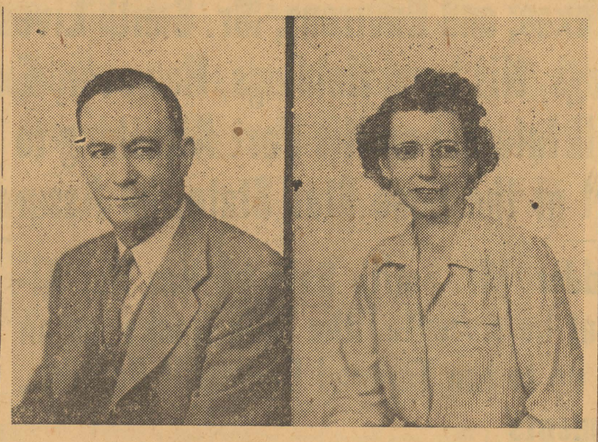
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LIBERTY HOTEL, MARION M. SEYMOUR, 49; AND, HIS SON, ALEX M. SEYMOUR, OWNERS, OPERATORS, ONLY AIR CONDITIONED HOTEL BETWEEN TEXARKANA, AUSTIN HIGHWAY 79, MANY OTHER FEATURES

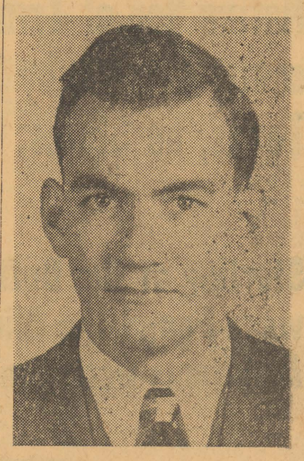
Alex M. Seymour, Junior Partner With His Father in the Ownership and Operation of the Popular Liberty Hotel in Jacksonville, Presently is Taking Hotel Business Administration at Michigan State College, Lansing, Michigan

Liberty Hotel in Jacksonville is Home for its Patrons; and, is Also the Clearing House for all Civic, Religious and General Public Development Programs in its Favored Lone Star State of Texas Area, it is Affirmed

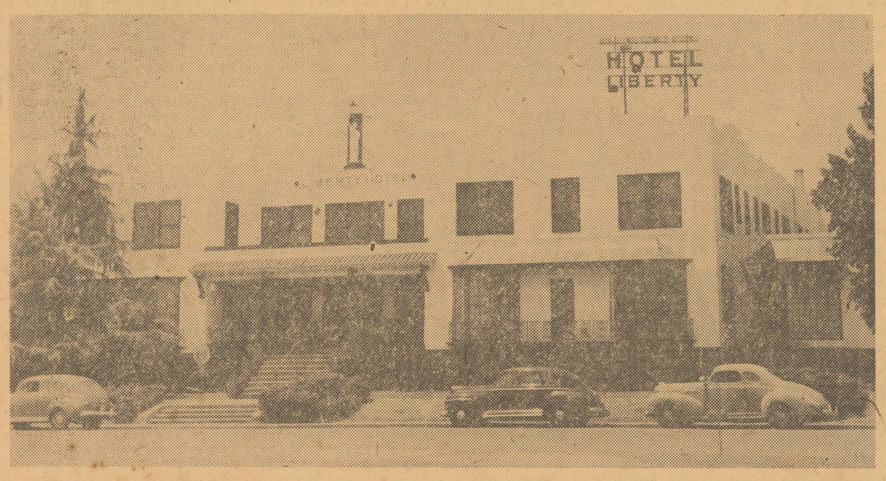
Jacksonville. — Not only a good place to live but also furnishing its patrons an address of distinction is the Liberty Hotel, Marion M. Seymour, 49; and, his son, Alex M. Seymour, owners and operators, Jacksonville, Cherokee county, East Texas; and, Environs, be it said without fear of contradiction and/or hope of reward. The Liberty Hotel has enjoyed one continuous round of improvement from the day the Seymours became associated with it, it is declared, the hosterly having only 43-rooms back there in 1933 comparable to the present magnificent 82-air conditioned rooms plus constant improvement and room additions as demands welcome and justify, it is pointed out by the progressive owners and operators. Indeed and infact, it may be, and is said of the Liberty Hotel, Jacksonville, it affords the one-stop-hotel services both as to room accommodations and the very best of good dining room and coffee shop service, attest patrons and friends, it is known. Native of Angus, about 7-miles out from Corsicana, Navarro county, Texas, Mr. Seymour's family first moved to Jacksonville in 1912. Their next move was to West Texas in 1923, when Mr. Seymour engaged in the furniture business for 5-years at San Angelo. In 1928 he moved over to Midland, continuing in the same business at that point for another 5-years'. This brought him up to 1933 when he returned to Jacksonville and associated himself with his father in law, M. C. Alexander in the ownership and operation of the Liberty Hotel, which he and his son, Alex M. Seymour now own exclusively. The Seymour-Alexander business relation continued up to 1941, when Mr. Seymour became the sole owner of the property. His son, Alex M. Seymour was taken in as a partner in 1945. When Mr. Seymour came into the business in 1933, the year when the lamented Franklin D. Roosevelt began first term as President of these United States, there were only 43-rooms at Liberty Hotel. Immediately Messrs Seymour and Alexander instituted an improvement program, which carried and/or added baths to each and every room in the hotel. Business began to increase; and, in 1941 to help meet the public demand, added were 24-more modern rooms, 16 of which were air conditioned; and, each and everyone of the rooms being provided with tub and shower baths. In 1945 Mr. Seymour resumed his building program and gave his Liberty Hotel and the public service 15-more modern rooms, this time carrying the total number of rooms at the Liberty up to 82 plus the assurance that still more rooms will be provided as, if and when occasion warrants, be it assured. Ambitiously, also, Mr. Seymour began air conditioning his entire hotel properties, and in 1947 this job was perfected with much satisfaction to Mr. Seymour and his sons, particularly and specifically so on behalf of each and all of the pleased patrons, it is known. With the entire Liberty Hotel air conditioned, it was quite natural and appropriate that the Seymours should, and did, redecorate most of the rooms in this popular hotel; and, this latter statement is made advisedly, because of the superior hotel service rendered there from room accommodations and good eats on thru public functions, majoring as to civic, religious and general public development strides. The local Service Clubs hold their luncheons here, the important public gatherings and/or planning arrangements find the Liberty Hotel the central and conveniently located headquarters, it is assured and invited. And, of significance of course, Mr. Seymour points out that Liberty Hotel is the only air conditioned hotel between Texarkana and Austin on Highway 79. Mrs. Florine Seymour, a lovable Christian character and wife of Mr. Seymour and the Mother of their son, Alex M. Seymour is a native of Bullard. In addition to being senior partner with his son, Alex M. Seymour in the ownership and operation of Liberty Hotel, also active in the important community functions, Mr. Seymour is Agent for Union Bus Station, which is located in one of his building properties. Upward 28-busses operate in and out of Jacksonville via this transportation system, which at one time handled as many as 34-busses daily. Transportation to all parts of these United States, and the world as for that matter receive courteous and expert service at this station, it is appreciated. Anent the successful operation of the Liberty Hotel, may it be said that in addition to the home-like atmosphere, the uniform courtesy on the part of both management and personnel both day and night, David McCord, Chief Clerk and right hand man of the Seymours, altho in his early thirties has been the 'old stand by' for quite a few of memorable yesteryears. He is popular with the public, alert to their best interests, comfort and service; and, at same time taking care of the hotel. In the civic, religious and general public development life of Jacksonville and all East Texas, Mr. Seymour and his family are genuinely worth while community assets, be it known of all men. In the "Tomato season," as well as on all other sizable occasions, the Liberty Hotel is designated headquarters; and, the Seymours see to it that every need and want of their guests are provided. The Liberty Hotel, Jacksonville is known from Coast to Coast; from the Lakes to the Gulf, it being nothing unusual to find guests registered at this hotel almost simultaneously from all parts of the country, ranging from California to New York; and, from the Gulf to the Lakes, its service popularity increasing with the passing of the years, it is believed. Mr. Seymour has served as President of the Jacksonville Chamber of Commerce; as President of the Jacksonville Rotary Club; two years as President of the Jacksonville base ball association, recently re-organized; 6-years as Director of the Texas Hotel Association; Director and Committee Chairman of Tomatoes, Inc., (Jacksonville being the recognized Tomato Center of the World, it is pointed out); During World War No. 2, member of the Ration Board; Co-chairman of the Bond Drives; 10-years as City Commissioner; and, on and on, it may be, and is said of Mr. Seymour that he is progerssively and actively identified with practically every worth while community stride hereabouts. His son, Alex M. Seymour presently is taking Hotel Business Administration at Michigan State College, Lansing, Michigan. Oh yes, lest we forget, Mr. and Mrs. Seymour are ardent and enthusiastic fishermen as well as engaging in other wholesome sports. In a word, the Seymours are just good Americans; they like to live at best, seeing to it that both themselves, their friends and their patrons get an angle at normal life when you come to Liberty Hotel, Jacksonville, Texas, the home of hotel dwellers who are seeking the best of everything in good hotel accommodations.



