss Joyce Ann Carter, at home. There is one grand daughter: Miss Gay Carter. Mr. Carter owns 170-acres land few miles out from Shelbyville, producing general crops and livestock thereon, he states; and, reports that his White face cattle herd usually runs 60 to 100-head. He does a buying, selling and producing business in his livestock division, it is noted. Local and general markets are patronized in the sale of his livestock, announces, Mr. Carter who in 1945 established his Cities Service Station and garage here at Shelbyville. He reports good business, declaring, also, that he appreciates the patronage of his friends and the public. Accessories, tires, tubes, etc., for all make cars are carried by Mr. Carter, he says, as well as minor garage service. Having served 10-years as a school trustee; and, also as a road overseer, Mr. Carter says he is in thorough accord with the program to help publicize more widely the natural and potential resources of Shelby county, East Texas; and, Environs. For 43-years, he affirms that he has delighted to be a part of the progressive life of his proud Texas area; and, welcomes opportunities at all times where he may be of best service to both God and man. He has one brother, J. E. Carter; and, 5-sisters: Mesdames: Nettie Green; Vessie Green; J. A. McKenzie; Hobart Shaw; and, Theron Sanford. His wife has 6-brothers: Ralph; Jewel J.; Whitt; J. B.; and twins, Lee and Luther Ballard. She has 2 sisters: Mesdames Roy Thorn and Zella Wood. Mrs. Vessie Green shown in the accompanying picture is a sister of Mr. Carter, her daughter, Mrs. Vernelle Williams and the latter's son, Terry Williams, formerly of Atlanta, Ga., recently joined Mr. Williams in Panama, it is stated.



Right to left in above picture: S. L. Carter; Mrs. Vessie Green; Mrs. Vernell Williams; and, the latter's son, Terry Williams, Mrs. Williams and her son having recently joined her husband in Panama, it is announced. Mr. Carter is owner of Cities Service Station at Shelbyville, Texas.

Douglas Patton Livestock Auction Sales Douglas Patton, 58, Owner Reportedly Does $2,000,000. Business Annually . . .

(Continued from Paage 140)

cleared thru his sales weekly, he says. Local and general livestock supplies come his way, Beaumont, Kirbyville and other distant points finding it advantageous to patronize his sales, he announces. Winter sales find fat cattle coming from Abilene, San Angelo and West Texas, he makes known. Out of town buyers patronize his sales most liberally records reveal for shipments into Oklahoma, Texas and other markets, it is disclosed. Mr. Patton says he proudly points to the happy realization that comparable to about $4,000.00 weekly sales 10-years ago, it is not at all out of line, he assures, to find recent sales running as high as $77,000.00 this particularly having been true in 1946, he states. Annual sales approximate $2,000,000.00, says Mr. Patton, who assures that strictly a commission business is conducted by him and that he acts as agent as between buyer and seller. Not too far back in this year, Mr. Patton recalls that one fat cow passed thru his sales at a price of $201.00. This same cow about 10-years ago, he says would not have brought more than $50.00 to $65.00, establishing the difference in the markets then vs. now, he points out. In 1937, Mr. Patton says he contracted 1,000-steers for sale at 10-cts. per lb; and, that when they were sold the market stood at 8 1/2 cts., and thereby reflecting a margin in his favor of 1 1/2 cts. above sales price. In establishing his successful livestock market vs. central markets, as well as packers, Mr. Patton says he believes he is in position to better serve his patrons and the public than they may be able to find elsewhere, such as St. Louis, Kansas City and other markets. By the maintenance of steady and healthy market for livestock, Mr. Patton definitely is encouraging the production of more livestock in East Texas, be it said to his credit. The second year after he and Mrs. Patton were married, he states that he became a school trustee; and, that naturally he is a friend of civic, religious, educational and general public development strides thruout the whole of East Texas; and, Environs. Billie Wendelin, whom Mr. Patton says he regards as the best auctioneer in these United States, conducts the livestock auction sales for Mr. Patton and the latter's patrons, it is established. Mr. Patton says both buyer and seller like Mr. Wendelin. Each and every Friday of each and every week in the year, affirms Mr. Patton is sales day at Douglas Patton Livestock Auction Sales in Nacogdoches; and, your patronage is invited plus a cordial welcome for your attendance at his sales, he assures.

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JODIE NEWTON ROSE NURSERY, JODIE NEWTON, 42, OWNER, REPRESENTS SPLENDID AND SUCCESSFUL ENTERPRISE AT NEW HARMONY, SMITH COUNTY, NEWTONS OCCUPYING NEW $15,000.00 BRICK HOME

Emphasizing That When he and His Wife Were Married in December, 1933, he Possessed a Model T Ford and Owed $250.00 on it Then, Comparable to His Lovely New $15,000.-00 Home; 287 Acres of Land; Rose Fields, Et Cetera; and, Doesn't Owe a Dollar Now, he Happily and Proudly States

Native Son, Mr. Newton Says he Erected His Home on the Same Site Where he Was Born; and, Where Three Other Former Buildings Had Stood, he Distinctly Rmembering Three of Them, he Says

New Harmony. — This sector of the Lone Star State of Texas enjoys the distinction of possessing the citizenship of Jodie Newton, 42, and his charming family: Mrs. Blanche Newton; and, their two interesting children: Pretty Miss Shirley Ann Newton, 12; and, handsome William Frank Newton, 8. Mr. Newton is owner of Jodie Newton Rose Nursrey, established by him in 1930 and/or 17 years ago. Up until 1942, Mr. Newton says he did both a wholesale and retail business; but, since that time and/or 5-years ago he has been doing a wholesale business strictly, clearing his roses thru Breedlove Nursery, Tyler, he announces. Native son of New Harmony, Smith county, East Texas; and, Environs, Mr. Newton enjoys the proud distinction of not only owning the old Newton home place, but in 1945 he erected a magnificent new modern brick home on the very site where he was born; and, where three other buildings have stood during the yesteryears, reportedly it is said. Mr. Newton says he well remembers three of them, including the new one he erected. Mrs. Newton says she had heard ancestral members of the Newton family speak of a fourth house that stood on the site of their new home way back in the early pioneer settlement days of Texas. That would make four homes on this sacred spot and/or home site. The Newton family origined in Geogia, according to family history. Parents: W. D. Newton, who passed away in 1938; and Mrs. Lula Newton, living. Parents of Mrs. Newton: Frank and Mrs. Ethel Moore, both living. Reminiscing back to December 1933, when Mr. and Mrs. Newton were married, Mr. Newton says he very well recalls his status 14-years ago. Notwithstandink they were lean, they were memorable and happy days recalls Mr. Newton, nothwithstanding at the time, he says, his only possession of this world's material goods then was a Model T-Ford on which he owned $250.00. But, says he, Mrs. Newton was the inspirational tonic that buoyed him onward and upward thruout the succeeding years. Praising God and appreciating mankind, Mr. Newton says he has demonstrated to his own satisfaction that there was, and is a place in this world for him; and, that he found it right here where he was born—New Harmony, Texas. He has spent all of his life here thus far except 6 or eight years in Tyler and other parts of Texas. In 1945 he erected the magnificant, the beautiful and palatial modern 4-bed room brick home show place, which is being thoroughly enjoyed by Mr. Newton and his family, it is affirmed. And, just to keep the records straight, Mr. Newton points to the fact, too, that when he and his wife were married they determined after leaving the Altar that they'd get out on life's highway and make the grade in a substantial way, passing the glory unto their Maker and the extension of just appreciation to family and friends. So-o in the early part of 1934 they got down to real honest to goodness business, bought the Newton home place and proceeded to improve it. Other lands were purchased later, sending his mother earth holdings into a present aggregate total of 287 acres, 20 to 25 of them being used in the production of 30 to 40 different variety of choice roses. Mr. Newton announces that his lands are leased for prospective oil and/or gas development; and, that he might consider selling some of his royalty. The Newton family ancestry is said to have passed the first century mark; and, be it said to the credit of Mr. Newton and his lovely family, they are known to number their legion of friends by their acquaintances, it is assured. Some tenant farming is done on Mr. Newton's place, where he states that he also carries a herd of Jersey cattle, his herds usually running from 30 to 50 head annually, he reports, altho at the present he maintains between 12 and 15 head, he makes known. Mr. Newton announces that he plants annually an average of 200,000 seedlings; and, that his rose crop as a general rule yields him approximately 125,000 plants, thereby establishing for his rose nursery a very comfortable and profitable business, it is rated. Comparable to his admittedly 'down at the bottom' start not so many years ago, Mr. Newton proudly and justifiably, to be sure, states that he does not now owe a dollar He is known to have made a success of his business, making it possible for him to invest $12,-000.00 to $15,000.00 in his pretty new home; otherwise improve his lands; maintain a substantial pay roll from one end of the year to the other, his heaviest employment loads, of course, attending his budding seasons, it is known. He rotates his rose crop every two years; prosecutes a vigorous program of soil conservation; and, he and his family participate actively and take enthusiastic interest in the civic, religious and general public development strides of New Harmony, Smith county; and, East Texas as a whole, it is pointed out on their behalf. Mr. Newton presently is serving as a school trustee. The Newton home is a dream house, a paradise on earth; elegantly furnished, every appointment having been artistically designed; a lovely grove stands out front; and, fitting description of the place would find it just about everything that could be desired, wanted and needed in a real home. Love and enjoyment of the Newton family circle is the big consecrated thing surrounding the lives of the Newtons, friends and neighbors attest, it is known. And, among the modern conveniences therein, also, are lights, water gas and/or a complete food locker system it is noted. Commendation and congratulations to the Newtons, who have subscribed liberally of their support and influence to help publicize more widely the national and potential resources of this entire area of Texas, appreciatively it is said of them, and each of them. More power to you Mr. Newton, plus continued good health, peace, progress, prosperity and an abundance of Spiritual blessings from on High to you, Mrs. Newton; and, your two wonderful children, Miss Shirley Ann Newton; and, William Frank Newton!. And, also unto the brothers and sisters on either side of your family. They are: George L. Newton, 1 brother of Mr. Newton, who has 4 living sisters: Mesdames Mae Meadows; Susie Baarron; Lillie Cates; and, Lucile Green. Mrs. Newton has one brother: Frank Moore; and, 3 sisters: Mesdames Pauline Oglesby; Evelyn Browning; and, Edith Hope Shelton. Indeed and infact, let it be recorded here and now that the achievement and accomplishment scored by Mr. and Mrs. Newton in their business stride is not only a definite reward for a job well done; but, it is almost akin to Divine inspiration unto to others, so demonstratively and successful has been the fine progress made by these young people it is attested. Again, congratulations, Jodie; and, with a kindly God bless you, and your beloved family!



