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GRAPELAND MOTOR COMPANY, HENRY DAILEY, 28, GENERAL MANAGER, FEATURES CHEVROLET PRODUCTS, RECENTLY MADE LARGEST CHEVROLET THORNTON-TANDEM TRUCK SALE GULF STATES AREA

Above Announcement is Made Advisedly, the Purchase From Mr. Dailey's Organization Having Been Made by Pioneer Truck & Construction Company, Dan Pennington, General Manager, Whose Headquarters is Also in Grapeland, Each of Thirty (30) Complete Truck Units Having Required Investment Upward $6,000.00, it is made known

Mr. Dailey, His Sister, Miss Ruth Dailey; and, Their Mother Mrs. Leoti Dailey, Own and Operate Not Only Grapeland Motor Company, but Other Sizable Business Holdings, Including a Dude Ranch in Arizona; Ranching and Planting Activities Over Thousands of Acres of East Texas Lands; Extensive Interest in Several Radio Broadcasting Stations Thruout East Texas, Et Cetera

Present Plans Also Call for Installation of Modern Dial Telephone System for Grapeland, Announces Mr. Dailey, Who Gives Full Credit to His Mother Mrs. Leoti Dailey for Her Ability in Carrying Onward and Upward After His Father's Death Until The Present Management, he Assures

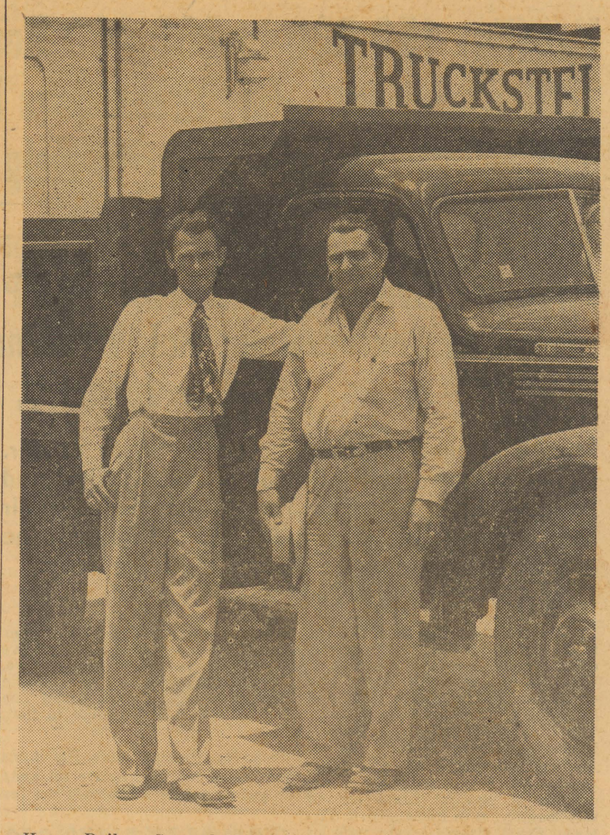
Grapeland. — Grapeland Motor Company, Henry Dailey, 28, General Manager has scored definitely in its successful handling and distributing of Chevrolet products; excellent garage service; sale of Humble products; and, in so many other ways in carrying to success major activities in the Dailey empire of huge business, ranching, plantation and other magnificent strides, observation and information establish. This organization was established by the parents of Mr. Dailey in 1928; and, after his Father, the lamented Henry Dailey passed away in 1934 Mr. Dailey says he gives full credit to his beloved mother, Mrs. Leoti Dailey because of her splendid ability in carrying onward and upward the Dailey operations in all fields of activity up to the time of the present management, he says; and, particularly was this true on behalf of his Mother during the time he was away with Uncle Sam's Navy during World War No. 2. His sister, Miss Ruth Dailey, an International flyer was also absent as a Wasp in that memorable conflict. The sizable holdings of the Daileys are owned by Mr. Dailey; his sister, Miss Ruth Dailey; and, their Mother, Mrs. Leoti Dailey, widow of Henry Dailey. In addition to their business operations here in this part of the South, the Daileys own a Dude Ranch at Tuscon, Arizona; and, besides their Grapeland Motor Company, which features Chevrolet products and Thronton-Tandem trucks, the Daileys carry thousands of acres of plantation, ranch and oil producing lands in Houston county, records establish. Mr. Dailey says their lands are leased for prospective oil and/or gas development; and, that present production holdings are quite satisfactory, he affirms. Mr. Dailey is a native of Grapeland, where his wife, Mrs. Ouita Dailey was also born. They have three interesting children: Miss Carma Le Dailey,, 5; Miss Ruth Ann Dailey, 3; and, Henry Dailey, Jr., 1. Parents: Henry Dailey, deceased; and, Mrs. Leoti Dailey, living. Parents of Mrs. Dailey: Mr. and Mrs. Arwine Skidmore, both living. Miss Ruth Dailey, who has flown everything from the smallest ship to B-17's, is a Director in Grapeland State Bank; and, she is also Secretary-Treasurer the Dailey business holdings which are known as R. & H. Dailey, Mr. Dailey makes known. Recently Miss Dailey ferried a fleet of ships to Reo; and, every year she takes long trips, including destinations to Alaska, South America; and, other countries, as well as the whole of America, it is known. Truly, Miss Dailey is a world's wonder in the air field of transportation, pleasure and public service, it is declared. The Daileys also have their own private plane. Mr. Dailey is recognized and appreciated as one of the young Chevrolet dealers in America, if not the world, it is pointed out; and, among the big orders recently delivered by him had to do with a fleet of Thirty (30) Chevrolet Thronton-Tandem Trucks to Pioneer Truck & Construction Company, Dan Pennington, General Manager, whose general headquarters are also in Grapeland. Mr. Dailey says that an investment by Mr. Pennington in each of these trucks represented an amount exceeding Six-Thousand ($6,000.00) Dollars. Complete garage service; Humble oil products and everything necessary to make of Grapeland Motor Company the fine success it enjoys is always available to his customers and the public, Mr. Dailey assures. Native son of Grapeland area, Mr. Dailey says except for the time he spent with Uncle Sam's Navy during World War No. 2, he has spent all of his life thus far in his home community; and, that he looks forward with pleasurable anticipation to spending the remainder of his useful years in Grapeland, taking such time out, however, as may be convenient and necessary to enjoy the Dailey Dude Ranch in Arizona, et cetera. Mr. Dailey was active in Grapeland Motor Company for 4-years before going to war; and, after his return he assumed General Management of the business, he says. Telephone 65 is maintained as matter of business and convenience to Grapeland Motor Company patrons and the public, it is pointed out. North Houston and South Anderson Counties; and, Environs represent the business territory served by the Dailey interests, it is ascertained. Extensive interests are carried by the Daileys in Radio broadcasting stations thruout East Texas, it is revealed; and, present plans call for the installation of a modern dial telephone system for Grapeland, it is announced. In other words, Grapeland — Houston county — Texas come first, last and all the time with the Daileys, it is established. Active in the civic, religious and general public development life of East Texas; and, Environs, Mr. Dailey on behalf of himself personally and the Dailey holdings has subscribed generously of their support and influence toward the success of this Special edition, which is devoted to helping publicize more widely the enormous natural and potential resources blessing this entire Lone Star State Region, it is emphasized.



Center: Miss Ruth Dailey, famous international flyer, sports and ranchwoman, Grapeland, Texas, where she is Secretary-Treasurer Grapeland Motor Company; bottom private Dailey plane; and, top Miss Dailey, right, and, her mother, Mrs. Leoti Dailey.

Modern Dial Telephone Sytem installation on Program for Grapeland, Announces Henry Dailey

GRAPELAND.—The fine community of Grapeland, where there is concentration of much wealth, culture and refinement, is on the program for installation of modern dial telephone system in the not far distant future, according to plans announced by Henry Dailey, General Manager Grapeland Motor Company and, business administration head of the Dailey empire in this Texas area, it is known. Coming of such telephone convenience as above would be hailed with delight on the part of both patrons and the public, enthusiastically it is believed; and, here's wishing for Mr. Dailey every success in his plans calling for the realization of this service, it is affirmed.



Henry Dailey, General Manager Grapeland Motor Co., and, Dan Pennington, General Manager Pioneer Truck and Construction Company, left to right, Grapeland, Texas.

Henry Dailey, 28, Believes in Long Life, Progress and Prosperity Far Beyond Age of 'Forty'

Grapeland.—There is more in life than making money, practically all of us agree; and, in support of that undisputed declaration, this Commentator attests and affirms that Henry Dailey, 28, General Manager of Grapeland Motor Company; and, directing head of the huge Dailey business empire hereabouts is the type of young fellow who inspires people to want to live longer, achieve and accomplish both in the service of God and Man; and, tho this fine young man has not yet reached "FORTY," it is known that he is vigorously and ambitiously setting his sails for out yonder in the coming years. and, to do that of necessity he and/or others intelligently and should actually accept any and all of our yesteryears, whether they be few or many, as definite stepping stones to the mark of a higher calling in future. Therefore, be it pointed out, as someone has said, that for "Life to Begin at 40" Seems Adolescent to Many People;" hence, to quote Jack Rutledge, an Associated Press Staff Writer, with full credit to Mr. Rutledge and the great world-wide news gathering association he represents, this Commentator respectfully and interestedly invites your attention to what he has to say on the subject, thanks to Mr. Dailey. Says Mr. Rutledge in his AP-message to the public at large:

Almost everyone gets a bad touch of the blues when they hit the age of 40. It's a silly reaction. To coin a phrase. life BEGINS at 40.

For example, here are some ladies and gentlemen who are having a good time, and who think 40 is adolescent. They've enjoyed themselves since 40, and still do.

Mrs. Francisca Escalante de Ontiveros of Yucatan, 80, almost ran her son ragged when she visited him in Corpus Christi. She insisted on plenty of movies and sightseeing trips, and at home entertained them by playing the flute, the piano and the guitar.

George Edward Smith, 67, of Jacksonville, still wields razors and scissors with a steady hand after cutting hair and shaving three generations of his town's families. He's been at it 45 years, he says, whacking away and insisting he's far too busy to think of retiring.

Pop Popplewell of Sherman says he's been helping the public go places for 40 years, says he's piloted enough public conveyances to go around the world twice with enough left over for a start on a trip to the moon. He's still driving a bus and enjoying life.

Tom Bean, 65, a farmer near Gainesville, was young enough to take his first ride in a jeep. Not only that, but he made his first visit to the county seat in the 55 years he's lived in Cooke County.

G. H. Kennerly of Hillsboro hadn't been to a movie in 30 years until recently.

B. P. Abbott of Bovina and Roy Tisdale of Coleman, former cowhands at the famed XIT Ranch, have attended every single one of the annual XIT reunions. Age doesn't make them stay home content with memories.

People do nice things for you, too. Sixty union painters who used to know Ed Howard of Waco pitched in and painted Mrs. Howard's house for her—in 14 minutes and 15 seconds. A crowd of neighbors, friends and onlookers joined to watch as Mrs. Howard just looked on, sort of dazed. After it was over, a man offered to pay her hotel bill until the odor of fresh paint left the place. She said she didn't think the odor would bother her, said: "It's the grandest thing that ever happened."

Things as well as people retain their pep: At Whitesboro, a wolf kept bothering A. A. Lacy's chickens. One night he got enough of it, picked up a Civil War rifle, waited for the wolf and shot it. The old rifle did all right—one shot killed the big gray timber wolf.

General Farming and Ranching Conducted By Daileys on Thousands of Acres of Rich Houston County Lands!

GRAPELAND.—Ft. Worth markets principally are patronized in the sale of ranch herds produced on the thousands of acres of Dailey lands in Houston county, Texas, affirms Henry Dailey, General Manager Grapeland Motor Company. Devoting all of his time and attention to the Dailey interests, and serving the public to the best of his ability, represent distinctive qualities on the part of this young man, attest friends and neighbors. One of the busiest young men in his Texas area, Henry Dailey is credited with always being ready, willing and able to take out time long enough to serve his community; and, its people, it is declared. General farming is another activity along his ranching strides; and, as in all other efforts, he is known to be making a genuine success, it is pointed out.

Progressive Programs Advocated in This Special Edition Win Unqualified Support Mr. Dailey

GRAPELAND. — Realizing the importance of the great need for cheaper power, lower taxes, better roads and adequate drainage; soil conservation; improved churches and schools; increased production of all farm products, including livestock, milk meat and eggs; also, the extension of cordial invitation to desirable new people, money and industry, Henry Dailey, General Manager Grapeland Motor Company has given his unqualified support and influence to the instant effort working to help publicize more widely the natural and potential resources of Grapeland, Houston county, East Texas; and, Environs as advocated in this Special edition, and to which Mr. Dailey has subscribed generously on behalf of himself and family associates, it is known. Partcipating and cooperating to the end of helping to make of this part of Texas a happier and better place in which to live and do business always enjoys favorable response on the part of Mr. Dailey, it is creditably said of him.

All Business Holdings of the Daileys are Carried and Known as R. & H. Dailey, States Henry Dailey, General Manager Grapeland Motor Company, Organized 1928

North Houston and South Anderson Counties, East Texas; and, Environs as Trade Area Served by Mr. Dailey's Organization, Represent Favored Sector of Lone Star State of Texas, Says Mr. Dailey

Grapeland. — Henry Dailey, General Manager Grapeland Motor Company, which was organized in 1928 by his parents, the lamented Henry Dailey; and, Mrs. Leoti Dailey, living, states that the business holdings of the Daileys are carried and known as R. & H. Dailey. These properties include ranching and plantation efforts; Radio broadcasting investments; oil royalties; garage service; sale of Humble products; Chevrolet products, including Thronton-Tandem trucks; and, one of the largest parts and accessories assemblies in the whole of East Texas, it is believed. The handsome home of Grapeland Motor Company is not only a show place for Grapeland but reflects credit on this Texas region as a whole, it is pointed out. And, constant improvements for the accommodation of the business and convenience of patrons and the public are always in order, Mr. Dailey affirms. He emphasizes the importance of the desirable territory he serves thruout North Houston and South Anderson counties, East Texas; and, Environs as being a favored spot and/or region in this part of Texas; and, with due thanks and appreciation to old friends and customers, Mr. Dailey again cordially invites opportunity to serve others, he assures.

Lamented Henry Dailey, Pioneered in the Constructive Upbuilding of Grapeland, Where His Son, Henry Dailey, is Devoting All of His Time to Business Administration

Starting at Bottom and Working Himself to Top Traditionally Was the Battle Fought and Won by His Father, Dedicates a Worthy Son, Speaking of the Untiring Efforts Prosecuted by His Forebear In the Latter's Yesteryears

Grapeland. — To keep the records straight it is appropriate to state and record the fact that the lamented Henry Dailey, father of Henry Dailey and Miss Ruth Dailey with their mother, Mrs. Leoti Dailey, owners of Grapeland Motor Company and other interests known as R. and H. Dailey, was a pioneer of distinction and great worth in the constructive upbuilding of Grapeland, Houston county, East Texas; and, Environs, it is affirmed. Speaking with feeling and sincere dedication unto his lamented father, the latter's son, Henry Dailey, General Manager Grapeland Motor Company pays just tribute to his Forebear when he declares that in the latter's yesteryears he was a power for good thruout this entire Texas region. Young Mr. Dailey is devoting all of his time and attention to the business administration of the Dailey interests, it is declared; and, in doing so he is credited with having advanced the properties materially, remembering, he points out, that none other than his gracious and beloved Mother, Mrs. Leoti Dailey held the properties well together, admirably so when he and his sister, Miss Ruth Dailey were away during World War No. 2, Mr. Dailey having been in the U. S. Navy and Miss Dailey a Wasp. Looking with a rosy outlook to a bright future for Grapeland, Houston county and all East Texas; and, Environs, Mr. Dailey and the Dailey family individually, and collectively, are known to be ardent good friends and supporters of civic, religious and general public development efforts. Unlike his father, the latter had to start at bottom and work his way to the top; young Henry finds it an interesting task to supervise, direct and carry on the huge Dailey property holdings here and elsewhere, it is declared. He likes hard work and affirms that he is never satisfied until any given job is done and performed well; hence, the enthusiasm, with which Mr. Dailey assumes and carries success the many diversified interests directed by him. More power to you Mr. Dailey.



Beautiful modern home Grapeland Motor Company, Chevrolet dealer, Henry Dailey, General Manager, Grapeland, Texas, with sales records challengir g admiration, it is pointed out.

GRAPELAND MOTOR COMPANY, HENRY DAILEY, GENERAL MANAGER MAKES SALE THIRTY (30) COMPLETE CHEVROLET THORNTON-TANDEM TRUCKS TO PIONEER TRUCK & CONSTRUCTION COMPANY, DAN PENNINGTON, GENERAL MANAGER, EACH UNIT REPRESENTING IN EXCESS $6,000.00

Largest Order of Kind Delivered to Any One Customer in Gulf States Region, Facts and Figures Disclose, According to Mr. Dailey's Records and-or Information Furnished in Support of This Congratulatory Declaration

Grapeland. — As stated in the introductory article on this page, Grapeland Motor Company, Henry Dailey, General Manager enjoys the enviable distinction of having recently sold and delivered Thirty (30) complete Thornton-Tandem trucks to Pioneer Truck & Construction Company, Dan Pennington, General Manager. All of these trucks were fully equipped and represent an individual and/or unit purchase amount in excess of Six-Thousand ($6,000.00) Dollars, says Mr. Dailey. And, that isn't all, according to facts and figures and/or information, Mr. Dailey affirms that this was the largest order of the kind ever delivered to one customer in the Gulf States Region, the purchase having been made by Mr. Pennington on behalf of his organization not only because of the superior service rendered by Mr. Dailey and his company, but he also took into consideration the efficiency of the fine equipment he purchased. it is affirmed; and, announced. The fleet of trucks purchased by Mr. Penington from Mr. Dailey created a thrilling sensation as they apeared in formation. Mr. Dailey's Grapeland Motor Company is admittedly one of the largest business operations of its kind in East Texas; and, Environs, records establish, it is pointed out. Substantial patronage is enjoyed in all departments of his busines, Mr. Dailey reports with due thanks and appreciation to old customers and a cordial welcome to new friends and patrons, it is assured.



Pictured above is partial view of huge fleet of Chevrolet-Tandem Trucks recently purchased from Grapeland Motor Company, Henry Dailey, General Manager by Dan Pennington, General Manager Pioneer Truck and Construction Company, there having been Thirty (30) complete truck units in this deal, each representing an investment upward Six-Thousand ($6,000.00) Dollars, it is revealed. Headquarters for both Grapeland Motor Company and Pioneer Truck & Construction Co., are located in Grapeland, Houston county, East Texas; and, Environs.