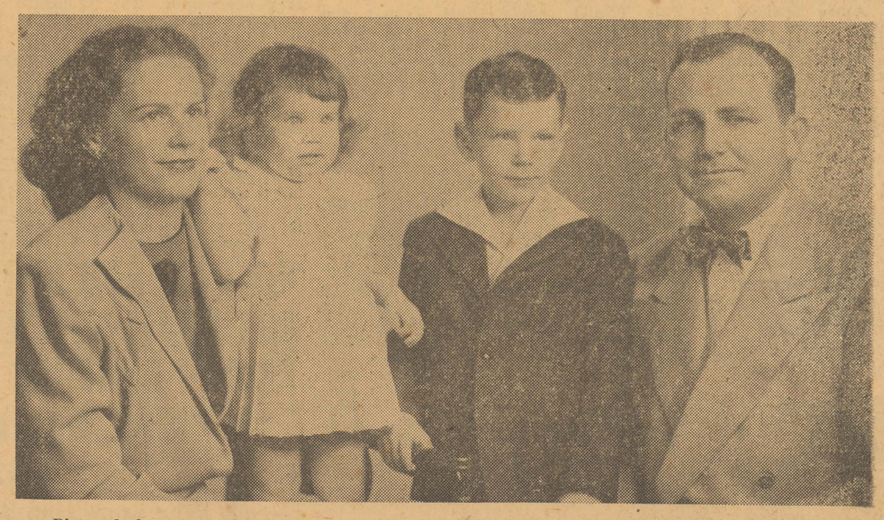
Mr. and Mrs. Marion M. Seymour, Jacksonville, Texas, where Mr. Seymour and his son, Alex M. Seymour are owners and operators Liberty Hotel.



Alex M. Seymour, junior partner with his father, Marion M. Seymour in ownership and operation Liberty Hotel, Jacksonville, Texas.



Liberty Hotel pictured above at Jacksonville, Texas is one of the popular and more modern hostelries in the Lone Star State of Texas, it is affirmed. Marion M. and Alex M. Seymour, father and son are owners and operators.



Pictured above is the lovely family of David McCord, Jacksonville, Texas, where Mr. McCord is Chief Clerk and Right Hand man of Messrs. Marion M. and Alex M. Seymour, owners and operators Liberty Hotel.

KELLY'S DAIRIES, W. E. KELLY, SR., 55, MRS. CLARA B. KELLY; AND, W. E. KELLY, JR., 35, BEAUMONT; BUYING NEAR $1,000,000 WORTH DAIRY PRODUCTS OUT OF JASPER COUNTY, ENVIRONS, REAL ASSET

Recently Kelly's Dairies Moved Into Their Gorgeous New Home at 121–11th Street, Beaumont; and, There and-or Here it is That They Operate a Local Plant Said to Represent Not Less Than Quarter Million ($250,000.00) Dollars Investment, Including Lands, Buildings and Equipment; and, if You Please, is Right "In the Heart of Irish Village"!

Buying Grade A-Raw Milk From the Farmers of Jasper County, Kelly's Dairies Pasteurize and Distribute Quality Milks at Both Retail and Wholesale, it is Announced

