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(Cherokee County)

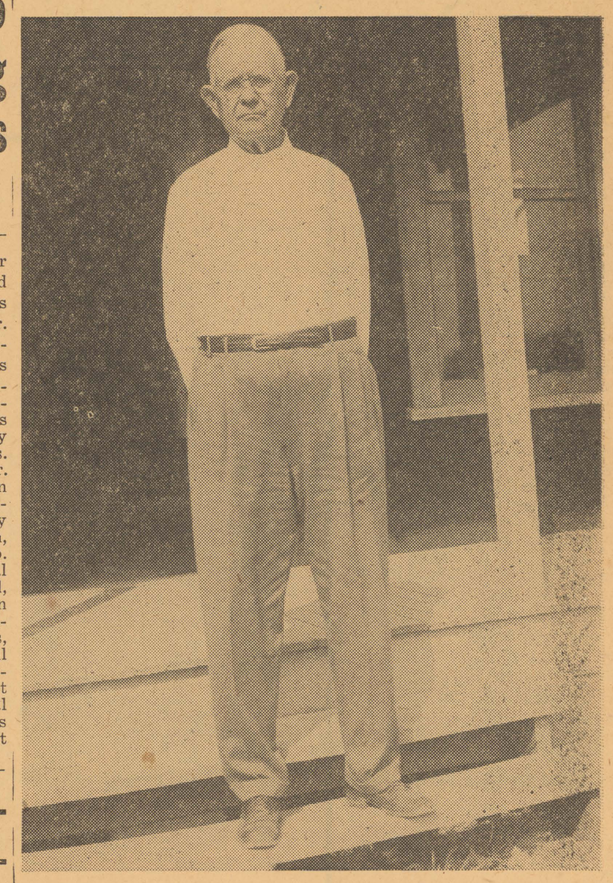
TEXAS

SPONSOR

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REX SUPPLY CO., M. L. YOUNT, PRES. AND GEN. MGR.; LAKE TOOL CO.; OIL WELL SUPPLIES, HARDWARE; PLANING MILL, BUILDING MATERIAL; APPLIANCES; DISTRIBUTION SOUR LAKE SECTOR, E. TEX.

Mr. Yount, Native Missourian in His Childhood Moved to Monticello, Ark., Later at Age 12 to Lonoke, 25 Miles East of Little Rock; Selling Out His "Wonder State" Holdings, he Came to Sour Lake in 1917, Taking Over Business Interests That had Been Established by His Lamented Nephew, J. R. Yount, and the Latter's Father, M. F. Yount, Now Deceased, a Brother of Mr. Yount



M. L. Yount, President and General Manager Rex Supply Company, Sour Lake, Texas.

Gentleman of the Old School of Citizenship, Mr. Yount as Civic, Religious and General Public Development Leader Thruout His East Texas Area of the Lone Star State of Texas, is Beloved by All Who Know Him, it is Appreciatively Known and Established of All Men, 'Tis Said

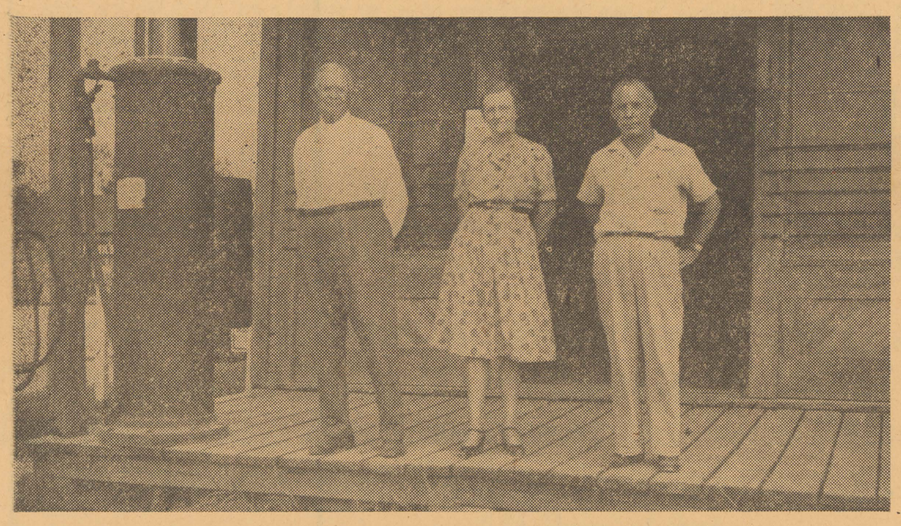
In Addition to His Operations Here in Sour Lake, Mr. Yount Says he Also Operates an Oil Well Supply Store at Hull, Texas; and, That he Stands 4-Square Best Possible Development Thruout This Part of His Adopted State of Texas

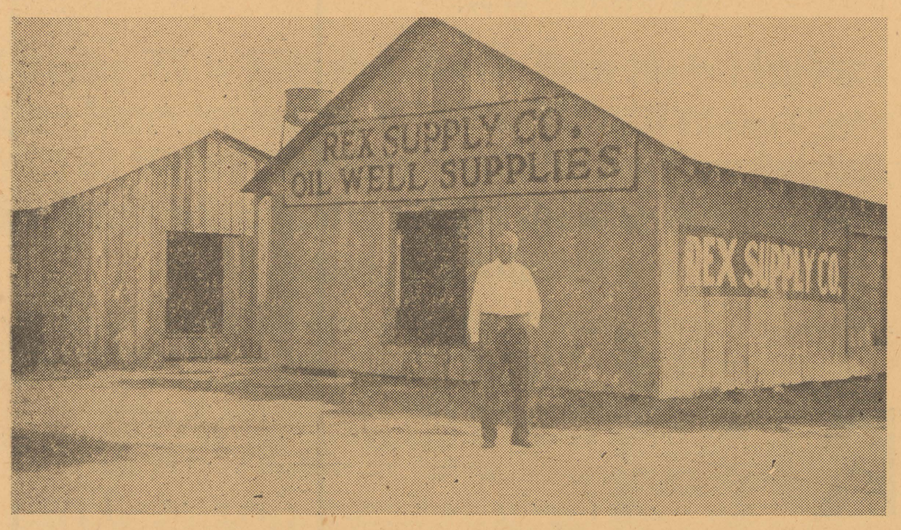
Sour Lake and Hull.—M. L. Yount, 77, President and General Manager of Rex Supply Company and associated operations, enjoys the enviable distinction not only of being a gentleman of the 'old school of citizenship', but he is revered and appreciated thruout this entire East Texas area; and, its environs, it is declared. Native of the 'Show Me' State of Missouri, Mr. Yount says he came to the deep south in his childhood, his parents having located at Monticello, Ark., and when he was aged 12 they moved up to Lonoke, Lonoke county some 25 miles east of Little on the Highway to Memphis, Tennessee. Years passed; and, in 1917 he sold his "Wonder State" holdings and same to Sour Lake to take over the business operations established by his lamented nephew, J. R. Yount who was killed along with his wife in a 1916 train wreck. The latter's father, M. F. Yount, now deceased, and who during his life time made a great success in the oil business in Beaumont was associated with his son in their Sour Lake undertakings. The latter was a brother of M. L. Yount, the object of this page underwritten by him along with other able Sponsors who are sponsoring this Special Edition in its effort to help publicize more widely the natural and potential resources of Hardin county, East Texas; and, Environs. Mrs. Annie Yount, wife of Mr. Yount is a native of Arkansas. They have no children. Parents: Joseph and Mrs. Harriett Yount, both deceased. Parents of Mrs. Yount: Mr. and Mrs. Tom Haynes, both deceased. Mr. and Mrs. Yount as civic, religious and general public development leaders in their community; and, this part of their adopted Lone Star State of Texas are known to enjoy their legion of friends by their acquaintances, it is assured by those who know and love them best, it is pointed out. Tho within 23 years of celebrating his first century of life, Mr. Yount is mentally alert, physically active and genuinely interested in the life and progress of his community; and, its people, it is observed and ascertained from information. Indeed and infact, Mr. and Mrs. Yount are beloved pillars in the progressive life of their community, attest friends and neighbors. Mr. Yount says he is proud of his Sour Lake sector of Texas, insisting that it is a rich oil producing field and that at least 5 different drilling outfits are kept going most all the time. Production is unusually good in this field, in the opinion of Mr. Yount, whose Rex Supply Company is kept busy most of the time furnishing oil well supplies, he states. Branch store is continued at Hull, Texas; and, formerly he operated a branch at Vinton, La., Mr. Yount's Lake Tool Company takes care of machine and blacksmith work, electric and acetylene welding, he reports. This latter industry operates a nice general hardware and appliance store in the down town business area of Sour Lake it is observed, Manager B. T. Simmons being in charge there. In addition to President Yount in the executive headquarters of Rex Supply Company, R. W. Jordan is office manager; and, Mrs. Callie Tomlinson is office secretary, Mr. Yount announces. J. M. Radley is mill foreman, Mr. Yount's Rex Supply Company planer carrying daily capacity 10,000 feet dressed lumber, he announces. The deceased brother of Mr. Yount—M. F. Yount, was president of the Yount-Lee Oil Company of Beaumont, one of the really successful oil companies that city, the Yount holdings having been disposed of some time ago, it is stated. In all of his business departments, Mr. Yount says a general wholesale and retail operation is conducted. His planer absorbs the output of one auxiliary sawmill, in addition to other lumber supplies, he states; and, in his Rex Supply Company's business a lock and key job in building is furnished, even the financing and other accommodations receiving aid at the hands of his company by builders and home owners, it is announced. The retail general hardware appliances store owned and operated by Rex Supply Company is definitely an up to date store, merchandise being conveniently and attractively displayed, it is observed. Both heavy and light hardware, and some farm supplies are served to the public from this store, it is learned. The oil well supply store at Hull, a branch of the Sour Lake Rex Supply Company performs the same kind of service as does the parent concern, Mr. Yount makes known. Oil royalties are also carried by Mr. Yount, who as a pioneer of the long ago says he never was more interested than right now in the substantial progress and prosperity of his Texas area; hence, his unqualified support and influence on behalf of the instant newspaper publicity advertising effort directed, as it is, toward the general upbuilding of Sour Lake and other communities represented in the some 22 East Texas counties herein mentioned and included along with their environs, it is assured. The deceased brother of Mr. Yount, the late M. F. Yount was a native of Arkansas. He was a pioneer in the oil business; and, passed away about 11 years ago, his brother M. L. Yount, relates. Mr. Yount's brother sold his oil interests to Sanlin Oil Co., records establish. Mrs. Pansy Yount, widow of the deceased oil man presently resides in Lexington, Texas where she has a stock farm. They had one adopted daughter: Mrs. Mildred Manion, Beaumont. Mr. Yount has one brother, Nolen Yount residing at Checo, Arkansas; and, one sister, Mrs. Mary Ellen McKeown, living at Lincoln, Arkansas. During World War No. 2, Mr. Yount says he did a general retail business at Benton, La.; and, a splendid wholesale business in Houston, Texas. All of these interests were later sold, he reports, in order that he might devote all of his time to his Sour Lake operations; and, to the advancement of the civic, religious and general public development strides of his home community, Mr. Yount proudly and happily announces.

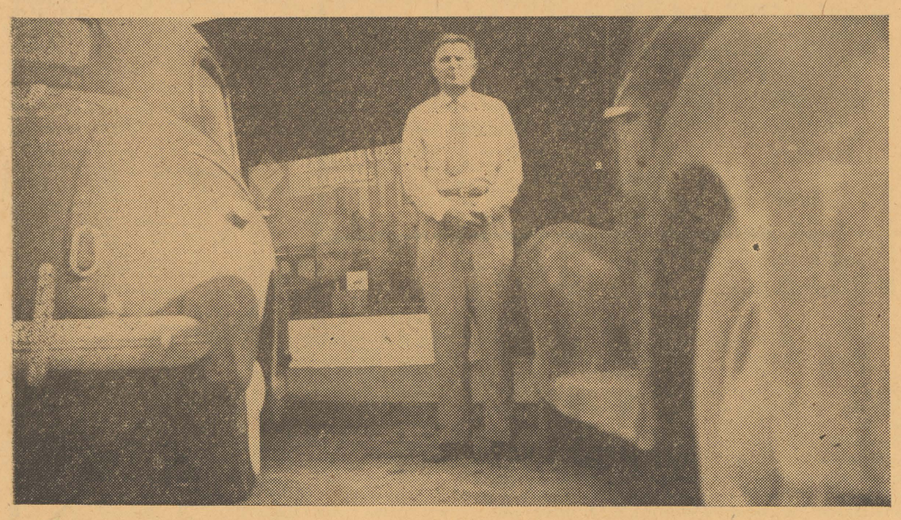
Essentially a Builder of Both Human Character and Business Success, M. L. Yount, Business Executive Takes Commanding Lead in Sour Lake Development

Strides Taken By Mr. Yount in the Interest of His Community; and, Its People Nothing Short of a Local Benediction, Attest Friends and Neighbors, it is Known

Sour Lake.—This Hardin county sector of the Lone Star State of Texas unquestionably owes a debt of gratitude to none other than M. L. Yount, President and General Manager of Rex Supply Company, attest friends and neighbors, because of his unstinted praise for his community; and, its people, saying nothing for his commanding leadership in helping to promote the best interests of Sour Lake, East Texas; and, Environs, at all times, it is declared. Modest and retiring of disposition, Mr. Yount never thinks of self, friends and neighbors point out; essentially he is a builder of human character and business success to the extent and proportion that he prefers that all credit go to others, attest many who love and know him best, it is known. A business success in his own right, Mr. Yount is known to have assisted many, many others along the rugged path of life, and where honesty on the part of others (Mr. Yount personally is the soul of honor, he is appraised) prevailed he never lost a penny by these encouraging accommodations; and, when it comes to benevolences he is known to have been most generous in all worthy causes. Identified with practically every progressive movement for the better of Sour Lake and this part of Texas, Mr. Yount is known to stand ready, willing and able at all times to go along with his community; and, its people to help build and realize a Greater Sour Lake; a finer and quickened East Texas; a more progressive and properous South; and, when you do that in the opinion of Mr. Yount everyone is a winner; and, there may be no losers. More power to you, Mr. Yount. Go ahead and live out your next 23 years and start out on another century of life on this earth, such an sentiment summing up somewhat the high esteem and love in which you are appreciatively held by your friends and neighbors hereabouts; and, you are tops in the business world, as everyone well knows, it is pointed out.







Top: M. L. Yount, Robert Jordan and Mrs. Carrie Tomlinson of the executive department Rex Supply Company, Sour Lake, Texas. Center: Mr. Yount, who is President and General Manager of his business is standing in front of the oil well su pplies building of his properties; and, at bottom is M. L. Simmons, manager of the company's reta il hardware and appliance store at Sour Lake.

M. L. YOUNT, PRESIDENT AND GENERAL MANAGER REX SUPPLY COMPANY AND ASSOCIATED ACTIVITIES LOCATED AT SOUR LAKE, TEXAS PROFITING BY HIS YESTERYEARS EXPERIENCES DEFINITELY IS LOOKING FORWARD TO THE CITIES AND COMMUNITIES OF "TOMORROW"!

The Type Man Who Dreams, Plans and Executes, Mr. Yount is Endeavoring to Make Life Just a Little Sweeter, Happier and Better; and, Easier for Future Posterity and/or Generations, it is Pointed Out

Sour Lake—There's some wonderful, inspiration when you come in contact with a fine Christian gentleman like M. L. Yount, President and General Manager of Rex Supply Company and associated activities. Mr. Yount is clean cut, a dynamic personality, one who inspires both confidence and faith in his fellowmen. Be assured of that; and, as, if and when you have opportunity to come Sour Lake way you'll receive a soul refreshing benefit by just sitting in this Godly man's presence, attests this Commentator, who recently had the privilege of meeting Mr. Yount and interviewing him along different lines for quite an enjoyable while. He was gracious, kindly, affable and definitely interested in the future progress and prosperity of his community; and, its people, he assured. Profiting by the experience of his yesteryears, Mr. Yount quickly let it be known that he is not only concerned about present day activities; but, particularly and specifically so as to the cities and/or communities of 'tomorrow'. The type of man who dreams, plans are executes, Mr. Yount is known to have given no small study to the achievements and accomplishments of the future, be it assured. Presently and thruout the years to come each and all of us are building the foundations upon which we must stand or fall, it is opined. Therefore in the wisdom of men like Mr. Yount it is well to take heed, girdle on the buckle just a little tighter for home and country, it is well said. Mr. Yount is the kind of man who contributes much of his time, money and effort to the general upbuilding of his Texas area; hence, it is not hard to understand and appreciate the high measure of esteem, love and affection that attend him now and always, friends and neighbors attest. Believing in the present and the future, based on past experiences, Mr. Yount unreservedly has faith and confidence in the future of Sour Lake, the Lone Star State of Texas as a whole; and, knowning, as he does, from reality that it pays to make adequate preparation in all things that are done well, he is looking forward ambitiously toward a Greater Texas, a Greater South and a Greater United States of America, it is opined; and, being a Missourian by birth, a beloved citizen of the deep South, Mr. Yount is firmly backed up in his 'tomorrow' visions as to cities and/or communities by another Missourian, J. C. Nichols, famed Kansas City, Mo., building developer. Mr. Yount is a builder; he supplies others who build; and, in the hope that someone, perhaps many, may be benefitted by the general dreaming, planning and execution program carried out not only by Mr. Yount, but also by Mr. Nichols, let's take a peep into what the latter has done in a marvelous way in Kansas City, where he has merged cottages, apartments and $250,000.00 mansions in his famous district there, the object being to make you think, if you will, and join with Mr. Yount and others in helping to make not only of Sour Lake and Texas, but the whole South and of the world a happier and better place in which to live and do business. Al Dopking, an Associated Press Staff Writer not so long ago sent out a Kansas City, Mo., story about Mr. Nichols who advocates and urges the building of homes which will last for 100 years. Said Mr. Dopkin, with full credit to both him and the A. P., and at same time with appreciation to Mr. Yount:

Some real estate men might say J. C. Nichols, dean of the city builders, who urges that homes be built to last 100 years, has gone hog wild with ideas and money in his nationally known Country Club District, comprising about a tenth of Kansas City's residential area.

At first glance the 66 year old city developer does appear to be a bit extravagant. He has spent $500,000 of his own money to turn into an outdoor art museum the district that had its beginning 42 years ago near a hog lot in a neighborhood of shanties.