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JAMES C. (CLYDE) GREEN, 48, PROGRESSIVE ROSE NURSERYMAN RANCHMAN; PLANTER; CIVIC AND RELIGIOUS LEADER, ENJOYS ENVIABLE DISTINCTION OF HAVING MADE HIS WAY UP FROM THE BOTTOM

Handling 150,000 to 200,000 Rose Bushes Annually at Wholesale Via Mount Arbor Nursery Company, Shillendore, Iowa, Mr. Green Says He Believes his Products May Be Carrying the Kind of Domestic and Export Shipments That Ought to Help Beautify the Lives of People in Many Areas and Climes Thruout World

Featuring Hereford Cattle on His Ranch, Mr. Green Stresses Importance of Improved Livestock Herds; Increased Production of All Farm Products; Encourages Soil Conservation; and, Welcomes Desirable New People, Money and Industry, he Affirms

Mrs. Virginia Ethel Green, Lovely Wife of Mr. Green is Active in the Social, Cultured, Civic and Religious Life of Lindale, Texas Area, Where Their Son, James Clyde Green, Jr., 15, is Known to be Making His Mark in Many Creditable Ways, it is Pointed Out

Lindale. — This Lone Star State of Texas area finds none other than the well known and popular Jas. C. (Clyde) Green, 48, native of Anderson county, leading the way in all things constructive, worth while and admittedly to the fore when it comes to helping make of this delightful Smith county community a happier and better one in which to live and do business, it is pointed out. Indeed and in fact, it is declared that all of Mr. Green's interesting family share in the enjoyment of this good citizenship result, Mr. Green also being one of the substantial taxpayers of this locality, it is known. Mrs. Virginia Ethel Green, lovely wife of Mr. Green is a native of Upshur county, Texas. Coming to the Lindale comunity in his boyhood, Mr. Green says happily and enthusiastically that naturally he stands first, last and all the time for Lindale, Smith county, East Texas; and, Environs. Mr. and Mrs. Green have three children. Mrs. Sylby (George) Neyman, Tyler; Lavon (Mrs. Jo Hubbard) Green, Dallas; and, James Clyde Green, Jr., 15. Parents: Riley Green, deceased; and, Mrs. Mary Green, living. Parents of Mrs. Green: Pascal Mackey, living; and, Mrs. Mackey, deceased. Owning and operating 250-acres of land, used in the production of general crops and livestock, Mr. Green is rated as a successful scientific farmer and ranchman. He sees to it that his crops are properly diversified and rotated; and, that his cattle herds are improved. Mr. Green features White Face Cattle on his ranch, his minimum herds usually running 25 to 30-head, with two males serving his herd, one of them Registered, he states. In his livestock activities, Mr. Green buys, sells and produces comercial cattle, he makes known. Tyler and Ft. Worth markets are employed in the sale of his livestock, Mr. Green relates. His lands are leased for prospective oil and/or gas deveolpment but are not for sale, he points out. Tractor and mule power is employed by Mr. Green in producing general crops, he says. Mr. Green is the one outstanding man in his community who has devoted 5-years of his time to the building of the TVA-program in his part of Texas; and, successfully so, it is affirmed. Having had prior experience in equipping himself to become a first class rose nurseryman, Mr. Green says he established that branch of his business in 1930; and, for 15-years has been growing roses for one substantial customer, i. e., Mount Arbor Nursery Company, Shillendore, Iowa, his shipments of from 150,000 to 200,000-rose bushes annually, via that one outlet suggests perhaps that possibly his roses find their way into many parts of the world for the beautification of life and the adornment of property. Mr. Green believes his roses may go both domestic and export shipping routes, since his Iowa connection enjoys an enormous connection without buying centers thruout the land, he states. Mr. Green was 21 when he started out on his own initiative as planter and livestockman, records establish. He made his start on rented land, it is ascertained comparable to his present comfortable and substantial position in life, it is pointed out. Carrying 24 to 30-acres of his lands in nursery stock, Mr. Green reports that he sets out some 350,000 to 400,000-seedlings annually; and that he handles 150,000 to 200,000-plants in like period of time. His products go at wholesale exclusively, Mr. Green says; and, again he feels justified pride in re-stating that for 15-years he has been growing nursery stock for the same buyer—Mount Arbor Nursery Company, Shillendore, Iowa. In his crop diversification efforts, Mr. Green produces a lot of Alfalfa hay; and, in its preparation for his own livestock, he operates his own hammer mill, it is learned. In addition to roses, Mr. Green carries 25 to 30-acres in black-berries, also producing plums, pears and some ornamental as well as evergreen shrubbery, it is observed. Some sweet potatoes are getting under way on Mr. Green's place, it is noted; and, indeed and infact, it may be stated that he is a master in many crop diversifications, so much so, it is suggested, that he and his family are able to live at home and at same time share with many others. In the civic, religious and general public development life, the Green family is known to be devout, energetic and always alert to help others become Christians and thereby extract every ounce of joy out of life with passing day, they believe via the enjoyment of such a life, they encourage.



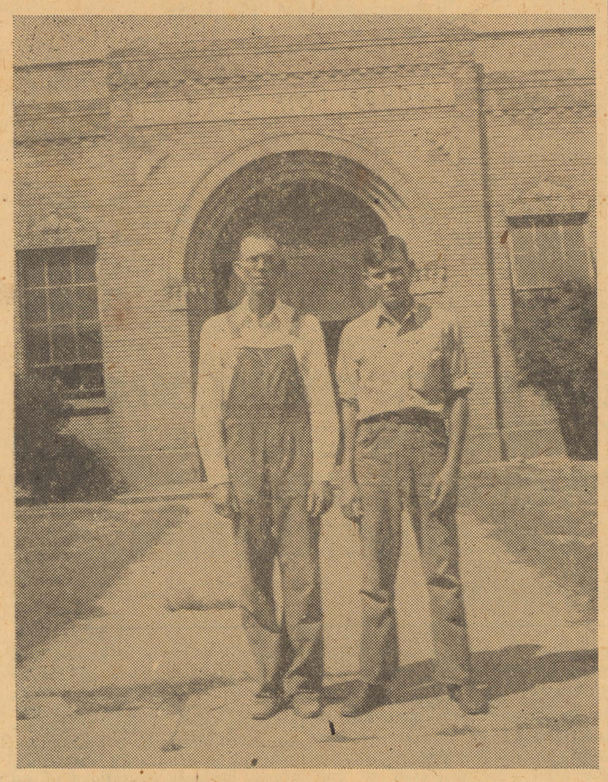
Jas. C. (Clyde) Green, rose grower, ranchman, planter; civic and religious leader, Lindale, Texas.

HANDLING 150,000 TO 200,000 ROSE PLANTS AND OTHER NURSERY STOCK ANNUALLY VIA WHOLESALE SHIPMENT TO MOUNT ARBOR NURSERY COMPANY, SHILLENDORE, IOWA, JAS. C. (CLYDE) GREEN, IS RECOGNIZED AND APPRECIATED AS MAJOR OPERATOR IN LINDALE AREA

Extensive Grower of Blackberries and Other Fruits, Mr. Green is Also Successful Ranchman, Planter and Community Leader, it is Pointed Out

Lindale. — Jas. C. (Clyde) Green, owner of Jas. C. (Clyde) Green Rose Nursery; ranch; farm; and, other business activities, prides himself in having been able to grow nursery stock 15 years for one buyer: Mount Arbor Nursery Company, Shillendore, Iowa, Mr. Green points out. Annually, Mr. Green says he handles 150,000 to 200,000 plants via that one source of purchase; and, along with it he believes his nursery stock may go into many parts of the world, being cleared via his Iowa connection at both domestic and export shipments, he announces. As stated in the introductory article on this page, which has been underwritten by Mr. Green, appears somewhat in detail the operations of Mr. Green both as to general farming and nursery production.

Diversifying and rotating crops is religiously carried out by Mr. Green, it is ascertained; and, when it comes to soil conservation and adequate drainage, Mr. Green says he cannot too strongly stress the sacred importance of being kind to the soil; for, says he, if you'd have mother-earth produce at best, you've first go to do your part. Nature, points out Mr. Green, invites kind treatment just the same as do humans and livestock; hence, his insistence that if you'd have the soil function properly, it is necessary that you first properly prepare your soil and see to it now and always that lands get a break. Crop rotation is absolutely necessary, he invites; and, along with it diversification of crops is paramount if you'd stay on the right side of the business ledger, he also stresses. Recognized and appreciated as a major operator in his field of operation, Mr. Green also enjoys the distinction of making progress as a ranchman, an activity in which he conducts a general buying, selling and production stride, his minimum White face cattle herds usually running 25 to 30-head, it is stated. He carries two males in his livestock herd, one of them Registered, it is observed. Alfalfa hay and other food crops for both man and beast are grown by Mr. Green, who employs both tractor and mule power in his farming operations, it is pointed out. His rose nursery is said to be one of the best in this area; and, in the belief of Mr. Green he is probably the largest rose production operator in Lindale when it comes to the production of good roses, a sizeable variety of them; as well as other lines of nursery and agricultural activities carried on by him, friends and neighbors also attest, it is known. Having started at the bottom, Mr. Green may have come up the hard way, so to speak, but be it to his credit now he assuredly stands at the top in public esteem and genuinely affectionate consideration on the part of his friends and the public, it is declared. Notably an outstanding success, also, as a grower of blackberries, one of the choicest of fruits it is admitted by most if not all of us, Mr. Green is known to be a success both as a good citizen and substantial taxpayer, records establish. More power to you, Mr. Green!!



Left to right above Jas. C. (Clyde) Green and his son, Jas. C. Green, Jr., this picture having been made of this father and son as they stood in front Lindale High School, Lindale, Texas, where Mr. Green Jr. is a student.

5-Year TVA Program Carried Out by Jas. C. (Clyde) Green, Progressive Citizen and Taxpayer of Lindale, Smith County, East Texas; and, Environs, With Good Results

In the Opinion of Mr. Green, he Says he Believes TVA is the Salvation of the Folk in Rural Communities; and, That he Heartily Recommends the Employment of its Service by all Who May be Able To Obtain it

Lindale. — Public spirited, aggressive and alert now and always for the betterment of his community and its people, Jas. C. (Clyde) Green, owner of rose nursery; blackberry fields; ranchman; planter, civic and religious leader, among other public strides perhaps is best known for the 5 successful years he gave toward making of the TVA program the success it enjoys in this part of Texas, friends and neighbors point out, it is known. Mr. Green gives it as his unqualified and unreserved opinion that the TVA-program rightly conducted and employed is the salvation of we folk out in the rural areas, he invites. He says he does not hesitate that the program be adopted and that its service be obtained; if possible, by all who may be in position to take it on, he recommends. It surely was a saving grace in his own right, enthusiastically affirms Mr. Green, who is known and appreciated as the one man among men who admits that he really enjoys and gets more out of life striving to serve others along with his community than he does in making money. And, says Mr. Green 'don't forget that God and His Church come first in all things', extending a wholesome and hearty welcome for others to join with him and his family in their enjoyment of services at the new Church of Christ in Lindale, he sincerely invites.

James Clyde Green, Jr., Active in 4-H Club Work, Owns Cattle; Making Splendid Progress

Lindale. — James Clyde Green, Jr., 15, son of Mr. and Mrs. Jas. C. (Clyde) Green, Sr., is admittedly one of the coming young men of this community, friends and neighbors point out. He's not only active in church work, he being affiliated along with his parents at the Church of Christ; but he is progressively making headway as an educational student at Lindale High School, while over in the planting and agricultural world, James Clyde has a record of having started out early and successfully as a 4-H Club worker. He owns 7-head of cattle and in every good and constructive way, this young man is known to be making decided headway up Success Ladder, it is pointed out. He is also an athlete, takes keen interest in foot ball and all other clean sports, it is said of him. By nature, James Clyde is credited with having been raised by a Christian family, the outstanding result being that he is a regular attendant at the Church of Christ, Lindale, where he is known to take an active part in its religious efforts, speaks prayers, dismisses congregations; and, does practically every other kind of Christian work that might be normally expected of a faithful young Christian Gentlemen. Keep your stride, Son; your loved ones, friends and the public are proud of you!



Mr. and Mrs. Jas. C. (Clyde) Green pictured above represent two of Lindale, Texas most consecrated and beloved citizens, it is affirmed and attested by friends and neighbors, it is known. Mr. Green owns Jas. C. (Clyde) Green Rose Nursery; Ranch ; Farm; and, other agricultural activities at Lindale, Smith county, East Texas; and, Environs, it is pointed out. The above picture of Mr. and Mrs. Green was made at their lovely home in Lindale.

Cheaper Power, Lower Taxes, Better Roads and Adequate Drainage Win Support Jas. C. Green!

Soil Conservation, Improved Churches and Schools; Increased Production All Farm Products; and, Welcome to Desirable New People, Money and Industry Also Have His Encouragement

Lindale.—In having subscribed generously of his support and influence toward the success of this Special edition, which is devoted to advocating cheaper power, lower taxes, better roads and adequate drainage; improved churches and schools; soil conservation and serving to help prevent forest fires; increased production of all farm products, including livestock, milk, meat and eggs; plus a cordial invitation to desirable new people, money and industry, Jas. C. (Clyde) Green, rose nurseryman; grower of black-berries; ranchman; planter; civic and religious leader, affirms that he is going all out as in favor of the instant effort to help publicize more widely the natural and potential resources of Lindale, Smith county, East Texas; and, Environs as a whole, he assures. Now's the accepted time and opportunity, comments Mr. Green, when, in his opinion, each and everyone of us should go forward and upward in all good and constructive ways to help build our respective communities; and, make of their people happier and healthier folk. To this end, Mr. Green believes all of us today have twenty-opportunities to one comparable to the days of our Fore-fathers; hence, the suggestion that we all do yeomen service, via team work and thereby aid in pushing to community load over the hill to the largest and best success possible. Let's Go, invites Mr. Green!

Pillars in the Church of Christ at Lindale, Texas, Mr. and Mrs. Jas. C. (Clyde) Green, Affirm Their Greatest and Best Pleasures Come From Serving God and Humanity

In the Erection of the New Church of Christ in Lindale, the Church and its Congregation Had Ardent Good Friends and Supporters in the Greens, it is Known

Lindale. — God and humanity come first with the family of Mr. and Mrs. Jas. C. Green, they reverently and graciously commend unto others, as well as themselves, facts and figures disclose. Active members and supporters of the Church of Christ, when that church and its congregation not so long ago undertook to build their new church in Lindale it was easy to find the Greens among the ablest and most sincere friends and supporters of that sacred project, neighbors and friends point out, it is known. Devout members of the congregation at the Church of Christ all members of the Green family are known to take an active part, but be it said on behalf of Jas. Clyde Green Jr., 15, that this young man, a student at Lindale High School, is one of the most promising of its members. This young man not only participates in the services of the Church in many ways, but he ably speaks prayers and dismisses congregations with such feeling and appreciation that they stand definitely as genuine invitations to others to come out over on the Lord's side, it is recognized. As Mr. Green puts it, God and man come first with his family; and, that admittedly their greatest and best joys come from serving God and humanity. The doors of the Church of Christ in Lindale, Smith County, Texas; and, Environs, stand ajar and welcome you, invite the Greens!

"No Stepchild" When it Comes to Building Communities in Right and Proper Way, Says Mr. Green

Lindale.—Jas. C. (Clyde) Green, public spirited citizen; Christian leader; dynanmic and successful rose nurseryman, planter, ranchman, civic and religious leader admittedly stands four square for the ultimate success of the progressive public development programs advocated in this Special edition, he affirms; and, that we may enjoy our fruits successfully and at the least possible cost to one and all, Mr. Green shares the opinion with many of us that we need to do lot of work right here at home, in our respective home communities, employ our community dollars to best advantage and see to it that home communities come first, last and all the time, he opines. Appropriately in the thought, therefore, under the caption: "NO STEPCHILD," Tyler Courier-Times recently editorialized thus:

A short while ago, the House and Senate of the State of Indiana adopted one of the most remarkable resolutions ever proposed before a legislative body. It was a dramatic reaffirment of those principles of local independence and local responsibility that have been so largely forgotten under a philosophy which would have the Federal government do everything—and pay for everything.

Here, in part, is what the resolution said: "Indiana needs no guardian and intends to have none. We Hoosiers—like the people of our sister states—were fooled for quite a spell with the magician's trick that a dollar taxed out of our pockets and sent to Washington will be bigger when it comes back to us.

"We have taken a good look at said dollar.

"We find that it lost weight in its journey to Washington and back. The political brokerage of the bureaucrats has been deducted. We have decided that there is no such thing as Federal aid. We know that there is no wealth to tax that is not already within the boundaries of the 48 states. "So we proposed henceforward to tax ourselves and take care of ourselves. We are fed up with subsidies, doles and paternalism. We are no one's stepchild. We have grown up. We serve notice that we will resist Washington, D. C. adopting us."

Here is the unanswerable case against super-government. Here is the final argument against having the Federal bureaucracy rake our parks, construct our swimming pools, pay our old-age pensions, lend us money, and do all the rest of the things it has been doing. Every nickle that is spent must come out of our pockets — and added to it must be the immense costs of political administration and spoils-taking. The Indiana legislature has simply restated, in plain words, the doctrine on which this nation was built. And it is the only doctrine that can keep this nation strong and free in the years to come.

Every Cow May be a Lady But Some Fail to Act Like One on Occasion Re: Mr. Green

Lindale. — In passing and to stress the importance of increased production of all worth while commodities, appreciating the viewpoint of Jas. C. (Clyde) Green that now is the best time on earth to bring forth adequate productions from mother-earth, not so far back an Associated Press dispatch carrying a special article written by Jack Rutledge, Staff writer, tellingly brought forth an established just about what we'd like to say. One head liner put it this way: "On the Bovine Front—Every Cow May be a Lady but Some Fail to Act Like One on Occasion;" and, then proceeded Mr. Rutledge. Said he, according to the AP!

Moo juice:

Cows can be nice, and cows can be unnice. Pedigree has nothing to do with it.

A registered Holstein at Plainview sent Bert Weil to the doctor. He had completed milking and was carrying two bottles to the house when suddenly the cow kicked. Just like a mule, Weil said.

A bottle broke, cut him so badly it took ten stitches to fix his leg.

Generally, Weil says, the cows are very peaceful. But we had power failure and we were milking under unusual conndiitions.

That probably will upset Gill Landers of Roxton. Because Mr. Landers has a deep respect for cows.

In fact, he had a large sign painted and plans to put it on his barn. It reads: "Every cow in this barn is a lady—please treat her like a lady."

A very valuable lady is Bettie Mae, Lamar Creamery's record milk producer.

Bettie Mae gave 90.8 pounds of milk, or ten and a half gallons, in one day. This is believed to be the largest amount ever given by any cow in Lamar County in one day.

"In Retrospect" Invites Jas. C. (Clyde) Green, Let's so Live That Our Children May Honor Us!

Lindale.—Being the devout man he is, sharing the joys and pleasures with his family and friends, it is easy for Jas. C. (Clyde) Green, nurseryman, planter, ranchman and public spirited citizen to acclaim: 'IN RETROSPECT;" and, we quote these lines as expressing most appropriately and sincerely the kind of Christian life Mr. Green assuredly practices and recommends unto others:

"As we stroll down the aisles of yester years
We shall find pleasure, and too, some tears.
A forgotten incident, now and then;
The name of a long lost friend.
Records of services we used to give
Rebuking the present way we live.
Yet we will find the torch of many a man
Is being carried high in his son's hand."

And, in the thought, voicing further the feelings of Mr. Green, it does behoove each and everyone of us—we parents—that we should so live that our children may honor us!

BETTER ROADS—CHEAPER POWER
LOWER TAXES—ADEQUATE DRAINAGE

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Approval and Support of
JAS. C. GREEN

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VERMAY NURSERY CO., HOMER W. EIKNER, OWNER AND GENERAL MANAGER PRODUCES 80 VARIETIES ROSES; SHRUBBERY; FRUIT TREES: APPLES, PEACHES, FIGS, PLUMS, PEARS, APRICOTS, GRAPES, ETC.