Beaumont. — Kelly's Dairies, W. E. Kelly, Sr., 55; Mrs. Clara B. Kelly; and, their son, W. E. Kelly, Jr., 35, unquestionably represents one of the most successful and outstanding industries of its kind in this part of the South, observation and information establish. The magnificent new home recently completed and now occupied by this giant milk concern here at 121-11th. street, Beaumont, Jefferson county, Texas decidedly and definitely is a modern show place, a quickened community asset and a tower of strength in the pasteurized milk world, the statement may be, and is announced without fear of contradiction or hope of reward. The handsome new plant itself is the last word in efficiency, modern and efficient in every way, attracting the admiration and interest of all who see it. Standing as it does as a collossal monument to public services, the Kellys well deserve and appreciated the unstinted praise coming their way, it is known. And, when it is recognized and known that this now famous industry started from the scratch and/or from $5-gallons of milk to Three-Quarters of a Million ($750,-000.00) Dollars worth of Grade A-raw milk purchased from the farmers of Jasper county, Texas within the past 10-months of 1947, an appreciation of the magnitude of the company's operations may be better understood. And, Kelly's Dairies are now forging ahead in the hope and belief that they will be able to pass the One-Million ($1,-000,000.00) Dollar mark in the purchase of Grade A-raw milk from Jasper county farmers before the year 1947-closes. This milk is brought to Kelly's Dairies here in Beaumont, pasteurized and then distributed at both retail and wholesale, it is announced. Checks for Jasper county milk products go out each and every week in the year, thereby maintaining a Grade A-raw milk market thruout Jasper county, so much so that we farmers up Jasper county way have something absolutely to depend on thruout each and every year we clear our products via Kelly's Dairies, Beaumont. The new home of Kelly's Dairies is perfection if such is to be attained in a material way on this earth, manifests public acclaim. It means much not only for we farmers in Jasper county but this entire part of the South, it is attested. Kelly's Dairies deals in 'properly pasteurized milk products,' the handsome new plant being located 'In the Heart of Irish Village," proudly invites the Kellys. Mr. Kelly, Sr., is President; Mrs. Kelly is Vice President; and, their son, W. E. Kelly, Jr. is secretary-treasurer of the big business over which he and his father preside. Mrs. Kelly is inactive. Mr. and Mrs. Kelly, Sr. have two children: Mrs. Dorothy (M. R. Jr.) Dutton; and, W. E. (Mrs. Winifred) Kelly, Jr. There are 4 grand children: Miss Charlotte Dutton, 8; Misses Peggy and Patsy Kelly, 11 and 8 respectively; and, Walter E. Kelly, 3. Parents of W. E. Kelly Sr.: Walter E. and Mrs. Sallie Kelly, both deceased. Parents of Mrs. Kelly: William and Mrs. Lou Long, both deceased. Both Mr. and Mrs. Kelly Sr. are natives of Dallas county, Texas, where Mr. Kelly and his now deceased father operated a small dairy from 1908 to 1918. During the latter year Mr. Kelly went with Metzger as Route Salesman in Dallas. In 1925 he was transferred to Shreveport, La., for 1-year; and, in 1926 he came to Beaumont in the butter business, being made Manager for Metzger in 1930 when the latter's plant was built here. Ten years later and/or in 1936, Mr. Kelly and his son, W. E. Kelly, Jr., bought the Metzger plant here; and, began the retail and wholesale distribution of their milk products thruout the Beaumont area, it is recorded. An expansion program immediately got under way. For a while they operated their own dairy in addition to absorbing the output of other dairies; but as time passed they sold their own dairy herds and depended all together on the purchase of Grade A-raw milk products from we farmers up in Jasper county, Texas. Starting with 5-gallons of milk and growing into a Jasper county farmers' milk purchase industry up to three-quarters of a million ($750,000.00) dollars the first 10-months of 1947; and, confidently expecting to pass the one-million ($1,000,000.00) dollar mark before the end of the year, the lay mind and the puublic in general may gain some idea as to the tremendous volume of business that is carried on by the Kellys, who buy principolly their entire milk supplies from Jasper county, Texas farmers, they assure. And, when you consider that the Kelly's Dairies started with 5-gallons of milk per day 17-years ago comparable to their present phenomenal stride, there's no surprise nor wonder at their incomparable success in this region of the South, it is declared. Encouraging increased production of Grade A-raw milk via Jasper county farmers, the Kellys definitely are outstanding assets to this or any other community, it is affirmed. Their new plant was completed Dec. 15, 1946 and its occupany by this industry has been a sense of pride and satisfaction, records revealing that upward 8,000-visitors passed thru the new plant the first 4-hours of its opening day. There are 94-Jasper county Grade A-raw milk producers serving Kelly's Dairies from Jasper county; and, its is no secret when he states that increased production is encouraged. A fleet of 20 trucks is required to accommodate the transportation demands on Kelly's, their Refrigeration Van alone representing an investment upward of $11,000.00, it is known. In the civic, religious and general public development life thruout their area of Texas, the Kellys are esteemed and appreciated as good friends and supporters. Likewise it is true of them as to their participation and co-operation in helping to publicize more widely the natural and potential resources of this favored Texas sector of the Lone Star State as a whole, it is assured. Mr. Kelly Jr. came with the organization after he completed his school work in 1930. He is a native of Dallas. His wife, Mrs. Winifred Kelly is a native of Beaumont. They have 3 lovely children: Misses Peggy, Patsy; and, Walter E. Kelly. Mr. and Mrs. W. E. and Clara Kelly, parents of Mr. Kelly are living; as, are also Mr. and Mrs. F. and Bess Blackerman, parents of his wife. When you are in Beaumont you are invited to drop by and see the Kelly's Dairies, a most wonderful and essential public service institution.



Headquarters Kelly's Dairies, W. E. Kelly; and, his son, W. E. Kelly, Jr., 121—11th. Street, Beaumont, Texas.

WALKER'S CONOCO STATION, J. M. (JAKE) WALKER, 39, LESSEE, JACKSONVILLE, CHEROKEE COUNTY, EAST TEXAS; AND, ENVIRONS POPULAR

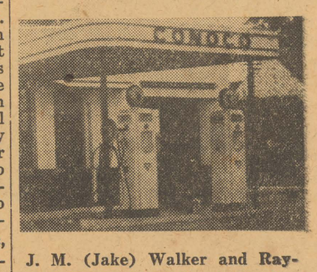
Mr. Walker is Credited With Having Largest Conoco Business in His Cherokee County Sector of the Lone Star State, Patrons Coming Hundreds of miles to Share Good Service, it is Known

Jacksonville. — Walker's Conoco Station, J. M. (Jake) Walker, Lessee, is admittedly the popular and successful Conoco station in this Cherokee county sector of East Texas; and, Environs, facts and figures disclose. Not only local and transient patronage of high order and type is enjoyed by Mr. Walker, but he enjoys the distinction of having any number of customers who are known to come hundreds of miles to share his good service, it is announced. Native son of Cherokee county, where he has resided all of his life except for 26-months with Uncle Sam's Navy during World War No. 2, Mr. Walker is known to enjoy his friends by his acquaintances, it is assured. His lovely wife, Mrs. Joy Walker is also a native of Cherokee county. This fine young couple are the proud parents of one handsome son William Robert (Bill) Walker, 3. Parents: Charles Denison Walker, deceased; and, Mrs. Ethel Walker, living. Parents of Mrs. Walker: Will and Mrs. Allie Milstead. Up until 1934, Mr. Walker says he helped and was associated with his father in building construction during the latter's time. Then he took up the service station business; and, records disclose that it was on Dec. 23, 1946 when Mr. Walker purchased his present Walker's Conoco Station, conveniently located in the down town business area of Jacksonville, where records reveal that Mr. Walker's volume of retail business is nothing short of phenomenal, it is declared. He personally sees to it that each and every customer receives cordial welcome at his place of business; and, that not only courteous but the very best of Walker's Conoco Station service is their reward for coming, friends and patrons affirm. He operates on a 16-hour schedule, opening for business each morning at 6 o'clock and remaining open until 10 o'clock each night, 7 days a week. Rendering dependable service in all departments, Mr. Walker's station is appreciated as the 'One-Stop Station' for motorists, and this includes them all, invites Mr. Walker. Automobiles, pick-ups, trucks, busses, et cetera find it convenient and profitable to trade with Mr. Walker, it is known. Not only Conoco products are furnished by Mr. Walker, but he also carries a sizable inventory of tires, batteries, accessories and parts for most all make motor vehicles; and, if he shouldn't happen to have what you want, he'll do his best to get it for you with lightning rapidity as, if and when such items may be available. Complete lubricating, washing and other general Walker Conoco Station attentions are given your car. Mr. Walker and his assistants try to anticipate the needs and wants of their patrons and friends, thereby saving the latter considerable time and money by clearing their patronage thru this well known and popular public service institution, it is welcomed and declared. In other words just roll your service station troubles over on Walker's Conoco Station, Mr. Motorist; and, forget it, for it is doughnuts to gingersnaps you'll save both time and money by so doing, saying nothing for the cordial greeting with a smile, so kindly that you just can't help but feel at home. As a patron of long standing at Walker's Conoco Station this Commentator unhesitatingly recommends its service as superdeluxe; and, most satisfactory. Rayford Milstead, a brother in law of Mr. Walker is Assistant Manager; and, be it said to his credit, too, Rayford is really the life of the party, especially so with his affable smile and cheerful greeting attending each and every customer, this courteous manner on his part contributing much to the good faith and splendid confidence enjoyed by Walker's Conoco Station at the hands of its customers, it is affirmed. In the civic, religious and general public development life of Jacksonville, Cherokee county, East Texas; and, Environs, Mr. Walker and his associates are known to be ardent good friends and supporters. In subscribing his support and influence toward the success of this Special edition, which is dedicated to boosting and working for the future development of the rich store of natural and potential resources hereabouts, Mr. Walker says he endorses the progressive programs herein advocated not only for the ultimate future but the magnificent presence as well.



Jake Walker—Rayford Milstead.