Nichols' Spanish-patterned Country Club Plaza, a shopping center gateway to his planned city within a city, is as authentic as Madrid. One entrance to its numerous sunken parking stations comes from Granada, Spain. Its theater tower might easily be mistaken for one atop an ancient Seville Cathedral.

Become Model City

His Country Club District, where 50,000 persons live in homes ranging in price from $10,000 to $250,000, has become a model for city planning. It is the largest residential area of its kind ever developed privately. Nichols himself has been labeled by fellow real estate men as American's foremost city builder.

His patriotism flows into better city building. He probably has given more of his own time, without pay, to the planning of modern Washington than any other man. In 1926 he was appointed by President Coolidge to the National Capitol Park and planning Commission charged with converting Washington into the most beautiful capital in the world. He has been on the commission ever since, the only original member left on it.

He thinks the "City of Tomorrow" will have narrower sidewalks and longer blocks in the residential district; shorter blocks and wider streets in the business area; no residental alleys, and homes and neighborhoods that will last 100 years or more.

Homes and neighborhoods should be built to last 100 years, he says. "Our forefathers built houses to last 200 years. There's no reason we can't. Lasting environment will create better respect for property rights and build better citizens as well as better cities."

Sound zoning, but flexible enough to meet changing conditions, stand high with Nichols.

"Long ago we abandoned the idea of trying to create only individual home site values," he says. "Neighborhood values give this basic protection."

Doesn't Fight Nature

Nichols offers his Country Club District covering 500 acres straddling the Missouri-Kansas line, to substantiate his point. There the some 10,000 homes and apartment units blend gently into the general architectural and landscape scheme. No $10,000 home sets next door to a $100,000 home; a one-story home seldom is found alongside a two-story residence.

Nor does Nichols fight nature. His streets wind around land contours over this hilly and heavily wooded area. Creeks are utilized by the use of scenic fords and bridges. Nichols learned about restrictions the hard way—and early. Restrictions in his first addition ran for only 10 years. Eventually he had to buy some of the land back at a higher price as well as buy an adjoining five-acre hog farm to "get rid of the smell." The lesson cost him $50,000.

He soon began to use restriction periods of 25 to 40 years with self-perpetuating clauses. His plan has been widely copied.

He salvaged his Country Club Plaza site from a swamp and dumping ground. The Plaza, now the home of 250 businesses, leads into the fabulous country club homeland, with 10 other shopping centers, 17 churches, 15 schools, four 18-hole golf courses, numerous neighborhood playgrounds, 12 miles of boulevard and 120 miles of winding streets.

Nichols grew up with modern Kansas City and modern Kansas City grew up with Nichols. As a result most Kansas Citians take almost for granted the 300 art objects in his 100 residential parks and at street intersections.

They seldom give a second thought to the six 16th century Italian marble columns (William Randolph Hearst paid $18,000 for them) that stands at a grocery store's parking entrance; the giant bronze eagle (it stood for generations in a courtyard of a Japanese temple) in the center of a boulevard park or other imported outdoor art such as French fountains, balustrades, pergolas, stone benches and pieces of statuary.



M. L. Yount and a group of employees standing at the entrance of Rex Supply Company's planing mill at Sour Lake, Texas.

REX SUPPLY COMPANY

Cheaper Power, Lower Taxes, Better Roads and adequate Drainage; Improved Churches and Schools; Soil Conservation; Increased Production, Agriculture and Livestock; and, Cordial invitation to New People, Money and Industry.

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H. L. TAYLOR LUMBER COMPANY, H. L. TAYLOR, 52, OWNER, ENGAGED IN MULTITUDE OF ACTIVITIES: HARDWARE, BUILDING MATERIALS, AND LUMBER; RANCHING; OIL DISTRIBUTOR; AND, WAREHOUSING

Raised on a Farm, Mr. Taylor Carries Upward 900 Acres of Land, Producing Feed Crops and Livestock, the Famous Brahman Cattle Herds Being Featured, he Reports; and, Stresses the Fact That he Patronizes the Home Markets Here in Groveton vs. the Sale of His Livestock, and Quite Satisfactorily, he Assures

As Agent for Magnolia Petroleum Company, Mr. Taylor Says he Serves the East Half of Trinity County in That Activity; and, in 1931 he Established his Mercantile Operations in Groveton

Groveton.—Reads somewhat like a fairy story and/or mythical, but observation and information establish that H. L. Taylor, 52, is justly entitled to all of the praise and congratulations accruing unto him, and expressed on behalf of his genuine success as a business man, ranchman, oil distributor; hardware, building material and lumber, saying nothing for his leadership and that of his family in the civic, religious and general public development life of the Groveton, Trinity county, East Texas; and, Environs area of the Lone Star State of Texas. And yet, with all of the commendations coming his way, this man H. L. Taylor, native son of "NO GALLUS PRAIRIE" sector of Trinity county is just the same yesterday, today and tomorrow, attest those who esteem his high qualities as a man —admittedly it being agreed on the part of all men hereabouts that Mr. Taylor does measure up religiously to that Biblical injunction which in effect says that a 'good name is rather to be chosen than great riches.' Mrs. Louise Taylor charming wife of Mr. Taylor is a native of Carthage, Panola county, Texas. They have two children: Miss Billie; and, Harvey Reagn, 14, who is an athlete and presently is majoring in vocational agriculture. Parents of Mr. Taylor: Tom Taylor deceased; and, Mrs. Belle Taylor, 72 living. Parents of Mrs. Taylor: Rev. W. R. Reagan, who before his death served 35 years as Baptist minister here; and, Mrs. Alma Reagan, living. Mr. Taylor has resided all of his life thus far in Trinity county, 37-of those years having been lived here in Groveton, he proudly acclaims. Mr. Taylor's business operations all go under one heading: H. L. Taylor Lumber Company, the company name sharing all of his business strides, including his general hardware, building materials and lumber activities; ranching; oil distribution, et cetera, it is ascertained. Raised on a farm and presently carrying upward 900-acres Mother-earth holdings, Mr. Taylor is recognized as a human dynamo, so active and alert is he in all of his undertakings, it is affirmed. J. C. (Mrs. Elizabeth; and, Miss Gene Elizabeth, 16) Taylor, 42, a brother of Mr. Taylor is store manager. He has another brother: J. M. (Mrs. Exilena Galinor Taylor; Joe Travis and Margaret Ann Taylor), 32; and, 2-sisters: Mrs. L. B. Ice, Shreveport, La.; and, Miss Vannie Taylor, manager of a local dry goods store. Mrs. Taylor has 1-brother: Dr. A. M. Reagan, Dallas. Mr. Taylor says he would consider leasing his lands for prospective oil and/or gas development, he invites. Feed crops and livestock are produced on his Mother-earth holdings, a fine herd of Brahman cattle roaming his improved pastures, it is observed. There are 3-Registered Brahman bulls in Mr. Taylor's Brahman cattle herd, it is observed. There are 140 to 150-Mother and/or breeding cows in the herd; usually 250 to 300-head annually being handled by Mr. Taylor, who takes great pride in announcing that he patronizes the Groveton home livestock market in the sale of his cattle; and, very satisfactorily so, he assures. Fact is, Mr. Taylor says he established the Groveton Livestock Commission Company in 1939 and/or 8-years ago; and, operated the business for 6-years. He still owns the land on which the business presently is conducted but sold the plant and leased the land on which it is operated to its present owner, J. C. Dickey, admittedly one of the finest and best men in the business, patrons and friends attest. Elsewhere in this Special Edition appears a special story about Mr. Dickey, his family, his feed store; his mule barn and his Groveton Livestock Commission Company. Mr. Taylor has a motto anent his H. L. Taylor Lumber Company which reads: "Everything to build Anything;" and, says Mr. Taylor he religiously lives up to it in each and every branch of service he has to offer his patrons and the public, whether it be in the building game; ranching; oil distribution, et cetera. He says he also furnishes building plans, aids in financing building construction and co-operates to the end of securing the right Contractor on each and every job, he assures. This added service, he affirms comes as a direct result of being ready, willing and able to help his community; and, its people. In addition to his many other business activities Mr. Taylor is Agent for Magnolia Petroleum Company in the distribution of Magnolia products thruout the East Half of Trinity county, including bulk sales to farmers, et al, he announces. Self-made, aggressive and progressive; genuine friend of Groveton and the Trinity county sector of Texas, Mr. Taylor enjoys the enviable reputation of putting first things first; and, to do that, assures Mr. Taylor, is best guarantee in his opinion to serve a well rounded life on this earth, making ready also, he believes, preparatory to entering the world to come. More power to Mr. Taylor; and, others like him!

While Residing Presently on the Outside of Groveton, Mr. Taylor Insists That City Limits Should Be Extended so as to Take in His Property and That of Others as Matter of Fairness to Groveton and Its Future Growth, he Believes

Groveton. — "This proud municipality should go ahead without further delay and/or procrastination and extend its city limits so as to give the community an even break with the outside world", in the opinion of H. L. Taylor, astute local business man, who says while living on the outside of present city limits he is perfectly willing and anxious to have them so extended that not only his own properties but that of others may be included so as to give Groveton credit for its some 2,000-population instead of the misleading 938-people as now reflected by sign boards, et cetera. Mr. Taylor says he's perfectly agreeable to letting the erroneous sign stuck up near his property to be knocked down and taken away if similar planning is satisfactory with other Groveton property owners and citizens, he affirms. Mr. Taylor says as a friend of Groveton he wants to see its city limits extended; and, in his opinion unless and until that progressive step is taken, Groveton as a community will continue to suffer in the eyes of the outside world. When efforts are made to induce others to come this way, he points out they are discouraged the instant they take a peep at the misleading population figures. High time, therefore, that this erroneous impression be corrected; and, the only successful way to do it, says Mr. Taylor is to open wide the gates of progressive Groveton and let those of us on the outside come in, he pleads. The future growth, progress, prosperity and public convenience of Groveton and its citizens require such an progressive stride in the definite opinion of Mr. Taylor.

"COME TO GROVETON AND TRINITY COUNTY", Invites Mr. Taylor, Especially so on Behalf of Young Men Who are Seeking Locations for Definite Progress and Prosperity, Mr. Taylor Points Out

Groveton. — Back in the long yesteryears it will be remembered that Horace Greely freely advocated: "Go West Young Man"; and, today none other than the well informed and business success, H. L. Taylor in shouting the praises of Groveton, Trinity county, East Texas; and, Environs, proudly unfurls the agricultural, livestock; timber and/or oil and gas opportunities banner as a welcome insignia to the outside world to come this way and share with him and others, he invites, in the enjoyment of peace, progress and prosperity. In the opinion of Mr. Taylor, Groveton and Trinity county present the most undeveloped and/or virgin opportunities to be found anywhere else in Texas, or elsewhere, he believes when it comes to the possession of untold rich natural and potential resources waiting for the touch of man to bring them into solid fruition, he urges with all the enthusiasm of his mind, soul and body, he affirms. No mistake about it, offering his own stride in support of what he has to say, Mr. Taylor says he firmly believes that Groveton and Trinity county areas of the Lone Star State of Texas today offer twenty times the number of opportunities sought and found by the earlier Texas settlers. Believing that way, Mr. Taylor insists that he is doing present citizens and taxpayers a favor when he stresses the importance of everyone waking up and going to work for Groveton and Trinity county. Some of us have slept too long at the switch already, he believes; and, advises in season and out of it that now is the time to go forward progressively and industriously on behalf of Groveton and Trinity county, Mr. Taylor invites. Evidencing his faith and confidence in the future of both Groveton and Trinity county, East Texas; and, Environs, Mr. Taylor has underwritten this page to help publicize more widely the natural and potential resources of this favored Texas area, which includes Groveton, Trinity county, East Texas; and, Environs, he stresses with emphasis and in the hope that our people as a whole will arouse themselves and wake to their great opportunities as citizens and taxpayers of Groveton and Trinity county. It is time for these splendid environs to march, says Mr. Taylor, who believes confidently there is a community building job to be done and now is the appointed time to get busy with the task, he believes. Let's go for a Greater Groveton, a Greater Trinity county; and, a Greater East Texas; and, Environs, says Mr. Taylor!

H. L. Taylor Endorses Progressive Programs Advocated in This Special Edition E.-Texas!

Groveton.—Having subscribed his support and influence toward the success of this Special edition, which is devoted primarily to publicizing more widely the natural and potential resources of Groveton, Trinity county, East Texas; and, Environs, H. L. Taylor progressive business man, ranchman, et cetera not only pleads for corporation limit extension of Groveton; but, he also appeals for the ultimate success of all the progressive programs herein advocated, it is affirmed. Among other items is that of better roads; and, fortunately just now it appears that 5-East Texas counties are to be benefited from road improvements, according to announcement from Austin; and, while Trinity county presently does not appear to be included, Mr. Taylor is of the opinion that a start in the other counties may gradually find assistance coming down Groveton and Trinity county way, he hopes. And, maybe this coveted goal isn't so far away, he entertains. Any way the latest Highway Department Road Authorizations as announced from Austin, according to an Associated Press dispatch disclosed that 51-projects totaling $2,293,707 had been authorized, with approximately a third of the number calling for the counties to provide 75-per cent of the construction and the state 25-per cent.

Projects, include:

Cherokee — Three farm highways: A road known locally as the Kennedy-Ferry road extending from U. S. 69 loop in Rusk, one block South of Courthhouse Square, south 7.8 miles to south line of Rusk road district; New Hope road extending from U. S. 79 in Jacksonville 8.2 miles southwest; and the Corinth Road from U. S. 69 at Adams Street in Jacksonville southwesterly 8.4 miles. Designations made on conditional right-of-way and easements for proper drainage deemed necessary by state highway engineer and all setback of fences be furnished free of state cost.

Cherokee—Farm highway to extend from east end of F. M. 343, the Atoy road, east 2.2. miles, 75-25 plan.

H. L. Taylor, Well Known Groveton, Trinity County, Texas Business Man Started at Bottom Rung of Ladder and Worked Himself on up to the Topmost Rung!

Successfully and Inspirationally, Mr. Taylor Proudly Has Watched his Scores of Achievement and Accomplishment With Pardonable Pride, Assuredly So, it is Affirmed

Groveton. — Native of 'NO GALLUS PRAIRIE', Trinity county, East Texas; and, Environs, as stated in another article on this page, which has been underwritten by H. L. Taylor, owner H. L. Taylor Lumber Company, this progressive citizen and taxpayer is known to have started at the bottom wrung of Success Ladder, up which he is known to have climbed to the topmost wrung in his own community; and, is still going strong, it is said of him. Mr. Taylor has lived 37-years of his 52-years on this earth here in Groveton. Proudly he admits he has watched the scores of his achievements and accomplishment from nothing so to speak to his present enviable stride, successfully so in the local business world, it is affirmed. After getting out of school, Mr. Taylor started out with a drug store, spending 3-years on the road, records establish. Coming back home he kept books 5-years for local Ford agency; and, in 1931 and/or 16-years ago he embarked in business for himself, establishing the H. L. Taylor Lumber Company in an humble shed (which still stands) and to which he later added substantial construction at both ends, one housing building materials and the other great stocks of merchandise, usually warehoused for later distribution via either wholesale or retail, or both, it is appreciated and realized. Then in 1936, or just 5 years after general hardware store, where he also handles the Oliver and Kelly lines of farm implements. All departments operated by Mr. Taylor are conducted at retail, he announces. Lock and key jobs in building constructions may be carried out when you deal with Mr. Taylor, he invites. Starting with just a few cows in 1927, Mr. Taylor says he established his ranch which has grown materially in recent years, he points out; and, also making reference to an article appearing elsewhere on this page dealing with the character and number of his Registered and commercial Brahman cattle, he invites. In his public relations, Mr. Taylor served 5-years as President of the Groveton Chamber of Commerce; 2-years as President of the East Texas Livestock Association with headquarters in Lufkin, saying nothing for his ardent support and influence on behalf of the general civic, religious and general development progress of his community; and, its people, be it said to his credit and/or honor! Mr. Taylor says he gradually grew into his ranching success rather than attempting to buy his way into it and/or perhaps the more hazardous and doubtful way, it is realized and appreciated from both observation and information. A recent visit to Mr. Taylor's Brahman ranch found it to be ideal as to improved pastures; quality of Brahman cattle; corrals and general ranching accommodations. And, don't forget, if you please, this is the same H. L. Taylor who is working earnestly and industriously for a Greater Groveton via the route of corporate limit extension, he urges most seriously as a friend and well wisher of the Groveton community as a whole; and, its people, he assures. Mr. Taylor is absolutely right via this progressive stride, attest this Commentator; and, the people of Groveton cannot act favorably too quickly in the matter of extending the city's limits so as to give Groveton credit for some 2,000-people and/or population rather than the erroneous 938-as now indicated, plead progressive friends and well wishers of Groveton in support and reality of GREATER GROVETON; and, in following the lead of Mr. Taylor on this behalf none of you will go wrong, it is seriously opined.

Mrs. Louise Taylor, Wife of H. L. Taylor, Efficient Secretary-Treasurer of His Multiplied Business Efforts

Groveton.—Proud of her ability as a housekeeper, Mrs. Louise Taylor, beloved wife of H. L. Taylor, whose local business interests are known to be many, enjoys the distinction of being her husband's secretary-treasurer. She is interested not only in the Taylor home, but also in Mr. Taylor's business, so much so that she just loves to visit with him on their Brahman ranch out about 8-miles from Groveton and/or also in his store activities; lumber sheds; oil distribution—indeed and in fact everything that savors of progress and prosperity plus a maximum of service at a minimum of cost to their patrons, friends and the public, it is declared. Commendation and congratulations, Mrs. Taylor; and, it's good to have known you!