Mr. Eikner, Native Son, as President of East Texas Rose Growers Association; and, Member of American Nurseries Association; Texas Rose Research Foundation, Inc.; Illinois State; Louisiana Horticulture; and, Texas Association of Nurserymen, is Constructive Leader in Both Thought and Action When it Comes to Participating and Co-operating in Worthy Movements Looking to the Betterment of All of East Texas; and, Its People, Friends and Neighbors Attest, it is Known

Specializing in Roses With 80 to 100 Varieties; and, Carrying 315 Acres of Land Owned and Controlled, With Annual Production 1,000,000 Plants, Mr. Eikner is Easily One of the Major Nurserymen in This Sector of the Lone Star State of Texas, Facts and Figures Establish

Having Erected New Office Building in 1946; Possessing Modern and Efficient Equipment Thruout His Nursery Grounds; and, Catering to the Better Class of Trade at Home and Abroad, Mr. Eikner is Known to Have Built Up a Phenomenal Business, Thanks, too, he Says to His Lovely Wife, Mrs. Verdis Eikner Who Grew Up Together, Were Graduated Together, Then Married and are Now Business Partners as Well as Business Companions

Tyler. — Doing a general wholesale and retail nursery business, Vermay Nursery Company, Homer W. Eikner, 36, owner and general manager; his lovely wife, Mrs. Verdis, co-partner and assistant general manager; and, M. E. Talley, secretary-treasurer, represents a major nursery activity in East Texas that is assisting in a very material way toward bringing both fame and fortune not only to Tyler, county and this area of the Lone Star State, but the whole of this part of the South, it is pointed out. Producing and shipping nursery stock into each and every state in the Union, as well as exports to Mexico, Canada, Cuba, Hawaiian Islands, and other foreign nations, Vermay Nursey Company is known to be constantly winning new laurels because of its active attention to both the wholesale and retail trade, the extension of uniform courtesy to one and all alike; and, then, too, possessing the 'KNOW HOW' in the nursery business affords these popular young business people to serve their patrons and the public in a big and constructive way, it is pointed out; and, so much so, it may be assured that each and every customer may very assuredly be classed as among the fortunate ones, for the one good and sufficient reason that the owners and operators of this big nursery institution never fail their customers at home or abroad, it is affirmed. Established in 1924 by the now lamented Erby Eikner, father of the present owner, the business was carried on individually by the deceased father of Mr. Eikner until 1932, when it became the property of Eikner & Son, Messrs Erby Eikner; and, his son, Homer W. Eikner, the present owner. The first price list issued by this concern came out in 1932, a very modest exhibit then comparable to the very elaborate presentation as of today, it is observed. Both Mr. and Mrs. Eikner are natives of this immediate sector of Smith county, where they grew up together, went to school together, were graduated together, their childhood and school days friendship having ripened into courtship; and, then marriage plus business co-partnership presently in addition to warm and affectionate life companionship, be it said happily on behalf of each, and both of them. Indeed and infact, they do make an unbeatable team; and inseparable and indesoluble unification in the sacred relation of man and wife, be it assured. Mr. and Mrs. Eikner are the proud parents of three interesting children: Edwin, 13; Gary Eikner, 11; and, pretty Miss Mary Catherine Eikner. The sons are fine and handsome, each of them are observed and appreciated. Parents: Erby Eikner, who passed away in April 1935; and, Mrs. Mary Eikner, who passed away in July 1934. Parents of Mrs. Eikner: O. F. and Mrs. Martha Davis, both living. In 1934 the business became known as Vermay Nursey Company, the "Vermay" part of the business being the combination of the first three letters 'VER' in the name of Verdis, the given name of Mrs. Eikner; and, 'May', the given name of Mr. Eikner's beloved Mother. Formation of the name "Vermay," not only appropriate but was quite an easy determination, since Mrs. Eikner, wife of the present owner was, and is the charming personality whom Mr. Eikner loves best; and, naturally his sainted Mother was, and is the one whose memory is most sacred and dear to him, it is known. After the passing of Mr. Eikner's father in 1935, the business continued as a family partnership until 1945, Mr. Eikner having owned his original 1/2-interest in the business, as well as one-half of the remaining half, which gave him a three-fourths ownership until 4 years ago, when the other family members became of age and he purchased their interests, thereby establishing himself at that time, as now, the sole owner of Vermay Nursey Company, one of the pride industries of its kind in the entire East Texas rose production field, it is declared. Carrying 315-acres of owned and controlled lands, which are leased for prospective oil and/or gas production, Mr. Eikner says he does some farming and livestock production, but that his main use of his mother-earth holdings have to do with his nursery production with shipments of his nursery stock going to wholesale and retail purchasers thruout these United States and into foreign countries as stated above, it is pointed out. Mr. and Mrs. Eikner announce they might consider selling a part of their oil and—or gas royalties. General nursery stock is carried on 110-acres of the land holdings enjoyed by Mr. Eikner, it is learned. Upward 500,000-seedlings are panted each and every year he states; and, he also makes known that his nursery harvest exceeds ONE MILLION (1,000,000) PLANTS annually, establish Vermay Nursey Company, therefore, as one of the major producers and shippers in the East Texas field. There has been a steady and substantial growth in the Eikner industry from its infancy until now, says Mr. Eikner with the understandable explanation that the bulk of profits made from its operation have largely gone right back into the plant's continued and upward development both as matter of goed business and enhanced service to his patrons and the public, he assures. Proof of this statement comes in the fact that Mr. Eikner erected his handsome new office building in 1946; he carries ample storage and loading sheds; complete modern equipment in all of his divisions of service, et cetera. In addition to his own production of plants, Mr. Eikner states that each year he buys at least 200,000-plants from other nurserymen. He specializes in 80 to 100 variety of roses, while featuring fruit trees, such as apples, peaches, pears and plums; and, apricots, grapes, berries and/or practically all items found on an up to date general nursery such as Vermay Nursey Company owns and operats, it is assured by Mr. Eikner whose shipments go into each and every state of the Union as stated above, including exports. Both domestic and export shipments are active thruout the Vermay shipping seasons, it is known. Maintaining a substantial pay roll, the Vermay Nursey Company is known to take care of a large number of people all the time, their Nursery being rated as one of the largest doing a general production and shipping of practically all known fruits, ornamental shrubbery and roses, it is again pointed out. Having literally and/or actually having grown up in the nursery business, Mr. Eikner and his family are known to be devout friends and supporters of churches, schools and general public development, such as are advocated in this Special edition; and, to which they have subscribed generously of their support and influence, it is known. As President of East Texas Rose Growers Association; and, as member of American Nurseries Association; Illinois State; Louisiana Horticultural Association Texas Rose Research Foundation, Inc., and, Texas Association of Nurserymen, Mr. Eikner definitely is an indispensible community-asset; as well as one of the busiest and most public spirited boosters and workers for his community; and, it's people, friends and neighbors attest. Being identified with practically every worth while movement for the progress and prosperity of East Texas; and, Environs, Mr. Eikner is recognized and appreciated as being a human dynamo when it comes to getting the community job done in a big and constructive way. Not only in her husband's business but in the realm of the cultured and refined life of Tyler and East Texas, Mrs. Eikner, too, is known to be zealously energetic, a decided favorite with her friends and the public, so gracious and courteous is she in all of her social and public contacts, it is declared, again substantuating the statement, if you please that Mr. and Mrs. Eikner are an unbeatable team in public service leadership, be it said advisedly of them, and each of them. And, too, it may be further said of them that wherever products of Vermay Nursery Company find lodgment it is there you find a well pleased, satisfied and delighted customers, it is declared, whether it be as to roses, shrubbery and/or fruit trees. It is suggested that you avail yourself of the excellent service offered by VERMAY Nursery Company, Tyler, Texas.



Homer W. Eikner, owner and general manager Vermay Nursery Company, Tyler, Texas.



Mrs. Homer W. Eikner, co-partner and assistant general manager Vermay Nursery Company, Tyler, Texas.



Pictured above is a view of Superior Quality Rose Bushes as they grow in Vermay Nursery Company's own nursery, in the heart of the Rose Garden of America, Tyler, Texas. At bottom is partial view of Vermay's big packing shed and office.

Horticultural Check Up Along With the Culture of Roses Find Vermay Nursery Company an Outstanding Tyler Industry for Both Achievement and Accomplishment

Success in All Departments of Their Business, the Eikners, Owners and Operators are Always Ready, Willing and Able to Help Customers Get Best Results From All Plants Shipped by Vermay, it is Known

Tyler. — Mr. and Mrs. Homer W. (Mrs. Verdis) Eikner; and, M. E. Talley of Vermay Nursery Company fame and service take the position, it is appropriately believed, that buyers of nursery stock, be it roses, shrubs and/or fruit trees they should know their plants in order to get best results in their growth and enjoyment. The Eikners and Talley individually and collectively give assurance that it will be both a privilege and a pleasure to thus cooperate with their patrons and the public via the furnishing of information that will help the grower to really succeed with his flower gardens and/or fruit orchards plus the proper placing of shrubbery in keeping with the best and most artistic design, they invite. And, to usher you in to a perhaps better understanding as to just what this Commentator is endeavoring to get over to you here in America, as well as in export markets, it is believed that an article headed: "The Culture of Roses" by Harriett H. Marks, New Bern, N. C., as it appeared in an issue of The North Carolina Gardener may serve to help some of us. It said:

Roses have always been dubbed the Queen of Flowers,—and I am sure the most loved.

I want to share with you some of the interesting facts that I have gleaned about these beautiful flowers.

Oscar Wilde says,—"The story of mankind began in a garden and ended in Revelations."

The planting of a rose, you would think was one of the gardener's simplest processes,—Whack a hole, set the plant, fiddle with the roots a bit firm in with both feet, splash in a dollop of water, round up the dirt —done! But there is a great deal of knowledge of what each maneuver means behind this swift, cruel, casual work.

One of the main things that we should be most particular about, is in the purchase of any rose plant, there are certain features we must keep in mind besides the attractiveness of the flower. Of the qualifications a good rose should have, —color may be dismissed as being a matter of preference, while we grow roses primarily for their bloom, a robust and vigorous plant is necessary to produce that bloom. We cannot expect fine flowers on a weak and spindly bush. Good foliage is another essential, together with the root system, it is the most important part of the plant. Fragrance of bloom too and a reasonable resistance to disease are real assets.

Roses are made, not born. New roses, unlike "Topsy," don't just happen. Anyone with the slightest acquaintance with modern rose-hybridization could not fail to have great admiration for the creator of an outstanding new variety. His task is not an easy one. Together with a long acquired background of knowledge and skill, and an infinitive amount of patience, through an extended trial and error process,—a fine new rose, which may occur, and often requires years of effort to perfect. It is said it took seven years to bring to perfection the yellow "Mrs. Pierre S. DuPont." Much time and effort must have gone into the production of "Crimson Glory" and the new "Peace," which has such great promise. "Peace," it is reported was smuggled out of France during the war for propogation in this country. It received the highest award for 1946, and considered the finest rose in America,—the buds are yellow, cerise edged and discloses new irridescent beauty at every stage as they open to stately five inch blooms. The new rose, "Rubaiyat," has the honor of being the only variety for 1947 introduction to win an All-American Rose-selection award. While not so sensational an introduction as last year's "Peace,"—reports indicate its good performance throughout most of the country. The color is distinctive,—a rich cerise with the reverse of the petals lighter, giving half opened flowers a two-toned effect, and unlike many newcomers it has a real rose fragrance.

As a family, roses are not very sociable,—experience has shown that from a decorative as well as a practical growing standpoint, they do better by themselves. Any location with sunshine for half a day and reasonable air circulation, is all they need. They can not, of course, be grown directly under trees or in competition with tree-roots, whch rob the roots of all moisture and nourishment. Any good garden soil will grow fine roses, provided it is properly enriched. Roses are gross feeders, and require plenty of organic fertilizer to do their best. Cow manure is the old stand-by for successful rose growers. It sometimes is very hard to get, though a very good substitute is the prepared dehydrated kind. Roses need fertilization not only in the Spring but throughout their growing period. A well balanced commercial fertilizer such as 5-10-5 applied at intervals of two or three weeks, will work wonders with Summer and Fall blooms. A tablespoon around the base of each plant and wellwatered into the ground. Roses should not be fed, however, after August 15th.

As soon as the rose-bed is uncovered in Spring, hybrid tea-roses are pruned,—this can be done the early part of April. The wood of a hybrid tea-rose is comparatively short-lived, and judicious pruning restores rigor by encouraging new and stronger growth.

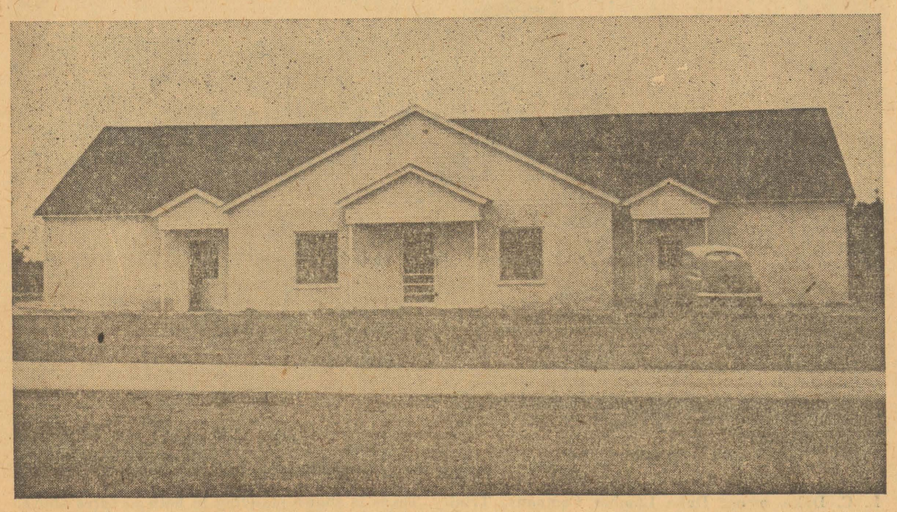
Climbing roses need no prunning in Spring. Ramblers require different treatment. When their blooming period is over in late Spring or early Summer, the canes, which have flowered, should be cut back to the base of the plant. New branches are coming along that can be trained to take their place.

When the blooms are most abundant during the Spring and early Summer, it is quite natural to want to cut roses with long stems, however, the plants will be better off, if less foliage is taken with each flower, because most of us know that the rose-bush breathes through its leaves, so when the foliage is cut, it runs the risk of killing the bush, or set it back for a period. In late Summer, or Fall, when the branches are more mature, there is no harm in cutting roses with long stems. "Crimson Glory" is the most popular hybrid tea-rose in any color, this is one of the newer varieties, but there are other good reds of the older varieties.

The newest,—this year's cerise "Rubaiyat," is considered extra fine.

As between the very new and the not so new in roses, perhaps pope's advice might be paraphrased:

"Be not the last by whom the new are tried,
Nor yet the first, to lay the old aside."



Main Office and Packing Plant of The Vermay Nursery Company, located 6 miles west of Tyler on Dallas Highway No. 64—½ mile west of airport. Homer W. Eikner, President of East Texas Rose Growers Association is owner and general manager of above nursery.

Fall 1947 and Spring 1948 Offerings via Vermay Nursery Company, Tyler, Texas Carry Suggestions Capable of Helping You Enjoy Outstanding Success in Your Rose Gardens Shrubbery Ornamentations and Orchard Blessings at Their Best!

Mr. and Mrs. Homer W. Eikner; and, M. E. Talley, Join Individually and Collectively in Invitation That You Write for One of Their Latest Catalogues both for Prices, Names of Roses; Shrubbery and/or Fruit Trees.

Tyler.—Having subscribed generously of their support and influence on behalf of fine success of this Special edition, which is dedicated to boosting and working for the best possible future development of the vast store of natural and potential resources hereabout and/or thruout East Texas; and, Environs, Vermay Nursery Company thru its owner and general manager, Homer W. Eikner; Mrs. Verdis Eikner, his wife, co-partner and assistant general manager; and, M. E. Talley, secretary-treasurer have joined whole heartedly and enthusiastically to help make of their community; and, environ, a happier and better place in which to live and do business, it is affirmed. And, this isn't all, these spelndid business people stand ready, willing and able to extend the advantages and services of their nursery to wholesale and retail buyers thruout these United States and export trade environs, they declare. And, while participating and co-operating in the movement working for cheaper power, lower taxes, better roads and adequate drainage, as well as improved churches and schools; increased productions of all farm products, including livestock, milk, meat and eggs; soil conservation; and, a cordial invitation to desirable new people, money and industry to come this way and become a part of our rapidly growing and prosperous community. The Eikners and Taley also take this opportunity to invite you to make selections from their Wholesale Price List Fall 1947 and Spring 1948 nursery stock offerings, specializing in roses and featuring shrubbery and fruit trees, they recommend, pointing to

RED ROSES: American Beauty —Red, Very double; Ami Quinard, dark velvety red; Chas. K. Douglas, flaming scarlet; E. G. Hill, dazzling, scarlet red; Etoil De Holland, deep dark red; Essence, brilliant red; F. S. Key, large, rose red; Gen. MacArthur, popular deep red; Grenoble, good deep red; Hadley, rich dark velvet red; Henry Nevard, large dark red; Lord Charlemont, deep crimson; Margaret McGredy, orange vermilion; National Emblem, popular deep red; Poinsettia, large dark red, double; Radiance, Red, best all around red; Red Columbia, good clear red; Rouge Mallerin, dark red, nice stems; Sensation, scarlet and maroon; Senior, upright, scarlet red; Syracuse, popular, bright crimson.

PINK: Briarcliff, brilliant rose pink; Columbia, lovely bright pink; Cynthia, pleasing pink; Dainty Bess, single, peach pink, Dame Edith Helen, pure glowing pink; Editor McFarland, solid glowing ping; Hilda, bright pure pink; Mrs. Chas. Bell, shell pink; Paul Neyron (HP), large pure pink; Pink Killarney, clear pink; Radiance, Pink, best all around pink; Radiance, Salmon, pink shaded salmon.

WHITE: Caledonia, lovely, pure white; F. K. Druschki, large, double white; K. A. Viktoria, white, very double; Konigan Louise, pure white, double; Snow Queen, large, snow white flower; White Killarney, pure white.

YELLOW: Golden Dawn, yellow, flushed old rose; Golden Emblem; fine light yellow; Golden Ophelia, golden yellow; Lady Hilingdon, apricot yellow; Luxembourg, yellow toned pink, Mrs. P. S. DuPont deep yellow; Roselandia, golden yellow; Roslyn, golden yellow, hardy; Soeur Therese, Rich, deep tone; Sunburst, old favorite yellow.

MULTICOLOR: Betty Uprichard, two-tone pink; Condesa de Sastago, soft multicolor; Edith Nellie Perkins, two-toned pink; Pres. Hoover, yellow, red and gold; Talisman, bright red, gold and yellow.

POLYANTHAS: Crimson Baby, a bright red, D. T. Poulsen, deep pink; Elsie Poulsen, bright rose pink; Golden Salmon, pink shaded orange; Glori Mundi, orange scarlet;Grootendorst, Pink, Rugosa; Grootendorst, Red, Rugosa; Ideal, best ideal red; Improved Red Lafayette, unfading red; Katherin Zeimet,, white, tinged pink; Kirsten Poulsen, bright rose pink; Marie Pavic, hardy light pink; Perle de Orr, pink, perfect buds; Salmon Spray,, salmon pink flowers.