J. M. (Jake) Walker and Rayford Milstead. (Bottom), Portion Walker's Conoco Station, Jacksonville, Texas.

More power to you, Mr. Walker; and, always looking forward with pleasurable anticipation to the enjoyment of your good service, as well as to have those pleasant, helpful and encouraging chats with you, and your associates. Buy and use Walker's Conoco Station service and products, yes! They're both good, say we all!

R. T. WALKER, 53, CHAMPION PULPWOOD CONTRACTOR, FORMERLY OF TRINITY AND HUNTSVILLE ESTABLISHES HEADQUARTERS AT SILSBEE

Silsbee. — Participating and co-operating actively with the able Sponsors who have made possible this interesting and successful newspaper publicity advertising effort on behalf a wider and more successful development of the natural and potential resources of East Texas; and, Environs, R. T. Walker, formerly of Trinity and Huntsville has recently established headquarters in Silsbee from which point he will carry forward the business of Champion Pulpwood Contractor, the name of the big corporatin he serves being Champion Paper & Fibre Co., Houston and Pasadena. Mr. Walker is a native of Trinity, where he continues to maintain a home; and, for some time he was in Huntsville. His wife, Mrs. Norma Berenice Walker is a native of Groveton. They have two children: Mrs. Shirley Ann (Harold Thomas) Hermansen; and, Roger Tate (Mrs. Ernestine Walker, Jr., 24, who is sub-contractor under his father and in the same woods area, it is announced. There are 3 grand children: Harold Thomas Hermansen Jr., and Miss Julia Norma (Judie) Hermansen; and, Roger Tate Walker III. Mr. Walker states that both his father and grand father bore the same initiatls as do himself, his son and his grand son: Parents: Robert T. and Mrs. Annie Trueheart Walker, both deceased. Parents of his wife: Robert C. Moore and Mrs. Martha Clark, both deceased. Mr. Walker says he lived in Huntsville from 1933 to 1941; thence back to Trinity, where, as stated above, he continues to maintain a home in addition to his resi-

(Continued on Page 172)

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ROY SMITH RANCH, ROY SMITH, 50, OWNER AND OPERATOR, WITH SOME 2,700 ACRES APPLE SPRINGS AREA, IS THE HOME OF BRAHMAN CATTLE, WITH ANNUAL DEALINGS RUNNING 1,500 TO 2,000 HEAD!!

Native Son of Trinity County, East Texas; and Environs, Mr. Smith Lives in a Beautiful New Brick Home Recently Erected by Him at Apple Springs, His Land Holdings, However, Extending Over into Polk County, Texas, he States; However, With Full Interest on His Part Attaching to The Development of This Entire Part of the Lone Star State, he Assures

Starting at the Bottom Rung of the Ladder, Mr. Smith Says he Has Not Always Found the Climb Upward, but That he Accepted the 'Slip Backs' as an Ambitious Determination to Make it on up to the Top and Beyond if Possible, He Comments

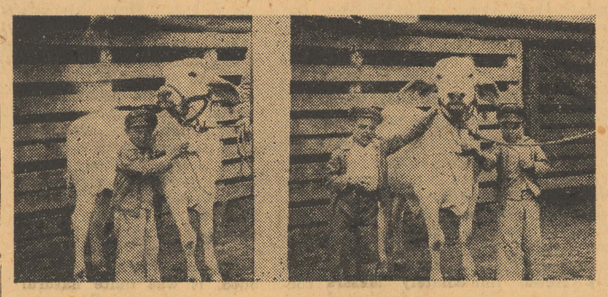
Smith Cafe Operated at Apple Springs is Also Property of Mr. Smith, Whose Two Brothers Walter and Weaver Smith Aid Him in His Business Strides, it is Pointed Out; and, the Latch String Always Hangs on the Outside, They Invite

Apple Springs. — This Trinity county, East Texas; and, Environs area of the Lone Star State of Texas has one outstanding gentleman who says his pride and interest hold first, last and all the time for Trinity county; and, Environs. True says none other than Roy Smith, ranchman and business man, part of his 2,700 acres of Mother-earth holdings extend over into Polk county, which is an environ of Trinity; and, that's why it makes it doubly binding for this whole area, comments Mr. Smith, a native son of the Apple Springs locality, where he says he has lived all of his 50 years thus far; and, presently, he opines, that he has no idea of ever severing these happy community relations. Mr. Smith is single. Recently he erected a magnificent brick home on a beautiful hill-top overlooking much of his lands. That's where he lives. He has two brothers: Walter (Mrs. Minnie) Smith; and, Weaver (Mrs. Annie B.) Smith; and, two sisters: Miss Addie Smith; and, Mrs. Callie (Prof. Alton Hart, vocational agricultural teacher) Hart. Prof. and Mrs. Hart have one son; Don Hart, 8. Mr. and Mrs. Weaver Smith have one son: James Harold Smith, 8. Parents of the Smiths: E. Smith, 75, living; and Mrs. Lucy Smith, deceased.



Top Ottimus, AA-Brahman herd bull on Roy Smith Brahman Ranch, Apple Springs, Texas; and, at bottom, appears League, one of his single herd males.

Coming here from Louisiana at about 2 years of age, the beloved father of the Smiths was a pioneer farmer and producer of beef cattle, his sons relate. Their mother, Mrs. Lucy Smith passed away in 1944. Messrs. Walter and Weaver Smith, brothers of Roy are associated with the latter in the respective capacities of Manager of Roy Smith Cafe; and, Secretary of general business operations, it is announced. All three of the boys, as were the sisters, are natives of Apple Springs community, it is learned. The whole of the Roy Smith Ranch lands of 2700 acres are used exclusively for that industry, their owner states. Starting with a very few calves at the age of 6, Mr. Smith is known to have gradually grown and expanded in his ranching activities until today he is admittedly one of the major operators in this field of business activity, it is affirmed. Featuring Brahman cattle, Mr. Smith says his annual deals run around 1,500 to 2,000 head, the Houston markets being patronized mostly, he points out. There are 12 Brahman herd bulls in his breeding herd and/or where he carries from 400 to 500 mother cows, Mr. Smith states. Normal increases carry those figures up from 300 to 375 head annually, he makes known, establishing a ranch herd of from 700 to 875. Doing a general buying, selling and production cattle business soon finds Mr. Smith in enormous handling of cattle, but it is said of him that he goes about it with such ease and understanding you'd never observe other than that it was just a matter of routine with him. He possesses the 'KNOW HOW'; and, that's what counts in the ranching world, be it assured. Mr. Smith has that, and more it is said of him by friends and neighbors throughout Trinity and Polk counties, several of them in Groveton recently having praised Mr. Smith in a general way because of his modest and retiring disposition; and, yet sufficiently aggressive and progressive to make him an outstanding leader in his home community, they commented. The 12 males carried by Mr. Smith are Registered, it is observed; and, he is also known to produce both Registered and commercial cattle, he assuring that all of his beef cattle are tops on the market, he says. Mr. Smith says his Cafe in Apple Springs is open until 12 midnight, and that he appreciates the patronage of his friends and the public. Enjoying a wide patronage in all of his business strides, Mr. Smith says it just pleases him to a T-to be kept active whether it be at his cafe or on the ranch. He also carries Jerseys and East Texas cattle on his ranch, Mr. Smith announces. Having come from the bottom up, Mr. Smith admittedly does not allow his wealth and success in life to have anything to do at all with lessening his interest in people and their welfare, he insists. Rather, he says it stimulates him to be more progressive and helpful to his friends and the public, he affirms. Mr. Smith says he is a friend of the churches, schools and general public development; and, that he tries to never let an opportunity pass where he may be of assistance in helping to put any worthy cause and/or effort across the Home Plate of Success. Mr. Smith's Cafe and Ranch are located at Apple Springs, Trinity County, along Highway 94 leading from Lufkin via Groveton, Trinity, Huntsville; and, on down to Houston, Galveston and the Gulf. You are invited, therefore, says Mr. Smith to include Apple Springs on you itinerary when traveling this way, a standing invitation attending you, and each of you, he urges to stop off and see Roy Smith Ranch as well as to enjoy good eats and refresh yourself at Roy Smith Cafe, he welcomes. Participating and cooperating along with others in the instant effort to help publicize more widely the natural and potential resources of Trinity and Polk counties, East Teas; and, Environs, Mr. Smith has underwritten this page of newspaper publicity advertising on behalf of his part of the Lone Star State, it is announced and appreciated.