Pictured above is the palatial home of Mr. and Mrs. Jodie Newton, New Harmony, Smith county, East Texas; and, Environs. Mr. Newton is owner of Jodie Newton Nursery. He and his family are standing in both the top and bottom pictures above. Front of the lovely Newton home is shown at top; and, at bottom the rear of the magnificent structure is exhibited, the building being complete and modern in every way, it is pointed out. Miss Shirley Mae and William Frank Newton are the children of Mr. and Mrs. Newton.

Poultry Division at Winona Pecan Grove Carries 800 to 1,000 Head Chickens, Majoring in Egg Production

(Continued from Page 139)

Winona.—It's a regular bee hive of industry in each and all departments and/or divisions of operation out here on Winona Pecan Grove, Managed by Henry Thomas Norman for its owner H. L. Hunt, Dallas independent oil operator with mammouth land and other holdings in Texas, Montana, Louisiana, Florida, Massachussetts, and elsewhere, it is affirmed. Among the diversefied activities on Winona Pecan Grove includes the big poultry ranch, where from 800 to 1000-head poultry are carried, the layers being among the best in this part of Texas, Manager Norman believes; and, backing that confident realization, he says, major in egg production is quite a delightful diversion on the big place. Latest methods in sanitation, care and production attend the Winona Pecan Grove poultry set-up, it is pointed out.

COOPER LUMBER COMPANY, D. A. COOPER, 55, SINCE 1935 HAS BEEN MANUFACTURING GOOD LUMBER, SAYS ITS OWNER AND OPERATOR AT BROOKELAND, SABINE COUNTY, TEXAS

Carrying Daily Capacity 15,000 Feet Rough Lumber; and, Employing 20 to 25 Men This Industry is Appreciated as a Worth While Activity, it is Declared

Brookeland. — This Sabine county sector of East Texas; and, Environs has a right to be proud of the presence and operation of Cooper Lumber Company, D. A. Cooper, 55, owner and operator, attest friends and neighbors. Carrying daily capacity 15,000 feet rough lumber; and, employing 20 to 25 men at the plant and in the woods, the Cooper sawmill is rated as a worth while industrial activity in this East Texas area, it is affirmed. Native son and having resided hereabouts practically all of his life, Mr. Cooper is said to be one of the better known lumber manufacturers in this part of the State; and, that he has always prided himself in being able to make good lumber. His wife, Mrs. Laura Cooper is a native of San Augustine. They have no children. Parents: Dr. J. D. Cooper, deceased; and, Mrs. Kate Cooper, living at the age of 85. Parents of Mrs. Cooper: Monroe Lakey, deceased; and, Mrs. Roxie Lakey, living. After finishing school, Mr. Cooper says he spent several years in railroad work; and, at along about the same time he became interested in timber and stave manufacturing, turning out practically every known wood product, he recalls except cross ties. He says he also had some experience in turpentine and found that to be quite an interesting business. Mr. Cooper recalls that at one time Brookeland was quite a busy place. His sawmill here at Brookeland is operated by his brother, J. L. Cooper, 62, the latter and his wife being the parents of 6-children; and, affirms that he is proud to be the grand father of 33-grandchildren. Mr. Cooper has five living brothers: J. L., operator of his sawmill; J. E., farmer; R. M., cattleman; and B. A., automobile mechanic. He had two sisters, both of whom are now deceased; Mrs. Ava Crouch; and, Miss Myrtie Mae Cooper. In addition to his lumber manufacturing, Mr. Cooper is also a planter and livestockman, it is ascertained. In 1935, Mr. Cooper says his stride at lumber manufacturing really began in earnest; and, that he presently carries approximately 500,000-feet standing timber, always inviting opportunity to purchase additional timber tracts, as well as logs delivered at his mill, he affirms. In his public relations, Mr. Cooper says he has served as Democratic precinct chairman; and, that all worthy civic, religious and public development efforts enjoy his support and influence. He is a veteran of World War No. 1, he having served with the 90th. Division of the 360th. Infantry overseas at the time, Mr. Cooper states. Mr. Cooper says he tries to live the kind of life he preaches; and, that he loves to wake up and do in a fresh new world every morning. Having grown up in the timber world, Mr. Cooper says he has studied nature and has been able to find something new and interesting about it each and every day. Employing selective cutting of timber; and, having his rough lumber carried thru Planer in Beaumont, Mr. Cooper says he conducts both a wholesale and retail lumber business; and, that later he may install local Planer. As a worker and a doer, Mr. Cooper stresses the point that he always likes to get a constructive job done well and on time; and, that his modern plant enables him to do this in the lumber manufacturing stride, he affirms. Both support and influence have been accorded by Mr. Cooper on behalf of the instant newspaper publicity advertising program boosting and working for the future and more active development of the wonderful natural and potential resources thruout East Texas; and, Environs, it is appreciated along with other able and progressive Sponsors of this Special Edition.

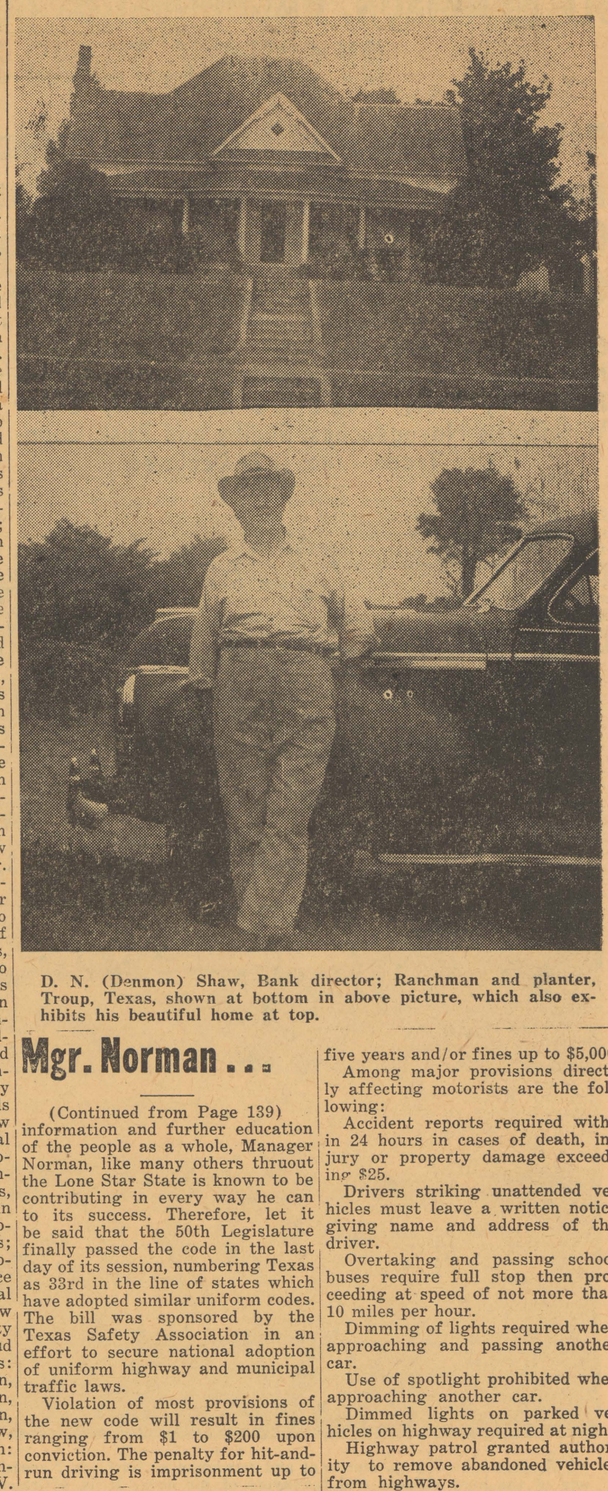


Cooper Lumber Company, owned by D. A. Cooper, left in above picture; and, operated by his brother, J. L. Cooper, right at Brookeland, Sabine county, East Texas; and, Environs enjoys the reputation of making good lumber, which is planed in Beaumont; and, then passed on to the wholesale and retail markets, it is announced.