CLIMBING ROSES: American beauty, pure rose pink; Briarcliff, rich pink, double; Caledonia, lovely pure white; Cecil Brunner, hardy light pink; Dorothy Perkins, pink clusters; Dr. Huey, scarlet red, hardy; Etoil de Holland, deep dark red; F. K. Druschki, large pure white; Paul's Scarlet, most popular red; Radiance, Pink, sport of the bush; Radiance, Red, sport of the bush; Mrs. P. S. DuPont, golden yellow; Royal Scarlet, scarlet red; Talisman, popular multicolor; Talisman, Red, solid red; White American Beauty, pure white.

PEACHES: Varieties: Elberta, Early Elberta, Augberta, J. H. Hale Haven, Red Haven, Golden Jubilee, Indian Cling, Bell of Georgia, Heath Cling, Hiley, Early Hiley, Rochester, Polly, Frank.

	10 to 99	100 to 499	500 to 1000
12-18 in.	.14	.12	.10
18-24 in.	.18	.16	.14
2-3 ft.	.25	.23	.20
3-4 ft.	.35	.30	.28
4-5 ft.	.60	.55	.50
5-6 ft.	.70	.65	.60
6-8 ft.	.85	.80	.75

PLUMS: Varieties: American, Early Golden, Abundance, Bruce, Munson, Kelsey Japan, Red June. (Prices same as Apricots)

APRICOTS: Moorpark, Early Golden, Superb.

18-24 in. ..... .22 ea.
2-3 ft. ..... .27 ea.
3-4 ft. ..... .35 ea.

APPLES: Dbl. Red Delicious, Red Delicious, Yellow Delicious, Yellow Transparent, Red June, Winesap, Jonathan.

2-3 ft. ..... .25 ea.
3-4 ft. ..... .30 ea.
4-5 ft. ..... .45 ea.
5-6 ft. ..... .65 ea.

GRAPES: Concord (Black), Niagara (White), Carmen (Black), Moores Early (Blue), Fredonia (Black), Catawaba (Red).

1 yr. Heavy ..... .14 ea.

PRIVET, Amur River, South:

18-24 in ..... .05 ea.
2-3 ft. ..... .07 ea.
3-4 ft. ..... .08 ea.
4-5 ft. ..... .12 ea.

PEARS: Bartlett, Douglas, Keiffer, Garber, Pineapple, Sugar Pear.

2-3 ft. ..... .45 ea.
3-4 ft. ..... .55 ea.
4-5 ft. ..... .65 ea.
5-6 ft. ..... .80 ea.

FIGS: Texas Everbearing(Best Fig Grown, Large Brown Fruit).

12-18 in. ..... .12 ea.
18-24 in. ..... .15 ea.
2-3 ft. Heavy ..... .20 ea.
3-4 ft. Heavy ..... .30 ea.

PAMPAS GRASS:

Medium Clump ..... .75 ea.
Large Clump ..... 1.00 ea.

PRIVET, California:

2-3 ft. ..... .05 ea.
3-4 ft. ..... .07 ea.
4-5 ft. ..... .10 ea.

VERMAY'S FLOWERING SHRUBS

ALTHEA, Rose of Sharon

18-24 in. ..... .15 ea.
2-3 ft. ..... .20 ea.
3-4 ft. ..... .30 ea.

CYDONIA JAPONICA, Flowering Quince (Cutting Grown)

18-24 in. ..... .35 ea.
2-3 in. ..... .45 ea.

Dogwood, Cornus Florida

2-3 ft. ..... .25 ea.
3-4 ft. ..... .35 ea.
4-5 ft. ..... .40 ea.

FORSYTHIA, Golden Bell

18-24 in. ..... .15 ea.
2-3 ft. ..... .20 ea.
3-4 ft. ..... .25 ea.

SPIREA, Colosa Rosea

12-18 in ..... .17 ea.
18-24 in. ..... .20 ea.
2-3 ft. ..... .25 ea.

SPIREA, Thungbergi

18-24 in. ..... .20 ea.
2-3 ft. ..... .25 ea.
3-4.ft. ..... .30 ea.

WEIGELIA Rosea Pink.

18-24 in. ..... .20 ea.
2-3 ft. ..... .25 ea.
3-4 ft. ..... .30 ea.

CRAPE MYRTLE, Red, Pink, Purple.

18-24 in. ..... .15 ea.
2-3 ft. ..... .20 ea.
3-4 in. ..... .30 ea.

DEUTIZA, Pride of Rochester.

18-24 in. ..... .15 ea.
2-3 ft. ..... .17 1/2 ea.
3-4 ft. ..... .25 ea.
4-5 ft. ..... .30 ea.

DOGWOOD, Red Twig.

3-4 ft. ..... .25 ea.
4-5 ft. ..... .35 ea.
5-6 ft. ..... .45 ea.

LILAC, Persian

18-24 in. ..... .20 ea.
2-3 ft. ..... .25 ea.

SPIREA, Prunifolia.

18-24 in. ..... .25 ea.
2-3 ft. ..... .35 ea.

SPIREA, Van Houttei.

18-24 in. ..... .15 ea.
2-3 ft. ..... .20 ea.
3-4 ft. ..... .25 ea.

WISTERIA. Common Purple.

1 year ..... .25 ea.
2 year ..... .35 ea.

BROADLEAF EVERGREENS

PYRACANTHA, Lelandi, Orange Berry.

3-4 ft. B. R. ..... .75 ea.
4-5 ft. B. R. ..... 1.00 ea.

YELLOW JASMINE, Jasmine Humile.

18-24 in. B. R. ..... .60 ea.
2-3 ft. B. R. ..... .85 ea.

GARDENIA, Fortuni, Hadley Mystery.

9-12 in. B. R. ..... .22 ea.
12-15 in. B. R. ..... .35 ea.
15-18 in. B. R. ..... .45 ea.
18-24 in. B & B ..... .95 ea.
24-30 in. B & B ..... 1.25 ea.

WAXLEAF LIGUSTRUM.

18-24 in. B. R. ..... .50 ea.
24-30 in. B. R. ..... .75 ea.

ABELIA. Grandiflora

18-24 in. B. R. ..... .25 ea.
2-3 ft. B. R. ..... .45 ea.
3-4 ft. B. R. ..... .65 ea.

SHADE TREES

CHINESE ELM.

3-4 ft. ..... .25 ea.
4-5 ft. ..... .30 ea.
5-6 ft. ..... .35 ea.
6-8 ft. ..... .60 ea.
8-10 ft. ..... .80 ea.

LIVE OAK.

4-5 ft. B. R. ..... 2.50 ea.
5-6 ft. B. R. ..... 3.50 ea.

LOMBARDY POPLAR, Populus Nigræ.

3-4 ft. ..... .25 ea.
4-5 ft. ..... .30 ea.
5-6 ft. ..... .40 ea.
6-8 ft. ..... .50 ea.

MIMOSA, Silk Tree.

2-3 ft. ..... .35 ea.
3-4 ft. ..... .50 ea.
4-5 ft. ..... .65 ea.

RED BUD, Cercis Canadensis.

3-4 ft. ..... .35 ea.
4-5 ft. ..... .40 ea.

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SMITH LAND & CATTLE COMPANY, F. A. (ALBERT) SMITH, JR., PRES.; MRS. A. S. DEAN, VICE PRES.; AND MRS. NANNIE ENGLISH, SEC.-TREAS., WITH F. A. (ALBERT) SMITH, SR., LAND OWNERS, LIVESTOCKMEN

Presently Carrying For Sale Upward 57,000 Acres Land; and, Ranch Herds Maintained at Around 2,000 Head, the Smith Interests are Said to be Among the Most Extensive in Crockett, Houston County, East Texas; and, Environs, the Senior Mr. Smith in 1925 Having Erected, and Now Occupies With His Family, a Modern Show Place Home a Few Miles Out From Crockett

Mr. Smith, Sr., as Pioneer General Contractor From 1900 to 1930 is Credited With Having Spent Millions of Dollars Building Railroads in East Texas; Thousands of Miles of Public Highways in Many States; Hotels and Office Buildings In San Antonio, Texas, Saying Nothing for Sizable Investments in Other States, Including Oklahoma, While Construction Activities Were Prosecuted From California to Illinois, Records Establish

Colossal Building Achievements Here and There Stand as Monuments to Mr. Smith in Honor of Public Service; Some Time Ago, Also, he Having Paid Upward $70,000.00 for Houston County, Texas, According to Records, to Help Build and Complete the First Paved Highway in That Area, It Stands to His Credit

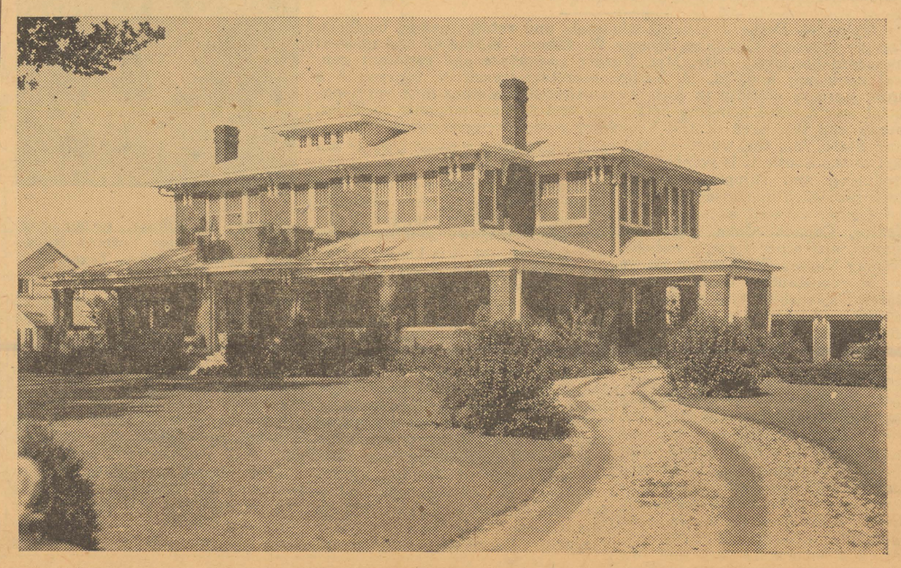
Crockett. — This Houston county sector of the Lone Star State of Texas enjoys the enviable distinction of being the home of F. A. (Francis Albert) Smith, Sr., 72, native of Newton county, but who moved here at the age of 4; and, whose pioneer record of achievement and accomplishment as a constructionist, good citizen and taxpayer brighten the pages of local and general history, it goes without saying. Owning the old home place; indeed and infact, the Smith family owns all of the original home sites of the Forefathers and succeeding generations, makes of the Smith record one notably outstanding. Mr. Smith has been married twice, his first wife, Mrs. Ide Smith, being deceased; and, his present wife, Mrs. Rosetta Smith, living. His Parents, T. F. and Mrs. Nannie Smith are deceased, as are also Mr. and Mrs. Frank A. Smith, parents of his first wife—same name but different families without blood relation. Of interest is the fact that in the record of deeds held by the Smiths, there are transfers from F. A. Smith to F. A. Smith, the distinction and/or difference in ownership having been designated by Frank A. Smith and Francis A. Smith to keep the records straight, it is ascertained. Mr. Smith has two living half brothers: R. B. Smith; and T. F. Smith. He has four living sisters: Mesdames J. W. Markham; C. W. LeGory; Vina Sims; and, C. L. Griffin. His children are: F. A. (Albert) Smith Jr.; and, Mesdames Nannie English; and, A. S. (Dr. J. L.) Dean.

At the age of 72, Mr. Smith Sr. continues active in business, by many of his friends and the public being appraised as a human- dynamo, it is pointed out. In 1925, the palatial modern show place home owned and occupied by Mr. Smith and his family was erected in 1925 on the original home site of his lamented father, the latter's old home having been moved across the highway (a landmark) to make room for the new structure, which was erected by Mr. Smith as his own contractor, that having been a major stride with him from 1900 to 1930, it is stated. Operating as Smith Bros., General Contractors, Mr. Smith says he had the pleasure of building the railroads for the founder of Temple Lumber Company thruout East Texas; and, in those early pioneer days it was a distinct pleasure and a privilege for him to have been in position then, as now, to help finance and carry to completion what was then one of the greatest undertakings of its kind in the nearly a half century ago of timber pioneering and railroad development. Dollars ran out in those days, Mr. Smith recalls but via a gentlemanly understanding and business arrangement as between Mr. Smith, the contractor; and, the now lamented Mr. Temple, founder of the great Temple organization, it was agreed that those dollars would be supplanted after this fashion, i. e., Mr. Temple had a lot of oats, and these oats he was to sell to Mr. Smith not for resale but to help feed the fifty or more teams of mules he had working on the Temple railroad building job, with understanding that the price of said oats were to be deducted from each month's estimate; and, a note be executed maturing six months later covering balance due Mr. Smith. This arrangement worked out nicely, recalls Mr. Smith with the statement that Mr. Temple met each and every note as it matured. Among other construction activities included the building of thousands of miles of public highways in those years thruout Texas, Illinois, Oklahoma, New Mexico, California and Florida, records establish. Perhaps the most notable of all construction jobs had to do with the building of the world famous Missouri Valley Tunnel, it is recorded, while other outstanding items embraced the 4-c. Mills, et cetera, Mr. Smith and his brother, as well as other members of the Smith family always possessing the urge then, as now, that they were never satisfied until they had looked ahead to see what was over the hill; and, comments, Mr. Smith he usually always found what he was looking for, the early initiative in his life continuing right on thru with the passing years, he declares. As the years came along during the 30-some odd years of general contracting achievements and accomplishments prosecuted and earned by Smith Bros., they were found to have spent millions of dollars in their various operations, which branched out into hotel, office building and other gigantic structures, as for instance the magnificent Plaza Hotel, said to represent an investment and/or replacement value of $2,500,000.00 in San Antonio, Texas, where they carried 11-acres choice city lands on which they also erected the 34-stories Smith-Young Tower office building; the A. B. Frank Building; and, other palatial structures in the substantial improvements of their properties in that area. Regrettable, tho, in the lean years of 1929-33 considerable of those properties were sacrificed, it is stated; but, Mr. Smith was not daunted; and, with the consequent result that he just kept pressing onward and upward to the mark of a higher calling, it is known. Founding of Portland Cement Company by them, now a famous product well known most everywhere that good building is recognized, was another feather in their cap, it is pointed out. All thru the more than a quarter of a century of time, Smith Bros. accumulated thousand and thousands of acres of land in different states; and, presently Mr. Smith says he owns upward 57,000-acres of land located in Texas, Oklahoma; and, elsewhere, and that all of these mother earth holdings in part or as a whole are available for purchase by others on either cash or terms basis, it is announced. The lands are partially leased for prospective oil and/or gas development; and, the remainder of the lands are also available for similar activity, it is invited. The old picture of Smith Bros., progress, investment, gains and losses, et cetera having become a closed chapter soon after 1930, it is revealed that Mr. Smith started out in 1933 with his recovery program that has kept he and his son, F. A. (Albert) Smith, Jr., 44, mighty busy. Accumulating new lands, constantly buying and selling lands, enabled these gentlemen to enjoy an ever and continuous adventurous program of spirited progress, which again has turned into millions of dollars of new wealth and definite security, it is believed. There are 3,100-acres of the Smith lands used in plantation efforts by Mr. Smith, it is ascertained, tractor power being used; and, that the Smith Ranch herds consist of both Registered and commercial cattle, upward 2,-000-stock cows being maintained on his ranch with a normal buying and selling program being carried on each and every week, it is stated. It is believed that Mr. Smith possesses some of the largest bodies of land to be found anywhere, tracts being available for farming, ranching and practically every other use for which mother earth was created and intended; and, if you please, in just about any substantial number of acres responsible buyers may be interested, it is invited. P. O. Box 798, Crockett, Texas is at your service for mail correspondence, it is suggested; and, down town office of Smith Land & Cattle Company, Crockett, welcomes you in person at any and all business hours, it is assured. Thruout the years, the Smith operations have been prosecuted on a gigantic basis. Mr. Smith and his family associates are known to be large public benefactors in so many general ways that space here does not permit inclusion of same, but suffice it to say as an evidence of the major services rendered the public; and, its people by Mr. Smith, the minutes at the Houston county court house in Crockett exhibit recordation in substance that he paid upward Seventy-($70,702.00) toward the building and completion of the first paved highway in Houston county, it being more particularly described and specifically pointed out as Highway No. 21 (San Antonio road); and, that said payment by Mr. Smith was an outright gift to the county of Houston, Texas. Such generosity on his part is but in line with the tremendous financial services he has furnished thruout the years, establishing him as being one of the greatest and finest of public benefactors in Texas and/or any other state, it is opined. In the civic, religious and general public development life, Mr. Smith and his family are known to be ardent friends and supporters, just as is the case now in the instant effort to help publicize more widely the natural and potential resources of this entire Texas area, it is known. His family ancestry dates back more than 100-years, it is revealed. Smith Land & Cattle Company was formed recently as a matter of business convenience in the handling and clearance of business transactions both in their land and cattle operations, it is announced. The new organizations is headed by F. A. (Albert) Smith, Jr., as President; and, his sisters, Mesdames: A. S. Dean, Vice President; and, Mrs. Nannie English, Secretary and Treasurer. Mrs. Katherine Lacy Smith, native of Crockett is the wife of Mr. Smith, Jr., who is also a native of Crockett. They have one son, F. A. (Albert) Smith III. Parents of Mr. Smith: F. A. (Albert) Smith, Sr., a native of Newton county, Texas, but who moved to Crockett, Houston county at the age of 4-years of age, it is recorded; and, Mrs. Ide Smith, native of Houston county, deceased. Mr. Smith's step mother, Mrs. Rosetta Smith, also a native of Houston county, is living. After finishing at A. & M. College in his young manhood, Mr. Smith says he started his business career working for Smith Bros., General Contractors in both clerical and engineering departments, his duties having carried him all over East Texas, at one time 25-years ago, he says, Jacksonville, Texas was among the places of his temporary residence and/or abode; and, that he worked all the way from California to Illinois. Smith Bros., was a business partnership as between F. A. and J. H. Smith, the latter being deceased. Parents of Mrs. F. A. (Albert) Smith Jr.: R. H. Lacy, deceased; and, Mrs. Madeline Anthony, living. The life and progress of the Smith family is nothing short of an inspiration on behalf of public and private progress and prosperity, attest those who know them best, it is assured; and, may their future years of usefulness be without number, it is sincerely and cordially appraised as to each, and all of them!!

Henry Dailey, Traditionally Makes Progressive Strides in Successful Business Administration

Continued From Page 145

GRAPELAND.—Modest and retiring of disposition, Henry Dailey, General Manager Grapeland Motor Company; and, directing head of the Dailey property holdings known as R. & H. Dailey, is to be commended and congratulated on his successful business administration thus far, it is pointed out. Traditionally conducting the Dailey interests, Mr. Dailey is known to be making a fine business success of his many undertakings, including Grapeland Motor Company; ranch and plantation eforts; investments in many different lines; and, to keep step with the advanced programs outlined by his lamented father, Henry Dailey in the later's life time, it is said to the credit of young Henry that he is conservatively and yet progressively going about his huge business affairs with the faith and confidence of a business executive much his senior in years, it is declared. Keep your stride, Henry; your friends and the public are looking on with admiration and mutual satisfaction.



Pictured above is the palatial home of F. A. (Albert) Smith Sr., erected by him in 1925, Crockett, Houston county, East Texas; and, Environs, where he and his family have been wonderful friends on behalf of this sector of the beautiful Southland, it is affirmed.