Left to right above: James Harold Smith holding Smitherson, one of Roy Smith's pride Brahman bulls on his Apple Springs, Texas ranch; and, at right, this same young man and his cousin, Don Hart are holding the same animal.

Progressive Programs Advocated in This Special Edition Endorsed by Apple Springs' Roy Smith!!

Apple Springs. — Having subscribed generously of his support and influence on behalf of the instant effort to help publicize more widely the natural and potential resources of this part of East Texas; and, Environs, Roy Smith, owner of Roy Smith Ranch and local business man, has underwritten this page of newspaper publicity advertising; and, in it he desires that emphasis be placed on the importance of cheaper power, lower taxes, better roads and adequate drainages; improved churches and schools; soil conservation; prevention of forest fires; increased production of all farm products, including livestock, milk, meat, eggs; infact and indeed all food products for both man and beast; and, along with it a cordial invitation encouraging the location of desirable new people, money and industry, he stresses. Mr. Smith quite naturally, and rightly so encourages and urges better production of livestock. He also likes to see and hear of more dairying activities, he assures. Along Mr. Smith's way of endeavoring to point out and induce others to produce livestock, as well as increase production of milk products, recently Tyler Courier-Times carried a local news article telling of the fact that "TEXAS DAIRYING YIELDS $100,000,000.00"; and, proceeded to state just what dairying is doing for Northeast and East Texas and environs. Said the article in point:

Northeast Texas farmers receive $20,000,000 of the annual $100,000,000 Texas income from dairying, Tyler Rotarians were told by their luncheon speaker, Bryan Blalock of Marshall, president of the Texas Dairy Products Institute. The program was in observance of National Dairy Week.

"Lets not think too lightly of the food value of the products which come from 'Bossie's' milk," said Blalock. "It is man's first food and usually his last. And in the years between dairy products provide 25 per cent of the nourishment for the human race."

The luncheon opened with a bottle of sweet milk for each Rotarian and wound up with ice cream. Both were furnished by Tyler creameries. The membership was divided into groups of twelve each and the member in each bunch guessing closest to the amount of money paid producers of the Tyler milk shed was given a gallon of ice cream. The amount for the past year was $1,680,000.

"Nowhere in the world is a greater care taken with milk to see that it reaches the consumer in healthy, wholesome condition than in the United States," said Blalock. "Some of us recall the haphazard methods of Europe — the driving of cows from house to house, milking them in the street as the milk is sold—or delivering the milk in quaint, but primitive dog wagons, with the milk ladled out of large containers. These methods are picturesque and interesting—but not very sanitary.

"Dairying especially fits into the diversified farming programs of East Texas and into the soil preservation and restoration work that is under way. Your dairy herd not only does not deplete your soil but it increases its fertility. But there are other community benefits. The better secondary roads which are built so the milk trucks can make the farm home rounds, also give the rural families easy outlets to church and school and other urban activities.

"The real wealth of the United States still is in its farms and the dairy cow fits in neatly in the program of restoring East Texas farms to full production.

"This country needs top output in every field. We should pay high wages for capacity output per man —and advocates of more pay for less work are doing our nation no good."

The speaker was introduced by Ralph Nelms, a creamery manager. The program was in charge of Rev. Ewart Wyle and President Milton Vanderpool was in the chair.

"CLUTTERED DATA PUZZLES TELLERS"; HENCE BANKS WANT FRILLS CUT FROM CHECKS, IT IS ANNOUNCED FROM NEW YORK; AND, THAT'S AMONG REASONS WHY ROY SMITH, OWNER ROY SMITH RANCH, APPLE SPRINGS, HAS PREFERRED TO EMPLOY AND ENJOY LIFE AT BEST

That Much is Said of Mr. Smith by Some of His Friends Who Know Him Best, Among These Being at Crockett in Houston County, it is Pointed Out

Apple Springs. — Altho living in single blessedness so to speak at 50, Roy Smith, owner Roy Smith Ranch and Roy Smith Cafe here at Apple Springs, Trinity county, East Texas; and, Environs, Mr. Smith affirms that he has believed in living life at best insofar as that is possible without the presence and loving companionship of a life partner. That he has done just that is evidenced on all sides, here and elsewhere that he may be known, it is assured. Only recently a gentleman in Crockett, Houston county appraised Mr. Smith as being a gentleman who had made his own way in life, that his philanthropies had been many but not once do you hear of Roy Smith mentioning them, it was pointed out. He is the type citizen who believes and adheres to the simplification of life both in its living and its doings, be it said commendably of Mr. Smith. He has never shirked hard work, it is said of him but he does believe and tries to follow the lines of least resistence when it comes to getting any given job done right, in a better and quicker way, it is declared. Modest and of retiring disposition, Mr. Smith never makes any loud-ado anent his good deeds, preferring to let results speak for themselves, it is commendably said of Roy, as he is affectionately and familiarly called by friends and neighbors. And, on his behalf it is considered not out of place in support of Mr. Smith's way of living and doing business to make reference to the desire of banking institutions who "want frills cut from checks," insisting that "cluttered data puzzles tellers." Mr. Smith says he prefers to live the simple life, one that he may understand and appreciate in the ranching and business world, (altho some of his friends prophesy that some of these days Roy may take unto himself a better half). Hence, the appropriateness of carrying the Associated Press article from New York below, it is believed; and, particularly so since it may serve to clarify a lot of things in general, it is suggested. Says the A. P. under a New York date line, thanks to Mr. Smith for the space it occupies on his page; and, made a part of his contribution to the public good in general, it is suggested:

Bankers, although they still welcome your money, are getting tired of looking at pictures of skunks on checks, puzzling out which of a half dozen sets of figures is the one you want paid, and solving the riddle of which bank has your money in the first place.

In other words, they wish you'd go back to using checks as a medium of exchange, and stop dressing up checks to advertise your business, to record all of your multiple dealings with your employes, or just to be fancy.

The campaign for simplification in the printing and writing of bank checks is being waged by—and take a deep breath—the committee on check standardization and simplification of the bank management commission of the American Bankers association.

Bankers feel strongly about it, a committee spokesman said Saturday, because 95 per cent of banking operations are carried on by check.

That's a lot of business.

In 1946, for instance, reports from 334 banking centers to the federal reserve system showed that debits to total deposits amounted to $1,050,021,000,000 — that is, Americans carried on more than a trillion dollars worth of business by check.

In just one city in one week—bank clearings of $6,094,564,630 were reported by the New York clearing house for the week ended May 23. It didn't count the number of checks, nor did it know how many went straight to the only bank concerned.