"The Freedom Train Rolls"; and, All Texas Along With Whole U. S. To Greatly Benefit

Groveton.—H. L. Taylor, owner of H. L. Taylor Lumber Company; ranchman and business leader generally is in thorough accord with progressive movements looking to the betterment of Groveton; Trinity county; and, Texas, it is opined. He has proven by his own initiative that success programs may be adequately rounded out in his part of Texas; and, believing that not only the whole of the Lone Star State, but these United States as a whole will and should reap great benefit as "The Freedom Train Rolls," he points out that now is the time for Groveton and Trinity county to make its progressive strides in keeping with the whole of East Texas; and, Environs. The Freedom Train is just another successful means of adequately focussing attention on our Greater America, these United States as a whole. Texas is by far and large an important unit in the whole. Groveton and Trinity counties are virgin parts of the Lone Star State, believes Mr. Taylor, who urges you to see the Freedom Train if possible; and, by all means keep in mind the abundant opportunities afforded via Groveton and Trinity county, he urgently invites. Anent 'The Freedom Train Rolls,' the esteemed Houston Post ably editorializes:

"Red, white and blue, the seven-car Freedom Train was opened to public inspection at Philadelphia where the Constitution of the United States was signed 160 years ago. From the Quaker City, the train, laden with the Nation's most precious historical documents is rolling on a 33,000-mile journey through-out the United States for the purpose of showing Americans how America was conceived.

"The train's schedule calls for a stop in Houston on Feb. 6.

Guarded day and night by United States marines are more than 100 documents borrowed from libraries and museums and kept in steel and plastic glass cabinets. Among the items which Americans will see are: Thomas Jefferson's first rough draft of the Constitution with annotations by Benjamin Franklin and John Adams; the official manuscript of the Bill of Rights; the original Pennsylvania charter of privileges signed in 1701 by William Penn; a thirteenth century manuscript copy of the Magna Charta; Columbus' first printed letter on the discovery of America, and many other documents including the United Nations charter.

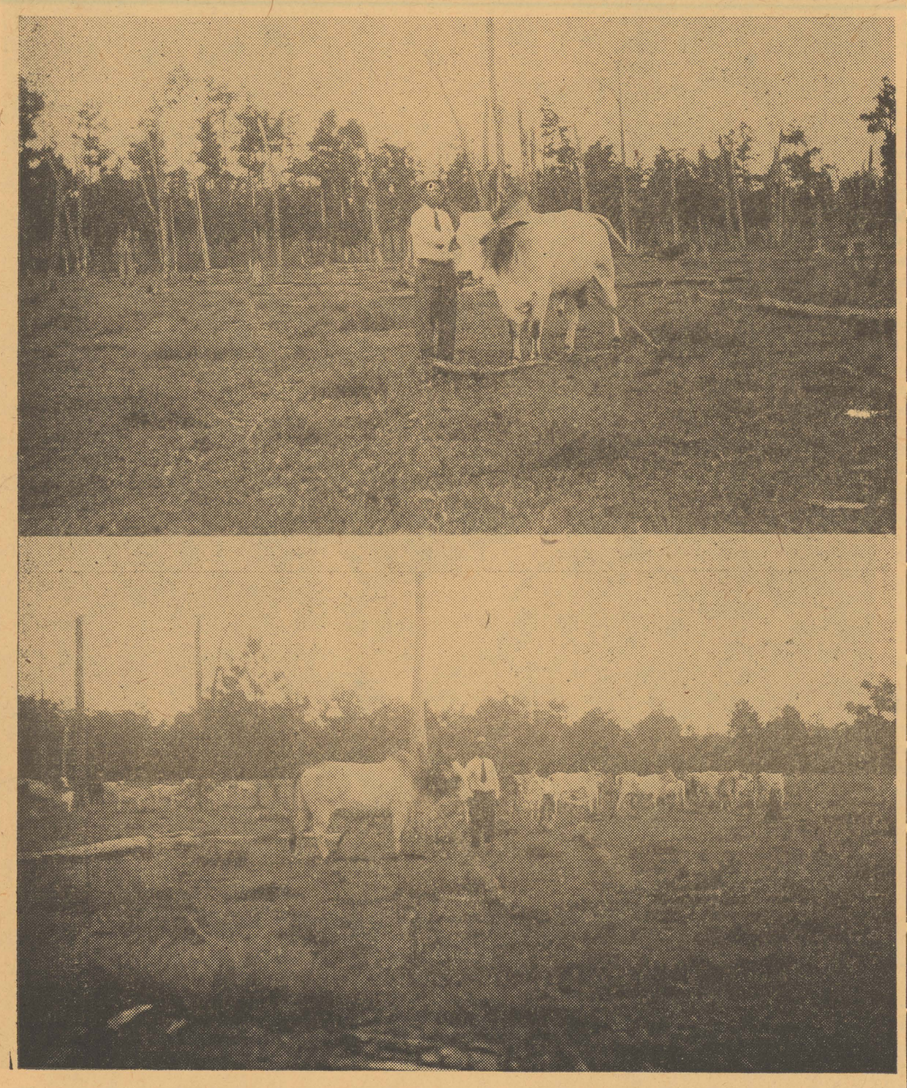
Credit for sparking the Freedom Train idea goes to United States Attorney General Tom Clark's conference on juvenile delinquency, from which emerged the American Heritage Foundation, headed by Winthrop Aldrich, New York banker. The Foundation plans a year long effort to revive American ideals and "to raise the level of active citizenship in our country."

It is proposed to utilize all media of communication, and community action in a program that will "emphasize and dramatize the common heritage of every American—our system of democratic government based on individual freedom."

The Foundation says:

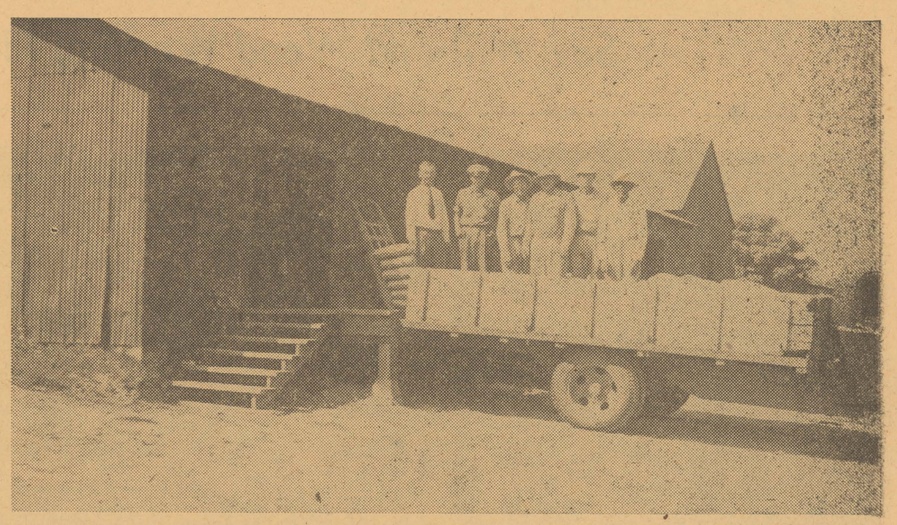
The months and years immediately before us will put our democratic way of life to a critical test. To meet it the American people must know, understand and appreciate the sytem of government which has bestowed its blessings upon them . . . Democracy its dynamic. To live, it must grow, gathering strength in its progress . . . The past is only a prelude to the promise of the future. Americans must have faith in that future.

Those are inspiring words and there is much truth in them. Today as in days of old, eternal vigilance is the price of liberty. But it is not enough to be merely vigilant —there must be a well conceived plan of action to defend essential liberties. There must be a serious attitude toward the responsibilities of citizenship. The Freedom Train, and other features of the program, constitute a tocsin as challenging as that sounded by Paul Revere on his famous ride."



Top: H. L. Taylor, appears with one of his fine Brahman herd bulls at his Brahman ranch about 8-miles from Groveton, Texas, where he is owner of H. L. Taylor Lumber Co. At bottom, Mr. Taylor appears again with his bull and a partial herd of his some 200-head Brahman registered and commercial cattle.







Top: Right to left Mr. and Mrs. H. L. Taylor, Groveton, Texas, where Mr. Taylor owns H. L. Taylor Lumber Company, general hardware store; lumber; petroleum, ranching and other business activities. They are standing in front of their Groveton store. Center: Mr. Taylor and a group of his warehouse employees; and, bottom Mr. Taylor is standing near one of his big lumber sheds.

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TEMPLE LUMBER COMPANY, E. G. PRUD'HOMME, MANAGER, PINELAND, SABINE COUNTY, EAST TEXAS; AND, ENVIRONS, REPRESENTS OUTSTANDING DIVERSIFIED WOOD PRODUCTS INDUSTRY

Founded in 1910 by T. L. L. Temple, This Giant Organization Serves Both Domestic and Export Trade With a Wide Variety of Products Manufactured From East Texas Timber

(BY JAKE WEBBER DURHAM)

Pineland. — Lumber towns have always been, in one respect, like very shady ladies—they had a past but no future. Mills moved in, the trees were cut down, then after a certain number of years they "cut out", leaving ghost towns to dot the landscape of East Texas where once thriving industries had been. Huge stumps were the tombstones of dead forests; abandoned rotten buildings were the reminders of comunities that rode high to the last virgin pine, then folded and moved to greener pastures. The destiny of the sawmill was ever thus.

Pineland, too, lived in the shadow of the inevitable. The end was only a matter of time. Then about 1938, the Temple Lumber Company embarked upon a program of selective cutting and the acquisition of more and more timber, began growing faster than their mills could cut it and took a new lease on life. The gloomy outlook of a doomed town changed to optimism, then assurance, and an air of permanence became the order of the day. Something new had been added and the citizens of Pineland looked forward to a future the end of which was far beyond the most distant horizon. The town and the mill were there to stay.

Draw a straight line between the cities of Beaumont and Shreveport and you'll split Pineland in two in southwest Sabine County almost exactly half-way between. Go there and you'll find a place with much of Podunk and a little of Pittsburg—a country town, yes, but a country town with smokestacks, with bustling activity, and with an atmosphere of going places and doing things. The town, like it's manager, E. G. (Eck) Prud'homme, has exuberance. It has youth—and ideas.

Founded in 1906 by the Garrison-Norton Lumber Company in the heart of a virgin pine forest, Pineland was little more than a camp in a clearing. Jim Kelley, president, first employed Charlie Williams as construction foreman and erected a small mill to enlarge the clearing and cut the timbers for the mill framework. In September 1906 the first post of the mill frame was erected and in March 1907 the first board cut by the single band mill to start large scale lumber manufacture that today, after forty years, has afforded employment to thousands of men, resulted in the production of many millions of feet of the finest lumber, and yet is still a brash youngster settling down to long life and a continuous operation.

The first mill foreman at Pineland was Will Keeley, Joe Noye the first woods foreman, and a Mr. Davidson the first man in charge of the planer. The original locomotive, a Shay, had Emmitt Stagner as engineer and Joe Pollard as fireman, Joe later becoming main line engineer and Stagner Master Mechanic. Pollard, woods superintendent for the Temple Lumber Company, is now one of our "Oldest Heads," being one of the very earliest "originals" with Garrison-Norton, the predecessor of Temple Lumber Company.

In 1906 and 1907 the town was little more than a quick stop on the Santa Fe. The water supply, for example, consisted of a one-horse wagon equipped with three barrels which made the rounds of the scattered houses delivering each family's quota of six gallons per day—provided the recipient had ready a suitable container. Jake Giles, a drilling contractor from Beaumont, later was employed to drill a water well for the plant and the town. He hit a bountiful supply and thereby eliminated one of the many inconveniences of life in the backwoods village whose name was known hardly outside the boundaries of the County of Sabine.

T. L. L. Temple of Texarkana, a part owner of Garrison-Norton, took over control of the company in 1910 and formed the Temple Lumber Company, About the same year a short side carriage was installed in the mill, then a lath mill put in, and in 1917 a gang saw. Houses sprang up, a church and a one-room school were erected, a one-story dance hall built, a band organized, and Pineland squared off to become a real twon with a big mill—to sprout her wings and be somebody among the lumber manufacturing plants of Texas.

The founder of this future giant among Texas lumber organizations came to Texarkana from Essex County, Virginia. His debut into the sawmill business was at Atlanta, Texas, where he operated a small mill, then Diboll where, after acquiring considerable timber holdings, he began construction of the first of three mills of the Southern Pine Lumber Company—now one of the largest lumber manufacturing plants in Texas.

T. L. L. Temple, upon the acquisition of the Garrison-Norton Lumber Company at Pineland, appointed John Adams as Manager—a post he held until his death in 1916. During his six years with Temple much progress was made both in the expansion of the mill and in the increase in the size of the town which was—and still is—100 per cent company owned.

One of the interesting construction projects of this period was a railroad which ran from Pineland to the "Hurricane Timber" blown down in the storm of 1913. Known then and now as "The Main Line," the road, built by Temple under the supervision of the Santa Fe engineers, cut a perfectly straight swathe through the woods for ten miles to it's destination—woods which echoed daily with the shrill whistles and the mighty puffs of the Shay locomotives logging the mill on a diet of pine knots and branch water over track that today would make a putt-putt motor car turn tail and head back for the roundhouse.

John Adams, known among his intimates as "Cubic Average John" because of his preference for the manufacture of export timbers—was a past master at arbitration. He was "all man" with it, and in the few cases when arbitration failed he was ready to settle the matter in any way desired by his opposition. As genial as he was understanding, Adams met the many problems of the early days of Pineland with a smile and a determination to see them through to a solution that would be in the best interests of the people of the young community intrusted to his management. He wanted Pineland to have fine schools, churches, and the comforts of life and worked vigorously toward providing them. He built the first school and gave it the wholehearted support of the company and of himself and left to his successor the pattern for an educational system that today stands out among the schools of East Texas as one of the model institutions of the entire section.

Adams was succeeded upon his death in 1916 by Henry G. Temple, then the shipping clerk with the sister company at Diboll, who came to Pineland, was appointed manager of the mill and vice-president of the company, and began an executive career that was destined not only to place his name among the top leaders of Texas industry in achievement, but also to place it deep in the heart of the people of the community, regardless of their station in life, their color, or their creed. He loved Pineland and it's people—and the feeling was mutual. Now, thirty years later, after weathering many a violent storm, heartaches, depressions, (But never a shutdown), Henry Temple, vice-president and general manager of both the Temple Lumber Company and Southern Pine Lumber Company, occupies a place in the affection of his employees unrivalled throughout the sawmill industry in East Texas. An old colored employee gave probably the best of all descriptions of him when he said: "His body jes' ain't big enough to hold his heart."

When Henry Temple came to Pineland the population of the town was approximately 1500. Under his management a new planer was constructed, the yard trams lowered, a hardwood derrick installed, and many improvements made on the plant and in the town. In July 1921 the properties of the Knox Lumber Company at Hemphill were acquired by the Temple Lumber Company with land holdings in Newton, Jasper, Sabine and surrounding counties, and E. G. Prud'homme, shipping clerk at Diboll for the Southern Pine Lumber Company, was brought over to be superintendent of the new operation. Henry Temple was made general manager of both the Pineland and Hemphill plants, then later of the combined interests of the Temple Lumber Company and Southern Pine Lumber Company at Pineland, Hemphill and Diboll.

Arthur Temple succeeded his father, T. L. L. Temple, upon his death in 1935, as president. Two years later the Hemphill mill burned to the ground, and Prud'homme was transferred to Pineland where he assumed the managership, while Henry Temple went to Diboll as vice-president and general manager of the two companies and president of the Texas Southeastern Railroad.

The Temple Lumber Company, in the meantime, was acquiring more and more timber, embarking upon a program of selective cutting, and aiming toward the Utopia of sawmilling—perpetual timber reserves. Extensive surveys were made of their lands and, for the first time in the career of the company, the realization dawned that they had more growth per year than they were logging and need never cut out, regardless of how long they operated. A town old as sawmill towns go suddenly acquired a new look, a fresh attitude, and began to haul off and do things in concrete and creosote.

E. G. Prud'homme exemplified the new spirit. He had ideas and enthusiasm and the boundless energy of youth—and the confidence of the company and the town. Left with the precious heritage of fine labor-management relations by his predecessors, Henry Temple, and John Adams, he set about to improve, to build, to diversify the Pineland operation—to put the eggs in more than one basket—and to give the people better schools, better churches, better recreational facilities, better houses, and—most important of all—steady and dependable employment.

Timber and Land Department

Sawmills in the early days sometimes stripped the country of it's timber—leaving the land bare, the young trees destroyed, the landscape dotted with thousands of stumps where once stood proud and stately long leaf pines. Conservation, reforestation, selective cutting to insure maximum growth, and handling timber like any other crop were unheard of simply because the supply appeared to be unlimited and the ideas unnecessary. Then when the industry expanded into the largest in East Texas with huge mills eating into the forest at a faster and faster rate each year it became apparent that unless something was done to conserve and replenish the timberlands the industry was doomed to die and much sooner than anybody had dared anticipate.

The Temple Lumber Company was one of the pioneers in the work of keeping the forests of East Texas alive and productive through new methods of logging to protect young trees, fire prevention and selective and scientific cutting. Now, under the direction of R. G. Goodrich, the timber and land department marks the trees to be cut, selecting them to insure maximum growth of the ones remaining, eliminating defective trees, and allowing sufficient space for young timber otherwise in danger of being "crowded out." He formulates plans for future logging operations which will yield a sufficient annual harvest of timber for the mill and at the same time make possible a perpetual cut on the same lands. To do this, of course, requires vast holdings. The Temple Lumber Company, however, with it's 175,000 acres of fee lands in Sabine, Newton, Jasper, San Augustine, Hardin, Shelby and Panola Counties—in addition to thousands of acres under lease and additional thousands acquired by timber purchases— has a bountiful supply.

"Reggie" Goodrich purchases and leases all new timber acquired by the Temple Lumber Company—buying suitable tracts from individuals, other companies and the State and Federal governments, thereby allowing more and more growth to the company's fee timber. The company adopted this policy to make certain not only that the operation at Pineland would be a perpetual one but also one where the logs would be larger and better, due to the additional growing time, scientific selection, and by reason of the fact that the trees, properly thinned, would have more "living space."

The growing of timber as a crop—a crop to be harvested every ten, fifteen or twenty years depending on the various factors of the particular tract—means life. It means life to the company, life to forests once thought destined to total destruction. It is an example of an industry, looked upon a few years ago as a glutton with an insatiable appetite for timber, growing and replacing more of this valuable natural resource than it uses. It means that the raw material for our paper mills will be available forever—not at the expense of our forests, but to their benefit as a result of the advantages of selective cutting. It means jobs for our sons and their sons. It means the perpetuation of a great industry for East Texas once thought living on borrowed time.