D. N. (DENMON) SHAW, 69, ABLE RANCHMAN, PLANTER, GINNER AND BANK DIRECTOR IN TROUP AND WHITEHOUSE SECTORS OF CHEROKEE AND SMITH COUNTIES, EAST TEXAS

Carrying Upward 1300 Acres Land, Which Mr. Shaw Says he Would Sell, This Well Known Citizen and Taxpayer is Regarded as Invaluable Personal Asset to His Community; and, its People it is Declared

Troup and Whitehouse. — D. N. (Denmon) Shaw, 69, within 31 years of his first century of life and/or 100 years on this earth, a native son of near Jacksonville, enjoys the enviable distinction of having climbed thus far actually from the bottom on up, he comments, comparable to his present able and comfortable position finding him the owner of upward 1,300 acres of mother earth holdings, probably a section of it and/or 640 acres, or there abouts being located on the Smith county side of Troup—the Smith county lands being situated on Tyler highway few miles out from Troup, while his other lands are in the Black Jack neighborhood between Troup and Summerfield, records establish. After Mr. Shaw left Jacksonville area, he says he established himself at Black Jack, his business activity there at first being in the gin business. As he went along, he says he began to accumulate land; and, he enjoyed then, as he does now, he assures, in adding to his realty holdings, altho at the right price he announces that he would consider selling all of his lands on a cash or terms basis. His Smith county lands are under lease for prospective oil or gas development; and, he invites that his Cherokee lands are available for similar undertaking. General crops and livestock are produced on the Shaw lands, it is observed. After selling his gin interests at Black Jack, Mr. Shaw says he moved to Troup and engaged in the same activity here, but this plant was also sold later on; and, he erected a gin at Whitehouse, where he still operates. It carries 5-70's; and, while cotton crops in this area have been negligible for some time, he says, Mr. Shaw believes that normal cotton crops for this part of East Texas may again get under way in 1948, he believes and encourages. In 1912, Mr. Shaw erected the handsome 2-story residence he and his family occupy and enjoy on a beautiful hill-top overlooking Troup and surrounding area. It is located on the Cherokee side of Troup. In the ranching division of Mr. Shaw's activities, he reports that he does a general buying, selling and production business as to livestock; and, that he patronizes Ft. Worth markets, with some local sales, he points out. General herds of White face, Jerseys and other cattle are carried by Mr. Shaw, who says he handles anywhere from 200 to 300-head annually, his present herd numbering around 150-head, he states. In part of his yesteryears, Mr. Shaw says for 4-years he was in grocery and market business in Troup; and, for 25-years he has been a Director in The First National Bank, of Troup, one of the strong financial institutions in East Texas, published reports reflect. Mr. Shaw is still the executive of his Father's estate, which he reports, continues to grow steadily. In addition to cattle, Mr. Shaw says he carries 15 to 20-mules, in addition to tractors, for his own use; and, that he also deals in mules to the number of 25 to 30-annually. In peak years, Mr. Shaw says he produced 75 to 100-bales of cotton on his lands comparable to around 40-bales in recent years, but with cotton unmistakably returning to agricultural favor, he believes, it would not be surprising were he to increase his production of the fleecy staple again, he visions. Friends and neighbors regard Mr. Shaw as being an invaluable personal asset to Troup area; and, its people, it is declared. His family ancestry extends beyond 100-years, Mr. Shaw makes known. Active in his civic, religious and general public development life of East Texas; and, Environs, Mr. Shaw has subscribed of his support and influence toward the success of this Special edition. His wife, Mrs. Alice Shaw is a native of the Cherokee county side of Troup. They are the proud parents of 4-lovely daughters: Mesdames Otta Mae (Carl) Jordan, Troup; Neva (Doug) Denton, Troup; Ola Nan (Al. C.) Barron, Waco; and, Miss Mary Shaw, Troup. There are 3 grand children: Ann Jordan; Mary Doug and, Denmon Shaw Denton. Parents: M. V. and Mrs. Nannie Shaw, both deceased. Parents of Mrs. Shaw: W. B. and Mrs. Onie Mayfield, both living. Mr. Shaw is an uncle of Sam D. Fox, of Alto Gin / Crate Co., Alto, the latter's beloved Mother having been a sister of Mrs. Shaw. Elsewhere in this Special edition appears a full page in recognition of the Fox interests.



D. N. (Denmon) Shaw, Bank director; Ranchman and planter, Troup, Texas, shown at bottom in above picture, which also exhibits his beautiful home at top.

Kelley's Paint & Body Shop, R. J. (Bob) Kelley, 32, Owner, Making Progressive Headway in Establishing its Business in Mt. Enterprise, East Texas Area

Welding is a Specialty at Mr. Kelley's Plant, Which is Becoming Generally Appreciated Because of the Good Work Done There, Patrons and Friends Attest

Mt. Enterprise. — One of the youngest, most ambitious and energetic young business men in this Rusk county sector of East Texas; and, Environs, is none other than R. J. (Bob) Kelley, 32, owner of Kelley's Paint & Body Shop, announcement is made. The business is located just in the edge of Mt. Enterprise as you enter or leave town via Highway 315, it is observed. Native of Minden, Rusk county, Texas, Mr. Kelly is a native son in whom all of his friends may be justly proud, it is pointed out. His wife, Mrs. Mary Kelley is a native of Mt. Enterprise. Parents: W. E. and Mrs. Josephine Kelley, both living. Parents of Mrs. Kelley: Mr. and Mrs. Freeman, the former living; and, the latter deceased. Except for 1 year with the 17th. Anti-Submarine Squadron, Mr. Kelley says he has lived in about this area practically all of his life thus far; and, that from here on out he proposes to serve his friends and the public with the very best to be had in his line of business activity, he assures. Before settling down with his business stride in Mt. Snterprise, Mr. Kelley says he sojourned about the country for a while, including California; Tulsa, Okla.; Houston, Texas; and, other points to convince him that after all Rusk county and its Mt. Enterprise, East Texas; and, Environs offered best opportunity for his business stride; hence, the admittedly fine success he is enjoying, patrons and friends comment. In addition to welding, both light and heavy jobs, paint and body work, Mr. Kelley says he also handles tires, tubes, accessories and auto paint. He points out, too, that his shop is the only one of its kind within a radius of 25-miles. Having established his plant in 1946, Mr. Kelley declares that he not only appreciates the patronage of his old customers and friends, but that he invites opportunity to serve others. Local and general service is rendered, he states; and, his business is known to be growing at a very satisfactory pace, it is stated. It was in 1941 when Mr. Kelley had his first experience in welding, he makes known; but in the maintaining of automobiles he says his stride has been almost continuous since 1937 except for the year he was in the service. Operating portable outfit, Mr. Kelley says he is equipped to service your welding needs here at home or away from here. Just give this young man the opportunity to do a good job for you; and, he guarantees to do just that. According his support and influence on behalf of the success of this Special edition, Mr. Kelley says he is glad to go along with the other able Sponsors and do what he may to help improve conditions generally hereabouts. On behalf of improved churches, schools and general public development, Mr. Kelley says he's in line with the progressive programs advocated in instant effort to publicize more widely the natural and potential resources of all East Texas; and, Environs.



R. J. Kelley, owner Kelley's Paint & Body Shop, Mt. Enterprise, Texas.

Upward 100,000 Rose Plants Carried in Rose Nursery Division Winona Pecan Grove Effort

(Continued from Page 139)

Winona. — Manager Henry Thomas Norman, speaking for the operation of Winona Pecan Grove properties, owned by H. L. Hunt, independent oil operator states that in each and all of the local operations under his management, and that includes all of them for Mr. Hunt here at Winona, it is declared, announces that in the rose nursery division he is proud to state that very satisfactory progress is being made. Usually carrying upward 100,000-rose plants, Manager Norman states that he makes shipments from this rose nursery to practically every state in the Union; and that his export business includes shipments into Canada. Most a wholesale business is conducted in his nursery division, it is ascertained.