DUKE LUMBER COMPANY, L. C. DUKE, 33, OWNER; MANUFACTURES AND DISTRIBUTES UPWARD HALF-MILLION FEET OF LUMBER MONTHLY FROM ITS TRINITY MODERN PLANT, MR. DUKE MAKES KNOWN

Modern Duke Planer at Trinity Served by from 4 to 6 Sawmills, he States; and, That His Direct and Indirect Pay Roll Averages Upward 100 Men At Plants and in the Woods, Rendering His Industry to be One of the Important Assets in Trinity Sector, it is Affirmed

Estimating That Duke Carries Upward Five-Million (5,-000,000) Feet Standing Timber, This Progressive Young Lumber Manufacturer Says he is Always in Market for Additional Timber Tracts, Including Logs Delivered to His Skids Here in Trinity

Mr. Duke, Native of Kaufman County, Texas Says he Moved to Frankston, Anderson County, Texas in 1939, Where he Engaged in Timber and Lumber Manufacturing; and, in 1947 he Came To Trinity and Established His Modern Plant

Trinity and Frankston. — Duke Lumber Company, L. C. Duke, 33, owner is admittedly one of the important and more representative lumber manufacturing industries of its kind in this area of the Lone Star State of Texas, it is pointed out. Established here in the good year 1947, Mr. Duke carries modern planer in Trinity with a rated monthly capacity of upward One-Half Million (500,000) feet finished lumber, wholesaled only within the State of Texas, he announces. From 4 to 6-auxiliary sawmills serve Mr. Duke's planer operations, he makes known. Native of Kaufman county, Texas, Mr. Duke moved to Frankston, Anderson county in 1939, two sawmills having been established there by the Duke interests; and, they are still operating, he states. He came from Frankston to Trinity, records establish; and it is known that he has, and is receiving cordial welcome to his adopted new home, friends and neighbors affirm, it is known. His wife, Mrs. Corine Duke is a native of Anderson county. Mr. and Mrs. Duke have one handsome 2-year old son, Danny Duke, he being known to be the favorite and his little tot friends and is also the object of much attention and affection from the admiring friends of his young parents, it is affirmed. Parents: Lucian and Mrs. Dollie Duke, both living. Parents of Mrs. Duke: Mat and Mrs. Della McDonald, both living. The two Duke sawmills in Anderson county, one of them almost and/or right on the Anderson and Henderson county lines rate combined capacities upward 25,000-feet rough lumber daily, it is reported. Directly and indirectly, Mr. Duke reveals that his pay roll takes care of upward 100-people at plants and woods; and, that upward Five-Million (5,000,000) feet standing timber is represented, with available timber always finding good cash purchase market at and with his organization, he welcomes and invites. Starting in the timber business at the age of 21, Mr. Duke says for the past 12-years he has gradually progressed from a very small beginning to his present rather comfortable and satisfactory position, facts and figures disclose. The Trinity property holdings are the individual possessions of Mr. Duke, he states; and, that nothing pleases him more than to be presently and always ready, willing and able to be of service to his community; and, its people, while at the same time manufacturing and delivering good lumber to his trade at wholesale only and within Texas, as reflected in the early beginning of this article, be it again pointed out. The Duke Lumber Company planing mill here at Trinity is said to be one of the more modern operations in Texas; and, that Mr. Duke is one of the youngest and more successful of major operators, it is declared. A fleet of 5-large trucks is required to take care of the transportation requirements of Mr. Duke and his trade, it is observed and ascertained from information; and, when more trucks may be needed, he says he will provide them. Selling good lumber only within the State of Texas might seem to be a small matter in the view and/or opinion of some people, but let one, or more, folk attempt to cover the ground served by Mr. Duke and his organization, and its doughnuts to gingersnaps you and/or they would wind up with the belief that they should need an airplane to keep his stride and/or pace. In the civic, religious and general public development life of Trinity, Trinity county; and, Frankston, Anderson county, East Texas; and, Environs, Mr. Duke and his family are known to be ardent good friends and supporters of practically every worthy undertaking looking to the betterment of their communities; and, their people, it is pointed out. Realizing the importance of the natural and potential resources of all East Texas; and, Environs, Mr. Duke has subscribed liberally of his support and influence toward making of this Special edition the huge success it enjoys, it is known. Standing four square for legitimate progress; for, genuine prosperity, Mr. Duke affirms that he is 100 per cent in favor of cheaper power, lower taxes, better roads and adequate drainage; and, that he also supports unequivocally the outstanding effort working on behalf of improved churches and schools; soil conservation; increased production of all farm products, including livestock, milk meat, eggs; and, indeed and infact, abundance of food products for both man and beast; encouraging, also, as he does the cordial effort to help locate desirable new people, money and industry not only within Trinity and Anderson counties; but, thruout the whole of East Texas; and, Environs, he enthusiastically invites. A charming young personality, Mr. Duke is an admitted business success in the Trinity and Frankston Texas areas, friends and neighbors attest; and, it is pointed out by some of them that he does not hesitate to go out of his way, if necessary to help in the augmented service of both God and humanity. Such an attitude is inspirationally encouraging, cheerfully so; hence, the very cordial and warm welcome Mr. Duke and his family are receiving to the Trinity community, it is declared. Continued progress, prosperity; good health and happiness, plus mental and spiritual uplift to you, and yours, Mr. Duke; and, keep your stride, since it is known your friends and the public are proud of you! And, while exclusively in the timber and lumber manufacturing business, Mr. Duke is known to take an active interest in the welfare of his part of Texas as a whole; and, its people. Therefore it is appropriate to quote him as being, also in favor of producing now and making ready for any lean years that might lie ahead. Having in mind 'WE FARMERS' in particular and the lumber industry specifically, it is well to consider and urge that 'WE FARMERS' and all others, as for that matter play safe. Along this line under the caption: "URGES FARMERS TO PLAY SAFE", The Tyler Morning Telegraph comments and quotes from Senator Arthur Capper of Kansas as follows:

Farmers have been advised by Senator Arthur Capper of Kansas to plan now for "rougher roads ahead."

"Now while farmers are riding high in an era of prosperity," he writes in the October issue of Capper's Farmer, "they should get their affairs in shape to withstand the shock of inevitable lower prices and smaller production. I do not know how soon that time is coming and neither does anyone else. But we can all be rather certain it will come some of these days.

"Farmers who get ready now for the rough going will be money ahead."

Senator Capper warned that mortgage debt is beginning to increase again.

"That is bad business in a time of high farm income," he said. "During the war farmers paid off a large amount of mortgage debt and they also made payments ahead on their loans. That was smart. But this year, Federal Land Banks report increases in farm mortgage debt in 10 of 12 districts, and also a falling off in total repayments.

"Today land values are high. They will decline when prices drop. Borrowing money to buy land today is risky. Remember that a lot of farmers who borrowed money to buy high-priced land in the twenties went broke. It can happen again.

"Canny farmers are plowing back a part of their current large

Continued On Page 152



L. C. Duke, owner Duke Lumber Company, Trinity, Texas is shown standing in both pictures above. Mr. Duke comes from Frankston, Anderson county and he is known to be doing well making going lumber at Trinity, it is affirmed.

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M. M. KIDD & SONS NURSERY, M. M. (MACK) KIDD, 63; AND SONS, L. M. (ALFONSO) KIDD, 37; AND, O. H. (OTIS) KIDD, 36, OWNERS AND OPERATORS, REPRESENTS STRIDE STARTED BY KIDDS BACK IN 1935

For 22 Years as Rose Nursery Production Pioneers in the Business, the Kidds Are Known to Have Enjoyed, and Do Now, a Very Satisfactory Wholesale Distribution of Their Products; and, That They are Constantly Striving to Improve Their Rose Plants, it is Declared

In 1935 and-or 12 Years Ago, The Kidds Established Their Ranch Enterprise, the Trio Possessing and Handling 200 to 300 Head Cattle Annually, Their Herds Possessing 7 Registered Males, it is Reported; and, in Their Rose Nursery, 70 Acres Furnish Wholesale Shipments to the North, the Kidds State

Owning and Controlling 1100 Acres of Land in Smith County; and, 730 Acres of Mother Earth in Leon County, the Kidds Admittedly are Well Fortified With Land Acres on Which They Produce General Crops and Live Stock Plus Their Rose Nursery, it is Announced

Winona. — One of a family of 11 children and having come from the bottom up in this life, M. M. (Mack) Kidd, 63, senior partner in M. M. Kidd & Sons Nursery, Ranch and Plantation is one of the beloved early pioneers, a native son of near Tyler who is known to have contributed much of his time, money and effort toward making of this part of the Lone Star State of Texas a happier and better place in which to live and do business, it is justifiably said of him and his family, it is pointed out. Associated with Mr. Kidd in the ownership and operation of their various properties are his two sons: L. M. (Alfonso) Kidd, 37; and, O. H. (Otis) Kidd, 36. The Kidd land ownership in Smith county represents 1100 acres, owned and controlled, it is announced, while down in Leon county, Alfonso carries 730 acres of mother earth. All lands are used for general crops and livestock production, and rose nursery production, it is announced particularly so as to their Winona area holdings, among which is 400 acres of able farm and ranch lands carried by Otis Kidd; and, one which some of the finest general crops during 1947 have been observed, it is pointed out. The aggregate number of mother earth acres carried by the Kidds stands at 1,830, it is established. Tho comparatively young in years, the elder Kidd, father of the two young sons associated with him, is considered an old-timer in the sense that he definitely is a pioneer rose nurseryman hereabouts, it is rated. Mr. Kidd says he moved here in 1923 and established his rose nursery in 1925, presently it providing 70 acres all variety rose plants, which are shipped at wholesale to the North, it is made known by the Kidds, who started their ranch in 1935, their herds with 7 Registered males carrying 200 to 300 head of cattle, it is learned. Ft. Worth and Tyler markets are used in the sale of cattle it is reported by the owners and operators of this diversion in their progressive stride as planters, ranchmen and nurserymen, it is affirmed. In the Kidd ranch herd Brahmans, White Face and Jerseys are to be observed. The Kidd lands in Smith county are leased for prospective oil and/or gas development; and, announcement is made that Alfonso declares that his 730 acres down in Leon county are available for similar use. Otis presently is a school trustee; and, in the civic, religious and general public development life in this part of Texas, the Kidds individually and collectively are known to be a power for good, it is pointed out. Business is always good with the Kidds in all departments of their business, it is related; and, in the instant effort to help publicize more widely the natural and potential resources of all East Texas; and, Environs, they have contributed liberally of their support and influence, it is known. Mrs. Ella Kidd, wife of M. M. (Mack) Kidd is a native of Winona, the home of the Kidds. The lamented grand father of Mr. Kidd located here in 1845, it is reported, tracing the family ancestry it is said to date back more than 150 years. Grand mother Kidd was a native of England; and, came to America in her young girlhood, the family states according to records in their possession. Mr. and Mrs. Mack Kidd are the parents of 3 children: Mrs. Maudelle (C. B.) Oneal; L. M. (Mrs. Stella) Kidd; O. H. (Mrs. Maxine) Kidd. There are 5 grand children: Louis Mack O'Neal; Carolyn Kay and Patricia Ruth Kidd; Patsy Sue and Betty Lou Kidd. Parents of the elder Kidd: Fern and Mrs. Alice Kay, both deceased. Be it said also of Mr. Kidd and his two sons, that each and all of them are sportsmen, fishing and hunting being delightful diversions, they affirm, as, if and when they may be able t get to it. Mr. Kidd, Senior, says he has been a planter and livestockman all of his life; and, that he has found nursery work and ranch activities either or both, just like farming, strides that keep a fellow busy early and late, he interestedly comments. Mr. Kidd and his two sons, Alfonso and Otis have gone on records as participating and co-operating with the other representative Sponsors of this Special edition to help make of it the genuine success it enjoys, it is known. Cheaper power, lower taxes, better roads and adequate drainage come first with these Gentlemen, it is declared; and, then with progressive interest and backing, in a recent interview each and all of them pledged their allegiance to soil conservation; improved churches and schools; increased production of all farm products, including livestock, milk, meat and eggs, indeed and in fact, they declared, everything for the good of both man and beast, it was affirmed. Then, too, the Kidds in line with the progressive element generally thruout East Texas; and, Environs, joined actively in the extension of cordial invitation on behalf of desirable new people, money and industry, it was pointed out. As pioneer rose nuurserymen, able planters and ranchmen—you've got to hand it to the Kidds on knowing their stride in all of their productive betterment of their community; business departments; and, that they are recognized and appreciated as being good friends, boosters and workers for the general and, its environs as it has to do with civic, religious and general public development, it is known and appreciated by their friends and the public at large, it is opined and believed. Keep your stride, Gentlemen; your friends are proud of you!



Pictured at top left to right standing are L. M. and O. H. Kidd; at bottom, right to left these same gentlemen appear with their father, M. M. Kidd; and, the latter's grandson, Mack O'Neal, together with a group of their nursery employees. Messrs M. M. Kidd & Sons own the nursery and ranch bearing their name at Winona, Texas.

E. C. (LITTLE ED) WILLIAMS, 31, WHO SAYS HE BORROWED $40.00 IN ORDER TO GET MARRIED, ENJOYS ENVIABLE RECORD OF BUSINESS REPRESENTING ANNUAL VOLUME OF APPROXIMATELY $100,000.00

Mr. Williams is Grower, Buyer and Distributor of "Little Ed's" Sweet Potatoes; "Black Diamond" Water Melons; Produce; Feed and Grain In Volume That Finds His $25,000.00 Fleet of Trucks Making Deliveries Into Missouri, Kansas, Colorado, Nebraska and California, He Reports

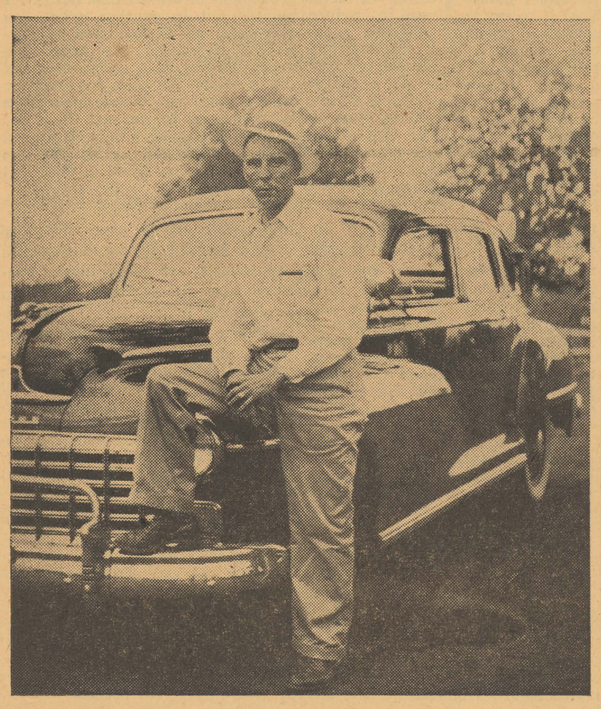
Handling 35,000 to 40,000 Bushels Sweet Potatoes; and, 50 or More Truck Loads of Water Melons Annually, to Give Readers Idea of Immensity of His Business, Mr. Williams Says You Might Visualize it in Train Loads of Transportation, he Announces

Carrying Some 300 Acres of Land, Mr. Williams Says he Also Produces Some General Crops and Livestock; His Brother in Law, Hubert Smith, Ably Serving as Superintendent of Transportation he Announces

Lindale. — Enjoying phenomenal success in the business world comparable to the day when he got married and borrowed $40.00 to go thru with that happy turning point in his life not so many years ago, be it said to the credit of none other than E. C. (Little Ed) Williams, 31, that he has definitely made the grade in such a way, it is believed, that other young men may well shape their own progress after the splendid leadership of 'Little Ed,' it is suggested by many who know him best and have admired his climb up success ladder, it is pointed out. Native of Lindale community, where his wife, Mrs. Frances Williams was also born, Mr. Williams is admittedly the kind of young man who serves to the end that communities are made happier and better places in which to live and do business, it is declared. Mr. and Mrs. Williams are the parents of three interesting children: Miss Margaret Rose Williams, 5; Charles Edward Williams, 3; and, Tommie Glenn Williams, 18-months. Parents: E. E. and Mrs. Clifford Williams, both living. Parents of Mrs. Williams. C. R. Warren, deceased; and, Mrs. Jekel Ophelia Warren, living. Comparable to his struggling beginning back there the day when Mr. Williams was married, presently he reports the ownership and control of three tracts of land, i. e., 140-acres; 100-acres; and, 60 acres, aggregating 300-mother earth units on which he produces some general crops and livestock, but specializes in the growth of sweet potatoes, he makes known. White face cattle, his herd possessing 1-male, usually runs 15 to 25-head, he states. Admittingly having come from the bottom up, Mr. Williams is characterized as the kind of young fellow who inspires others to go and try to do likewise, commendable so, be it assured. Mr. Williams announces that his lands are leased for prospective oil development but that neither any part or all of his lands or royalties are on the market for sale. At the age of 19-years, Mr. Williams says it was in 1935 when he first established his present business; and, which by the way, is known to have grown by leaps and bounds, it is observed and ascertained from information. As an encouragement to we farmers in general to produce more sweet potatoes for clearance thru Mr. Williams' organization, he authorizes announcement that he possesses unlimited buying facilities; and, that presently he purchases sweet potatoes and water melons thruout Smith and adjoining counties, he invites. Featuring 'Little Ed's" sweet potatoes; "Black Diamond" water melons; feed, produce, et cetera, Mr Williams says he believes he is in position to best serve the trade wherever his market affords; and, that for some time he has been delivering his sweet potates thruout the states of Missouri, Kansas, Colorado and California; and, that his water melons have been going to Missouri, Kansas, Nebraska and Colorado. From 35,000 to 40,000-bushels of sweet potatoes are handled annually by Mr. Williams, he states; and, that for like period his volume of water melon sales carries upward 50-truck loads and/or putting it another way, suggests Mr. Williams, readers perhaps could gain a better idea and/or vision as to his big volume of business by trying to liken it into the train loads, it is suggested. Business volume in all departments, Mr. Williams believes approximates some ONE-HUNDERD THOUSAND ($100,000.00) Dollars annually, he estimates. And, in order to accommodate the transportation of this sizeable load, Mr. Williams reports the ownership of three huge transports, individual capacities running from 30,000 to 40,000-lbs. each, he makes known. Replacement value of his transportation fleet would exceed $25,000.00 on present day market, he believes. His brother in law, Hubert Smith, is the able transportation Superintendent for Mr. Williams, the latter commendably announces. Carrying a substantial pay roll taking care of from 10 to 50-people, Mr. Williams is a recognized community asset and public servant, friends and neighbors attest, it is known. Member of the Board of Stewards of the M. E. Church, Mr. Williams is active in the civic, religious and general public development life of his Texas area, it is appreciatively known; and, in the instant effort to help publicize more widely the natural and potential resources of Lindale, Smith county, East Texas; and, Environs, Mr. Williams is known to have subscribed liberally of his support and influence. Mr. Wood also owns and operates a sweet potato producing farm in near by Wood county, he reveals. Stressing the importance of better roads, soil conservation, adequate drainage, cheaper power, lower taxes; improved churches and schools; increased production of all farm products, including livestock, milk, meat and eggs, Mr. Williams also joins heartily in the invitation of desirable new people, money and industry to locate in this part of Texas, he emphasizes. And, don't forget, if you please that E. C. (Little Ed) Williams is grower, buyer and distributor of "Little Ed's" sweet potatoes; "Black Diamon" Water melons; produce, feed and grain with headquarters in Lindale, Texas, it is suggested and recommended.