Woods Department

Joe J. Pollard, who started with the Garrison-Norton Lumber Company back at Old Rush, a mile north of Pineland, in 1905 — and who therefore is one of the oldest men with the Temple Lumber Company in terms of service—has under his supervision all the logging operations of the company. In adition, he is foreman of the shop and has under his charge the 100-odd units of heavy equipment used in logging operations from the locomotives to Athey wagons. Under his charge are approximately 250 men who work as truck drivers, flatheads, swampers, loadermen, teamsters, "cat" drivers, and in dozens of other jobs required to get the logs from the woods to the mill.

In the early days of the Garrison-Norton Lumber Company, Pollard fired the planer, then the original Shay locomotive, later becoming engineer, then master mechanic, and finally woods superintendent and shop foreman. He was with the company in the days of the old skidders, in the days of untouched hundreds of thousands of acres of virgin pine, and in the days of logging when it was done without a thought of tomorrow. Today he employs modern methods, modern equipment, and modern ideas designed to get the logs out in good weather and bad, through the roughest terrain, with the least possible damage to young trees. Using bulldozers to make roads and sets and a dozen other jobs; tractors to pull trucks, Athey wagons, and to skid and bunch the logs; loaders and heavy trucks and railroad cars to get them moving—Pollard streamlines his operations.

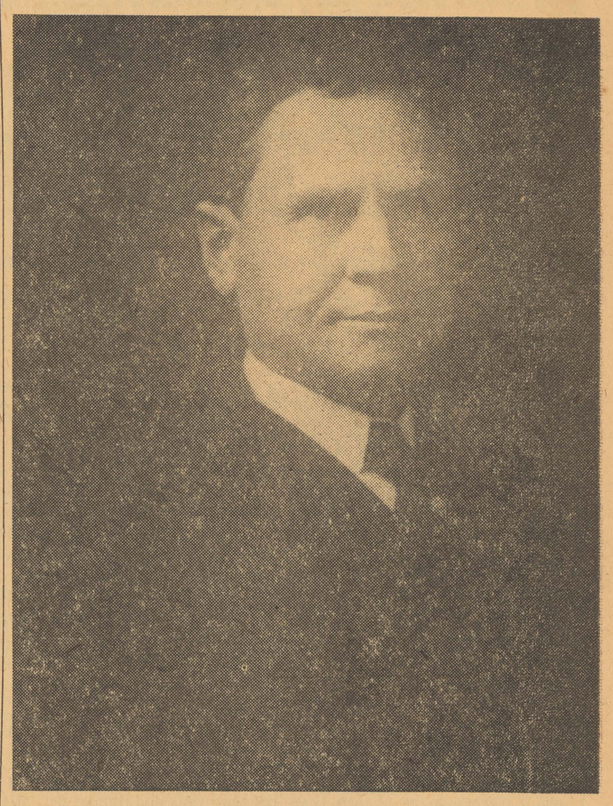
The Temple Lumber Company is therefore able to log over terrain and in weather that would preclude anything but this type of heavy equipment, which means steadier and more dependable employment for it's woods crews, and a steadier and more dependable supply of saw logs for it's Pineland plant. Pollard ascertains that only selected trees are cut; that logs brought into the mill are above a certain minimum stump diameter; that care is exercised to protect young trees—and a thousand other things that are a part of his job in supervising woods operations. In addition, under his charge are the five locomotives owned by the Temple Lumber Company, the 100 log cars and the standard equipment trains operating the 75 miles over the Santa Fe between Pineland and Evadale bringing in logs from the camp. He "keeps 'em rolling" by truck and by train from the far reaches of the outlying timber to the mill.

Sawmill

The sawmill at Pineland, under the supervision of O. K. Smith, cuts approximately 2,000,000 board feet of pine lumber per month and 800,000 feet of hardwood. Operating a long side carriage on pine and a short side on hardwood, the mill itself employs thirty men and runs ten hours a day, five days a week. In addition to the two band saws, the Temple Lumber Company has the latest type straight-line resaw with chain bed feed and a thirty-two saw gang.

(Continued on Page 165)

Founder



T. L. L. Temple, founder Temple Lumber Company

In Memoriam

Texarkana, Pineland and Diboll. — In honor of the lamented Thomas T. L. Temple, father of Arthur Temple, president of Temple Lumber Company; Southern Pine Lumber Company; banker, civic leader and constructionist, the Texas Senate paid an unusual and deserved tribute to the deceased. Speaking for itself:

SENATE RESOLUTION NO. 14

By Redditt Beck

WHEREAS, On Wednesday morning, October 2, 1935, at his home in Texarkana, Texas, Thomas L. L. Temple was called from his labors in his 76th year; and

WHEREAS, By reason of his long and useful career, particularly in East Texas, and by reason of his many deeds of kindness to his fellow men, and by reason of his great interest in his employees, Mr. Temple's name became a household word thruout many communities in East Texas; and by reason of his life he was revered throughout this State; now, therefore be it

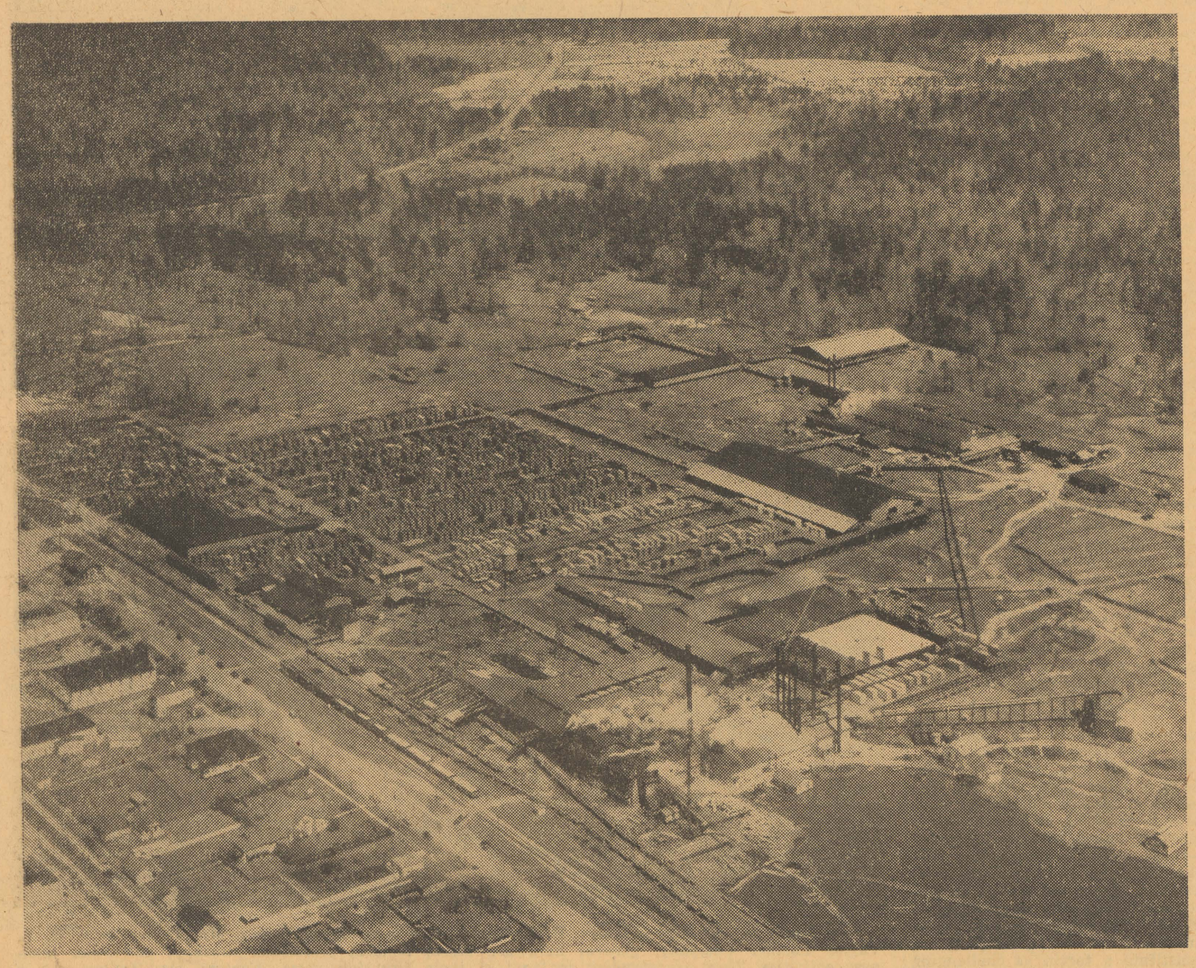
RESOLVED By the Senate of Texas that in the passing of this good man, it is with sorrow that we note that Texas has lost one of its outstanding and most valuable citizens; and that this simple memorial be printed in the Journal, and that a copy of same be mailed to each member of the family of Mr. Temple.

(Signed) WALTER F. WOODUL
President of the Senate

I hereby certify that the above resolution was adopted by the Senate, October 3, 1935, by a rising vote.

(Signed) BOB BARKER
Secretary of the Senate

Saw Mill and Wood Working Plant



Pictured above is an aerial view of Temple Lumber Company's sawmill and wood working plant at Pineland, Sabine county, East Texas; and, Environs.

Arthur Temple, head of Temple Lumber Company is also President Southern Pine Lumber Company, Diboll, Texas



In addition to being the Chief Executive Officer Of Temple Lumber Company; and, Southern Pine Lumber Company, Mr. Temple is directing head of many associate industries; banker, civic leader and constructionist in the life and progress not only of Texarkana, Pineland and Diboll, but other strategic locations thruout the Lone Star State of Texas, and the beautiful Southland, it is affirmed.

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

Temple Lumber Company, Carrying Upward 175,000 Acres of Fee Timber Lands in Addition to many Thousands Under Lease, Has Perpetual Supplyof Raw Materials

Directly and Indirectly More Than 1,000-People in Sabine and Surrounding Counties Depend on the Activities of This Plant's Wide Spread Operations for Livelihood

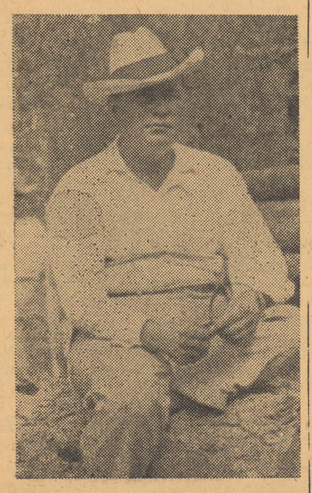
(Continued from Page 164)

One of several divisions of the Temple Lumber Company under the supervision of R. S. Rasbury, the planer finishes the lumber with three moulders, two matchers, a timber sizer, end-match pine and hardwood flooring unit, a double-end trimmer which trade marks and grade marks each piece as it goes through the machine—and many other machines designed to make Temple lumber the best dressed on the market. With a roofed-in carline, shipments can be made in any kind of weather without damage to the finished product.

Hardwood Lumber

Hardwood lumber, while manufactured in the same sawmill with pine, is handled separately from the carriage to the car. Frank Sloan, the man in charge of the grading, sorting, and shipping of the mill cut of this lumber—plus an equal amount of green and dry hardwood lumber purchased elsewhere and brought to the Pineland plant—is a true "Temple Product," being the son of M. A. (Big Train) Sloan who has been with the company 25 years in a supervisory capacity.

Manager



John Adams, first Manager Temple Lumber Company, at Pineland, Texas.

The Lath Mill

Foreman of the lath mill at Pineland is Harvey Elam who supervises the production of approximately 18,000 "squares" per day, manufactured principally from hardwood, and used in the production of handles for brooms, mops and various other houeshold implements. A large percentage of squares turned out by the Pineland lath mill are shipped to Diboll for conversion into the finished product by the Temple-White Company at the rate of approximately 1,000,000 per month and shipped from the Diboll plant.

Pine Shipping

At a mill the size of the Pineland plant, the task of filling the diversified orders for the innumerable items of pine lumber is one that requires special talent and training. P. H. Hines, with his thirty years service in the shipping department of the Temple Lumber Company, is particularly qualified to handle the complicated problems of delivering to the consumer such a volume and variety of finished lumber.

The Dimension Plant

In 1934, the Temple Lumber Company, in conjunction with Miller and Burford, installed a dimension plant at Pineland to convert native hardwood cut at the mill into semi-finished furniture stock and automobile parts. One year later, after considerable loss due in large measure to the weakened economic conditions prevailing everywhere, the plant was virtually abandoned and left on the lap of the Temple Lumber Company—a white elephant in sawdust. But Prud'homme—then superintendent at Hemphill—saw it's possibilities and while some were prescribing arsenic for the floundering pachyderm, continued to slip it peanuts and nursed it back to health, and now the Temple Lumber Company has an operation in which an average of 600,000 feet of lumber per month is manufactured into semi-finished parts for household furniture, appliances, automobile bodies, and many other uses to which the products of Pineland are put at their final desination. The dimension plant is another step in the diversification of the Temple Lumber Company — another step toward utilizing East Texas raw materials at the source of supply, with East Texas labor and know-how, to produce at home wood products which have always been manufactured elsewhere and then shipped back to this very section to be sold at higher prices to the consumer due to additional handling, freight rates, and a variety of other factors eliminated by producing the same articles in our own back yards.

The dimension plant is a mass of modern equipment—cabinet planers, double-end tenoners, rip saws of many types and sizes, multiple glue-clamps, various types and sizes of boring machines, shaping machines, automatic sanding machines, finger jointing machines, power saws, and many others designed to make furniture parts of every conceivable pattern and type. This department, like the other wood products division of Temple at Pineland, is under the supervision of R. S. Rasbury with Carl H. Sanders in charge of production and sales. One of the most complete and modernized wood working plants in the South, this part of the Pineland plant stands out as something else new in the sawmill fraternity—and proof of what can be done before they leave home to travel to the far corners of the world markets.

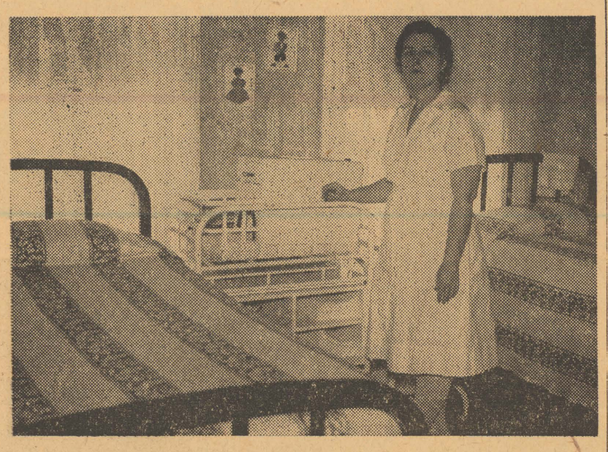
The Grain Door Unit

Approximately 1250 complete railroad car grain doors are turned out at Pineland each day from 30,000 feet of pine lumber produced at the mill. These doors are finished, ready to be installed when they reach the consumer.

The Closet Seat Factory

At Pineland, in a completely air-conditioned, air-filtered, ultra-modern plant fifty feet wide by one hundred and fifty feet long, closet seat covers are manufactured into the finished product and shipped, ready for installation, at the rate of approximately 20,000 units per month. Under the supervision of L. R. Sanford, who, incidentally, is another "Old Timer" with the Temple Lumber Company, a production line system and the most up-to-date equipment is employed. These covers are manufactured from the lumber to the finished cover by a series of steps from the rough lumber to the packaged article with local labor, local raw materials, and with local supervision entirely. In it are rows of polishing machines, electric screw drivers, band scroll saws, rip and cut-off saws, automatic unit assembly machines, power machines of many kinds and sizes and a wide variety of other devices designed for high speed mass production.

Hospital Room



Typical hospital room at Temple Lumber Company's Clinic at Pineland, Texas. Mrs. Willie Dell Warnock, nurse, may be observed standing.

In the newly completed office building in Pineland — an office building, incidentally, in which every room is panelled with scores of different kinds of native East Texas woods—E. G. Prud'homme has one of the most unusual and unique "Headquarters" found anywhere in the sawmill business. Air-conditioned throughout and built from hand-picked select lumber, including many rare pieces, the office was designed by R. A. Damrel, auditor and office manager. Through this office the business of Pineland is transacted. Lumber sales, however, are divided into (1) pine lumber handled through Temple Webber, sales manager at Texarkana; (2) hardwood lumber through P. M. Anderson at Diboll; (3) wood products through Carl H. Sanders at Pineland; and, (4) retail pine through thirty-two Temple Lumber yards scattered from the Red River to the Rio Grande under the supervision of S. F. Styles, manager, with offices in Houston.

Approximately 750 men are employed by the Temple Lumber Company at Pineland. Other hundreds throughout Sabine and surrounding counties earn their livelihood indirectly through the company as sub-contractors, pulp wood cutters, merchants, and in the many other occuaptions affected by the widespread operations of the company throughout that section of East Texas. The town, with it's population of approximately 2500, is entirely company owned and is under the management of E. G. Prud'home who joined the organization in 1912 at the age of 17 when L. D. Gilbert—for many years assistant to the president—gave him his first job in the Texarkana office of J. E. Hintz, then the sales manager of the company. After two years in Texarkana, Prud'homme was transferred to Pineland as assistant shipping clerk in charge of local and export sales of timbers and finished lumber. In 1916 he went to Diboll as shipping clerk for the Southern Pine Lumber Company.

The properties of Knox Lumber Company in Hemphill were acquired in 1921 by Temple, and Prud'homme was sent there and made superintendent of the new plant the same year. In 1938 when the Hemphill mill burned, H. G. Temple—then vice-president of the company and manager of both the Pineland and Hemphill plants—went to Diboll as vice-president and general manager of both the Southern Pine and Temple Lumber Companies and president of the Texas Southeastern Railroad. At the same time, Prud'homme was transferred back to Pineland as manager of the plant there.

The job of manager of a company-owned sawmill town is unlike any other. A man must have keen executive ability, unlimited patience. He must keep an ear to the ground during the day and at least one eye open during the night. He must be counsellor, judge, banker, arbiter and father-confessor. He must give advice on raising everything from church money to children. He settles an argument between two women over the disputed location of a clothesline at nine A.M. and at ten signs a $60,000.00 contract. He listens thirty minutes while somebody tells him about the rotten planks under their kitchen floor, then in the next five minutes makes a decision to buy or not to buy a $100,000.00 tract of timber. He talks to a retired colored employee about his pension while the president of one of the largest industries in East Texas waits in the ante-room. He hears the troubles, the tribulations and the problems of everybody. His time belongs to the town. He is mayor, city manager and lawyer. He has all this plus the responsibility of a huge manufacturing plant in which is invested many millions of dollars to produce lumber and wood products—and jobs. This personal coverage is possible in large measure as a result of the system he employs of delegating authority to each foreman in the various departments.