Mgr. Norman . . .

(Continued from Page 139)

information and further education of the people as a whole, Manager Norman, like many others thruout the Lone Star State is known to be contributing in every way he can to its success. Therefore, let it be said that the 50th Legislature finally passed the code in the last day of its session, numbering Texas as 33rd in the line of states which have adopted similar uniform codes. The bill was sponsored by the Texas Safety Association in an effort to secure national adoption of uniform highway and municipal traffic laws.

Violation of most provisions of the new code will result in fines ranging from $1 to $200 upon conviction. The penalty for hit-and-run driving is imprisonment up to five years and/or fines up to $5,000

Among major provisions directly affecting motorists are the following:

Accident reports required within 24 hours in cases of death, injury or property damage exceeding $25.

Drivers striking unattended vehicles must leave a written notice giving name and address of the driver.

Overtaking and passing school buses require full stop then proceeding at speed of not more than 10 miles per hour.

Dimming of lights required when approaching and passing another car.

Use of spotlight prohibited when approaching another car.

Dimmed lights on parked vehicles on highway required at night.

Highway patrol granted authority to remove abandoned vehicles from highways.

Uniform arm-and-hand signals required.

Minimum standards set for lights and brakes, subject to inspection by highway patrol.

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L. A. BRADY & SON ROSE NURSERY AND RANCH, L. A. BRADY, 45; AND, HIS SON, BILL BRADY, 14, OWNERS AND OPERATORS SETTING NEW RECORDS AT CAMP FANNIN AND WINONA SECTOR SMITH COUNTY

Owning and Controlling 820 Acres of Land, Mr. Brady and His Son Have Inaugurated a Program for the Future That Augurs Well Not Only For Their Rose Nursery, it is Opined; But, They are Installing a Nice Ranch Industry, Where a General Herd of Cattle Will be Handled on a Buying, Selling and Production Basis, it is Announced



Pictured above right to left are L. A. (Lee) Brady and his wife, Mrs. Lonie Brady; and, their son, Bill Brady. Lying at the feet of young Brady is his favorite dog. Messrs. Brady & Son are owners and operators of L. A. Brady & Son Rose Nursery and Ranch, Camp Fannin and Winona, Texas, their mail reaching them via R.F.D. 1, Tyler, Texas. The Bradys appear on the lawn of their modern show place home erected by them at Camp Fannin, Texas.

Besides His Participating Ownership in Brady's Rose Nursery, Bill Brady, Who Owns Some 14 Cows in His Own Right, Features Registered Duroc Hogs, His Swine Herd Carrying Upward 20 Head, it is Affirmed

Mrs. Lonie Brady, Charming Wife of Mr. Brady, Native of Camp Fannin Area is Known to Have Been the Inspiration That Encouraged and Carried Their Happy Marital Relations up to the Ownership and Occupancy of the Modern Show Place Home and Other Advantages Comparable to Their Lean Yesteryears, it is Declared

Camp Fannin and Winona. — This sector of Smith county, East Texas; and, Environs has just cause to be proud of its progressive citizens and taxpayers hereabouts, among them being L. A. Brady his wife, Mrs. Lonie Brady; and, their fine young son, Bill Brady, 14. Mr. Brady is 45; and, Mrs. Brady is a native of Camp Fannin community, while Mr. Brady is a native of a point 5 miles West of Tyler. He moved here in 1928; and be it said to the credit of Mr. and Mrs. Brady, comparable to their lean yesteryears, they enjoy now the enviable distinction of possessing and enjoying the occupancy of one of the modern show place homes in this part of East Texas; and, certainly so here in Smith county, it is pointed out. Going back not too many years ago, Mr. and Mrs. Brady recall that when they were down in the lean, way down, they admit, they were hopeful, ambitious and determined to get ahead and some day enjoy the blessings that are theirs to behold in the passing year 1947; as well as thruout their useful years from here on out. Serving both God and humanity is known to have been a happy activity on the part of these young people; and, today they are esteemed, loved and appreciated by their legion of friends here and elsewhere, it is affirmed; but, to use the language of Mrs. Brady "Camp Fannin is home, sweet home". She says she never realized it so much, and mind you she has lived hereabouts all of her life, as she did when Mr. Brady was ill recently and she had to be in Dallas during the painful ordeal thru which he passed. It was there in Dallas, Mrs. Brady says she was made to realize more than ever at any other time in her life that back here at Fannin was, and is to her and her family the sweetest, the grandest and best place on earth to live; and, so-o, the Bradys are carrying onward and upward in a bigger and better way thann ever. Mr. Brady is recovering his health; Mrs. Brady is active, industrious, sweet and kind her neighbors and friends say, while Bill at his young age of 14 is definitely making strides as a young business man that ar. bringing continuous laurels to his record, it is declared. Associatec with his father, L. A. Brady ir. the ownership and operation o. L. A. Brady & Son Rose Nursery and Ranch, Bill in his own righ carries some 14 cows; and, upward 20 Registered Duroc hogs, it is reported. The young man is alert, doing well in his educational strides, it is known, ambitiously striving to be able to follow in Dad's foot steps in a noble and constructive way, it is pointed out. Observation and information establish that L. A. Brady and his son, Bill Brady are setting some new and wonderful records on their owned and controlled 820 acres of land, it is declared. Carrying 60 acres in rose nursery plants; doing a general farming and livestock production, saying nothing for the ownership and occupancy of the beautiful and modern brick home here on their nursery and ranch lands, the Bradys are known to be making progress as constructive citizens and taxpayers in the best sense of the word, it is appreciated. Civic, religious and general public development strides come in for a large share of the support and influence of the Brady family, it is established; and, in the instant effort to help publicize more widely the natural and potential resources of Smith county, East Texas; and, Environs, they have been liberal with th i r support and influence. All variety of good rose plants are raised and shipped from the Brady nursery; and, good herd of general cattle in cross breed will be featured on the Brady ranch, it is announced. Tyler and Ft. Worth markets will be patronized in the sale of livestock; and, wholesale markets are patronized in the disposition of their rose nursery inventory, it is made known. The Brady lands are partially leased for prospective oil and/or gas development, it is learned; and, Mr. Brady says his remaining acres are available for similar proposed activity, he assures. It is planned to carry 100 head or more of cattle on the Brady ranch herds, it is stated. Tractor and mule power is employed on the Brady lands, it is observed and stated. Sale of Brady rose nursery stock is sold both at home and abroad, some of the wholesale shipments probably reaching export markets, it is believed. Carrying a substantial pay roll, the L. A. Brady & Son Rose Nursery is definitely recognized as an outstanding community asset, it is said in its favor. During World War No. 2, the Bradys surrendered their lands for use by Camp Fannin, by which they community is still known; and, speaking of the location of the Brady activities, Mrs. Fannin very sweetly makes it known that they are located in Camp Fannin, while nearby Winona is considered a part and parcel of this general community set-up, while R.F.D. No. 1 is used for mail accommodations out of Tyler, it is affirmed. Re-possession of their properties was enjoyed in 1946, records establish; and, presently the Bradys are contnuing landscaping and other improvement efforts, further enhancing the loveliness of the place and its enrichment as an outstanding show place in this whole part of Texas, it is opined. Having started with a bird dog and a shot gun, that's the way Mr. Brady says his start in life was initiated comparable to the very delightful position he and Mrs. Brady and their son now enjov. The Brady show place brick home was erected from May to August in 1938, the Bradys report; and, in 1943 their place was vacated for use as a part of Camp Fannin, it coming back to them latter part of 1945 and early 1946 they state. In the civic, religious and general public development life the Brady family is tops, ardent goods friends and workers, it is appreciated; and, in the instant effort to help boost their community along with the rest of East Texas; and, Environs, the Bradys have gone all out for this part of the Lone Star State. Mrs. Brady says back in the early days of dreaming and planning for her beautiful home she just knew the day would come when they could and would execute their program. That they have done this in a great big and enjoyable way is but to see the properties and rejoice with them, and each of them in its happy possession. As Mrs. Brady proudly says: "Where there's a will there's a way"; and, that in their case it was put to a test and they won. Bill Brady has been, and is now active in 4-H Club work, while he and his father, L. A. Brady are always trying to build up their rose nursery plants. Both Mr. and Mrs. Brady are sportsmen, both of them enjoying hunting and fishing. Oh, yes, Bill is also inclined that way, he admits. The lamented Lon and Mrs. Addie Brady were parents of Mr. Brady; and, Mrs. Brady is the lovely daughter of Bill and Mrs. Mary Alice Allen, both living. More power to the Bradys.