The committee for check simplification gives a pretty clean bill of health to the personal check. Most persons with personal checking accounts use checks the banks furnish them, the spokesman said, and so far no blonde has come along to insist on having one with deckle edges or heart shaped.

Most checks are written by business firms. While no figures were available as to the number of personal and number of business checks, the federal reserve reported that on July 31, 1946, there were $27,600,000,000 in demand deposits in personal accounts and $44,900,000,000 in business accounts. Savings accounts are higher still, but checks there are reasonably standardized.

The business man is the real offender, the committee found.

A pamphlet illustrated with exhibits of what the committee termed "headache checks" will be sent to all of the association's member banks to be shown many customers.

The committee found at least three business firms used checks reproducing a portion of the front page of a newspaper. Down in one corner, the illustration showed, space was left for essential checking data, but the bank clerk had to look for it, and he could waste a good deal of the bank's time reading headlines and weather reports and looking at news pictures.

The skunk—along with a fox, a mink and a beaver—appeared in black and white on the red check of a fur company. Least conspicuous were the name of the bank and the amount to be paid.

One of the committee's exhibits shows a check with a 200-work small-type instruction as to where it can be cashed and under what circumstances.

Some checks shown were so cluttered it was almost impossible to tell whether you were paying out the amount of the check or the size of the bearer's shirt. In one instance, the company's treasurer had been fooled himself and entered the check number as the amount to be paid.

Some of the worst offenders were governmental agencies, which entered sizable proportions of the employe's service record on his pay check, with the amount to be paid almost lost in the shuffle, and frequently with instructions for paying so lengthy they had to be continued on the back.

The committee said "actual standardization in size and design seems impracticable and hardly within reach" but urged "banks and business to get back to fundamentals at the earliest opportunity."

Banks themselves came in for a share of the scolding.

The committee found banks the chief offenders in using vouchers that remain attached to checks through clearance and in using forms of drafts hard to distinguish from customer's checks, and in many cases using draft forms in which it was "most difficult to distinguish the drawee from the drawer bank."



Pictured above at top is Roy Smith, left; and, his two brothers, Walter and Weaver Smith. At bottom is shown Mr. Smith's beautiful new brick modern home recently erected by him. He is owner of Roy Smith Brahman Ranch in additi on to other business strides and extensive land holdings at Apple Springs.

Publicizing More Widely Natural and Potential Resources of East Texas; and, Environs, Worthy Effort That Has Gained Participation and Co-operation, Mr. Smith

Also, of Interest to Observe: "OYEZ, OYEZ, OYEZ", 'NINE OLD MEN'—OOOPS! Open Session in Washington, Et Cetera to the Contrary Notwithstanding, it is Noted

Apple Springs. — Roy Smith, in his generous participation and co-operation in helping to make of this Special edition the success it enjoys, has made it possible for more widely publicized program on behalf of the natural and potential resources of Trinity and Polk counties, East Texas; and, Environs, it is declared. In gaining Mr. Smith's support and influence, everything possible may follow to help make of his community and Texas area happier and better places in which to live and do business. Being one of the major ranchmen and business successes in his part of the Lone Star State, Mr. Smith makes it known that he stands ready, willing and able at all times to help back his community; and, its people in their progressive strides looking to the general improvement of conditions hereabouts, it is affirmed. Mr. Smith also likes to look beyond his own environs and see what's going on in the rest of the world; and, so-o as an enlightening, as well as perhaps interesting and entertaining presence in Washington, D. C., city of these United States, and of the world as for that matter, it is not out of place, it is suggested to quote Frederick C. Othman in one of his United Press dispatches from the Nation's headquarters. One headliner put it this way: "OYEZ, OYEZ, OYEZ", 'NINE OLD MEN'—OOPS! OPEN SESSION;" and, then the article written by Mr. Othman proceeded and said, with thanks to Mr. Smith for the space it occupies on his page to get the message over to the readers hereof and the public drove straight home. Said Mr. Othman in his U. P. Washington, D. C. diversion.

Oyez, oyez, oyez: The honorable, the Supreme Court of the United States is now sitting. God save the United States and this honorable court.

Having said that in tones which might have sounded ringing had it not been for a half acre of red velvet drapery installed to deaden echoes, the crier spread the black tails of his frock coat (so he wouldn't wrinkle 'em) and sat down.

The eight justices sat down, too, thereby hiding from public view eight widely assorted swivel chairs, which had given the chamber of the multimillion dollar, white marble courthouse some of the aspects of a second-hand furniture store.

Justice Consuming Soup

The ninth chair, of black leather with depressions especially selected to fit the frame of Justice William O. Douglas, was vacant. Mr. Justice Douglas was home, consuming soup. He'd just had his tonsils yanked and for the time being was able to utter croaking noises, only.

His cohorts looked fit and suitably sun-tanned, as well as a little warm in their long black robes. These garments are made of fine wool, I was informed, and are good for years of hard wear, barring moths.

You've probably read how the 1947 term of the court barely had started, before Justice Robert H. Jackson, was objecting to a decision his cohorts made last session. Actually he just mumbled, kind of, and thereby managed to confuse even further the 35 nervous lawyers waiting for one of the big moments of their lives.

They sat in freshly pressed pants and new cravats of dignified pattern, waiting to be sworn in before the bar of the supreme tribunal; each had his sponsor along to inform the court that he was a smart fellow and well able to practice there.

Lady Lawyers In Long Skirts

First up was Attorney General Tom Clark to introduce his new solicitor, Phil Perlman. They looked like the Smith brothers, without the whiskers, in identical claw-hammer coats with white carnations in the lapels, and striped pants, like diplomats. No spats.

The chief justice told Clark's man to go over by the clerk to be sworn in; then came the rest of the lawyers, one every 15 seconds. Mr. Chief Justice Fred Vinson waved 'em all over toward the clerk. When all were packed tightly in the aisle, including two lady lawyers in skirts with the new long look, the clerk told them to raise their hands and be sworn in. Then he led 'em out the side door. The entire proceedings took 14 minutes.

The justices walked out to lunch, which consisted of spaghetti creole, 40c. They had theirs in their private dining room; the new practioners before the supreme bar slupped theirs in the court's cafeteria.

Only One Inch Of Water

Next week the justices will begin handing down opinions; I must report one earlier decision which indicates the court is co-operating fully with the fuel-saving campaign. Its retiring rooms de luxe contain automatic wash basins, which used to fill themselves to the rim and then turn themselves off. No more.

The Supreme Court this term gives a man a half inch of hot water in which to wash his hands and not one smidgen more.

ROY SMITH
Ranchman and Business Man

On behalf of the future development of the rich natural and potential resources of Trinity and Angelina Counties, East Texas; and, Environs, Roy Smith, Ranchman and Business Man, affirms that now is the time for each and all of us to capitalize our wonderful opportunities throughout this favored sector of the Lone Star State, he declares with emphasis in his enthusiastic support of the progressive programs advocated in this Special Edition; and, of which he is one of the able sponsors.