In John Adams, Henry Temple and Eck Prud'homme, Pineland has been blessed with three men who possessed these rare attributes of versatile leadership in abundance. As a result, it is a town completely self-contained—with it's own power plant for electricity, it's own deep water wells, it's own sewerage system, it's own general merchandise store, market and drug store. All the houses are company owned and built on company lands. The only "outside" utility is natural gas, piped to every house, but even an unforseen stoppage of that could in an emergency, be overcome by the use of firewood—and Pineland has plenty of firewood.

But the town is not only self-contained. It is a place where something has been done about the high cost of living. The company has seen to that by, for example, leasing buildings for a barber shop, a cafe, a beauty parlor, a pressing shop, a garage and so on, with a low rental and low utilities charge making it possible for the barber to charge only 50c for a haircut, the cafe owner to charge 15c for his chili and a dime for his hamburgers; the pressing shop to charge lower prices for his work, and so forth. These buildings are leased, in fact, under the specific agreement that prices will not be increased without permission of the company.

The highest rent on a residence in Pineland—a seven room house with two bathrooms, five bedrooms, an attic fan, and a double garage is $25.00 per month. That's today's price—not pre-war. As for the lowest rent on a company house—well, that'll be $4.00 per month, complete with a fence around the place, probably a chicken yard, several rooms and a few other things thrown in. Water is free. All other utilities—gas, electricity, etc.—average $3.00 per month per house.

Low house rent has been traditional in the company-owned towns of Texas, true. But Prud'homme is responsible for many innovations in Pineland that are not traditional at all. In fact, he has pioneered several things never before seen in a sawmill town—a swimming pool, for examply, fifty by one hundred feet—and he has made Pineland one of the model communities of East Texas.

An outstanding example of his contributions to the welfare of the people of Pineland is the company-built clinic, completely equipped with X-ray and the latest medical equipment. Employing one doctor and two nurses, this clinic has eight beds, ambulance service, and everything needed to give the finest medical care to the people of the community at the lowest possible cost. For seventy-five cents per month a bachelor is entitled to the services of the doctor, emergency hospitilization, ambulance service and complete clinical service. For a family—regardless of whether it consists of three members or thirty—the fee is a dollar and a quarter.

You can increase your family in Pineland at less cost than probably any other town in Texas. The fee? It depends upon the extent of the services rendered, but if you take them all—prenatal care, ambulance service, three days in the clinic, the nurses, the doctor, and a stimulant for the father—the company will send you a bill for $35.00.

The comparative low cost of living in Pineland is not just because Pineland is a small town. It's not because it's to some extent isolated in the backwoods of Sabine near no large city. No—because even smaller communities further back in the woods than Pineland aren't afforded such advantages at such low prices. The answer is that the Temple Lumber Company, through Eck Prud'homme, just simply refused to permit their employees to be engulfed in the flood of rising costs on any item of living expense that they could do something about. When meat prices passed the range of the average man's pocketbook, and packing house products were unobtainable, for example, the company bought cattle, fattened them, then shipped them to the packing house for processing and return, sold the meat to their employees at cost. In the company general store, under the management of Sherwood Burch, the people of Pineland can buy groceries, feed, dry goods, hardware, furniture, and practically anything else and pay the smallest possible margin of profit.

Pineland stands today as an example of the foresightedness of management and the loyalty of working men. Together they have faced the problems of the past; today they face the promises of the future—a future of modern homes, better and safer working conditions, better churches, finer educational facilities, and a perpetual supply of raw materials to give life to their industry and to the community.

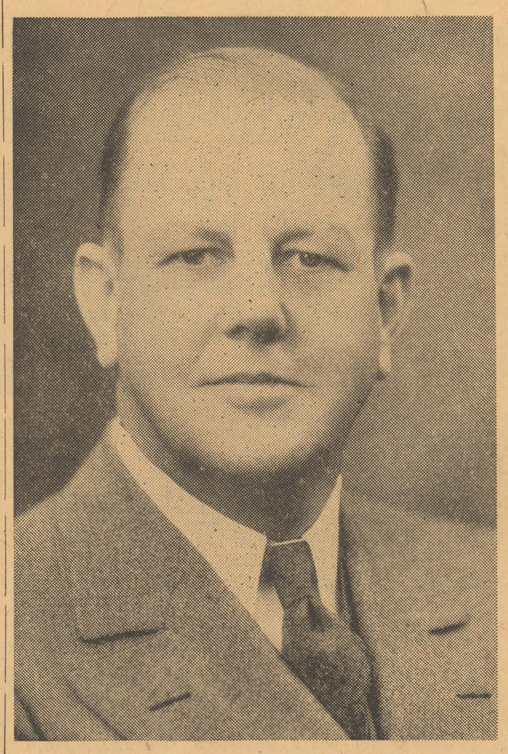
The Temple Lumber Company, in return for it's genuine interest in the happiness, the welfare, and the health of it's employees and their families enjoys a labor-management relationship unexcelled throughout East Texas. Together they have built a great industry, a thriving community, and an opportunity for their successors that, a few years ago, was but an empty dream.

Together they have walked the trails through majestic pines.

NOW DOWN THOSE SAME TRAILS THEY'LL WALK AGAIN!

The End

Executives Temple Lumber Company



Arthur Temple, President Temple Lumber Company

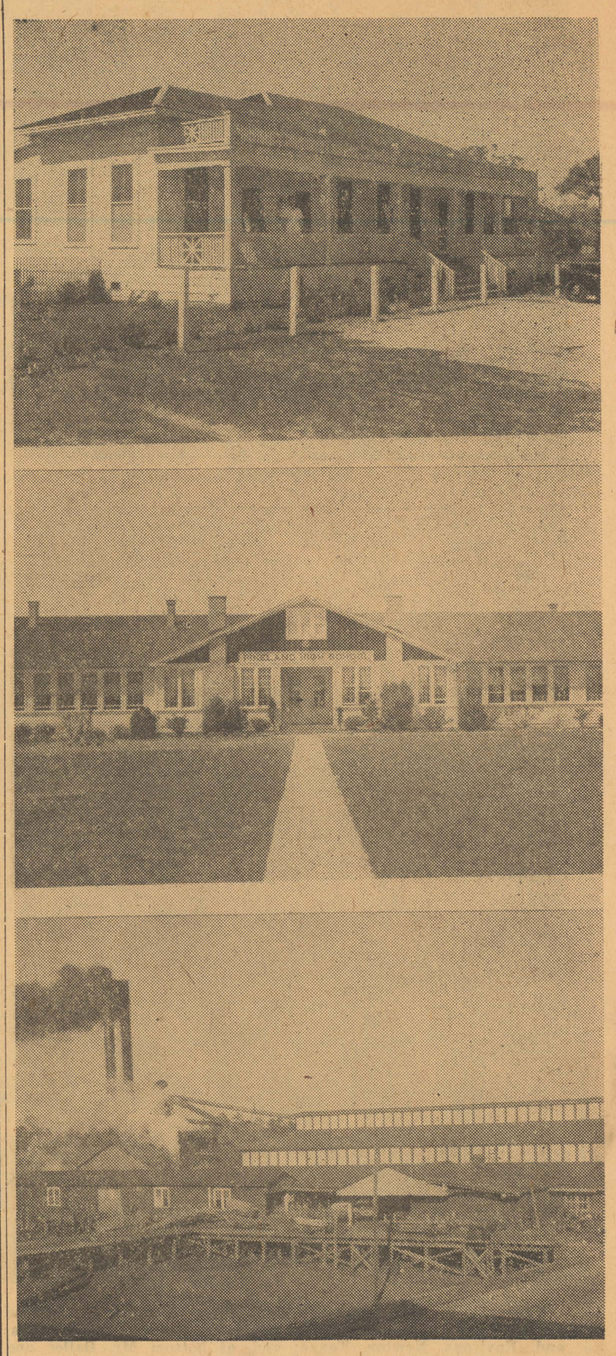


Henry G. Temple, Vice President and General Manager of both Temple Lumber Company and Southern Pine Lumber Company.



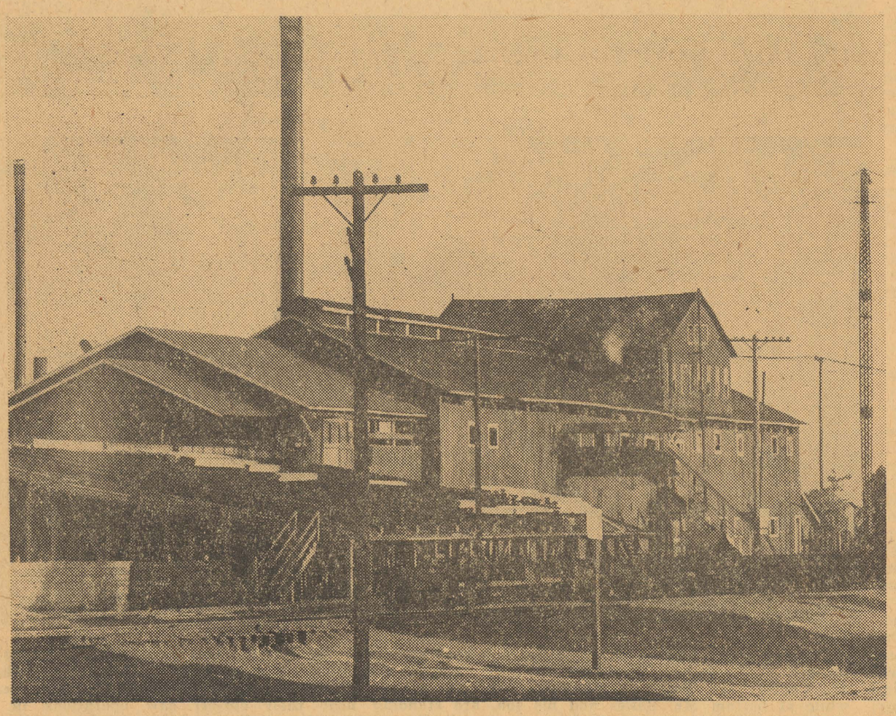
E. G. Prud'homme, Manager Temple Lumber Company at Pineland.

Company Clinic—High School and Planer



Top: Company Clinic; Center: Pineland High School; and, Bottom: Planer, Temple Lumber Company, Pineland, Texas.

Sawmill—Pineland, Texas



Temple Lumber Company Sawmill, Pineland, Texas, where 2,000,000-feet pine; and, 800,000-feet hardwood are cut monthly.

Temple Lumber Company

Cheaper Power, Lower Taxes, Better Roads and Adequate Drainage; Improved Churches and Schools; Increased Production of all Farm Products, Including Milk, Meat, Eggs and all Foods for Both Man and Beast; Soil Conservation; Prevention Forest Fires; and, Welcome to Desirable New People, Money and Industry! Grow Timber Crops!!

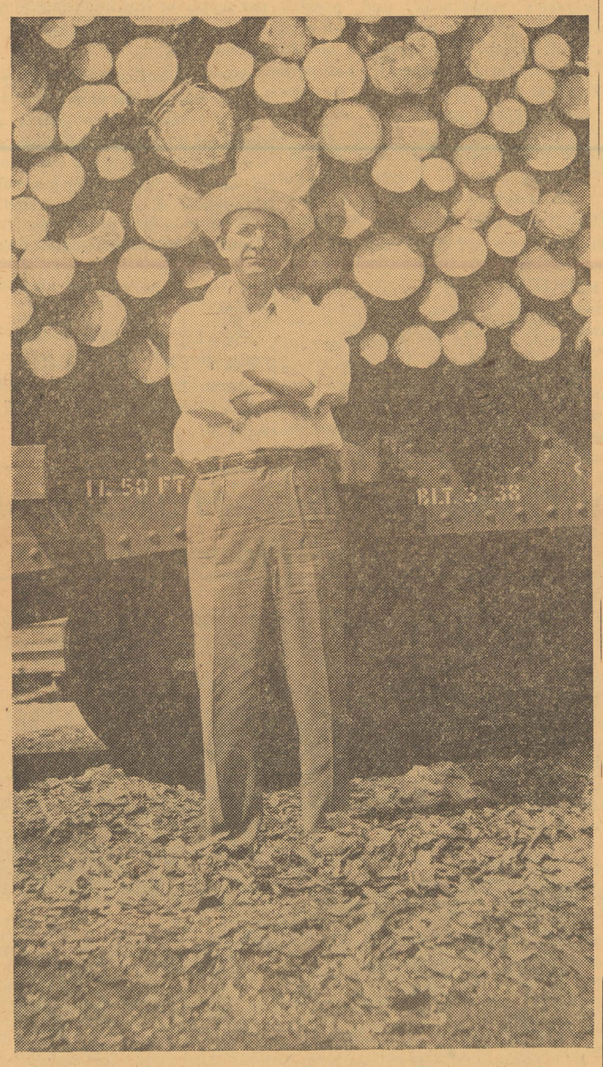
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E. J. BAILES, 53, INTERNATIONAL PULPWOOD CONTRACTOR, SHIPPING AVERAGE 30 CARS WEEK TO INTERNATIONAL PAPER COMPANY, SUPPLYING 3 LOUISIANA MILLS, WITH PAY ROLL OF 300 TO 500 MEN

Estimating That His Timber Area Embraces 2,240,000 Acres Over a 3,500 Square Miles of Territory in Counties of Newton, Jasper and Orange, East Texas; and, Environs, Mr. Bailes Says he's Always in Market for More Timber, There Being No Limit as to Quantity, he Points Out

Having Had International Experience in the Timber Business, Mr. Bailes Says he is Absolutely at Home Anywhere You May Find Him in the Woods; and, That His Son is Following Right Along in His Foot Steps, Therefore, the Care With Which he Takes Them, he Assures

Newton. — E. J. Bailes, 53, native of Breckenridge, Texas and his wife, Mrs. Buris Bailes, native of Logansville, Jasper county, Texas represent two of the popular, useful and substantial citizens and taxpayers of this Newton county, East Texas; and, Environs area of the Lone Star State, it is pointed out. He is an outstanding International Pulpwood Contractor, it is known; and, supplies 3 of the company's Louisiana mills, to which he ships from 1,500 to 2,000-car loads of Pulpwood annually, Mr. Bailes states. His minimum average shipments, he reports hold at around 30-car loads per week. Mr.. and Mrs. Bailes have three children; and, 2 grand children. Their children: Ernest J. (Mrs. Margaret) Bailes, Jr. 19, woods foreman and general assistant to his father in all woods' operations for Champion in their territory, it is announced; Mrs. Dorothy June (Homer) Gilbert; and, Miss Chastine Bailes. Grand children: Margaret Jeanette Bailes; and, Peggy Gilbert. Parents: James M. Bailes, deceased; and, Mrs. Lena Bailes, 68, living at Witchita Falls, Texas. Parents of Mrs. Bailes, his present wife: Mr. and Mrs. C. N. Adams, both deceased. Having made the grade from the bottom up, Mr. Bailes says he started with 2 trucks in 1940 comparable to a fleet composed of 33-units of his own; and, from 10 to 17-units held by others, representing in the aggregate an investment upward $100,000.00, he believes. Pal rolls take care of from 300 to 500-men, Mr. Bailes reports; and, that during World War No. 2, his average pay roll stood at around 350-men. Devoting all of his time to his business, Mr.. Bailes is admittedly one of the busiest pulpwoodsmen in this area, it is declared. His interest in the civic, religious and general public welfare is known to be keen thruout the countries of Newton, Jasper and Orange where he operates; and, even beyond, it is happly said of Mr. Bailes. Indeed and infact, the whole of East Texas; and, Environs have mighty good friends in the Bailes family, it is affirmed. Employing selective cutting, Mr. Bailes points to the fact, he reports, that his 3-counties area embraces a territory 100-miles long x 35-miles wide, and by the timber's code, he says that represents 3,-500-square miles in any man's calculation; and, to give the lay mind a little further stretch of the imagination to realize and appreciate just about how much actual surface measure there is in such a dimension, he says that represents 2,240,000-acres; and, says he, notwithstanding all that area, he is always in the market to buy additional timber. Again, Mr. Bailes points out he is cutting pulpwood for International in the East Texas counties of Newton, Jasper and Orange; and, that he supplies 3-of its Louisiana mills, the big mill at Spring Hill; and, two smaller mills at Bastrop. Mr. Bailes has one brother: Fred O. Bailes, a ranchman at Calante, California. Family ancestry of Mr. Bailes dates back beyond 100-years, he says. Raised on a farm, Mr. Bailes says his experience with Mother nature began on a cattle ranch in Northwest Texas 27 years ago and/or in 1920. Elsewhere on this page, which has been underwritten by Mr. Bailes along with other able Sponsors who are participating and co-operating to help publicize more widely the natural and potential resources of East Texas; and, Environs, will be found more in detail some of the broad travels enjoyed by Mr. Bailes before he undertook his present major stride in the timber world. And, after that worth while schooling, Mr. Bailes says he came back to the States and accepted a direct contract with International in June 1943. Mechanizing the pulpwood industry insofar as Mr. Bailes is concerned he says he has his own mill; modern type equipment thruout, including Ford half track for skidding, a thorough standardization of his equipment being brought about as speedily as possible under present conditions, he announces. Power saw for felling, labor being used for trimming; machine for cutting plus 1 to 2 driver Relays expediting deliveries from mill to the cars, he says. Having portable set, Mr. Bailes says the plant is moved from 'set' to 'set.' He has succeeded, he points out, in doing away with practically all heavy human work in the woods, seeing to it that the efficiency of man power has been increased to a fraction of a point over 3-cords per man comparable to the old methods of yesteryears. In other words, the E. J. Bailes way of cutting Pulpwood and delivering it to the cars for International is a definite innovation in contrast to antiquated efforts of the past, it is declared. Mr. Bailes is a Veteran of World War No. 1; and, he is now Commander of Legion Post No. 158 at Newton. He says he looks with rosy outlook on a bright future for all East Texas.