Pictured above is one of the big trucks in the $25,000.00 transportation fleet owned and operated by E. C. (Little Ed) Williams, in his sweet potato and water melon business, Lindale, Texas. Mr. Williams and his brother in law, Hubert Smith are standing at the cab entrance.



E. C. (Little Ed) Williams, sweet potatoes and water melon king for one his age, enjoying shipments into many states, Lindale, Texas.

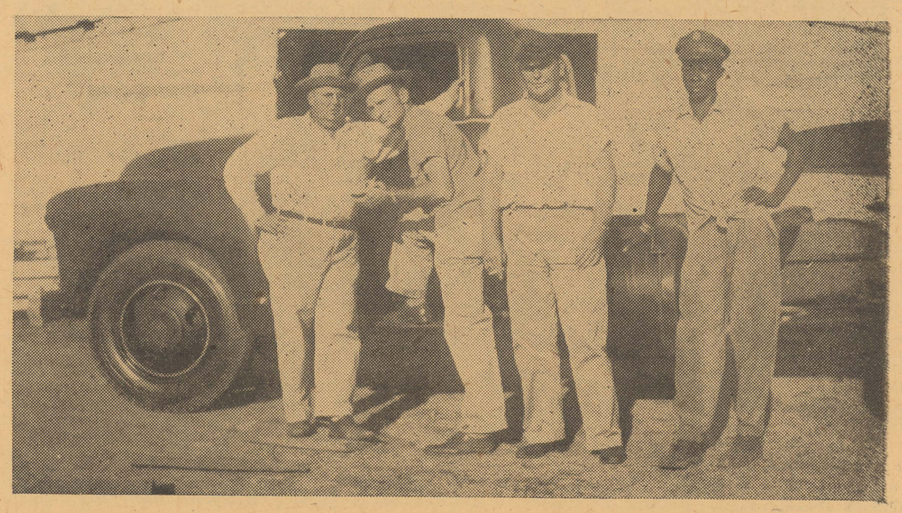
LOVELADY LUMBER COMPANY, M. E. DAVIDSON, 47; AND, A. B. WALLACE, 31, OWNERS, REPRESENTS LIVE WIRE GOOD LUMBER MANUFACTURING INDUSTRY AT LOVELADY, HOUSTON COUNTY, EAST TEXAS; AND, ENVIRONS, AFFIRM INTERESTED FRIENDS AND NEIGHBORS!

Established April 1946 As Partnership Between M. E. Davidson, Native Dallas County, Texas; and, W. H. (Hub) Phillips, Latter's Interest Having Been Purchased by A. B. Wallace in June 1947, This Company is Now Recognized as Outstanding Lovelady Community Asset, it is Pointed Out

Mr. Wallace, Who Served 5 Years, 4 Months and 21 Days, Including 32 Months Hospitalization, With 7th Army Division, World War No. 2 Enjoys Cordial Welcome This Part of Texas, he Having Come Here From Hughes Springs, Cass County, Texas

Lovelady. — As the recognized industrial and business back-bone of Lovelady, Houston county, East Texas; and, Environs, Lovelady Lumber Company, owned and operated by M. E. Davidson, 47; and, A. B. Wallace, 31 is admittedly the finest and best asset in the community from the standpoint of substantial pay roll distribution and the making of good lumber, it is declared. It is affirmed that Messrs. Davidson and Wallace clear upward $6,000.00 thru the local trade channels, records establishing that their direct and indirect pay rolls take care of upward 100 people, it is stated. The business was established in April 1946 as a partnership between M. E. Davidson native of Dallas county, Texas; and, W. H. (Hub) Phillips, for some time at Jacksonville and later at Huntsville, Texas, it is known. Operations continued under this set-up and/or arrangement until June 1947, when the Phillips interest was purchased by A. B. Wallace, No. 2 World War Veteran. Mr. Wallace is a native of Hughes Springs, Cass county, Texas. Messrs. Davidson and Wallace continued operation under the original name — Lovelady Lumber Company, and be it said to the credit of this organization it is constantly busy making and selling good lumber at both wholesale and retail, observation and

Continued On Page 152



Left to right M. E. Davidson and A. B. Wallace, owners Lovelady Lumber Company, Lovelady, Texas. Third white man; and, colored man employes.

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JOE ZEPPA, WEALTHY OIL MAN, OWNER OAKHURST FARM, LINDALE; PINEHURST FARM, WINONA; AND, PRESIDENT DELTA DRILLING CO., TYLER, SMITH COUNTY, TEXAS, GOOD FRIEND LONE STAR STATE

Thru His Purchase and Operation of His Lindale, Texas Properties, Mr. Zeppa is Making it Possible for East Texas Cattle Raisers to Purchase Young Registered Hereford Males at His Oakhurst Farm and Greatly Improve Their Own Livestock Herds at Very Reasonable Prices for Young Bulls, it is Announced by Mr. Zeppa, Who is Taking Great Pride in the Improvement of Both His Lindale and Winona Mother-Earth Holdings



Joe Zeppa, owner Oakhurst Farm, Lindale, Texas; Pinehurst Farm, Winona, Texas; and, President Delta Drilling Company, Tyler, Texas.

Upward 250 Head Hereford Cattle, About Half of Them Registered are Carried by Mr. Zeppa at his Oakhust Farm, Where he has Appointed A. D. Winston for 10 Years With Smith County Farm, as his Production Manager, it Becomes Known, With Constant Improvement Program Under Way Both at Lindale and Winona, it is Declared

Mr. Zeppa Also Has General Farming Done on Both of His Places, Demonstrating That East Texas Farming Strides are Not Over by Any Means—Mr. Zeppa Also Director Premier Refining Company, Longview, Texas

Tyler, Lindale and Winona. — It has remained for another wealthy oil man, Joe Zeppa, to put his shoulder to the wheel and help constructively in a genuine development of East Texas agricultural and livestock production efforts in addition to his huge oilwell drilling operations and/or possession of rich oil and gas producing fields, recorded elsewhere on this page, which has been underwritten by Mr. Zeppa on behalf of his mother-earth holdings at Lindale and Winona, Smith county, East Texas; and, Environs, and his Delta Drilling Company, Tyler. Immediately let it be said that Mr. Zeppa is catering to the East Texas farmer in the production of good Registered young Hereford bulls for the improvement of other cattle herds, he invites; and, not merely for show cattle, he points out. Nov. 23, 1943, Mr. Zeppa purchased his Pinehurst Farm of 1,600 acres near Winona, where he conducts both farming and cattle production operations. He carries some 150 to 200 head of commericial White Face cattle on his Pinehurst Farm, he says; and, employs 3 Registered males in that herd. In 1946, Mr. Zeppa announces that he purchased the Smith County Farm of 850-acres at Lindale, where he has appointed A. D. Winston as his production manager. Mr. Winston prior to going with Mr. Zeppa spent some 10 years with the old Smith County Farm, it is stated. An aggregate of 2,450-acres of mother-earth holdings, therefore, are owned and operated by Mr. Zeppa at both Lindale and Winona, some new records being hung up by him in the way of modern building and soil improvements, it is observed. At his Pinehurst Farm (Winona) Mr. Zeppa for some time has been in the midst of erecting permanent buildings; and, at same time his stride at soil conservation is said to be the last word in efficiency. Likewise he is carrying on at his Oakhurst Farm (Lindale) it is pointed out. Oakhurst Farm is the home of Mr. Zeppa's Registered and Commercial Herefords, about half of them being Registered, he makes known. The total herd at Oakhurst Farm at the present writing discloses the presence of upward 250-head in the Zeppa Hereford Herd, facts and figures support. A specialty is made in the breeding of Registered young bulls which are being distributed generally thruout East Texas, and elsewhere for the improvement of other cattle herds, Mr. Zeppa recites. That he has a thorough knowledge of the cattle business, Mr. Zeppa points out that he is catering to East Texas cattlemen and makes no pretense at show cattle. That is to say, points out Mr. Zeppa that he'd rather breed and distribute a good serviceable Registered young bull to help others along the highway of progress and prosperity in the livestock business than to make a lot of money producing show cattle. Mr. Zeppa says he has gone into the farming and cattle business not as a hobby but as a good business stride, realizing that the time has come, he believes, when East Texas farming is going to be, or should be restored on a large scale, profitably so, he stresses; and, if he may have a hand in helping such a program along to success he is happy to do so, he affirms. Specializing in young Registered Hereford bulls for sale at reasonable prices (somewhere between $150.00 and $200.00, it is suggested), Mr. Zeppa says they may be made to serve as self-liquidating investments via the simple process of selling these bulls after they have served two years and replace them with fresh bulls. In that way the animal strain may be kept pure, and often the owner may be able to sell his old bull at a profit. By so doing that would be nothing more nor less than swapping and old bull for a new and/or fresh bull, it is determined. Recent visit to the Zeppa land holdings were interesting eye openers when it was observed and appreciated that Mr. Zeppa is going about his task as a farmer and ranchman constructively and permanently. Tho young in the business, he possesses the 'KNOW HOW'; and, as a net result, it is believed others may follow his lead and profitably so, it is attested by those who have had occasion to visit his places and observe the work that is being done by him both at Lindale and Winona, his Oakhurst and Pinehurst Farms being definite show places in their respective locations, it is declared. In addition to cattle and hogs, Mr. Zeppa executes a general farming program, cotton following Vetch; peas are raised and sold for canning; dry peas are also harvested from the Zeppa lands, where corn, hay and other food products are raised for both man and beast, it is commented. There are some 150 head of hogs on Mr. Zeppa's Pinehurst Farm, while only about 50 head appear presently on his Oakhurst Farm, it is noted. Local and general markets are patronized by Mr. Zeppa in the sale of his livestock. Improved pastures; kindly treatment of the soil in general; a healthy program of substantial improvements going on at both Oakhurst and Pinehurst Farms by Mr. Zeppa are nothing short of inspirational, it may be, and is stated. The general farming program carried on by Mr. Zeppa finds among other crops, some 40-acres in sweet potatoes at Pinehurst Farm; and, 20 acres in the same production at his Oakhurst Farm, it is ascertained. Feed crops, grain crops and sorghum yields are very responsive on the Zeppa lands, it is learned; and, only recently a modern trench silo was installed at Oakhurst Farm, Mr. Zeppa announces. Having resolved to demonstrate not only to his own personal satisfaction but the public at large that East Texas is not finished as a farming area, Mr. Zeppa emphasizes that right now is the time to go forward with the application of modern farming methods and with by hard work. There's satisfaction in doing a job well; and, that farming may be restored as a prosperous unit in the daily life of East Texas; and, its people, Mr. Zeppa in taking the initiative to that coveted goal shares best wishes and good luck from all of us, be it assured. And, Mr. Cattleman, if you please, don't forget that Mr. Zeppa is producing Registered young Hereford bulls as a specialty at his Oakhurst Farm, Lindale, Texas for the improvement of your cattle herds here and elsewhere, it is invited.



A. D. Winston, Farm manager for Joe Zeppa, owner Oakhurst Farm, Lindale, Texas. Mr. Winston at top is standing between two of Mr. Zeppa's Hereford males; and, bottom he appears with a herd of Mr. Zeppa's Hereford cattle at Oakhurst Farm, formerly Smith County Farm at Lindale.



Top: Partial Registered and Commercial herd Herefords on Joe Zeppa's Oakhurst Farm (formerly Smith County Farm), Lindale, Texas. Bottom shows two of Mr. Zeppa's Hereford males. His Oakhurst Farm Manager, A. D. Winston is shown in both top and bottom pictures above.

Joe Zeppa as Friend of All Natural and Potential Resources Development, Favors New Timber

Winona, Lindale and Tyler.—In a recent interview with Joe Zeppa, wealthy oil man, ranchman and planter at his office in Tyler, he was enthusiastic in his support and influence on behalf of all worthy effort toward publicizing more widely the natural and potential resources of East Texas; and, Environs. Personally Mr. Zeppa and his Delta Drilling Company are known to be prosecuting energetic and elaborate strides in the direction of better farming, improved livestock; and, the best service in the oil and gas fields. He includes timber, too, as a vital and very necessary natural resource in East Texas, it is knwn. Quite naturally, therefore, it is of interest to Mr. Zeppa and the public at large to know that Texas Forest Service is to expand seedling production near Alto, Cherokee county, Texas. Says an International News Service dispatch from College Station.

The Texas Forest Service has taken steps to expand its seedling production at Indian Mound forest tree nursery near Alto in Cherokee County, by leasing sixteen additional acres adjacent to the present tract from Forest Grogan of Alto.

The new area, procured on a renewable annual lease for 10 years and option of purchase at that time, will be fenced and put into seeding production next spring. W. E. White, director of the Texas Forest Service, indicated it will provide an additional five to seven million seedlings each year and do much to meet the continued growing demands.

At present the Indian Mound nursery is sorely taxed. This year seed for 10 million seedlings were planted. Two-thirds of these have already been spoken for and it is expected that the remainder will be ordered before tree shipment begins this winter.

The major portion of the pine seedlings are slated for use in East Texas to help reforest worn out crop land and denuded forest areas. A number of hardwood species are being grown for fence posts and windbreak plantings in other sections of the state.

JOE ZEPPA, PRESIDENT DELTA OIL COMPANY; OWNER OAKHURST FARM, LINDALE; AND, PINEHURST FARM, WINONA, IS ALSO LARGE STOCKHOLDER AND DIRECTOR PREMIER OIL REFINING COMPANY, LONGVIEW

Native of Italy, Educated in New York; and, Coming South in 1921, Mr. Zeppa Says in That Year he Received His First Oil Development Experience in Association With Col. T. H. Barton, Lion Oil Company; Came to Longview, 1932 and Located Tyler 1934, His Company Operating Fifteen (15) Oilwell Drilling outfits, he Reports

Tyler. — Joe Zeppa, President Delta Drilling Company with executive headquarters 4th floor Citizens National Bank Building, Tyler; large stockholder and Director Premier Oil Refining Company, Longview; owner Oakhurst Farm, Lindale; and Pinehurst Farm, Winona is definitely one of the outstanding and successful business men and financiers of his day, facts and figures disclose. Native of Italy, educated in New York and coming South in 1921, Mr. Zeppa says he got started in the oil development business at Eldorado, Union county, Arkansas as an associate with Col. T. H. Barton, president Lions Oil Company. That relation continued, he says from 1921 to 1928, when he left the Wonder State and made an excusion into the California oil fields thru the years 1929 and 1931. Then coming to Texas, Mr. Zeppa says he located at Longview, participating actively in East Texas oil well development both as driller and production holdings. In 1934 he announces that he came to Tyler. Organizing Delta Drilling Company at Longview in 1931, Mr. Zeppa says he and his associates moved their executive offices and their residences here in 1934. Officers Delta Drilling Company: Joe Zeppa, President; his brother, Chris Zeppa, Vice-President; J. M. Bevill, secretary; and, A. M. Jones, assistant secretary. P. O. Box 2012, Tyler; and, Telephones 6220; L. D. 32 are maintained by the company. A general oilwell drilling operation is carried on by Delta Drilling Company in addition to possession of rich oil and gas production in Texas, Arkansas, Louisiana, Kentucky, Indiana and Illinois, states Mr. Zeppa, who also says that his company actively owns and operates Fifteen (15) Oilwell Drilling outfits, serving in Texas, Louisiana, Arkansas, Mississippi, Illinois, Indiana and Kentucky. Delta Drilling Company is strictly in oil and gas business, its President assures both as to drilling and production holdings. Personally Mr. Zeppa in addition to his interest in Delta Drilling Campany is a large stockholder and Director in Premier Oil Refining Company at Longview; owner of Oakhurst Farm of 850 acres at Lindale; and, Pinehurst Farm of 1600 acres at Winona, both in Smith county, East Texas; and, Environs, records establish. As announced in another article on this page, Mr. Zeppa bought his Winona land holdings Nov. 23, 1943; and, last year and/or 1946 he bought the Smith County Farm at Lindale. The latter purchase included not only the land and buildings improvements thereon, but all of the livestock and farming equipment, it is stated. Rated as one of the wealthy oil men operating within the states mentioned above, Mr. Zeppa is modest, retiring of disposition and yet as an astute business man, he is just one of the boys so to speak and makes himself at home wherever you find him, be it in a Director's meeting; an oil field operation and/or on his farm and ranch holdings. Personally Mr. Zeppa is a likable fellow, friendly, enjoys people and is known to have gone far out of his way many, many times to help communities; and, their people, it is affirmed. Mr. Zeppa is definitely interested in helping to promote civic, religious and general public development interests thruout East Texas; and, Environs, and particularly so he declares in the rural communities of the Lone Star State, as well as thruout other States.

Sweet Potato Dehydrating Plant Future Industry for Tyler, Winona and Lindale Assured Upon Maturing of Interest and Plans Fostered by Joe Zeppa, Farmers Friend

Mr. Zeppa Says he is Not Only Interested in the Realization of Such an Industry but in Co-Operation With Others he Believes it Would Pay Big Dividends to We Farmers in General, he Predicts

Tyler, Lindale and Winona. — While Tyler is growing by leaps and bounds, at same time finding both Lindale and Winona sectors of Smith county, East Texas; and, Environs making strides worth while, Joe Zeppa, head of Delta Drilling Company, Tyler; and, owner Oakhurst Farm at Lindale and Pinehurst Farm at Winona, announces that he is vitally interested in the building of a sweet potato hydrating plant to help take care of that agricultural industry in this favored Smith county area of the Lone Star State of Texas. So definitely interested is Mr. Zeppa in such an realization, he is not slow to let it be known that he is ready, willing and able in co-operation with others to help bring it into definite operation at some satisfactory future date, it is opined Success of such an undertaking, it is pointed out depends largely on co-operative effort on the part of we sweet potato growing farmers. That is to say we'd need to produce sufficient quantity of sweet potatoes to make such an industry profitable both to its owners and growers. Chances are Mr. Zeppa at proper time may take the initiative in helping to bring about such an organization; and, in that event it goes without saying it would be an achievement from the very start, one that would undoubtedly and unquestionably round itself into an accomplishment, it is believed. As a definite good friend of we farmers and cattlemen in general, Mr. Zeppa deserves to be applauded on behalf of this suggested meritorious undertaking, it is agreed. And, digressing for the moment, this Commentator having the interest of improved cattle breeders in mind, points to the fact that Mr. Zeppa is the same Joe Zeppa who is producing Registered young Hereford bulls for distribution thruout East Texas; and, Environs for the improvement of other cattle herds. As pointed out in another article on this page, the Zeppa breed of Registered Hereford bulls after two years service in a given herd of cattle could be sold to neighbor and/or neighbors to mutual benefit to cattlemen in general, it is invited. Registered young Hereford bulls may be had at Mr. Zeppa's Oakhurst Farm, Lindale, Texas, it is suggested.