J. E. (ED.) WHITESIDE ROSE NURSERY, J. E. (ED.) WHITESIDE, 45, OWNER AND OPERATOR, ENJOYS THE ENVIABLE DISTINCTION OF BEING ONE OF THE PIONEER INSTITUTIONS OF ITS KIND IN SMITH COUNTY

Native of Anderson County, Mr. Whiteside Says His Parents, Prof. and Mrs. T. C. Whiteside Moved to Smith County in 1911, Locating in Tyler; and, That Later he Moved to Camp Fannin, Establishing Himself at Winona in 1943, His Rose Nursery Having Been Established in 1923, he Says

Wholesaling His Rose Nursery Output North, Mr. Whiteside Reports That an Interesting Feature Connecting With His Business is the Fact That Wholesale Shipments to Indiana Finds His Plants Coming Back to Marshall, Tyler and Elsewhere for Sale at Retail

Winona. — J. E. (Ed.) Whiteside, 45, pioneer rose nurseryman hereabouts since 1923 is said to be one of the better known and successful industrialists in his line of mother earth productions in this area of East Texas; and, Environs, it is affirmed. Native of Anderson county, Mr. Whiteside says in 1911 he moved with his parents, Prof. T. C. and Mrs. Elizabeth Whiteside to Tyler, Smith county, East Texas; and, Environs.

Prof. Whiteside over a long period of years has been known as a beloved and worth while educator, his school teaching efforts having established many meritorious records, it is said of him; and, deservedly so, it is affirmed. Mr. Whiteside says he spent his boyhood in Tyler; but, later moved to Camp Fannin and in 1943 located himself and family at Winona, his present residential and business headquarters. In 1923, Mr. Whiteside says he established his rose nursery; and, that his entire rose product is sold at wholesale North, an interesting feature, he says, having to do with the fact that much of his rose plant wholesale shipments to Indiana come back to Marshall, Tyler and other places for retail. But, that's probably the better 'round, comments Mr. Whiteside in that they have ample storage room up that way, that the plants are kept and/or held dormant until later on when the season is right for planting them in this area, as well as other destinations, it is declared and welcomed, he declares. Prof. Whiteside, by the way is in semi-retirement as an educator, but in emergencies he responds to the call of duty and aids in one or more subjects at Tyler, it is reported. Both of Mr. Whiteside's parents are still living as are, also, Luther and Mrs. Dora Kindle, parents of his wife. There are two fine sons in the Whiteside household: Dan Whiteside, 12; and, Tommie Whiteside, 8. Mrs. Whiteside is a native of Smith county. Carrying 25 to 30-acres of rose nursery activities, Mr. Whiteside says he handles upward 200,000-rose nursery plants annually, comparable to his yesteryears, when he recalls that he was down at the bottom and had to work hard to progress to the present comfortable position he enjoys in life and his business stride, he rejoices as do others for him, it is appreciatively comented by friends and neighbors, it is known. Maintaining a substantial pay roll and possessing some of the prettiest, most outstanding and among the best rose fields, Mr. Whiteside is definitely a worth citizen and taxpayer, it is pointed out. He is a brother of Sam Whiteside, owner of Sam Whiteside Rose Nursery; and, also about whom a general story appears elsewhere in these pages. Sam, by the way got his start in the nursery business by working with his brother Ed, some 15-years ago; and, now at the age of 31-is making fine progress as an outstanding young rose nurseryman, as may be observed in the general story about him. And, also be it assured that facts and figures sustain J. E. (Ed) Whiteside as being an unusual man in many respects. In other words he knows the rose nursery business, he's always striving to improve his plants and a visit to any and all of his rose fields—the two years olds in full bloom—will find you greeted in season one of the most beautiful sights you ever saw. This Commentator knows whereof he speaks plus thanks and appreciation for the lovely rose bouquet worn with delight and in full enjoyment of its rare fragrance, as well as beauty. Indeed and infact, the Whitesides are super when it comes to producing good rose nursery stock. Hence the deserved commendation attending them, and each of them, while the public at large is to be congratulated. In the effort to help publicize more widely the natural and potential resource of Smith county, East Texas; and, Environs, Mr. Whiteside, like his brother Sam, has subscribed liberally of his support and influence, with the added comment that while preferring to avoid personally publicity as much as possible he is always ready, willing and able to participate and co-operate toward helping his community; and, its people, he assured. Mr. Whiteside also makes it known that he stands four square for the progressive programs advocated in this Special edition; and, that he favors cheaper power, lower taxes and adequate drainage; while soil conservation; improved churches and schools; increased production of all farm products, including livestock, milk, meat and eggs; plus cordial invitation on behalf of desirable new people, money and industry—all these, and more, have the ardent support and influence of Mr. Whitesides, it is attested by many who know him best, it is pointed out. Continued success to you, Mr. Whiteside; and, may you continue to extract every ounce of joy out of this life with good health, peace, happiness, progress and prosperity always attending, you and yours!



J. E. (Ed) Whiteside, owner J. E. Whiteside Nursery appears standing above in one of his rose fields. Mr. Whiteside resides at Winona, Texas.

SAM W. GARY, 60, BRAHMAN CATTLE AND FARMER, STARRVILLE, SMITH COUNTY, EAST TEXAS; AND, ENVIRONS, USUALLY CARRIES UPWARD 100 HEAD CATTLE IN HIS RANCH HERD

Native Son, Announces That he is Adding Registered Brahman Cows Later; and, That Presently His Registered Brahman Bulls are Attracting Favorable Attention

Starrville. — This sector of Smith county, East Texas; and, Environs enjoys Sam W. Gary, 60, as one of its favorite native sons when it comes to feed crops and livestock production strides, it is pointed out. Carrying 420 acres of land, leased for prospective oil and gas development, Mr. Gary says he might consider selling some of his royalty. Presently, however, he affirms that he is particularly interested in the development of his Brahman cattle herd, which carries Registered Brahman bull service, he announces; and, later he expects to introduce Registered Brahman cows, he also states. Observation and information establish that Mr. Gary carries upward 100-head cattle in his general herd, the Brahmans predominating, it was noticed; and, that it is Mr. Gary's intention to go all out for and with Brahmans, he affirms. Tyler and local markets are patronized by Mr. Gary in the sale of his cattle it is learned. Mr. Gary is definitely recognized and appreciated as one of the better citizens and taxpayers of this Starrville Texas area, friends and neighbors attest, it is known. His improved pastures are said to be among the very best in this part of the state; and, Mr. Gary says he is constantly working toward added improvement of both lands and livestock on his ranch. He makes a specialty of feed crop production, it is noted; and, as to his Brahman cattle, Mr. Gary is known to be taking a forward stride in the development of his cattle herd. Mr. Gary is a son of the lamented Henry Gary; and, Mrs. Bernice Gary, living. His wife, Mrs. Nella Gary is a daughter of Sam and Mrs. Maria Nicholson. Mr. and Mrs. Gary are the parents of three daughters; Mrs. Elizabeth (Howard)Hays, Tyler; Miss Maxine Gary, Ft. Worth; and, Mrs. Rebecca (Joe) Frobese, Brenham Texas. There are 3-grand children: Judy Mack Hays; and, Shreen and Shirley Frobese. Mr. Gary says he has resided in the Starrville community all of his life to date; and, that in honor of his yesteryears he expresses the ambitious hope and belief that he has many useful years ahead in which he may continue to serve both God and man to the best of his ability. While his ranch carries general cattle, he features Brahmans in his herd; and, as stated above, Mr. Gary expects to go all out with Brahman as time comes along, he declares. For 20-years, Mr. Gary served has community as school trustee; and, in all civic, religious and general public development efforts, he and his family are known to be ardent friends and supporters, it is happily said of them, and each of them. Lending his support and influence toward the success of the instant effort to help publicize more widely the natural and potential resources of all East Texas; and, Environs, Mr. Gary has gone on record as endorsing the progressive public development programs advocated in this Special edition. It's indeed a refreshing inspiration, as well as interesting diversion to chat with Mr. Gary and to enjoy a visit with him to his ranch and farming programs. Continued success, and more power to you, Mr. Gary!



Sam W. Gary, Brahman ranchman and planter is shown standing above in one of his improved pastures, together with partial herd cattle, one of his fine Registered Brahman bulls appearing in the foreground. Mr. Gary's Brahman ranch and farm is located at Starrville, Texas.