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CHEROKEE LOCKER PLANT, D. A. POPE, 40; J. O. POPE, 42; AND, W. E. BOYD, 51, OWNERS, OPERATORS, NEW JACKSONVILLE INDUSTRY, WILL OPEN NOV. 15, 1947 IF CITY SEWAGE EXTENSION IS COMPLETED

Messrs D. A. Pope and W. E. Boyd, Experienced Locker Plant Men From Marshall, Texas, Will Be Co-Managers of Jacksonville's Latest and Newest Business Enterprise, it is Authoritatively Announced from Their Jacksonville Executive Offices; and, in Appreciation Large Volume of Business Already Assured, They State

Cherokee Locker Plant, Conveniently Located on West Larissa Street (Palestine Highway) Jacksonville Carries Capacity 1,100 Lockers With 875 of Them Presently Available Less Advance Reservations Made Prior to Formal Opening Date, Plus Ample Grounds For Future Expansion Program, it is Stated

Cherokee County; and, Adjacent Territory Will be Served by This Modern New Plant, Housed in Practically Fire-Proof Constructed Building, Official Announcement is Made and Invited

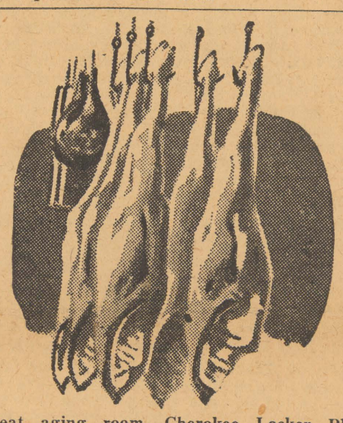
Jacksonville. — Cherokee Locker Plant is Jacksonville's newest and latest modern industry ready to make its official bow for public favor. This plant is conveniently located on West Larissa (Palestine highway) street and will be ready for formal opening and business tomorrow, Saturday Nov. 15, 1947 conditioned on the city completing installation of its sewage system to the new place of busines, it is urged on the part of the owners. Messrs D. A. Pope, 40, and W. E. Boyd, 51, expert locker men from Marshall, Texas will be co-partnership managers, while J. O. Pope. 42, a brother of the former is investment partner from Henderson, where the latter has extensive business and agricultural interests, it is known. The Pope brothers are natives of Harrison county. Mrs. Millie Taylor Pope, wife of D. A. Pope is also a native of Harrison county. They have one son, Donald Ray Pope, 13-months of age at this writing. Mrs. Bama Pope is the wife of J. O. Pope. They have one son James Aaron (Mrs. Virginia) Pope, 20. One grand child: David Pope. Jesse Bynam and Mrs. Nancy Pope, both deceased, were the parents of the Pope brothers. Parents of Mrs. D. A. Pope: Monroe and Mrs. Jeannie Taylor, both living. Mr. and Mrs. J. D. McConnell, parents of Mrs. J. O. Pope are both living at Carthage, Panola county, Texas. D. A. Pope says he had resided all of his life thus far at Marshall until he moved to Jackson in October of this year; and, judging from the cordial reception and welcome he and his associates have received at the hands of the good people of Jacksonville and Cherokee county, he feels like he and his family, as well as associates in business are going to be delighted with their new home and business, he comments. Mrs. Katie Lou Boyd is the wife of Mr. Boyd, associate partner with the Pope brothers. They have 5-children: W. E. Jr.; Jack; Joe; Wanda Jean; and, Dick Boyd. Mr. and Mrs. Chas. Boyd, parents of Mr. Boyd, are both living. Mrs. Boyd's parents are both deceased, but her step-mother, Mrs. Steelman is living. Mr. Pope says he saw service with Uncle Sam's Seabees during World War No. 2; and that naturally he is glad to be back home and in the service of his fellow men, at the same time praising the Lord that he and others are here tell the story of patriotic service well done and to hope and determine for enlarged service to one and all from here on out, he stresses. Messrs Pope, Pope and Boyd represent an invaluable business trio in the building and operation of Cherokee Locker Plant, it is appraised. They it is announced. Modern new home are on the job for instant service, in which to house the business, Cherokee Locker Plant carries capacity 1,100-lockers, 875-of them being available subject to prior reservations, it is invited. It is also announced that the company owns ample ground accommodations for any needed expansion program that may arise from the popularity of this new business enterprise and the good service it proposes and guarantees to render, it is opined. As matter of convenient information as to exact location of Cherokee Locker Plant, it is located immediately east and adjoining J. W. Turner Commission Company (auctions sales barn) and about which a special story is carried elsewhere in this edition. Built of re-inforced concrete, Cherokee Locker Plant's home is practically fire proof, again reassures its owners and operators. Elsewhere on this page educational information is given in order to better acquaint its patrons with the superior service the company is equipped to render. Cherokee county; and, ajacent territory will be served, Mr. Pope states. W. F. Hessler, representing Texas Refrigeration & Engineering Company, 4030 Swiss Avenue, Dallas, supervised the installation of the modern equipment for Cherokee Locker Plant, said to be the latest, most efficient and modern service of its kind in existence, thereby affording the people of Jacksonville, Cherokee county; and, Environs, super deluxe locker plant service, it is assured by Mr. Hessler and also the owners and patrons of the business, it is affirmed. While comparative strangers to some and bare acquaintances to others, Messrs Pope, Pope and Boyd are immediately making new friends, it is known; and, as time comes along they will be found working shoulder to shoulder with all of Cherokee county folk for the progressive and general upbuilding of this favored Texas area, it is declared. Welcome, therefore, Gentlemen; thrice so!



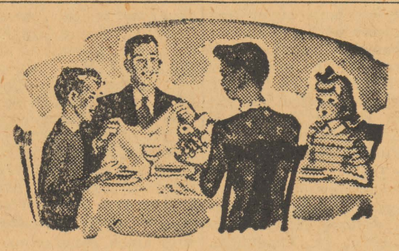
Basket of fruit as it appears in Cherokee Locker Plant, Jacksonville, Texas.

Both New and Well Established Locker Plants Benefit By Taking Public Into Open Confidence

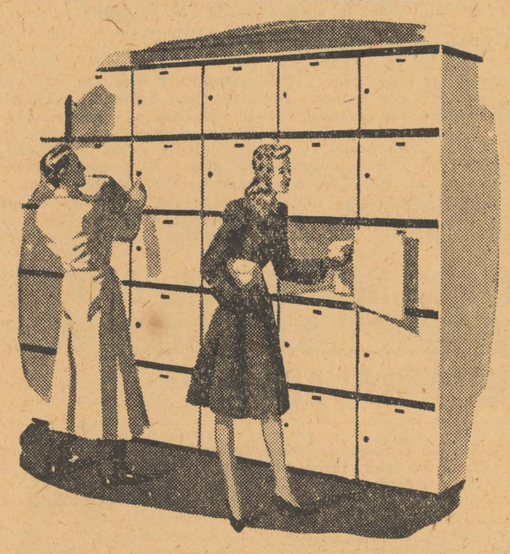
Jacksonville.—Cherokee Locker Plant, West Larissa street, Jacksonville, thru its progressive owners, Messrs D. A. Pope, J. O. Pope and W. E. Boyd, are on the job to make good as business men and also as public servants. That is to say in addition to owning and operating modern Locker Plant service in Jacksonville, they stand ready, willing and able to go along with their new public and helping to promote and attain the very best community upbuilding results, realizing and appreciating that by so doing both community; and, its people profit thereby. Just so it is with both new lockerplants and established ones, both operators and patrons benefit from well planned promotion—just as it is true in promoting the building of communities. Both business and community need to keep their names before the public via constructive effort. Admittedly, advertising can help any plant achieve two goals, i. e.: First 100 per cent rented lockers; and, second, full use of its services by patrons, Messrs Pope, Pope and Boyd point out. The pulling power of advertising is demonstratively effective when such service as that offered via Cherokee Locker Plant is kept to the fore, and that's just what the owners and operators of this new business propose to do, they point out. Fact is, these gentlemen expect to strengthen their advertising messages by featuring the special advantages they have to offer, it is opined. Therefore you are invited to keep your eye on this newspaper for Cherokee Locker Plant newspaper advertising messages to you, Mr. and Mrs. Present and/or Future Locker Patron.