Believing That Timber, Farming and Livestock Are Definitely Coming Back in East Texas; and, Environs, Mr. Bailes Announces That Later on he Contemplates Installing Hereford Ranch on His Properties

Newton. — E. J. Bailes, International Pulpwood Contractor essentially is a human being, the kind of fellow who loves to serve both God and man, friends aand neighbors attest; and, who enthusiastically strives to do what he may to help make of his community a happier and better place in which to live and do business, it is declared. Not only a success as an independent contractor in the service of the International organization, Mr. Bailes likes to participate and cooperate in the civic, religious and general public development progress of his community; and, its people, it is known. He goes along with the rest of us in our energetic strides for cheaper power, lower taxes, better roads and adequate drainage; soil conservation and the prevention of forest fires; increased production of all farm products, including livestock, meat, milk and eggs; indeed and infact, all food essentials for both man and beast; that he welcomes whole heartedly the location of desirable new people, money and industry, he assures. Believing that timber, farming and livestock are coming back in a bigger and better way than ever, Mr. Bailes announces that later on he contemplates installing a Hereford ranch on his properties; and, that he does not hesitate to encourage others to go all out in the production of livestock and other food items. Mr. Bailes is known to be making unusually good strides in his Pulpwood timber business, where his son, Ernest J. Bailes, Jr., is woods foreman and general assistant to his father, who looks with rosy optimism on a bright future for all East Texas; and, Environs, he affirms. Mr. Bailes is fortunate in the possession of a wealth of experience in the States and across the borders that have served to well equip him for the enlarged and more responsible strides he is now employing, it is declared; but, say those who know him best, he is equal to the task and is making good in no small degree, be it assured.

E. J. Bailes Maintains Convenient Concentration Points For Loading of Pulpwood to International

Newton.—E. J. Bailes, International Pulpwood Contractor for Newton, Jasper and Orange counties, East Texas; and, Environs announces present concentration loading points at following designations, i. e.: Newton, Mauriceville, Orange, Peveto and Vido. And, as we accept these timber strides of Mr. Bailes as a part and parcel of the manifold blessings that accrue unto mankind in general, it is well to look back into the centuries and recall the history of another pioneer. Réference just here is made to Columbus, who discovered America. Mr. Bailes by nature is a woodsman. He likes it; and, assuredly it may be, and is, said of him that he likes to pioneer even in these latter days, believing as he does along with others that we haven't as yet scratched the surface when it comes uncovering all of the good things God put here for us to discover. And, so we are thinking of "History's Most Daring Feat" as the esteemed Houston Post captioned a recent editorial on behalf of the 455th. Anniversary of the landing of Christopher Columbus on the soil of our blessed country. Observing Mr. Bailes as he and his son, along with their employes go about their pioneering strides in cutting and delivering Pulpwood for International's finished products, it is well to think of him and/or them in terms of the earlier pioneer of the long, long ago—Columbus. Houston Post said in its editorial for and on behalf of the rare occasion of historial memory, Oct. 12 anent Columbus:

Man's greatest land discovery resulted from what a historian pronounces the world's most important single feat of courage of all time.

A firm belief that the earth was round and that India could be reached by sailing west drove Christopher Columbus forth in a little schooner to brave the unknown terrors of an unknown sea. No one had sailed that course before; no one could guarantee that he would ever return. Many who believed the earth flat feared that his vessel would come to a jumping-off place and be swallowed up in some inconceivable chasm.

How many of us Americans, reflecting upon the Genoese explorer's epochal feat on the 455th anniversary of his landing, would do as much to keep possession of this country as Columbus did to find it for us? How many believe in America as strongly as he did in the existence of a land beyond the western horizon of the Old World? It is something to think about, and Columbus day is the time to think about it.

Sooner or later someone else would have found this hemisphere; anyone who would have kept sailing west far enough could not have missed it. But Columbus was the pioneer; he had the vision and the persistence and the supreme courage to make the discoverey, surmounting tremendous obstacles and discouragements. So we owe a debt of gratitude and homage to that valiant spirit which we acknowledge today and shall acknowledge on each succeeding October 12 throughout the centuries to come.

INTERNATIONAL TIMBER EXPERIENCE HAD BY E. J. BAILES, INTERNATIONAL INDEPENDENT PULPWOOD CONTRACTOR, BEFORE ACCEPTING DIRECT CONTACT WITH INTERNATIONAL IN JUNE 1943, HIS SOJOURNS HAVING CARRIED HIM TO SAN PEDRO HULA, SPANISH HONDURAS

After His 1923 Experience Related Above, Mr. Bailes Says he Came Back to States; But, in 1938-'39 he Went to Panama as Logging Superintendent for Santa Meria Timber Company, of Philadelphia

Newton. — E. J. Bailes, the subject of this page on behalf of his Independent Contract for cutting Pulpwood vs. International Paper Company's mills at Spring Hill anad Bastrop, La., is credited with having had quite an experience abroad before going with his present company. Mr. Bailes, as related elsewhere on this page, grew up on a cattle ranch in Northwest Texas. He had the urge to spread out; and, so-o, records reveal that he spent 1921 and 1922 in ranching experiences in New Mexico. Not possessed with a wander lust but a determination to get along in the world via the route of acquiring all of the information possible, particularly so as to cattle and timber, these being two of the paramount surface industries on the face of the earth today, it is admitted, Mr. Bailes says he listened to the notion that he go abroad, so says Mr. Bailes he left in 1923 for San Pedro Hula, Spanish honduras, where he spent 3-years in the timber business; and, back to the States in 1926, when he bought and manufactured timber in the Texas counties of San Jacinto and Walker until 1938. It was time, he believed, to take another excursion out of the States, therefore, finding him spending the remainder of 1938 and 1939 in Panama as Logging Superintendent for the Santa Meria Timber Company, of Philadelphia, Pa., Coming back to the States in 1940, Mr. Bailes says he got into the Pulpwood business by accepting a sub-contract vs. Champion Paper & Fibre Co., Houston-Pasadena, Texas. He stayed with that operation 3 1/2-years, he says. Following the above experiences, which he says he believed equipped him to undertake larger responsibilities, he accepted a Direct Contract with International Paper Company in 1943 to help supply its big mill at Spring Hill, Pa., and two of its smaller mils at Bastrop, La. In another article on this page is given somewhat in detail the magnitude of Mr. Bailes' operations with this giant paper manufacturing corporation.



6,000 Acres Private Lake Plus Ample Fishing, Hunting and Recreational Diversions on Enormous Newton, Jasper and Orange Counties Holdings, Says E. J. Bailes

New Legion Hall, Church Parsonage and New Church Going up at Newton, Also, Hold Undivided Interest and Support of Able Pulpwood Contractor

Newton. — Be it said to the honor and credit of E. J. Bailes, International Pulpwood Contractor that as busy as he is in the execution of his business strides, he always has time to take out on behalf of civic, religious and general public development progress thruout his community; and, elsewhere, it is affirmed. Mr. Bailes as Commander of Legion Post No. 158, Newton, is happy to announce, he says that a new Legion Hall is being perfected in Newton, where the building of a new parsonage for the Methodist church also holds considerable of his interest, support and influence, it is declared. And if you please, let us usher you into another big, thrilling and interesting possession under the direction a 6,000-acres private lake for fishing, et cetera plus ample hunting preserves, where deer, squirrel and other game in season thrive in abundance, he announces. Mr. Bailes himself an ardent sportsman gives it as his definite opinion that the possession of the above properties as community interests should be and no doubt are invalunable as private enjoyment. Any way, says he they are in East Texas; and, that's something, he points out. As related elsewhere on this page, Mr. Bailes presides over some 2,240,000-acres of land in Jasper, Newton and Orange counties, East Texas; and, Environs in his work for International Paper Company; and, via the route of selective cutting it is a part of his responsibility, he says, to help make of these timber lands perpetual merchantable timber crops. Mr. Bailes also points with pride, too, he says to the fact that the Baptist congregation in Newton is preparing to build a new church, and, to that end not only members of the congregation but friends at large are privileged to have a part in the building fund, he invites.



Texans in Washington Key Spots Manned in Department of Commerce, of Interest to Texans

Newton.—As we go along with E. J. Bailes, International Pulpwood Contractor in his strides thruout the great forest of Jasper, Newton and Orange counties, East Texas; and, Environs, observing he and his son, Ernest J. Bailes, Jr., and their employes as they make their towering strides onward and upward, it is also of interest to we Texans in general to observe "Texans in Washington Key Spots Manned in the Department of Commerce;" and, with thanks and appreciation to Mr. Bailes we are passing along to his friends, the public and readers of this Special edition, to which he has generously subscribed of his support and influence, what Tex Easley has to say in an Associated Press Special Washington Service on this particular subject. Says Mr. Easley:

Probably no other government agency directly or indirectly affects the lives of so many Americans as does the commerce department. Its numerous branches and divisions daily render services which have come to be taken for granted.

Scores of Texans are among the thousands of persons who work in the two-block-long structure which forms the base of the triangle of government buildings between Pennsylvania and Constitution avenues.

While a Texan no longer holds the top position in the department, as was the case when Jesse Jones of Houston was in the cabinet, others from the Lone Star state remain in key spots.

For instance, the head of the census bureau is James C. Capt, a native of central Texas near Waco and later a resident of San Antonio.

Beginning with 1790, a census of population has been taken every 10 years. From a very simple questionnaire in the early censuses, the schedule of inquiries has been expanded to meet increasing demands for basic data.

Thomas L. Wrenn of Sherman is an examiner for the civil aeronautics board, which technically comes under the commerce department though it is virtually an independent agency.

The swift commercial planes fly routes that were fixed after Wrenn or other examiners conducted exhaustive hearings.

Another C. A. B. official is Paul Bloom, who hails from near Round Rock and Taylor.

Probably no other individual in the nation is more of an authority on commerce among the nations of the Western hemisphere than George Wythe, head of the American republics division of the office of international trade.

Born Aug. 29, 1893, in Weatherford, Wythe was graduated from the University of Texas and later attended the University Institute of High International Studies in Geneva, Switzerland. Joining the commerce department in 1920, he has served at various times as United States foreign commercial attache or representative in Istanbul, Vienna, Budapest, Helsinki and Mexico City. At the moment he is on a trip to Brazil.

A former West Texas school teacher, Miss Josephine Boles of Strawn, is a business economist in the Mexican section of the office of international trade. The Spanish she once taught in classrooms serves her now in translating official papers. She taught school in Covington and Gordon before coming to Washington in 1940.

Although Texas linguist in the international trade office is Mrs. Katherine Rice, formerly of San Antonio and Austin. She previously served with the American embassy staff in Spain.

The United States weather bureau has a dozen or more Texans among its employes. Some of them listed from Texas, but with no home towns given, are John A. Copeland, Mrs. Lela M. Foster, Alvin Green, Miss M. Arabell Heard, Gene C. Stevens, Zella Tatum, William Weber, Herman Wobus, John H. Garner and Mrs. Blanche B. Hull.

Other Texans listed on the commerce department pay rolls as of last Jan. 1:

Bureau of Standards: Armin O. Apelt, San Antonio; James L. Thomas, Austin; Mary L. Scott, Amarillo; Emmett Reed, San Antonio; Gerald H. Adams, Marshall; Wendell P. Terrell, Houston; Samuel H. J. Womack, Lubbock; Desmond A. George, Palestine; Richard H. Harwell, Corsicana; Lille B. Cook, Denison; Josie S. Acker, Fort Worth; Lola M. Wells, Dallas; Howard E. Sorrows, Waco; Lucille M. DeLeon, Houston.

Patent office: Ethel E. Lund, Bryan; Eileen Stroman, San Angelo; Lozell B. McDonald, Dallas; Peyton Randolph, Lubbock; Bernice Cobb, Lubbock; Oscar R. Vertiz, El Paso; William E. Ford, Houston; Orson L. Simpson, Forth Worth; Roberta Freimonth, Galveston.



TOP: E. J. Bailes, International Paper Company Pulpwood Contractor for Newton, Jasper and Orange counties, East Texas; and, Environs, Newton, Texas; and, at bottom Mr. Bailes and his son, E. J. Bailes, Jr. may be observed, some of their pulpwood showing in both pictures.

Pictured above at top: E. J. Bailes, pulpwood contractor for International Paper Company. Right to left, E. J. Bailes, International Paper Company pulp-wood contractor; and, his son, E. J. Bailes, Jr., Center: Mr. Bailes is standing near one of the railroad cars being loaded with pulpwood, while at bottom Mr. Bailes and his son, are standing near their cut-off saw operations in a 'setting' of their mammoth timber resources in East Texas. Mr. Bailes and his family reside at Newton, Texas. The son is woods Superintendent for his father.

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WIMBERLY LUMBER CO., I. C. (BOOTS) WIMBERLY, 33, OWNER, SOUR LAKE AND VIDOR, EAST TEXAS, CARRIES AGGREGATE SAWMILL CAPACITY 25-27,000 FEET; AND, PLANER CAPACITY 20-25,000 FEET

Native Marion County, Northeast Texas, Mr. Wimberly Says he Moved to Sour Lake in 1941, Acquiring an Interest in the Old Sour Lake Lumber Company, Which Was Liquidated in 1942, When he Formed His Present Company and Became Sole Owner, he Announces

Fleet of 14 to 15 Trucks Required to Accommodate Transportation Needs of the Wimberly Organization at Both Plants and Woods, Progressive Young Owner Reports With Approximately 2,000,000 to 3,000,000 Feet Standing Timber to His Credit, it is Recorded

Joining Actively With Other Able Sponsors, Mr. Wimberly Subscribes Generously of His Support Influence to Help Publicize More Widely Natural and Potential Resources of This Favored Texas Area

Sour Lake and Vidor. — These respective Hardin and Orange counties sectors of the Lone Star State of Texas admittedly are proud of the presence and business stride of I. C. (Boots) Wimberly 33, progressive and prosperous young timberman and manufacturer of good lumber. it is attested. Native of Marion county, Northeast Texas, Mr. Wimberly says he moved to Sour Lake in 1941, when he acquired a partnership interest in the old Sour Lake Lumber Company, there being two other partners at the time: Doug Williams and Alvin Sartain, he says. The trio and/or triple partnership continued to 1942, when the old company was liquidated, Mr. Wimberly becoming sole owner. He changed the name of his lumbe rmanufacturing operations to Wimberly Lumber Company, himself being the owner and general manager, he announces. His wife, Mrs. Christine Wimberly is a native of the Northeast county of Marion, also. Mr. and Mrs. Wimberly have two interesting children: Misses Eleanor (9); and, Carol, 4. Parents: Iriving Wimberly, deceased; and, Mrs. Eva Wimberly Beene, living. Mr. Wimberly's step-father, Tom Beene, is also living, the latter being in charge of Mr. Wimberly's 20,000 to 25,000-capacity planing mill at Vidor. In 1945, Mr. Wimberly states that he purchased his Vidor Orange county sawmill and planer operations from J. D. Irion Lumber Co.,, of Beaumont; and, merged them with his properties at Sour Lake, both operations being carried onward and upward via his Wimberly Lumber Company with himself as sole owner and operator. Both plants are modern, he says,, enabling him, as they do, he affirms, to turn out good lumber—the kind, he points out—that usually bring premium prices when such are available, he opines. Mr. Wimberly says he began his timber experience at the age of 18, when he worked in the woods up in Marion county; and, that he began manufacturing lumber in 1935 at Jefferson in Marion county, Northeast Texas; and, Environs, this stride having been continued by him up until 1941 and/or 6 years ago when he located in Sour Lake, he says. Mr. Wimberly rates his Sour Lake sawmill capacity at 10,000 to 12,000-feet rough lumber daily vs. some 15,000 daily capacity rough lumber at his Vidor plant. Planer capacity at Vidor runs from 20,000 to 25,000-feet finished lumber daily, he makes known with whosale shipments within Texas, it is ascertained. Cutting mostly pine lumber, Mr. Wimberly says his mills handle some hardwood. Carrying an estimated standing timber holding of from 2,000,000 to 3,000,000-feet, Mr. Wimberly says he is always in the market for additional timber and also buys logs delivered to his skids at either or both Sour Lake and Vidor operations, he invites. His Sour Lake production is cleared via Kountze, Texas, he says. Direct and indirect employes carried by Mr. Wimberly at his plants and in the wood aggregate some 75 to 100-men, it is learned. Butane power is utilized at Sour Lake sawmill; and, Diesel power at his Vidor plants, says Mr. Wimberly, who also says that from 14 to 15 trucks are required to take care of his transportation needs in all departments. Tom Beene, his step father is manager of the Wimberly Planer at Vidor; and, Joe Barnes is his woods Superintendent at Sour Lake, the Vidor operations being supplied mostly from contract deliveries, it is affirmed. Clifton Beene, step-brother of Mr. Wimberly is Superintendent of Vidor operations, their owner announces. Carrying approximately one-half million (500,000) feet lumber inventory, Mr. Wimberly is another Texas producer who admittedly made his way up from the bottom. Affable and always alert when it comes to being of service to his community; and, its people, Mr. Wimberly is the kind of young man any locality is proud to claim as a good citizen and taxpayer, friends and neighbors point out. He is participating and cooperating along with other able Sponsors who have made possible this huge newspaper publicity advertising effort toward helping to publicize more widely the natural and potential resources of this Texas area, it is appreciated, this entire page having been underwritten by Mr. Wimberly.

"Boots" (I. C.) Wimberly Affirms That he Believes in Progress in All of its Best Objectives Vs. E.-Tex.

Vidor and Sour Lake.—"Boots" (I. C.) Wimberly, progressive young lumber manufacturer, civic, religious and general public development leader, according to some folk who know him best, admittedly is in favor of progress at its best throuout East Texas; and, Environs, it is opined. He is alert, industrious, interested and zealous to the end that progress in all of its best objectives deserve to thrive abundantly in the Sour Lake and Vidor sectors of Hardin and Orange counties, East Texas; and, Environs. And, with a vision, a hope and ambition that carry his interest even beyond these borders, it is noted with interest, according to Dave Cheavens in an Associated Press dispatch from Austin that "Texas Now has First Cabinet in All History." Taking note of that fact, and in line with Mr. Wimberly's initiative along lines justly calculated to result in good to his respective communities; and, their people, it is not out of line to quote here Mr. Cheaven's A. P. Staff article as a matter of general information to the public at large, thanks to Mr. Wimberly. Says the A. P. article from Austin by Mr. Cheavens:

For the first time in its one hundred-plus years of statehood, Texas has an administrative cabinet modelled somewhat after that of the President of the United States.