O. T. Allen, 51, Owner O. T. Allen Funeral Chapel; and, O. T. Allen Butane Dealership and Associated Lines Progressive Friend and Worker Alto Sector

Progressing Upward From the Bottom, it is Known, Mr. Allen is Rated and Appreciated as One of the Definitely Active Citizens and Taxpayers in his Cherokee County, Texas Area, it is Affirmed

Alto. — New home for his O. T. (Owen) Allen Funeral Chapel; added quarters for O. T. Allen Butane Dealership and Electrical Appliances, O. T. Allen, 51, owner is defintely known to be, and is rated, as one of the outstanding citizens and taxpayers in his business classification thruout this favored Cherokee county, Texas trade area, it is said of him; and, particualrly so since he came up from the bottom so to speak it is also pointed out. Native of Marion county, Texas, Mr. Allen says his family moved to West Texas in his childhood; and, at the age of 9 he came here. In his young manhood, Mr. Allen says he had farming and livestock production experience; and, that on Jan. 24, 1919, he worked for and with the old Mr. J. Hogan Hardware, Furniture & Undertaking business to 1929, when he and S. P. Fox purchased the business, he says. It operated as Fox & Allen to 1937, when the partnership was dissolved and Mr. Allen became the sole owner of the undertaking division, while the remainder of the inventory was sold to W. M. Thomas, records establish. Mr. Allen points out that the exact date when O. T. Allen Funeral Chapel began its public service dates from Sept. 20, 1937; and, that Cherokee county and adjacent territory is served by him, some business, he reports coming as far away as Louisiana. In addition to a new building for his Funeral Chapel, Mr. Allen announces that he has also added a new funeral car; and, that he believes his ambulance service is par excellent, his entire funeral service being complete, he assures. A small line of life insurance is also carried by his Funeral Chapel, Mr. Allen states. His gas and electrical appliance business is conducted as O. T. Allen Gas & Electrical Appliances, including practically everything under that classification for the home, office, store, et cetera. He says in addition to his stated trade area he also enjoys good transient business, Mr. Allen announces. Identified with practically every worth while civic and religious stride in his community, Mr. Allen says he reaps his greatest joy in the service of both God and humanity. Mr. Allen is Trustee of the Alto Baptist church, where he teaches the Bible Class; he is past president of the Alto Lions Club; he is serving now as a member of the School Board, where he has served almost continuously upward 15 years, he says; and, he is also known to be the kind of man who is always ready, willing and able to help his community; and, its people in putting over their best and most constructive development programs, human Christian character coming above all else, he stresses. Mrs. Mary Allen, wife of Mr. Allen is a native of Galveston. They have 4 children: Mrs. Joy (J. C.) Quinn, Marshall; Mrs. Rose Mary (Ray L.) Freeborn, Big Springs, Texas, J. W. Allen, 24, who was First Lieutenant with U. S. A. Engineers during World War No. 2; and, presently Civil Engineer at Marshall, Texas; and, James Richard Allen, 21, upon completion of his school work at the Dallas School of Mortuary Science will be associated with his father in the undertaking business. Indeed and infact, says Mr. Allen, "Dickie" will be our Funeral Director. Parents: John A. Allen, deceased; and, Mrs. Annie Bell Allen, living. Parents of Mrs. Allen: Mr. and Mrs. (Mrs. Henrietta) Barnefske, both deceased. Mr. Allen is an active participant in his co-operation along with other Sponsors in having helped to make of this newspaper publicity advertising efforts the success it enjoys, it is pointed out.

Oldest Living Thing

In Sequoia National park are thousands of giant Sequoias of which several hundred are more than 10 feet in diameter and 300 feet in height, while some have base diameters between 25 and 37 feet. The age of the Big Tree is difficult to realize. It is beyond comparison with the oldest living thing. Several of the trees were vigorous youngsters before the pyramids were built in Egypt and before Babylon was at its zenith. Thousands were flourishing trees when Christ was born in Bethlehem. Hundreds were lusty youngsters through all the ages of Greek art and Roman wars.



Top: Mr. and Mrs. O. T. Allen; and, bottom, their son, James Richard Allen, Alto, Texas.

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

KIDD DAIRY & ICE, H. E. KIDD, 42, MANAGER, REPRESENTS AN OUTSTANDING INDUSTRY IN TYLER; AND, ENVIRONS, RENDERING BOTH WHOLESALE AND RETAIL SERVICE WITHIN TYLER AND SMITH COUNTY

Owning and Operating Six A-grade Dairy Farms; and, Absorbing Output of 20 Other A-Grade Dairy Farms, Kidd's Dairy & Ice is Known to be One of the More Substantial Operators in This Business Classification Thruout This Area of the Lone Star State of Texas

Kidd's Dairy Was Established in 1919, it Having Developed Into Major Industry and Service Enjoyed Today Via All Dairy Products, Including Pasteurized and Homogenized Milk; Also, Cream and Butter, it is Announced

Plant Located at East Erwin and North Clayton, the Executive Offices Being Established at 109 North Clayton in Tyler, Kidd's Dairy & Ice Designated and Recognized Home Owned Institution in Tyler

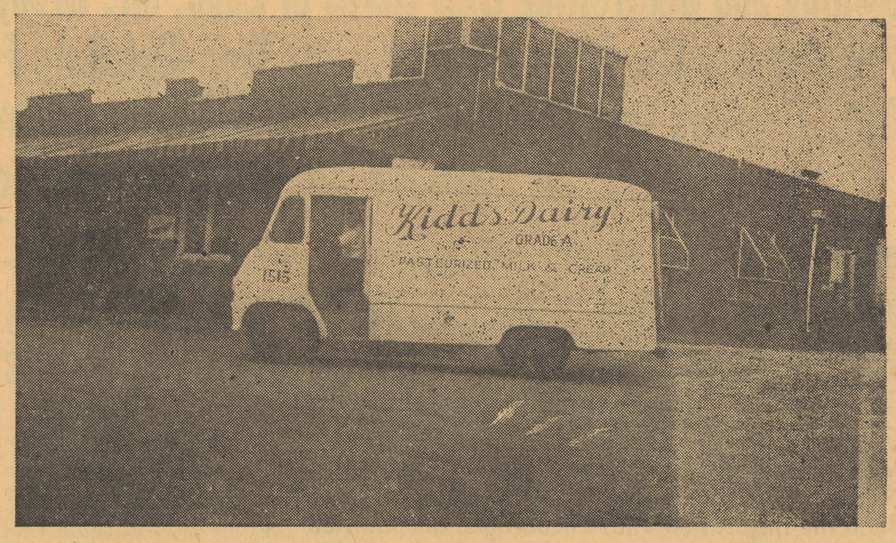
Tyler. — H. E .(Hubert) Kidd, 42, manager Kidd Dairy & Ice, East Erwin and North Clayton, Tyler, East Texas; and, Environs, acting for himself and associates in the ownership and operation of above industries has subscribed liberally of his company's support and influence toward the success of this Special edition, published and distributed as it is in the interest of helping to publicize more widely the natural and potential resources not only of Tyler, Smith county, East Texas; and, Environs, but this entire sector of the Lone Star State of Texas, it is pointed out. Kidd Dairy & Ice is a family ownership and operation via partnership arrangement as follows:

Mrs. Lottie Kidd, widow of Levi Lee Kidd, who established the dairy in 1919; two of her sons: H. E. (Hubert) Kidd; and, H. L. (Herman) Kidd; also, a grand son, E. G. Kidd, son of the lamented E. G. Kidd Sr., another son of Mrs. Kidd. Executive offices of Kidd Dairy & Ice are located at 109 North Clayton. Capacity of both Dairy and Ice plants is known to be substantial; and, that both a wholesale and retail business is conducted. Retail milk routes are also maintained within Tyler; and, admittedly the entire business of the concern is identified as being with Smith county, where the Kidds own and operate six (6) A-grade dairy farms of their own; and, absorb the output of twenty (20) other A-grade dairies, with the announcement, also, that the company is in the market for additional and unlimited A-gader milk supplies. All dairy products are handled by the Kidd organization, it is stated, including pasteurized and homogenized milk, cream and butter. A sizeable fleet of milk and ice trucks are maintained to take care of the Kidd products' distribution, it is observed. Mr. Kidd, founder of the business passed away in 1946. Manager H. E. Kidd came with the industry in 1923. He and his wife, Mrs. Opal Kidd are the parents of two children: Barbara and Levi Lee Kidd. Mrs. Alleen Kidd is the wife of Herman Kidd. They also have two children: Martha and Nancy Kidd. Mrs. Pollie Kidd is the wife of E. G. Kidd, whose father passed away in 1943. They have two children: Pollie Kidd; and, a pretty little baby girl. Famous slogan at Kidd Dairy has to do with this impressive and unforgetable declaration: "You Can Whip Our Cream But You Can't Beat Our Milk," it is observed. Mrs. Marie (Sam) Knight, a daughter of Mrs. Kidd and a sister of Messrs Hubert and Herman Kidd is a resident of Sherman, Texas. Established in 1919 and/or 28 years ago, Kidd Dairy is known to have grown and developed into one of the substantial industries of its kind in East Texas; and, Environs, it is established. Kidd Ice also serves both Tyler and Smith county patrons. Both Kidd Dairy & Ice are home owned institutions, it is pointed out; and, each are known to enjoy a satisfactory volume of business, it is declared. In the life and progress of Tyler, Smith county, East Texas; and, Environs, the Kidds are known to be ardent friends and supporters of the churches, schools and general public development, it is declared. Incidentally, too, it may be pointed out that the Kidds and the Kidd organization are known to be in line with constructive thought and action, the welfare of the community; and, its people always having a friendly ear at the hands of the Kidds, it is attested by friends and neighbors, it is pointed out. In the broader field of community building and understanding here and elsewhere, appropriately it may be said just here that production is an essential quality in any line of business. Production on a large scale speaks someone of the success volume enjoyed by the Kidds and the Kidd organization, it may be invited and pointed out. And, to illustrate what this Commentator has in mind, an able editorial recently appeared in The Houston Post under the caption: "That's a Lot of Money." Sustaining our point, and with thanks and appreciation to the Kidds and others of the representative Sponsors who have made it possible to produce this huge newspaper publicity advertising effort on behalf of East Texas; and, Environs, The Post said: "The $169 billion National income for the United States in 1946 reported by the commerce department is dazzling in magnitude, but in actual purchasing power it doesn't look as big. The 1945 total was $155 billions.