Cheaper Power, Lower Taxes, Better Roads, Adequate Drainage; Soil Conservation; Improved Churches and Schools; Increased Production All Farm Products; and, Location Desirable New People, Money and Industry Encouraged by Joe Zeppa

Wealthy Oil Man, Ranchman and Farmer Undertakes Healthy Program to Demonstrate That Good Farming in East Texas is Not Finished; and, That it May be Restored on Prosperous Basis, He Points Out

Tyler, Winona and Lindale. — Believing that every man has a place in this world and that he'll find it if he tries, Joe Zeppa, primarily an oil man as President of Delta Drilling Company, Tyler is going a step further and is trying to demonstrate to his own satisfaction, as well as the public that East Texas farming is not finished by a long shot. Backing his judgment to that end, in recent years Mr. Zeppa has surrounded himself via the purchase and possession of an aggregate of 2,450 acres of valuable farm and ranch lands, distributed as follows: 1600 acres in his Pinehurst Farm at Winona; and, 850 acres in his Oakhurst Farm (formerly Smith County Farm) at Lindale. On these lands Mr. Zeppa is prosecuting a vigorous improvement program, not only as to diversified farming and cattle production, but in every other good and constructive way that may render his mother earth holdings more productive, give employment to a sizable number of people and result in favorable crop yields as well as improved cattle herds. Mr. Zeppa's Pinehurst Farm at Winona is undergoing substantial permanent improvement as to buildings, et cetra it is noted. He farms and carries 150 to 200 head commercial Herefords there, while at his Oakhurst Farm, Lindale upward 250 head Herefords, about half of them Registered, and general farming represent his strides out that way. And as to substantial pay rolls, in all of Mr. Zeppa's undertakings, records establish that his pay rolls take care of upward 300 people; that every two weeks upward Fifty Thousand ($50,000.00) Dollars are distributed in pay roll for general purposes. On that basis, therefore, it is easy to calculate that the Zeppa monthly pay rolls run well over One-Hundred Thousand ($100,000) Dollars and/or on an annual basis considerably more than One Million ($1,000,000) Dollars. Hence, be it said of Mr. Zeppa and his associates that such an organization and/or individuals are definitely invaluable community assets. Generous to a fault, charitable in oh so many ways, it is said of Joe Zeppa that he's an all out friend of everything that's good as against all that's bad. In demonstrating that farming may be restored profitable, Mr. Zeppa is also recognized as a genuine good friend of civic, religious and general public development wherever you find him, it is pointed out. Standing four square for the ultimate success of the progressive programs herein advocated, Mr. Zeppa affirms that he is 100 percent for cheaper power, lower taxes, better roads and adequate drainage, while he is also endorsing efforts toward improved churches and schools; soil conservation; prevention of forest fires; increased production of all farm products, including livestock, milk, meat and eggs; and, that naturally he enthusiastically favors the location of desirable new people, money and industry. Participating and co-operating toward helping to publicize more widely the natural and potential resources of Smith county, East Texas; and, Environs, Mr. Zeppa attests that he's trying to practice what he preaches via the route of improving his own land holdings at Winona and Lindale, hoping that by so doing he may succeed not only for himself but inspirationally serve as a stimulant to others to go and do likewise. Just here, Mr. Zeppa points out that he is making a specialty of producing Registered young Hereford bulls at his Oakhurst Farm (Lindale) for distribution generally for the improvement of other cattle herds; and, he says at very reasonable prices, he invites and recommends to cattle breeders thruout East Texas and elsewhere.

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LEO KNOX, 48, ASTUTE BUSINESS MAN, RANCHMAN, AND PLANTER IS RECOGNIZED AND APPRECIATED AS OUTSTANDING SUCCESS IN CROCKETT, GRAPELAND, AND PALESTINE SECTORS, LONE STAR STATE

Crockett Enterprises Include Knox Furniture Co., Leo Knox, Owner; Knox Motor Company, Mr. Knox; and, His Son, Willie Hane Knox, Associate Partner; Crockett Truck & Implement Company, Mr. Knox, Owner; Leo Knox Ranch and Plantations, Mr. Knox, Owner; While at Grapeland, the Grapeland Furniture & Appliance Co., is owned by Mr. Knox; and, his Son, Mutt Knox; and, in Palestine, Mr. Knox Owns the Palestine Truck & Tractor Company

Houston and Anderson Counties; and, Environs of East Texas are Served by Mr. Knox Thru His Multiple of Successful Business Institutions, it is Pointed Out, While in the Livestock and Agricultural Production World he is Felt as a Man of Power and Action, it is Affirmed

Crockett and Palestine International Harvester Company Truck, Implement and Tractor Headquarters Owned and Operated by Mr. Knox are Said to Represent a Joint Investment in Buildings, Stock and Equipment exceeding a Quarter Million ($250,000.00) Dollars, it is Revealed

Crockett, Grapeland and Palestine. — The causes of cheaper power, lower taxes, better roads and adequate drainage; soil conservation; improved churches and schools; increased production of all farm products, including livestock, milk, meat and eggs; cordial invitation encouraging the location of desirable new people, money and industry assuredly have a mighty good East Texas friend and worker in the person of Leo Knox, 48, native of Pearson Chapel, 12-mile west of Crockett in Houston county, East Texas; and, Environs, be it said without fear of contradiction nor hope of reward. As head of a great business empire here in Crockett and at Grapeland in Houston county; and, at Palestine in Anderson county, Mr. Knox definitely is one of the business stalwarts of East Texas; and, Environs, facts and figures disclose. Having started his business career down at the bottom, soaring to sublimest heights in some of his achievements and accomplishments, Mr. Knox, modest and retiring of disposition, affectionately holds the esteem and friendship of people in all walks of life, it may be, and is, said of him, attest friends and neighbors, it is known. More in detail will be mentioned further on down in this general story some of the elaborate business strides carried on by Mr. Knox, whose wife, Mrs. Dovie Knox happens to be a native of the same community where he was born, it is ascertained, ultimately it having resulted that they became inseparable! Mr. and Mrs. Knox are the parents of six children, their two lovely baby daughters being twins: Willie Hane (Mrs. Vincy) Knox, with U. S. Marines during World War No. 2, and presently a business associate with his father in one of the latter's business establishments identified below; Horace Bane (Mut) Knox, whose wife is Mrs. Dorothy Knox, Mut having served with the U. S. A. C., during World War No. 2, it is recorded; Mrs. Dorothy Lee Hill, whose husband, Jim Hill served with the U. S. N. during World War No. 2; Miss Peggy Jean Knox; and, Misses Alma Lois Knox and Betty Joyce Knox, the latter two lovely young ladies being twins. Parents: Mat and Mrs. Janie Knox, both deceased. Parents of Mrs. Knox: Ed Arnold, living; and, Mrs. Lucy Arnold, deceased. Coming to Crockett in 1924, Mr. Knox is known to have immediately identified himself with the progressive element of citizenship; and, during the years that have followed, he is credited with having contributed much of his time, money and effort toward the progressive general upbuilding of both Houston and Anderson counties, East Texas; and, Environs, it is affirmed. Carrying upward 16,000 acres of land, 4000-of those acres being held in fe by Mr. Knox; and, 12,000-acres of his mother earth holdings being under lease, Mr. Knox is easily rated as a major ranchman and planter, it is pointed out. He announces that he would consider selling all of his lands via cash or terms basis, he invites. Mr. Knox also says he would consider leasing the remainder of his owned lands for prospective oil and/or gas development, a portion of his acres having been heretofore placed under lease for such activity, he says. General crops and livestock are produced on the Knox lands, he states, the Leo Knox cattle herds usually running from 600 to 1,000-head, it is revealed. Twenty (20) Brahman bulls are carried in Mr. Knox's cattle herds, he reports; and, doing a regular buying, selling and production livestock activity, he says both the local and Ft. Worth markets are patronized in the sale of his livestock. Tractors and mule power are used on the Knox farm lands, it is observed. The business empire world where Mr. Knox is known to preside as a guiding genius his every department is systematically organized for a maximum of service to the public; and, at the least expense possible to them, he invites. In 1926, Mr. Knox established his furniture store here. In 1935 he branched out into the International Harvester Company line of trucks, implements and tractors. Recently Mr. Knox completed twin buildng units in Crockett and Palestine for the housing of his Houston and Anderson county service units immediately as to above; and, at a combined cash outlay upward of Quarter Million ($250,000.00) Dollars, including the two modern buildings, identical as to appearance and erected from same blue prints and specifications; stock and equipment, it is pointed out. In Crocket the business is designated as Crockett Truck & Implement Company with Mr. Knox as owner; and, George Webb as Manager, while at Palestine with Manager Sanders in charge, the business goes as Palestine Truck & Tractor Company. In Crockett, also, is Knox Motor Company, handling Chrysler and Plymouth line, complete garage service and parts department, et cetera with Mr. Knox; and, his son, Willie Hane Knox, owners. They also handle the G. E. line of appliances. At Grapeland with Jack Dailey as Manager, Mr. Knox and his son, Mut Knox as owners conduct the Grapeland Furniture & Appliance store. Leo Knox ranches and plantation operations are owned by Mr. Knox who does a cash and credit business in all departments of his huge operations, he invites. Territory served by Mr. Knox's various organizations include Houston and Anderson counties, East Texas; and, Environs, it is appreciated by patrons and friends, it is known, some orders going hundreds of miles into other states, it is revealed. Stanley Hall is office manager, bookkeeper and cashier of Knox Furniture Store in Crocket; Willie Beard is manager of Knox livestock division; and, Harvey Matchett is manager of Knox plantation, Mr. Knox announces. In their civic, religious and general public development life, the Knox family is known to be an active one. Mut Knox is president of the Junior Chamber of Commerce. Mr. Knox is a stockholder in Houston County Warehouse Storage Co., Inc., while in the business world he is esteemed and recognized as a human dynamo. One fine thing observed about each and all of the Knox places of business holds for uniform courtesy on the part of both owners and employes, it is welcomed and pointed out. More power to the Knox family; increased opportunities for the extension and expansion of their good service in all departments; congratulations to patrons and the public in having such wide-awake ownership organizations to serve them; commendation to Mr. Knox, his sons and all others in his organizations for the excellent manner they are individually, and collectively carrying onward and upward not only as business successes but as genuine public servants, be it creditable said of them, and each of them. Mr. Knox and everyone connected with him extend a cordial invitation for friends and the public to continue making of their various departments headquarters now and always, it is assured. And, just in passing since all of the Knox folk are all out Texans, it is considered appropriate to say that the 'Alamo Still Lives as Shrine—Scene of Famed Battle is well Kept;" and, as Jack Rutledge, Associated Press Staff writer has well said, Texans who live so far away they never get a chance to see the Alamo may wonder if San Antonio is preserving this shrine of Texas freedom in a manner befitting its importance and dignity.

The answer is yes. San Antonio is doing all right by the Thermopylae of America.

The ancient old mission, founded in 1916 by a Franciscan father and named, most people think for near by cottonwood trees (known as Alamos) is in an excellent state of preservation.

The main building, the one you see on postcards and in history books, looks just like you have it visualized.

A high brick wall surrounds the grounds, a very valuable bit of real estate in the center of town.

Copper plaques list the names of the heroes of the Alamo, men who gave their lives for freedom and who might today be a little puzzled by certain restrictions to freedom mentioned on signs scattered about the place.

One sign propped against a tree, says "no dogs." Others warn persons not to pick flowers, and at the entrances to the several buildings on the plaza are "no smoking signs.

The Alamo itself houses the original Alamo chime, the monks burial ground a confessional, baptistry, varous relics. The windows are still barred.

The floor is rough hewn rock which has survived the centuries and probably will outlast the slick tile of near by office buildings.

The grounds are beautifully kept. Trees and flowers of every kind are growing, lush and green in the semitropical sun. Old cannon guard the walkways.

Everywhere are monuments. One is to the men of Goliad who gave their lives.

Another, a wartime source of irritation, is a stone slab from Japan, covered with Japanese lettering. It was given to Texas by school children of Suneemon Torii, which calls itself the Bonham of Japan, from the province of Nagashini, the Alamo of Japan.

A museum, built by U. S. funds, houses many important relics, and on the side sells souvenirs. The documents, maps, old arms are fascinating. It even has moss from the oak on the San Jacinto battlefield, the tree under which Sam Houston lay when Santa Anna surrenered.

There is no admission charge.

On another corner is the Alamo hall and the library, built by the Daughters of the Republic of Texas.

Everywhere are Texans, swarming through the grounds and buildings, taking pictures, looking at their shrine, tingling with pride.

Yes, the Alamo still lives.





Beautiful home exhibited at top is that of Mr. and Mrs. Leo Knox, Crockett, Texas, where Mr. Knox is a leading business man, ranchman and planter. At bottom appears his new home for his International Harvester Company lines, it being a twin and/or duplicate of his plant at Palestine, the latter two enterprises representing a quarter million ($250,000.00) dollar investment, it is disclosed.



Top: Left to right Leo Knox and his son, Mutt Knox; and, office manager, Stanley Hall, this picture having been taken in front of Mr. Knox's big furniture store in Crockett, Texas; and, at bottom is shown view of his Chrysler-Plymouth headquarters.

Reavis Garage, C. L. (Claude) Reavis, 57, Owner, Represents Good Service Vs. Highway 79 Between Carthage and Bethany Right up to Louisiana and on Beyond!!

Starting in Small Way by Paying $10.00 Down Plus Plenty of Hard Work, Mr. Reavis Says he has Position in Both the Public Esteem and Satisfactory Patronage, he Affirms

Panola (Latex) and Bethany. — Reavis Garage, C. L. (Claude) Reavis, 57, owner definitely represents one of the good services of its kind along highway No. 79 between Carthage, Panola county, East Texas; and, Environs right on up to the Texas-Louisiana State Line at Bethany, and beyond, patrons and friends affirm. Native of Yadkin county, N. C., Mr. Reavis says when he first came to Texas in 1901, or 46-years ago he located at Gilmer, Upshur county; and, located here Dec. 29, 1924. His wife, Mrs. Mary Ellen Reavis is a native of Upshur county. They are the parents of 4-children: Harley Lee (Mrs. Virginia)) Reavis; J. P. (Mrs. Beulah) Reavis; Mrs. Katherine (Jesse) Scott; and, Billie Claude Reavis, the latter. 10. There are 4-grand children. Parents: Isaac Lee and Mrs. Rosa Reavis, both deceased. Parents of Mrs. Reavis: Henry and Mrs. Ellen Steelman, both deceased. After coming here, Mr. Reavis says he spent 18-years making gasoline with United. In 1936 he says he started erecting his buildings; but, continued right on up to 1944 working for his old employer; but, 3-years ago he came over and took active charge of his plant, which is known to have grown into one of the more remunerative industries of its kind in this East Texas and West Louisiana trade area, it is declared. His Garage department is operated on a co-operative basis, Mr. Reavis announces. He devotes most of his time in looking after business management and attention to his various departments in business, which includes Garage service; light and heavy welding; oil and gas royalties; Cities Service products; genuine Ford and Chevrolet parts, as well as parts for other make cars; batteries; tires and accessories, it is observed. It is believed a good inventory is maintained by Mr. Reavis in all departments of his business, it is observed; and, patrons are known to express themseves in terms of satisfaction, it is declared. Trade area enjoyed by Mr. Reavis, reportedly extends thruout this immediate area; and, says he, business has come to him all the way from Shreveport in Louisiana; and, Carthage in Texas, saying nothing for a genuinely appreciated transient patronage, he declares and affirms. That Mr. Reavis is somewhat of a business genuis may be appreciated when he reveals that he started with a payment of $10.00 down on his properties; mapped out a program, set his goal and worked early and late until he had both achieved and accomplished, he believes. Good friend and supporter of civic, religious and general public development progress thruout this part of the South, Mr. Reavis is not only advertising his own business but co-operating splendidly in the movement to help publicize more widely the natural and potential resources hereabouts, it is known. You are invited to make your stop for all services needed and/or required when you are passing Panola, invites Mr. Reavis.



C. L. Reavis, owner Reavis Garage and Cities Service Station, Panola, Texas.

J. E. (Earl) Adams, 41, Owner Dairy Conducted by Him Recently Installed Trench Silo With Capacity Upward 100 Tons, He Announces With Much Enthusiasm

Operating 700 Acres Leased Lands to the Production of Feed Crops and Livestock, Mr. Adams is Known as a Leader in Douglas Community of Nacogdoches County

Douglas and Earl Adams Dairy. — J. E. (Earl) Adams, 41, native son and a resident of this community all of his life thus far, is the proud owner and operator of the Earl Adams Dairy here. The plant is operated on 700 acres leased lands from the Sam Stripling holdings; and, Mr. Adams is known to be making a decided success of his efforts in the Dairy field, it is declared. He served as Foreman for Mr. Striplig some 4 years, he states. Feed crops and livestock are produced by Mr. Adams, he reveals, upward 100 to 150 head Jersey cattle annually appearing in his herds, he announces. His dairy was established in 1945, he makes known; and, presently milks about 50 cows with a daily average milk flow of from 90 to 100 gallons, he states. His entire milk product is sold at wholesale, Mr. Mullins affirms; and, be it observed and known that he is very happy and proud to have recently constructed and now has in service a trench silo, carrying upward 100 tons feed, he declares. This takes a multitude of feed worries off his mind, assures Mr. Adams, who is also known as a definite community leader thruout the Douglas area of Nacogdoches county, East Texas; and, Environs, friends and neighbors attest, it is known. Having served as a school director and being a known friend and worker in civic and religious efforts, Mr. Adams says it comes quite natural with and for him to be associated along with other progressives in a sincere and determined effort to help make of this part of East Texas a happier and better place in which to live and do business. Dairying is one of the important natural resources of this Texas stronghold, he points out; and, along and with all of the other progressive efforts advocated in this Special edition, Mr. Adams assures that he stands 100 per cent for the ultimate success such strides on behalf of his community as a whole; and, its people, he affirms. Mr. Adams says he employs 2 electric milkers at his dairy plant; and, notwithstanding he says he started at the bottom and gradually progressed up to his present happy position in life, Mr. Adams announces that he is blessed with complete dairying equipment; and, he says he views the future quite optimistically comparable to the start he made back there at the bottom when his father presented him with a horse and saddle and sent him on his way. His parents, J. G. and Mrs. Leta Adams are living. His wife, Mrs. Rosa Mae Adams, a native of Louisiana is the daughter of T. W. Washburn, living; and Mrs. Washburn, deceased. Mr. and Mrs. Adams have 5 children: Lindille; Miss Elois; Eugene; Misses Joyce and Faye Adams. Mr. Adams says he recently gathered 2110 bales of hay from his feed growing acres; and, that in most every good and constructive way, he believes he is now making good. Cheaper power, lower taxes, better roads, soil conservation, adequate drainage; and, increased production all farm products, including milk, meat and eggs have a mighty good friend in Mr. Adams, it is known. This also holds good, it is said on his behalf when it comes to welcoming improved churches and schools; and, extending a cordial welcome to desirable new people, money and industry to come this way, he invites. Keep your stride, Mr. Adams. Your friends are proud of you, it is pointed out with no small degree of interest on their part, be it assured.

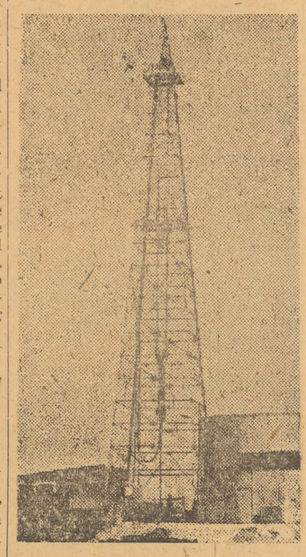


J. E. (Earl) Adams, dairyman, Douglas, Texas.

Great Fleet of Airplanes Owned by Zeppa Interests, 3 Being Employed in Drilling Work

(Continued from Page 150)

Tyler.—Delta Drilling Company, Joe Zeppa President, is not only doing a good job in the operation of its Fifteen (15) Oilwell drilling rigs in Texas, Louisiana, Arkansas, Mississippi, Illinois, Indiana and Kentucky, but it and Mr. Zeppa also own a great fleet of airplanes, three of which are used actively in their oilwell drilling transportation activities in the various states in which they operate, it is revealed. The airplane possessions of Mr. Zeppa and associates run well over the Twenty-Five Thousand ($25,000.00) Dollar market, it is reported.