More precisely, it follows the pattern of cabinets which function in other states, but some of them have their duties more clearly defined by law. In fact. there is no law at all back of Gov. Beauford H. Jester's administrative group. although there is no law forbidding it.

Florida Cabinet Has Power

Florida, for example, has a governor's cabinet with cosiderable specific power. One of its functions is to discharge conservation duties that in Texas are handled by the railroad commission.

Gov. Jester came home from the national conference of governors at Salt Lake City on fire with the idea of forming a cabinet to smooth out administrative rough spots as they sometimes exist between various state departments.

Its first session recently was attended by 20 department heads or their first assistants, and more than two hours were spent in outlining their work and problems. Most of the state officials who sat in were busy throughout taking notes, indictaing they needed some of the information on what the other departments were doing or were supposed to do. Some of them admitted that from the insular standpoint of their own divisions, they had not been aware of the scope of the work done by other administrative sections of the state government.

Few people realize how big the state government is, anyway.

Many years ago it outgrew the big pink granite capitol building, and now it is scattered over Austin from Camp Mabry on the north to the health department building on the southeast. Nearly all downtown office buildings include some state agency or other, and citizens who come here on state business sometimes never get closer than a mile to the capitol.

Jester's hope is that by holding monthly meetings of the heads of the principal departments, he can help give the state what he called a "more cohesive" administration.

"We can exchange ideas and discuss our mutual problems," he told the department chiefs. "We can as a group put all our brains to work on solving these problems, and the taxpayer in the long run should benefit."

The first session was mostly for the purpose of getting acquainted. Some of the department heads actually had little more than a nodding acquaintance with the others, and they obviously had little more than scant information on what the other fellow was doing.

Almost all joined in predicting that while the state government is big, nobody has seen anything yet compared to what the expansion of Texas will make it in the near future.



I. C. (Boots) Wimberly, owner and operator Wimberly Lumber Company with sawmill at Sour Lake, Texas; and, sawmill and planer at Vidor, Texas.

"Peril of Livestock on Highway" Enlivens Interest I. C. (Boots) Wimberly Along With Rest of People!

Vidor and Sour Lake.—Primarily interested in the manufacture of good lumber for his trade here and thruout Texas, I. C. "Boots" Wimberly, sole owner and general manager Wimberly Lumber Company operating at these two Orange and Hardin counties points, East Texas; and, Environs is also vitally interested in the safety of public travel. Recently this Commentator had occasion to hear Mr. Wimberly good naturedly remind and call attention to a failure to observe properly highway traffic regulations; and, so affable and kindly was his gracious administration of this remonstrance that it didn't require a second to grasp and appreciate its full import and importance. That lesson gained; and, desiring to proceed onward and upward in the praise of Mr. Wimberly's thoughtfulness; also, appreciating the genuine necessity of freeing our highways of the "Peril of Livestock on Highway," it is considered opportune here to quote a recent editorial from The Tyler-Courier Times, which comes directly in line with Mr. Wimberly's admonition on another phase of highway traffic observance. Said Courier-Timess, and most appropriately so, it is opined:

Anyone who drives at night has had the terrifying and paralyzing sensation which comes when a light blinded cow or horse suddenly looms ahead on the highway. The driver with the quick reflexes usually senses a way to miss a collision. The one with the slow wits doesn't.

The crash, which follows, is almost always fatal to the stray animal, quite often to the driver and there is always a large amount of property damage.

These things should not happen.

There is a state law which forbids the running-at-large of stock upon the highways, but its qualifications make it difficult to enforce.

An effort was made during the last session of the Legislature to pass a law remedying this situation, but in the press of other matters, it was not pushed to enactment. It should be voted into law at the next regular session or at a called session, if there is one.

In fact we need two laws. One should give the owner no loophole where his stock get on the highway—if his stock run out, it should be at the peril of the owner. And it might be well to clearly fix his civil liability as to death, injury or property damage arising from the stock being on the highway. The other law we need is one requiring property owners to fence their land along highways.

There are sufficient hazards to highway traffic without permitting stray animals to add to the burdens placed on drivers and passengers.

2,000,000 TO 3,000,000 FEET STANDING TIMBER CARRIED BY WIMBERLY LUMBER COMPANY, I. C. (BOOTS) WIMBERLY, SOLE OWNER AND GENERAL MANAGER, WHO IS CONSTANTLY IN MARKET TO BUY MORE TIMBER LANDS, INCLUDING LOGS DELIVERED TO SOUR LAKE AND VIDOR

Combined Sawmill Capacity Reportedly Shows 25,000 to 27,000 Feet Rough Lumber Daily Turned Out at Both Sour Lake and Vidor Plants With Sizable Pay Roll

Vidor and Sour Lake. — Wimberly Lumber Company, I. C. (Boots) Wimberly, sole owner and general manager represent outstanding industrial strides at these two Orange an Hardin counties objective, facts and figures disclose. Altho a comparative newcomer to this East Texas; and, Environs, area, Mr. Wimberly having located at Sour Lake in 1941. this young man is credited with a somewhat meteoric rise in the local manufacturing world. He is credited with producing good lumber at both operations, his Sour Lake product going to Kountze; and, his Vidor product being finished at his own planer and wholesaled within Texas. Mr. Wimberly estimates that his standing timber holdings aggregate somewhere between 2,000,000 and 3,000,000-feet of timber, mostly pine; and, that he welcomes opportunity to purchase more timber, as well as to buy surplus logs delivered to either or both of his sawmills, No. 1 operations at Sour Lake; and, No. 2 at Vidor. Combined rough lumber turned out at both plants daily represents 25,000 to 27,000-feet, Mr. Wimberly reports. His pay roll takes care of 75 to 100-men at plants and woods, it is learned; and, 14 to 15-trucks are required to accommodate transportation needs, it is declared. Active in the civic, religious and general public development life of his respective areas, Mr. Wimberly is considered by some as a young philanthropist who is anxious to do all the good he can for his communities; and, their people, it is deservedly and meritoriously said of him, friends and neighbors point out. He has subscribed generously of his support and influence toward the success of this Special edition which is devoted to the heralding of the good news anent East Texas; and, Environs, particularly so as it relates to the natural and potential resources future development; and, specifically as to Hardin and Orange counties, in the case of Mr. Wimberly, an ardent friend and booster of these definite sectors of the Lone Star State as a whole, it is declared.

"Slang as it is Spoken in Colleges Far Cry From Coon-Skin Coat Days"!

Sour Lake and Vidor.—You see and hear lots of things out here in the forests, such as those operated by I. C. 'Boots' Wimberly, sole owner and operator Wimberly Lumber Company, it is declared; unlike, somewhat the "Slang as it is Spoken in Colleges, Far Cry From Coon Skin Coat Days." But to clear up the matter, since coons usually come from woodlands such as those owned and/or controlled by Mr. Wimberly, Hal Boyle writing in an Associated Press article from Columbia, Mo., perhaps best sums up and describes what we are trying to say. Stated Mr. Boyle in his A. P. Article from Columbia:

Here is a sample of modern coed campus slang at the University of Missouri:

"I'm bushed! One of the yo-yo boys sitting next to me in a basket course tried to pass me his growl in a whizz quiz. "Shoot a bear,' I told him because I didn't think it was a good lick.

"He was a four-wheeled personality but I would only go out with him strictly from hunger. Yeah, one of those 'get me' boys. Told me he had been breaking in a new ulcer and had the clanks from purple passions.

"Personally, I just thought he had rocks in his head—zero gizmo. You should have heard his snow job! Could he bloviate! Said he liked my lipsmack. Asked me to put my feet in the trough but I knew he just wanted to play kiss on the mouth.

"I gave him the fluff but he tried to twist my arm. Finally I had to tell him to drink his beer. What kind of a bimbo did he think I am? I've got my own swutty. I'd never get the deep undying hots for that rah rah collitch."

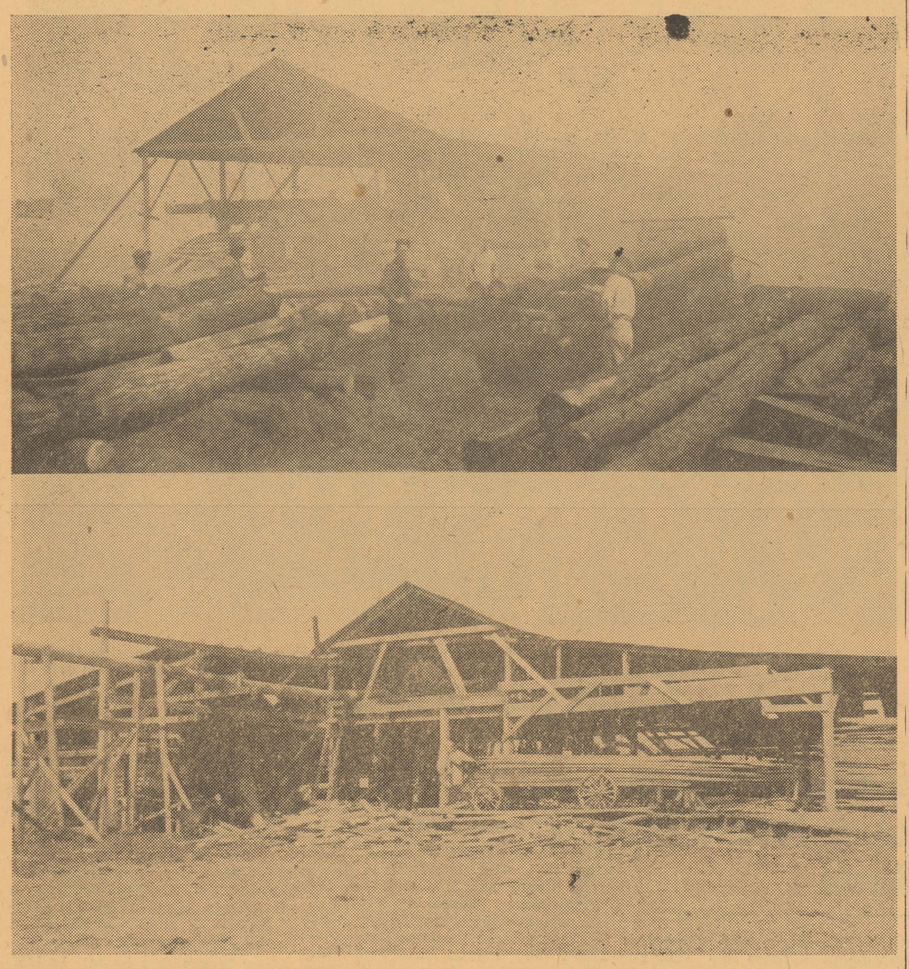
Slangs changes quickly. Here is the way a coed might have said the same thing when I was learning the king's English on this same campus 15 years ago:

"I'm beaten down to the ankles! A wise guy sitting next to me in a tough course wanted to pass me his crib notes during a snap quiz. 'Nuts,' I told him because I thought it was a bad go.

"He was a jalopy jockey but am I that hard up far a meal ticket? Yeah, one of those 'big I' boys from way back. Told me he had the hangover willies from too much bottle worship.

"He was a screwball—a real washout. You should have heard his line! Asked me to put on the feedbag with him but I knew he just wanted to neck.

"I told him to go peddle his papers but he came back for more. Finally I just told him to dry up. What kind of a floozie did he think I am? I've got my own one and only. I'd never fall for that Joe College."



Top: Sawmill scene with smoke issuing about place at Wimberly Lumber Company operations at Vidor, Texas. In the bottom scene appears a view of the company's planer mill at Vidor. I. C. (Boots) Wimberly, Sour Lake and Vidor is owner and operator of his company.

I. C. (Boots) Wimberly, Sole Owner and General Manager Wimberly Lumber Company Is Doing A Good Job at Manufacturing Lumber at Sour Lake and Vidor, East Texas

Of Interest, Too, is Fact That Space Travel Forecasts Raise Interest as Sky-Gazers Await Close Peek at Mars

Sour Lake and Vidor. — It is nothing short of interesting, as well as inspiring to watch I. C. (Boots) Wimberly, sole owner and general manager of Wimberly Lumber Company, which he founded at Sour Lake in 1941; and, in 1945 acquired his Vidor holdings, as he goes about methodically directing his lumber manufacturing empire. Modest and retiring of disposition, Mr. Wimberly is a pleasing young fellow, sincerely desirous of helping to promote and more widely publicize the natural and potential resources of his part of Texas, it is genuinely understood and appreciated. He employs 75 to 100-men on his sizable pay roll he reports, saying nothing for many other commendable strides briefly referred to on other parts of this page, which has been underwritten by Mr. Wimberly as a public service, it is declared. He is alert industrious, always and everlastingly at it not alone for the success of his individual and collective business undertakings, but also for the glory of God and the well being of man, he assures. The lumber manufacturing stride in which he is engaged is a most interesting activity, truly a diversion that leads us into thought and action stretching far into the future, it is opined. This leads us to the fact that 'Space Travel Forecasts Raise Interest;" and, as a reality and diversion, there's just no telling how far advanced Mr. Wimberly and others in the lumber manufacturing world may go in their timber operations. Time alone may tell, but as we go along it may be worth while to point to the fact that 'Sky-Gazers Await Close Peek at Mars' as an interesting diversion. So it is in the lumber manufacturing w o r l d — there's something new, interestingly so with each and every passing day, it is opined. Aat least the activities, achievements and accomplishments of Mr. Wimberly and others following similiar channels of operation would seem to indicate as much and/or more, it is believed. Any way, so as to initiate our readers and the public into the realms of good lumber manufacturing; and, too, into a long distance onward and upward, we quote from a recent United Press dispatch from New York speaking as it did along lines that should be, and no doubt is of keen interest to each and all of us as it did dealing with indefinite space. There seems to be no end to the manufacture of good lumber with men like Mr Wimberly at the helm, it is pointed out; and, so with the subject of Mars, et cetera here goes the U. P. article from New York. It says:

The possibility that rocket ships in the future may be zooming through space far away from the earth's gravity pull has again revived interest in Mars, Venus and Mercury.

The astronomers are showing new interest, particularly in Mars and the old question of whether life can, or does, exist there.

Mars will make a close approach to earth next Feb. 17. Then it will be only 63,000,000 miles away. Astronomically speaking, this is almost hand-shaking distance.

At a recent symposium at Yerkes observatory of the University of Chicago several of the nation's top astronomers disclosed they were planning another serious look-see at Mars next February.

New techniques of exploring the surfaces of the earth's neighbors have been developed, and Professor G. P. Kulper, one of the nation's top astronomers, told the symposium that next February it may be possible to determine the composition of the polar cap on Mars—whether it is water droplets and snow, or solid ice.

He said it may even be possible to identify the substance of the green areas on Mars, sometimes held to be vegetation. Some scientists say where there is vegetation, or plant life, it is reasonable to assume there is animal life.

Another astronomer, Professor James Franck of the University of Chicago, commented on the significance of settling the question as to whether or not the green areas on Mars resemble terrestrial vegetation.

He believes it hardly possible because of the many conditions peculiar to the earth which have determined the type of organisms existing here.

Astronomers have long believed that oxygen on Mars is extremely rare, if it exists at all.

Dr. Franck believes, however, that the problem of life on other planets revolves around the question of whether such life exists on Mars.

The other planets, he explains, show conditions not suitable for the maintenance of living beings. The absence of oxygen in Venus definitely proves that vegetation on a large scale does not exist there as does the enormous abundance of carbon dioxide and the absence of water.

Some astronomers have said that Venus, however, may have had life many millions of years ago, and that it was snuffed out when the oxygen disappeared. Some of the less conservative say that such a fate might even heppen to earth in the millions of years to come.

The huge, 200-inch mirror telescope at Palomar, Cal., may be in operation by next February 17. If so, the astronomers surely won't miss taking a new exploration of Mars.

With this new instrument, many other mysteries of the universe may be settled. One, for instance, is whether space goes on indefinitely or whether it has an ending. The theory that space bends also may be checked.

WIMBERLY LUMBER COMPANY

Let's all help to prevent Forest Fires; Encourage Cheaper Power, Lower Taxes, Better Roads and adequate Drainage; Work for Improved Churches and Schools; Advocate and Practice Soil Conservation; Grow Timber Crops; and, Welcome New People, Money and Industry.