A few days before the figures were revealed an analysis disclosed that although the United States was doing a lot of business in terms of dollars, it was actually producing less in terms of commodities. Inflation is responsible for the apparent excellence of the financial showing.

A per capita breakdown of the returns shows that the average man was making $1200 last year, more than double the $545 he received in 1940. The per capita average in Texas was $954, compared with $413, six years ago. Nevada, where gambling is the principal industry, was tops for the Nation with $1703, and Mississippi was still in the depths with $555.

Even with such inflation as we have, however, and in spite of the fact that production has not kept pace with increasing monetary values, the United States is far better off economically than the rest of the world. The American dollar may not be what it used to be, but it still is the world's most popular currency."



Kidd's Dairy & Ice typical truck and also plant shown above, Tyler, Texas, where H. E. (Hubert) Kidd is Manager.

PRUDHOME GROCERY & MARKET; FEED STORE AND SERVICE STATION, OWNED AND OPERATED BY C. B. PRUDHOME, 31, AT 995 DOUGLAS ROAD, NACOGDOCHES, EAST TEXAS; AND, ENVIRONS

Progressive Young Business Man, Mr. Prudhome is a Native of Frierson, La., While his Pretty Young Wife, Mrs. Lena Prudhome is a Native Texan; and, Each of Them are Known to be Fine Friends and Supporters of Their Community, it is Affirmed

Nacogdoches. — Prudhome Grocery & Market; Feed Store; Service Station, plus friendly service, owned and operated by C. B. Prudhome, 31, represent business activities at 995 Douglas Road, Nacogdoches, Nacogdoches county, East Texas; and, Environs that are nothing short of genuine success, it is observed and ascertained from information, affirms this Commentator. Carrying an inventory in all departments that is truly magnificent, so chock full is the seasonable merchandise in the Prudhome operations that you may be able to find most anything and everything to your choice and liking in the staple and fancy grocery divisions, while the very choicest of fresh meats, et cetera are carried in abundance in his market department, be it said to Mr. Prudhome's credit. And, then when it comes to feed, he had provided a separate store and/or feed house for this particular accommodation to his patrons and the public, it is noted. Convenient service stations is also operated for the public at large; and, most any time you may observe crowds of customers and visitors assembled out front and within the busy walls of the popular Prudhome store, it is pointed out. Native of Fireson, La., Mr. Prudhome came to Nacogdoches in 1934, he states. Having been raised on a farm and participated in farming and livestock production, this help to qualify Mr. Prudhome in the excellent service he is now rendering his friends and the public, many of them have been heard to favorably comment, it is assured. One of the best stocks of merchandise imaginable and in reality obtains at the Prudhome Grocery & Market, it may be said without hope of reward or fear of contradiction, it is observed. Mr. Prudhome says he established his business in 1935, conducted it up until the beginning of World War No. 2, when he sold it out. During that memorable world conflict, Mr. Prudhome was within the Sea-Bees in the South Pacific. Returning to the States, Mr. Prudhome immediately set about to re-open his store in the same building where he operated before going to war. He and his family owning the property and having only sold the stock and leased the fixtures until his return, Mr. Prudhome had no trouble whatever in getting right back into the harness, it is known; and, if anything he is now rendering a more eficient service than ever before, it is declared. Mrs. Lena Prudhome, pretty young wife of Mr. Prudhome is the able cashier and general assistant to her popular young husband, who prides himself in the rendering of good service to one and all alike, it is recognized. Mr. and Mrs. Prudhome are the parents of one charming little daughter, lovely Miss Lena Evalyn Prudhome. Parents: Walter and Mrs. Fannie Prudhome, both living. Parents of Mrs. Prudhome, a native Texan: Mrs. May Chance, her mother, living; and, Mr. Chance, deceased. In addition to staple and fancy groceries; feed, et cetera, Mr. Prudhome specializes in fresh vegetables and practically everything good to eat, it may be said of his store. In his feed department, Mr. Prudhome points out that he handles practically everything required and need for animals,particularly so for dairy herds, ranch herds and/or all kind of livestocks, he invites. And, says he don't overlook poultry, a department over which he presides with somewhat distinguished and efficient service, patrons appreciate and point out, it is known, since Mr. Prudhome emphasizes that he has and handles a general line of feeds, specializing in just the quality and selection of your choice; and, comments Mr. Prudhome, should he be out of any particular item he'll do his best to obtain it for you if available in the markets. In other words, SERVICE is the motto with Mr. Prudhome, uniformly courteous to the trade, anxious to please the trade and working day and night if necessary to meet the demands of his trade, it is enthusiastically and reportedly said of him, it is affirmed. Mr. Prudhome also says he buys eggs and other commodities produced within the Nacogdoches trade area; and, its environs, he declares. Staunch friend and supporter of churches, schools and general public development, Mr. Prudhome is going along with his support and influence in the instant effort to help publicize more widely the natural and potential resources of Nacogdoches, Nacogdoches county, East Texas; and, Environs, he having gone on record as favoring cheaper power, lower taxes, better roads and adequate drainage; and, he also assures that it is both a privilege and a pleasure to endorse all of the progressive programs herein advocated, including improved churches and schools; soil conservation; increased production of all farm produces; and, he also joins heartily in the movement to cordially invite desirable new people, money and industry to locate within the environs of this favorable area of the Lone Star State of Texas. Continued success and more power to you, Mr. Prudhome! Incidentally, too, it may be said that Mr. Prudhome not only appreciates the loyalty and patronage of his old customers; but, that he also takes this opportunity to invite others to join the crowds and make of the Prudhome Grocery & Market their store, he invites.



Mr. and Mrs. C. B. Prudhome and their pretty little daughter, Miss Lena Evelyn Prudhome, Nacogdoches, Texas.

MRS. LINNA B. CRAFT, MERCHANT, PLANTER AND LIVESTOCKWOMAN ANNOUNCES THAT SHE WOULD SELL HER STOCKS OF MERCHANDISE AT TWO DIFFERENT STORES IN FLINT, TEXAS!

Reason for Sale, Mrs. Craft States That She Desires to Retire; and, That She Would Extend Bargain Rental Advantages to Promising Young Merchant and-or Merchants Who May Take Over