Pictured above is typical oilwell derrick employed both in drilling and production fields of Delta Drilling Company, Joe Zeppa, President, Tyler, Texas.

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HOUSTON COUNTY WAREHOUSE & STORAGE COMPANY, INC., GUY BLANKENSHIP, 62, VICE PRESIDENT AND GENERAL MANAGER, CROCKETT, RATED LARGEST INSTITUTION OF KIND THIS SIDE OF HOUSTON!!

Native of Hunt County, Texas, Mr. Blankenship Says His Experience in the Cotton Compress and Warehouse Business Found Him Working for the Kaufman Compress and Warehouse Company in Kaufman up to 1927, When he Came to Crockett as Vice President and General Manager of Houston Compress and Warehouse Co.

Compress Division of Company Was Discontinued and the Machinery Sold in July 1947 so as to Make Room for an Expanded Warehouse and Storage Operation Under the Name of Houston Warehouse & Storage Company, the Incorporation Papers Completed in August 1947 Disclosing That Mr. Blankenship Was to Continue in the Capacity of His Old Official Relation With the Organization

Carrying 12,000 to 15,000 Cotton Bales Capacity, Mr. Blankenship Says he Looks With Hopefulness That We Farmers in General May Soon Take Advantage of Our Opportunities and Help to Regain Normal Prestige of the Fleecy Staple Thruout This Area of the Lone Star State of Texas, He Invites

Crockett. — Things have been happening, and favorably so, it is pointed out down at the headquarters of Houston Warehouse & Storage Company, Guy Blankenship, 62, Vice President and General Manager, it is pointed out. The old company of Houston Compress & Warehouse Company is no more, it having been discontinued in July-August 1947, when the new and envigorated Houston Warehouse & Storage Company, Inc., took over and is now actively at the helm in the service of its patrons and the public via its officers, stockholders and employes, it is announced. Guy Blankenship, courteous and business like Vice President and General Manager of the plant is a native of Hunt county, Texas; and, his wife, Mrs. Allie Blankenship is a native of Kaufamn county, to which point he says he moved in 1919 to become Manager of the Kaufman Compress & Storage Company. He married his wife while in Kaufman; and, in 1927 they moved to Crockett, where Mr. Blankenship and associates organized the Houston Compress & Warehouse Company, which operated as such, he says, up to July 1927, when the Compress unit of their business was discontinued and the machinery sold to be carried elsewhere, in order that their enlarged warehouse and storage service might get under way. In August 1947 incorporation papers for the new Houston Warehouse & Storage Company were completed with the official personnel announced as follows, Mr. Blankenship states: R. L. Shivers, president; Guy Blakenship, vice president and general manager; Lee F. Perry, secretary-treasurer. Board of Directors of the corporation include the above officials as members with the addition of Messrs D. H. Arnold and C. L. Edmunson, company records disclose; and, also according to Mr. Blakenship. Mr. and Mrs. Blakenship have two sons and one daughter: Mrs. Opal (Jas.) Crawford, Crockett; Messrs Guy Blankenship Jr. and Eugene Blankenship, both of whom served in the U. S. N. during World War No. 2. There are 3 grand children: Adelle; Richard; and, Corine Crawford. Parents: J. D. and Mrs. Ida Blankenship, both deceased. Parents of Mrs. Blakenship: R. H. and Mrs. Martha Shaw, both deceased. As a pioneer of the old school of citizenship, Mr. Blankenship says he believes his family ancestry datess back more than 100-years. He is definitely positive in his opinioned belief that cotton is really coming back in Houston county and thruout East Texas, Mr. Blankenship encourages; and, for that reason he says he does not hesitate to encourage this industrial stride on the part of we cotton farmers in general, he points out. In 1927 Mr. Blankenship says he and associates organized and operated the old Houston Compress & Warehouse Company up to the formation of the new organization of Houston Warehouse & Storage Company the past summer. As stated above the Compress unit of their working divisions was discontinued in July of this year, the machinery sold and the new set-up got under way in August past. In peak years of Compress operations, Mr. Blakenship says the old company handled as much as 38,000-bales cotton annually; and, that presently his plant enjoys capacity of 12,000 to 15,000-bales cotton. Looking forward toward increased production of the fleecy staple, Mr. Blankenship says the new organization is equipped in every way to serve we cotton farmers, their welcome patronage being invited with the assurance that the very best of service will be provided, guarantees Mr. Blakenship on behalf of himself and associates, he affirms. Among the well known stockholders of the new corporation is Leon Knox, well known business man, ranchman and planter about whom a general story appears elsewhere in these pages. Mr. Blankenship says his new company is engaged strictly in the warehouse and storage business, all patronage being appreciated, he assures plus adequate service in all departments, he points out: Largest industry of its kind within a radius of 120 miles and/or this side of Houston, Mr. Blankenship stresses the availability of good service at Houston Warehouse & Storage Company, he cordially invites. Devoting all of his business time to the operation of his plant, Mr. Blankenship is also known to be a good friend and supporter of civic, religious and public development strides thruout Crockett, Houston county, East Texas; and, Environs, it is known. He has also subscribed generously of support and influence on behalf of himself and company on behalf of the instant effort to help publicize more widely the natural and potential resources of this rich Texas area. Houston and adjoining Texas counties are served by Houston Warehouse & Storage Company, and Crockett being an established cotton market of favorable consideration, Mr. Blankenship's organization, tho new in name somewhat, is recognized and appreciated as an old established public service institution. Located in the western section of the city, possessing ample trackage facilities connected with its immense warehouses gives the enterprise an outstanding position of merit and service, it is declared. Mr. Blankenship never forgets his courtesy; hence, as an able business executive, it is easy for him to attract both friends and business his way, intimates affirm and declare. He is known as a dependable and enthusiastic booster and worker for this part of Texas, admittedly reaping more joy out of his service to God and humanity than he does in making money, it is proudly said of Mr. Blankenship. Commendation to you and associates, Mr. Blankenship on your increased opportunities to render improved service to your friends the public at large. Mr. Cotton Farmer Mr. Blankenship invites you to increase your cotton production and avail yourself of the excellent warehouse and storage service he has to offer.



Guy Blankenship, Vice President and General Manager Houston County Warehouse & Storage Company, Crockett, Texas may be seen standing in railroad yards in front his big plant at bottom; and, again in center at extreme right he appears with group white men standing and a number of his colored employes sitting, while in top picture is shown a group of colored cotton workers standing atop truck load cotton bales as they are being unloaded into Mr. Blankenship's warehouse.

LEON (BUDDY) ANDERSON, 22, RANCHMAN; LONE STAR FARMER OF 1941; OFFERS 664 ACRES LAND FOR SALE; BRAHMAN TYPE CATTLE, YOUNG BULLS AND HEIFERS, ALSO AVAILABLE

Mr. Anderson, Believed to be Youngest Major Ranchman Hereabouts, His Father Leon Anderson, Being Active Vice President Farmers & Merchants Bank, Grapeland

Grapeland. — Leon (Buddy) Anderson, 22, ranchman; land owner; 1941 Lone Star Farmer; Veteran World War No. 2; good citizen and taxpayer is believed to be the youngest ranchman enjoying major operations in his sector of Texas, it is pointed out. Immediately let it be announced that Mr. Anderson offers 664 acres of Houston county lands for sale at a bargain for cash or terms, he invites; and, that he also constantly has available and/or on hand for sale choice Brahman type cattle, young Brahman bulls and Brahman heifers for sale to help improve other cattle herds here and elsewhere, he emphasizes. Mr. Anderson's section and/or more of land is located just a short distance west of Grapeland, where his father, Leon Anderson is active Vice President of Farmers & Merchants Bank, a financial institution organized in February 1906 and presently enjoying aggregate capital, surplus and undivided profits of Seventy-five Thousand ($75,000.00) Dollars, it is revealed. Native son and having resided here all of his life thus far except for 3-years with U. S. Marine Corps, F. M. F., South Pacific during World War No. 2, young Mr. Anderson is known to be a social and business favorite with his legion of friends and well wishers. His wife, Mrs. Agnes Louise Leediker Anderson is the daughter of Karl and Mrs. Lillian Karl Leediker, Crockett, Texas. Parents of Buddy are Leon and Mrs. Mary Lou Darsey Anderson, both living, Grapeland. In addition to offering his mother-earth holdings for sale, Mr. Anderson says he would lease his lands for prospective oil and/or gas development; and, that he is always in the market to buy additional lands, he invites. Mr. Anderson (Buddy) says at the age of 13-he began his ranch activities, starting with an even half dozen (6) project cows comparable to his handling of upward 2,000 to 3,000-general herds of cattle annuelly as of the present. Buddy says while he was at war and soon after his return to the States, he had, and does continue to learn, something anent cattle breeding, the buying, selling and production end of his business, i.s., he discovered that the smart thing to do was to change over to Brahman in his ranch production strides; and, that for breeding purposes he employs herd of Brahman upward 75-head, two Brahman breeding bulls appearing in his herd of Brahmans, it is observed. Mr. Anderson does not hesitate to encourage livestockmen in general to improve and increase their cattle production, also inviting them to clear their sales thru the convenience of his good offices, top prices always being offered by him, he affirms. Ft. Worth and Houston markets are employed by young Anderson in the sale of his cattle, taking this opportunity, also, he impresses, to commend and congratulate Slim Mason, head of Houston County Livestock Commission Company in Crockett on the good service the latter is rendering and/or furnishing the cattlemen at his livestock auction sales. Indeed and infact, affirms Mr. Anderson, it has remained for Mr. Mason to establish and maintain good market prices for livestock cleared thru his auction, he insists. Made a Lone Star Farmer in 1941; having enjoyed 4-years vocational agricultural training from 1938 under J. C. Shoultz, this prooressive young man is not unmindful of the advantages that have come his way, he points out. The lamented Geo. E. Darsey Sr., grand father of young Anderson was one of the pioneer members of the old school of citizenship in the Grapeland area, records hold, Mr. Darsey having established his store here in 1886, thereby rating it as being perhaps the oldest mercantilehouse in Houston county, it is believed. After the passing of the elder Darsey, his sons Messrs M. E. and Geo. E. Darsey Jr. carried on. The elder Darsey founded the Farmers & Merchants Bank here in 1907, Leon Anderson, father of young Anderson having served as its active Vice President for a long period of years, it is recorded. As a strong financial institution, the F. & M. is headed by M. E. Darsey, President. Geo. E. Darsey Jr. is a Director in the Bank; and, Mrs. Mary Lou Darsey Anderson, wife of Vice President Anderson, and Mother of Buddy Anderson, is a daughter of the lamented Geo. E. Darsey Sr., and sister of Messrs M. E. and Geo. E. Darsey, Jr. This good bank occupies 44th. place in the second group of 100-banks securing charters in Texas, it is proudly stated by Vice President Anderson ,who says this record was achieved and is held out of a total of 11,000 bank charters issued in Texas up to the time this score was made, he says. In other words, F. & M. Bank of Grapeland is also a pioneer solid financial institution, having weathered all the storms of other years and enjoys phenomenal growth thru good service, it is pointed out. In addition to his duties as Vice President, of F. & M., the elder Anderson deals in some oil royalties; and, at one time his family owned all of the oil lands hereabouts he recalls, the local field now being a good producer, it is known. Mr. Anderson is also Secretary of Grapeland Masonic Lodge, a position he has held 23-years; treasurer of Chamber of Commerce; Lions Club; Grapeland Volunteer Fire Department; and, attest friends and neighbors, Mr. Anderson is identified with practically every worth while civic, religious and general public development stride in this Texas area, it is assured. No wonder then that his son, Buddy Anderson, the successful young ranchman is prosecuting his program onward and upward. More power and best of luck to the Andersons and also Grapeland because of their presence and activities, it is commented.



Leon (Buddy) Anderson, Jr., ranchman appears a t left one of his fine Registered Brahman bulls, also showing one of his Brahman cows at right, Grapela nd, Texas.

Lovelady Lumber Company . . .

Continued From Page 149

information make known. The company operates a sawmill and planer of its own, and absorb the output of two auxiliary sawmills, it is reported. Sawmill operated by the company carries a weekly capacity of 70,000 feet rough lumber, Messrs. Davidson and Wallace announce, while their planer takes care of upward 100,000 feet finished lumber weekly, they report. The two auxiliary sawmills serving them deliver upward 100,000 feet rough lumber weekly, giving the organization an aggregate total of 170,000 feet rough lumber weekly; and, on that basis were the plants running regularly thruout the year, it would mean upward 600,000 feet lumber monthly and/-or more than 8,000,000 feet annually, a major operation for a place the size of Lovelady, Texas, believe you this Commentator. The plant is modern, it is observed, and its owners are not content with any production of lumber that is not the very best, they insist. Sales shipments are made only within Texas, it is stated; and, a modern fleet of trucks serve the transportation system of the company, a huge new truck and trailer having been recently added to the fleet, it is learned. Direct and indirect ownership and control of standing timber places stump lumber estimate at 1,000,000 feet; and, Messrs. Davidson and Wallace announce that they are constantly in the market to purchase additional timber tracts, including logs delivered to their skids. Here's an opportunity for we farmers to cut surplus logs and turn them into cash, it is suggested. Mr. Davidson and his family are pillars in the Church of Christ, he proudly comments. Mrs. Sue Davidson, wife of Mr. Davidson is a native of Nacogdoches, Texas. They have two daughters: Mrs. Earline (Lowell) Perry; and, Miss Euralice Davidson. Parents: N. P. Davidson, living; and, Mrs. Mary A. Davidson, deceased. Parents of Mrs. Davidson: Thos. J. Wright, living; and, Mrs. Mary A. Wright, deceased. Outide of his active interest in civic, religious and general public development, Mr. Davidson says he served 14 years as assistant State Auditor of Texas; and, consequently he is one of the better known men in the State, it is pointed out. Mrs. Faye Wallace is the wife of Mr. Wallace. She is a native of Gilmer, Upshur county, Texas. They have one daughter: Miss Pamela Wallace. Parents: A. B. and Mrs. Nellie L. Wallace, both living. Parents of his wife: C. C. and Mrs. Irene Holiday, both living. Before coming to Lovelady in June 1947, Mr. Wallace put up 5 years, 4 months and 21 days, including 32 months hospitalization with 7th Armored Division during World War No. 2. He was seriously wounded during the war; and, when he left the hospital in July 1947, he says he was assured that he would begin to receive pension compensation adequate to the permanent disability he had suffered, but at this writing same had not materialized; however, it may be said that his friends, and others familiar with his condition, insist that this disabled War Veteran be allowed what is coming to him, it is commented. It is urged that the powers that be take favorable observation of his condition and act favorably on his behalf, it is recommended, it is known. Mr. Wallace and his family are also good friends of the churches, schools and general public development, he assures, not only for this area but the whole of East Texas; and, Environs, it is declared. Incidentally the family ancestries of Messrs. Davidson and Wallace date back respectively upward 115 and 102 years, it is announced. Looking with rosy outlook on a bright future for East Texas, these gentlemen state that business with them now is better than it has ever been; and, that they devote all of their business time to the manufacture and distribution of good lumber within Texas. Thru them Lovelady Lumber Company is participating and co-operating actively toward helping publicize more widely the natural and potential resources of East Texas; and, that both individually and collectively they endorse the progressive programs herein advocated. More power to you, Gentlemen!

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.

John Frank Leediker, 59, Veteran of World War No. 1, Carries 900 Acres Land; and, Handles Upward 300 Head Commercial Cattle Via Ft. Worth and Houston Markets

Native of Ratcliff, Texas, Mr. Leediker Is Known to be a Good Friend and Worker Not Only for Crockett and Houston County, but the Whole of East Texas; and Environs

Crockett.—John Frank Leediker, 59, native of Rateliff, Texas; and, Veteran of World War No. 1, is another of the progressive ranchmen and business men of Crockett, Houston county, East Texas; and, Environs, observation and information establish. His wife, Mrs. Edna Leediker is a native of Crockett community. They have 2 -children: Kenneth (Mrs. Ida) Leediker, who served with U.S.A.C. during World War No. 2; and Joe Frank Leediker. In 1921, Mr. Leediker says he embarked into the livestock business by dealing in horses and mules; and, for some time was on the D. A. Parker ranch. He has one grand child: Carol Leediker. Parents: Adam Leediker, deceased; and, Mrs. josie Leediker, 80, living. Parents of Mrs. Leediker: Oscar and Mrs. Jennie Hairston, both living. Mr. Leediker says he first located at Coleman, Texas; but, after his return from World War No. 1 he came to Crockett and has been happy to be a part of the progress and prosperity of this splendid Houston county environ thruout the years that have followed, he declares. Usually handling upward 300-head commercial cattle annually, Mr. Leediker says he employs the services of both Houston and Ft. Worth in their sale. Carrying-upward 900-acres of land, leased vs. oil and/or gas prospective development, Mr. Leediker says he firmly believes this part of Texas is one of the very best locations on earth for the success of thirfty home folk along with desirable new people, money and industry, he invites. Looking for even higher price cattle than we've been witnessing in recent weeks and months, believes Mr. Leediker, he says he buys, sells and produces in line with an accepted rule on his part to play the cattle game solely and alone as governed thereby. Mr. Leediker and his family are known to be good friends and supporters of th church, schools and general public development; and, in his participation and co-operation with the instant effort to help publicize more widely the natural and potential resources of East Texas, he says he looks with rosy optimism on a very bright future for this area of the Lone Star State as a whole, he affirms.



John Frank Leediker, well known livestockman, Crockett, Texas.

Duke Lumber Company, L. C. Duke

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earnings into their farms. They are constructing new buildings or repairing old ones, buying modern labor-saving equipment, fencing their fields, buying fertilizers to improve fertility, using better seed, improving their livestock, investing liberally in soil conservation.

"Money spent for such improvement of the home is one of the best investments that can be made because it will be a big factor in helping you keep young folks on the farm."

Continuing Mr. Duke's thoughts along other lines and among diversified fields of endeavor in general, realizing that he is ever on the alert for progress and prosperity, this Commentator is pleased to introduce an editorial from The Memphis Commercial Appeal, which says:

After being told in a combination of horrified and indignant tones by one of the ladies in this office that she had paid 80-odd cents for a dozen eggs, we recalled once having sold 17 dozen at 10 cents a dozen. At the same time, however, we recalled paying $1.25 for a pair of brogan shoes. A blue workshirt cost around 50 cents in those days, and so on, as well as we recall, in due proportion. Cartridges for our .22 rifle, we distinctly remember, were 15 cents a box, or two for a quarter.

A boy in those days got 50 cents a day and his dinner—at noon and what a dinner— for slinging a hoe, worming tobacco, and such like, and a dollar a day was the usual wage for a grown man able and willing to work on the farm. The day began as soon as you could see and ended when you couldn't. A one-bladed Barlow knife cost 15 cents. If a fellow bought a suit of clothes, the merchant threw in a pair of galluses—suspenders or braces to you—and a necktie. Compensation is the rule and the law, but it does seem to work in peculiar ways sometimes.

Likely it all boils down to the statement by the rural sage years ago that complete satisfaction would never obtain on this earth until everyone could sell at a high price and buy at a low one.