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

ADMITTEDLY DEPLORABLE ROAD CONDITIONS OUT TOWARD JAKE WATSON RANCH FROM MARQUEZ, E. TEXAS, CALL FOR SPEEDY RECOGNITION AND IMPROVEMENT, POINT OUT MR. WATSON; AND, OTHERS

Public Officials, County Commissioner and All, Whose Duty it is to Look After the Correction of Such Inconveniences, are Faithfully Called Upon by Mr. Watson, His Neighbors; and, the General Public Out That Way, it is Pointed Out to Do Something About These Country Roads and That Without Further Serious Procrastination, These Good Americans and Property Owners Thruout That Area of Leon County, They Submit and Prayerfully Invite, it is Known

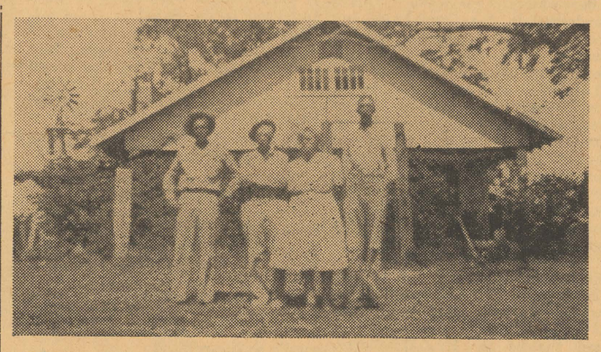
Mrs. Cinda Watson, Wife of Mr. Watson, Makes the Declaration That She is Denied the Privilege of Enjoying Her Church, School and General Local Public Activities; and, so Are Others, She Affirms Who Reside in Her Neighborhood Because the Road Conditions Out That Way Are so Objectionably Unsatisfactory, Both Lives and Property Being Endangered Thereby, it is Pointed Out

Mr. Watson is Actively Participating and Cooperating in the Energetic Effort to Help Publicize More Widely Natural and Potential Resources of East Texas; and, of Which, he Insists, Leon County and His Environ are Integral Parts, At Least at Tax Paying Time, His Community is So Regarded he Comments

Jake Watson Ranch and Marquez. — Leon county as a whole has some mighty fine citizens and taxpayers but none of them exceed in sincere desire to be of co-operative help to their respective communities, it is declared, than is Jack Watson, 61, owner and operator of the 2,792-acres Jake Watson Ranch, which he owns at Jake Watson Ranch and Marquez, Leon county, East Texas; and, Environs, attest friends and neighbors, it is known. Native son and living within a few hundred feet of where he was born, Mr. Watson and his family are said to be worth their weight in gold when measured in terms of their neighborly acts and many dispensations of human kindness, it is commented. Mrs. Cinda Watson, charming wife of Mr. Watson is a lovely Christian character, but with much concern she expresses regret that she and others in her vicinity are denied the privilege of church attendance and other public gatherings because of the intolerable condition of roads out her way both in winter and summer, she declares. Mr. Watson, who owns the old home place, makes it known that he has been working energetically for a long, long time in the hopes of securing some relief in the matter of better roads out his way; and, says he, not in many years has any work been done on the roads leading to his place except for a little 'smattering' not so long ago. It is a sandy soil leading from Marquez to the Jake Watson Ranch, making it bad enough in summer, it is pointed out; and, then when winter comes along it is just about all anyone can do to get along with animals much less a motor vehicle, it is made known by the Watsons and others. Further down in this general story about Mr. Watson and his community more detailed statements appear plus hope that some improvement may be not in the far distant future, it is invited. Meanwhile, the Watsons are definitely among the more important citizens and taxpayers in their locality, it is affirmed. Owning and operating 2,792-ranch and food crop production lands, Mr. Watson is unquestionably an able taxpayer in Leon county, but says he, insofar as his area is concerned little or nothing is coming back in the way of road building out his way, he declares. Working hard all the year, meeting the requirements of good citizenship as best he can and then have his family and friends live as 'shut ins' is getting on his nerves, admittedly so, it is recorded. And, now somewhat as to the family history of the Watsons: Mr. and Mrs. Watson are the parents of 4-children: Seth Watson, 38, on the ranch; Mrs. Mable (J. C.) Howard; Kirk (Mrs. Inez) Watson, 29; and, Berle Jake Watson, 19, on the ranch. There are 4-grand children: Cinda Bell; Mable Jean; Jake Cole; and, Virginia Howard. Parents M. L. and Mrs. Mary Watson, both deceased. They were members of the old school of citizenship, it is known; and, each of them scored as constructive pioneers in the life and progress of their community, it is assured. Parents of Mrs. Watson: Hugh and Mrs. Benetta Wyche, both deceased. The Wyche family also carries an honorable record as having been faithful pioneers in the early development of their area, it is also made known. As stated above, Mr. Watson owns the old home place, his new home erected years ago having been located within less than 300-feet of where he was born, he states. He says he might consider selling his ranch and crop producing lands on either a cash or satisfactory terms basis, he invites. You may see him on his Jake Watson Ranch out a few miles from Marquez and/or write him via U. S. Mail, Marquez, Texas, it is suggested. The place is well watered and while used presently mostly for the production of mostly feed crops and livestock, Mr. Watson says it is situated so as to accommodate both farming and ranching. White face and Brahman cattle roam the Jake Watson Ranch, there being from 8 to 12-herd males with the Watson cattle, it is observed and ascertained from information. Stock cows, he says usually run from 300 to 500-head; and, that he has been fortunate to secure production increases running from 200 to 300-head. Doing a general buying, selling and production ranch business, Mr. Watson says his annual handling of livestock approximates 1,000-head with the Ft. Worth and Houston markets being patronized. In his public relations in addition to being affiliated with progressive civic, religious and general public development strides, Mr. Watson says he has served as a school trustee and also a road overseer in years past. Identified with the progressive element of good citizenship, Mr. Watson affirms that he esteems it now and always to be a rare privilege and delightful joy to participate and co-operate with others in the general upbuilding of his part of Texas both for the benefit of individual communites; and, their people, he declares. In other words, affirms Mr. Watson he is ready, willing and able to help make of his community a happier and better place in which to live and do business; and, in doing that, he also comments that one of the finest and best things a citizenship may do is to co-ordinate their efforts, do constructive community team work, strive for roads that may permit you to travel in all weather conditions; conserve the soil, see to adequate drainage; improve and use mother-earth so as to make of it an excellent producer of products for both man and beast. Credited with being one of the major ranchmen in his part of the Lone Star State of Texas, Mr. Watson says he never shirks a community responsibility any more than he would be unfaithful to a business trust, therefore says he, and he believes, Mr. Watson declares, now is the time for an all for one and one for all attitude in his sector of Leon county in the matter of seeing if something may be done toward securing road improvements out his way. The yesteryears, particularly the latter ones, he points out, have not been very fruitful in the way of getting roads worked out in his Leon county neighborhood, and he points to the present deplorable and unsatisfactory conditions of the roads thereabouts as abundant proof to back up his claims for public help, that is official recognition in the adequate distribution of roads funds. He insists that the roads needed to be graded and graveled, if possible. Suffering sandy soil may be an obstacle, he admits, but this does not justify the neglect. he urges, why absolute and/or total neglect on the part of public officials, he manifests. Commenting on the terrible condition of his roads both in summer and winter, Mr. Watson says he does not want to be ugly, far be it from such an attitude, but that he does earnestly desire to impress on the road officials, County Commissioner, County Judge and/or others, and anyone who may have influence and power, to please give favorable consideration to better road improvement and maintenance out his way without further procrastination. The situation, says Mr. Watson is next to unbearable, certainly most intolerable, as his good wife has pointed out; and, something helpful should be forthcoming at the speediest date practicable. Mr. Watson says he does not object to paying taxes whereby such payment may be of convenience and help to other localities but he refuses to subscribe to the idea that in the payment of taxes his community should continue to be neglected and/or ignored, he says, as it has been in the too long years past. Let's begin now and thruout the coming years and do something constructive in the way of road building and maintenance in his Leon county community. Start at Marquez, come right on out to Jake Watson Ranch, branch off in other directions, where neighbors and other property owners may be benefitted; and, in time, he invites, our folk in this part of Texas may be able to visit one with the other, increase interest in our church, civic, social and public development life; for, it is known of all men that good roads lead to good homes, good churches, good schools and good neighborhoods. Jake Watson Ranch area is no exception to the rule, Mr. Watson seriously invites; and, anything that savors of working to the end that may help improve his community; and, its people, he's definitely for it, friends and neighbors attest. The appeal of Mr. Watson and his public for better roads out his way come in all sincerity; and, it is hoped, therefore, that in future his part of Leon county may escape the hazards of the past and go along with others who are enjoying substantial recognition in the way of public improvements, he hopes and prays. The future for the Watson locality is brighter, it is hoped and let encouragement, work and genuine co-operation continue to the ultimate realization of that constructive scoring as to both achievement and accomplishment. More power to you, Mr. Watson, who is one of the able Sponsors with both his support and influence in making possible this huge newspaper publicity advertising effort on behalf of a wider and more definite publicizing of the rich natural and potential resources of Leon county, East Texas; and, Environs.



Mr. and Mrs. Jake Watson, center above; and, two of their sons, Berle Jake Watson, left; and, Seth Watson, right, Watson Ranch and Marquez, Texas.



Right to left above are Mr. and Mrs. Jake (Mrs. Cinda) Watson, this picture of them having been made at their Jake Watson Ranch out few miles from Marquez, Leon county, East Texas; and, Environs.

SLIM MASON, 50, ORIGINAL FOUNDER AND PRESENTLY PARTNERSHIP HEAD OF THE HOUSTON COUNTY LIVESTOCK COMMISSION COMPANY, CROCKETT, ENJOYS ANNUAL BUSINESS UPWARD $1,000,000.00

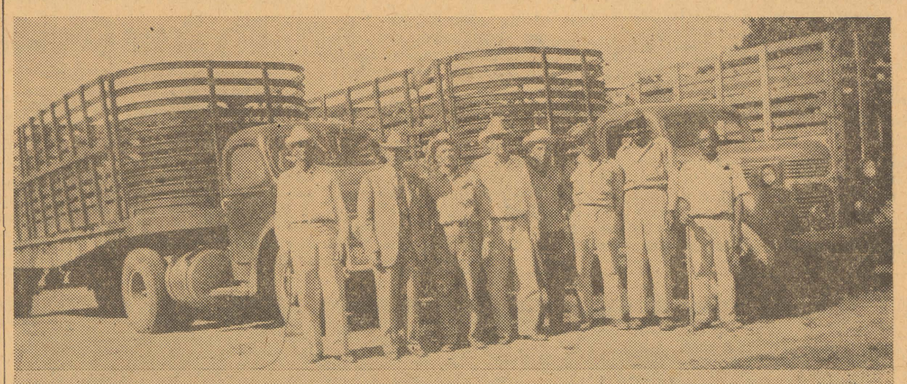
Native Madisonville, Texas, Mr. Mason Lived for a While at Groveton, Trinity County, Texas, he Having Started Out as Dealer in Mules and Horses; and, on December 1, 1940 in Association With Trube Interests Erected Mammouth Business Institution Over Which he Presides Admirably and Successfully it is Pointed Out

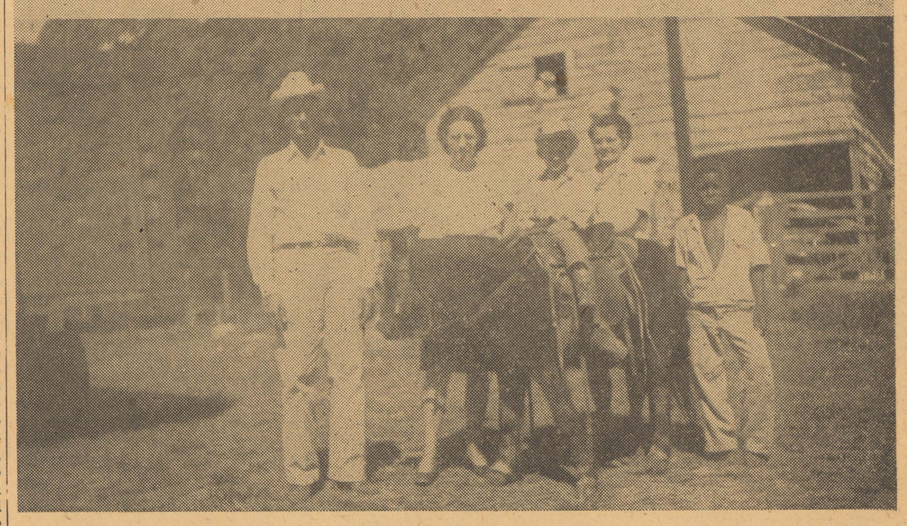
Carrying 500 to 1,500 Head Cattle; From 200 to 1,000 Hogs; Some Mules and Horses, as Well as Miscellaneous Items Thru His Modern Sales Barn Few Miles Out From Crockett, Mr. Mason is Esteemed as a Major Operator in His Classification, it is Affirmed

Mr. Mason's Sales Days on Monday of Each Week Really do Have 'The Crowds', Patrons and the Public Attest, it is Known; and, he Gives Special Praise to His Mother in Law, Mrs. Sophie Robinson for the Excellent Cafe Service Rendered by Her at His Place of Business, he Assures

Crockett. — Slim Mason, 50, congenial, happy and pleasing original founder of Houston Livestock Commission Company, where presently he is partnership head, enjoys the enviable distinction of being one of the best known livestockmen in this area of Texas, it is mutually agreed and commented by scores and scores of his friends and the public, it is pointed out. Native of Madisonville, Texas, Mr. Mason says he lived for a while at Groveton, Trinity county; and, that he began his present business experience by engaging in the mule and horse business. Moving to Crockett Dec. 1, 1930, Mr. Mason says he continued his mule and horse business for upward 8-years; and, that in April 1940 in association with the Trube interests he founded the Houston County Livestock Commission Company, recognized and apreciated as an outstanding and successful industry in its favored Texas environ; and, so much so that it is rated as an unusual succes, thanks to Mr. Mason and the able management he has been able to give the business, which by many now is classed as a genuine institution that deservedly deserves such an recognition as that of a monument to public service. In the original partnership interest, Mr. Mason recalls was himself, H. J. Trube; and, the latter's son, Harry Trube Jr. This partnership operated for 3 years, Mr. Mason states. And, at the beginning, Mr. Mason says he did not only help build the big modern livestock auction sales barn, actually driving many of the nails that have continued to hold the structure together; but, that he also has enviably to his credit the fact that he has never missed a sales day from the date on which the service was opened for public favor until now; and, that has no idea of breaking that record at any time in the near future. His yesteryears have been so agreeably pleasant and delightful in his dealings with the public that he believes he is growing younger and more useful day by day, believes Mr. Mason; and, so do we all agree, it is pointed out. After the first three years and during which time the business had been established with solid foundation, Mr. Mason says the Trubes sold their interest to Otis Parks, one of the present auctioneers with Mr. Mason, and Slim Richardson. This partnership lasted only a few months, records reveal, Mr. Richardson having sold his interest to Messrs Mason and Parks, it is shown. Messrs Mason and Parks as partners operated the busines to 1944, when Mr. Mason became the sole owner he says. In that relation to his rapidly growing business, Mr. Mason announces that he was individually at the helm until December 1945, when Vernon Kayle, 44, was taken in as a partner with Mr. Mason, these two gentlemen having conducted the operation since that time, it is affirmed. While Mr. Mason was at Groveton, he relates that he also drove nails and helped to build the mule and horse barn operated by him there. In other words and for all intents and purposes, Mr. Mason is a builder and promoter. He possesses the 'KNOW HOW' in his work; and, he personally sees to it that a good job is done, Mr. Mason admits. Usually two (2) auctioneers are necessary to handle Mr. Mason's business, and that of his partner, Mr. Gayle, it is stated. Presently and/or at this writing the Auctioneers are Otis Parks, a former associate partner in the business; and, Ben Crittercraft, Mr. Mason announces. Sales are held on Monday of each week and if you would have confirmation that Mr. Mason and his organization really do have 'THE CROWDS' at their sales, all you've got to do it attend one or more of them, you are invited. After the business was placed on sound business footing, Mr. Mason recites that an average of from 500 to 1,500-head of cattle; 200 to 1,000-head of hogs; some mules and horses, as well as miscellaneous items are carried thru his ring each and every week. And, being in the ring is always a diversion and delightful experience for Mr. Mason, he assures, particularly so since he has never missed a sales day since his business wa established, he declares. He says buyers from 5 or 6-states attend his sales; and, that he conducts strictly a commisison business. Cattle cleared thru Mr. Mason's organization come from a radius within 250-miles, or more, he makes known; and, that it is nothing unusual for peak sales to moutain upward $50,000.00, while at lean sales the average rarely ever falls below $15,000.00 to $20,00.00 per week, facts and figures disclose, justifying the statement by Mr. Mason and/or others that the annual volume of business handled by Houston County Livestock Commission Company in Crockett, Houston county, East Texas; and Environs easly passes the One-Million ($1,000,000.00) Dollar mark, it is attested. One wealthy parton and friend of Mr. Mason made the statement to this Commentator in the presence of others recently that Mr. Mason had cleared approximately $100,000.00 worth of livestock thru his sales barn along about Monday, September 22, 1947, bringing both commendation and congratulations to Mr. Mason, who takes this opportunity,, he says, to bear testimony and express thanks and appreciation to his mother in law, Mrs. Sophie Robinson for the excellent cafe service she has rendered at his place of business. Indeed and infact, Mr. Mason says he desires to go on record as crediting and declaring that Mrs. Robinson, the charming mother of his lovely wife, Mrs. Faye Mason has provided a real service and put life into his auction sales crowds because of the good meals, soft drinks and excellent service always available to them. Mrs. Mason, wife of this popular livestock auction sales man is a native of Weldon, Houston county, Texas. They have two interesting children: Miss Margaret Mason, 8; and, Hugh Mike (Buddy) Mason, 5. Parents: I. L. and Mrs. Ella Mason, both living. Parents of Mrs. Mason: Ernest Robinson, deceased; and, Mrs. Sophie Robinson, living. In subscribing liberally of his support and influence toward the success of this Special edition, Mr. Mason affirms that he stands four square for the success of each and all of the progressive programs herein advocated, stressing as he does, he says, the importance of cheaper power, lower taxes, better roads, adequate drainage; soil conservation; improved churches and schools; increased production of all farm products, including live stock, milk, meat and eggs; and, that he also joins heartily in cordial invitation to desirable new people, money and industry to locate within this fine East Texas area. Continued success, Mr. Mason!

"And, don't forget Mr. Mason's sales days are on Monday's of each week."





Top pictures represents partial view huge fleet of cattle trucks serving Slim Mason, Houston County Livestock Commission Company, Crockett, Texas. Mr. Mason is standing at left with his old friend and neighbor, F. A. (Albert) Smith standing second with a group of patrons and employes, while at bottom, Mr. Mason, Mrs. Mason, 'Buddy'; and, Mrs. Mason's mother appear with 'Buddy's' Shetland pony and the latter's care taker.



Margaret and Buddy Mason, lovely children of Mr. and Mrs. Slim Mason, Crockett, Texas.

Mayor Gibbs Participating and Co-operating in Effort Looking Toward East Texas Stride

(Continued from Page 154)

HUNTSVILLE — Having subscribed generously of his support and influence to help publicize more widely the natural and potential resources of East Texas; and, Environs, Mayor Wilbourn S. Gibbs, ranchman and general investments affirms his allegiance to the cause of cheaper power, lower taxes, better roads and adequate drainage; encouraging also improved churches and schools; soil conservation; increased production of all farm products, including livestock, milk, meat and eggs; and, welcomes opportunity, he invites, to help locate desirable new people, money and industry in this part of the Lone Star State, he assures. The Mayor has also endorsed the progressive programs advocated in this Special edition; and, earnestly expresses the hope that great good may accrue unto this part of Texas; and, its people via the successful publication and distribution of the 10,000-copies provided in this huge newspaper publicity advertising effort on behalf of this Texas area as a whole. Mayor Gibbs is known to be doing a fine work for his community; and, its people. Therefore, more power to him.

What Is a Good Horse

About 400 B. C., Xenophon, a Greek historian and soldier, wrote a description of a good horse, explaining how one might be least deceived in buying a horse. In 1535, King Henry VIII of England had laws passed for selection and mating to improve horses and to eliminate scrubs.