Flint. — This desirable Flint sector of Smith county, East Texas; and, Environs enjoys two well established businesses that are for sale as to inventories and the buildings in which they are housed are available at bargain rental advantages to promising young merchant and/or merchants who may take over, the owner announces. The two businesses are represented as being the Craft General Mercantile Store; and, the Craft Service Station, Ice and Grocery Store, Mrs. Linna B. Craft, owner, Flint, Texas. Mrs. Craft authorizes the announcement that she would consider selling the inventories for cash at each store at reasonable prices; and, that each of the buildings in which the two businesses are located are available at reasonable rental, she says. It appears from observation that each, and both, of these stores present a good walk-out sale proposition to some ambitious young fellow who is willing to work, serve and help to lead in the Flint community's general upbuilding both as to progress and prosperity, it may be pointed out. The Craft General Store is said to be the pioneer business institution of its kind in this area, it being housed in a brick structure in down town business sector of Flint, while the other store is right out on the highway between Tyler and Jacksonville. Prospective buyers may see Mrs. Craft at her place of business in Flint and/or communications addressed to her via U. S. mail care Flint, Texas will reach her, it is invited. Mrs. Craft is also participating and co-operating in the success of this Special Edition, which speaks for itself on behalf of working and boosting for the future development of the rich natural and potential resources of this admittedly favorable sector of Texas. She also states that she would consider leasing her new 12-room brick veneered home in Flint; and, that similar consideration is invited anent 550 acres of her ranch and farm lands near Flint, plenty of water available, she says. Mrs. Craft is the widow of the lamented Pink Craft, a native of Alabama; and, she affirms that the reason for her contemplated sale of her business properties and the leasing of other holdings is because she desires to retire. By a former marriage, Mrs. Craft is the mother of two sons: Dr. G. R. Tatum, Johns Hopkins University at Silver Springs, Maryland; and, John E. Tatum, public service, Amarillo, Texas. Mrs. Elizabeth Tatum is the wife of Dr. Tatum; and, Mrs. Gean Couch Tatum is the wife of John Tatum. There are 3 grand children: Gordon Russel Tatum, son of Dr. and Mrs. Tatum; and, Lyned and Bettie Helen Tatum, children of Mr. and Mrs. John E. Tatum. Parents: H. C. and Mrs. Bettie Green Tendel, both deceased. The Mother of Mrs. Craft lived to be 81 years of age and passed away August 11, 1947. Parents of her first husband: John and Mrs. Elizabeth Tatum, both deceased. Parents of her last husband: Lee and Mrs. Hessie Jane Craft, both deceased. Mrs. Craft is a native of Fincastle, Henderson county, Texas; and, before moving to Flint, business operations were carried on at Athens for 25 years, she affirms. Mr. Tatum was a native of Texas. A part of the recent summer was enjoyed in Washington by Mrs. Craft, a most charming and lovable Christian character; and, in honor of the great influence for good she is known to wield among her friends and neighbors here at home and elsewhere, appropriately it is held that the following Bible Verse may be dedicated: Thessalonians 4:16: "For the Lord Himself shall descend from Heaven with a shout, with the voice of the Archangel, and with the trump of God; and, the dead in Christ shall rise first."



Above picture shows front of Craft Mercantile Company, Mrs. Linna B. Craft, owner, at Flint, Texas, where she announces stock of merchandise is for sale and building subject to reasonable rental to promising young business man. Mrs. Craft also has another going store for sale at Flint, she invites and announces.

V. M. (VICTOR) HOLMES, 58, GENERAL MERCHANT, RANCHMAN AND PLANTER ASSISTED BY HIS SON, VICTOR HOLMES JR. ASSOCIATE MANAGER AT REKLAW, EAST TEXAS SECTOR

Mr. Holmes, a Native of Attalla, Alabama, Came To Texas in 1894, Locating at Timpson; and, in 1911 he Came to Reklaw, Where he Also Owns 600 Acres Land, Partially Leased for Prospective Oil or Gas Development, he Says

Reklaw. — V. M. (Victor) Holmes, 58, well known local citizen and taxpayer heads the general store bearing his name; and, where his son, Victor Holmes, Jr., is associate manager, it is announced. In addition to his mercantile efforts, Mr. Holmes carries 600 acres of land on which produces general crops and live stock, featuring Hereford cattle to the number of 100 to 150 head annually, he announces. General crops are also produced via tractor and mule power on the Holmes lands, Mr. Holmes states. On their ranch lands in addition to cattle, swine to the number of 25 to 30-head are carried both for private and/or home consumption as well as commercial uses, it is stated. Ft. Worth markets are patronized in the sale of their livestock, it is known. General merchandise, dry goods; automobile accessories, tires, et cetera are carried in the Holmes store inventory, it is observed; and, both a cash and credit business is conducted by them, records establish. Mr. Holmes says he established his general store here in 1917: and, that he serves both Texas and Inrico products at his service pumps. Veteran of World War No. 1, Mr. Holmes says he is always happy and pleased to do what he can to advance the civic, religious and general public development strides not only in Cherokee, Rusk and Nacogdoches counties, but the whole of East Texas; and, Environs. In addition to general crops, Mr. Holmes specializes in the production of tomatoes, watermelons and other good things to eat for both man and beast, it is ascertained. Having started at the bottom, Mr. Holmes assures that he has not always found the climb easy, but via persistent effort, hard work and a little time out for play he's made the grade; but, says he with no idea of quitting presently, insisting that he has many useful years remaining unto him and that he has a lot of unfinished business to receive his attention. His wife, Mrs. Stella Holmes is a native Texan. They have one son, Victor M. Holmes Jr., whose wife is Mrs. Marie Holmes. During World War No. 2, Victor Jr., was with U. S. A. 7th. Division in the Southwest Pacific. Parents: J. M. Holmes, a pioneer Alabamian, deceased; and, Mrs. Tempe Holmes, 88, living. Parents of Mrs. Holmes: Mr. and Mrs. J. H. Bowling, both deceased. Mr. Holmes has subscribed his support and influence toward the success of this Special edition; and, emphasizes that he stands four square as favoring each and all of the progressive programs therein advocated.



Right to left: V. M. (Victor) Holmes; and, son, Victor Holmes Jr., Reklaw, Texas.

Better Made Coffee

Your coffee will be consistently tasty if the coffee maker is aired between brews. Leave the cover off, or if convenient, store the appliance completely disassembled. After each brew, wash inside with fresh suds, not greasy dish water. The electric element should never be dipped in water.

DR. JOHN CHESSHER, 72, CHIROPRACTOR, PROGRESSIVELY AND ENTHUSIASTICALLY ENDORSES EFFORT TO PUBLICIZE MORE WIDELY NATURAL AND POTENTIAL RESOURCES EAST TEXAS

Professionally, Dr. Chessher Says he is Adjusting Patients Thruout Cherokee, Rusk and Nacogdoches Counties; and, That Friends Whom he Served 30 Years Ago are Still Coming to Him, he Affirms

Reklaw. — Dr. John Chessher, 72, Chiropractor is truly a remarkable man in many respects, affirm friends and neighbors. Native of Jacksonville, Cherokee county, Texas, Dr. Chessher says in his professional work, friends whom he served 30 years ago are still coming to him; and, that his patronage finds him adjusting folk from thruout the counties of Cherokee, Rusk, and Nacogdoches; and, Environs, he affirms. Reminiscing, Dr. Chessher says his parents, the lamented A. J. and Mrs. Melissa Chessher built the first house in old Jacksonville, located about 1 1/2-miles southwest of the present buoyant Jacksonville; and, when the Railroad came thru his family was also the first to move in keeping with progress and prosperity of the new Jacksonville. His wife, Mrs. Vera Chessher is the daughter of Irvin Baggett, deceased; and, Mrs. Ida Baggett, living. Dr. Chessher says his father passed away at the age of 75; but, his mother lived to be 106. He remembers her saying her first 100-years were the hardest; and, that she'd do the best she could with such allotted years as might attend her in her second century. She had 6-of them, the Doctor recalls; and, his friends hope that he may continue his useful years on thru the next 28-years plus a real enjoyment of his excursion into his second century of life on this earth, it is declared. Dr. Chessher's home and office here in Reklaw is right on the county line of Cherokee and Rusk, he states; but, his professional service territory is without limit, he invites. Mrs. Sarah Jane Channel, an aunt of Mrs. Chessher is living at the age of 91; and, quite active, it is observed. The early part of his life found Dr. Chessher giving 20-years of his life to the ship yards in Florida, Louisiana and along the Texas coast, he reveals. In 1916, he says he was entered Chiropractic study and in 1917 he came out as a graduate Chiropractor, his initial practice for a few months having found him in Beaumont in 1918, but in that same year, or 29-years ago he moved his office to Jacksonville, the old home town, where he says he practiced for 13-years. Then he moved to Cushing, Nacogdoches county for 5-years; and, to Reklaw 9 years ago, or in 1938. Immediate practice of Chiropractic is conducted at Reklaw for Cherokee, Rusk and Nacogdoches counties; and, Environs, says Dr. Chessher, whose general practice comes from over a very large area, including old friends who have depended on his services for 30 years and more, he says. In his peak years, Dr. Reklaw says it was nothing for him to adjust from 40 to 100-folk daily; and, that his friends just won't let him retire. Insisting that he has had only 5-months vacation in the whole of 30-years, Dr. Chessher announces that he really enjoyed his 2-weeks vacation taken in September of this year and/or 1947; and, that with the coming of each and every succeeding year he and Mrs. Chessher expect to do just that, he welcomes. Veteran fisherman and hunter, Dr. Chessher says all of his spare time is given to that interesting and wholesome sport. With an ancestry dating back more than 150-years, Dr. Chesser says he was the 43rd. Chiropractor to locate in Texas comparable to a total of some 1,400-Chiropractors in the State today, he declares. And, back to his fishing and hunting, Dr. Chessher says he tries to see to it that no less than 3-days out of each week are devoted to that inspiring and helpful diversion, as he puts it. Strictly an East Texan, Dr. Chessher says he is happy and glad to have opportunity to participate and co-operate in the instant effort to publicize more widely the natural and potential resources of this great Texas area; and, that he endorses wholeheartedly the progressive programs advocated in this Special edition, which has his support.



Dr. John Chessher, Chiropractor, Reklaw, Texas.