Meat aging room, Cherokee Locker Plant, Jacksonville, Texas. Each kind of meat requires a special period here before being cut, frozen and stored.



Family group enjoying food taken from their locker at Cherokee Locker Plant, Jacksonville, Texas.



Above illustration represents patrons at their lockers, Cherokee Locker Plant, Jacksonville, Texas. Here foods are stored at zero the year round. The locker plant has roomy, sanitary steel lockers.

Messrs. Pope, Pope and Boyd Really Desire to Get Acquainted With Cherokee Locker Plant Territory

Jacksonville.—There are more ways than one to get acquainted with folk in a new community, and that's just what Jacksonville and Cherokee county, Texas are to Messrs Pope, Pope and Boyd, owners and operators of Cherokee Locker Plant, they invite. Good constructive service at their plant plus cooperation with Jacksonville and Cherokee county folk in general when it comes to helping them work out and solve their community problems represent two ways to bring about cordial relationships, they believe. Hence, the interest of these gentlemen, individually and collectively, be it assured on behalf of you and you, and you! Digressing somewhat from the immediate subject, it is known that these gentlemen like to aid in the spread of good cheer, information, et cetera along varied and sundry lines, so to speak. Let us quote a recent newspaper caption: "MAN ACTUALLY DID TAKE WOODEN DOLLAR, SECRET SERVICE FOUND IN CONSTANT DRIVE ON COUNTERFEITING," But, say some what has that to do with good locker service down at Cherokee Locker Plant. Well, just this much—to help you think, expand your knowledge anent current events, it is pointed out. And, to amplify, we introduce Harman W. Nichols, United Press writer in one of his Chicago dispatches lately. Said Mr. Nichols:

"The man pointed to the $500 bill and said we could have it for a souvenir—if he didn't need it for his files.

"The darn thing was counterfeit.

"The man was Harry Anheier, supervising agent of the Chicago Office of the U. S. secret service. He has had a lot of misery from rascals who take a pen and raise a one to a 10-spot. And he adds there really is some sense to the old warning against taking any wooden nickels.

Wooden dollars, even it is a matter of record that an Oklahoma businessman, who was thinking more about his hangover than what he was doing, accepted a dollar carved from wood. Some body had covered it with tin and hammered the likeness of a silver dollar on one side.

"People try all sorts of things, Anheier said, but most of them are butterfingers. Like the woman in Missouri who ran off a flock of $20's on a mimeograph machine. And the spook who pressed dyed dog hairs into the paper to make it look like the fiber of a genuine bill.

"Business is pretty slow right now. The counterfeiters apparently are just coming up from the inconvenience of the wartime paper shortage. The biggest pest at the moment is a guy who makes nothing but phony $5 bills. It must be a hobby, because he changes his plates so often. The secret service doubts that the man makes much more than expenses.

"One fellow, a professor, had the department humping for a while. He went about the country lecturing people on how to tell a bad bill from a good one—and left a trail of bogus $20 bills as he went.

"Every once in a while, some counterfeiter gets himself balled up by putting the picture of the wrong man on a bill. For the record they run like this:

"Washington, $1; Jefferson, $2; Hamilton, $10; Andrew Jackson, $20; Grant, $50; Franklin, $100; McKinley, $500; Cleveland, $1000; Madison, $5000; and Salmon P. Chase, $10,000.

"And if you see Woodrow Wilson around," Anheier says, "give me a ring."

Wilson's on the $100,000 bills, but they're out of circulation."

It is considered appropriate and worthwhile, therefore to say that Cherokee Locker Plant has made it possible in the expose of the last paragraph above starting with the Washington $1.00 and ending with the Wilson $100,000.00 money pictures to clothe most of us with a wealth of information that perhaps we theretofore may have passed up. And, remember you can't go wrong patronizing Cherokee Locker Plant, be it assured on the attestation of those who really do appreciate and know the value of such an industry for Jacksonville and/or any other environ!

Messrs. Pope, Pope and Boyd Assure You There is No Waiting When You Stop By the Cherokee Locker Plant and, That Everything Will Be Super-Convenient For You!

Rentals Are Low, These Gentlemen Assure; and, They Opine You'll be More Than Pleased With Superior Locker Service at Your Command, They Invite

Jacksonville. — This tomato and livestock center is growing by leaps and bounds, civic boosters and workers for Greater Jacksonville and an Enlarged Cherokee county, East Texas; and, Environs, point out. Among the more recent industries to come this way, it is welcomed, presents Cherokee Locker Plant, West Larissa Street, Jacksonville, Messrs. D. A. Pope, J. O. Pope and W. E. Boyd, being associate partners in its ownership and operation. And say Messrs Pope and Boyd, the first two named gentlemen as co-partnership managers, they assure patrons that everything will be convenient and rentals low at the new locker plant, described more in detail in other articles on this page, which has been underwritten by this new enterprise not only to expand information as to their own operations but to participate and co-operate generously in helping to publicize more widely the enormous natural and potential wealth of this part of Texas, it is assured. Speaking to the point, Messrs Pope and Boyd assure patrons and friends of the new business that 'everything will be convenient for you' and that 'rentals are low,' they respectfully assure one and all, they maintain. These gentlemen have tried to build you a locker plant here that should and no doubt will be the pride of its patrons and the public, it is believed. To better acquaint their patrons and friends with just what Cherokee Locker Plant service means, these give assurance that 'there's no waiting when "you stop by the locker plant to pick up your garden-fresh vegetables, delicious fruits and meats. You just open your private locker with your individual key and take out the fine-quality foods stored there.

"The new locker plant is easy to get to . . . and there is plenty of parking space. The plant will be open weekdays from 7 to 5, and until 6 p. m. Saturday evenings."

"Rentals are low," assure Messrs Pope, Pope and Boyd, ranging according to location and size, they invite.

The sanitary steel lockers are big and roomy, 18" by 30", and will hold about 250 lbs. of food. Locker drawers are even larger. There is no limit on the quantity of food you can put through your locker in a year. And dependable refrigeration and insulation guard the contents.

Many reservations have already been received. But you can still get a locker . . . if you act NOW!

Your attention is invited to the different illustrations appearing on this page as additional information as just what Cherokee Locker Plant has in store for you, Messrs Pope, Pope and Boyd welcome and invite, they assure present and prospective patrons and friends, it is assured.

Texas May be Going Dry, But Messrs. Pope, Pope and Boyd Assure You Cherokee Locker Plant Service For You on West Larissa Street, Jacksonville, is Best

"We Want You to Look Upon Our Modern Locker Plant As Your Plant", Welcome and Invite These Progressive Gentlemen

Jacksonville. — "We came to Jacksonville not just to make money but also out of a sincere desire to render good constructive locker plant service to Cherokee county, Texas; and, adjacent territory", comments D. A. Pope, one of the co-partnership owners and and operators of Cherokee Locker Plant, West Larissa street, Jacksonville. Having the only locker plant of its kind in this part of Texas, Mr. Pope expresses the belief that he and associates will be in position to render patrons and the public a maximum of service at a minimum of expense, he assures. And, just to keep the records straight anent the fact, says Mr. Pope that Cherokee Locker Plant service is the best, in taking note of recent suggestion that Texas is going dry, Mr. Pope on behalf of himself and associates says: "We want you to look upon our modern locker plant as your plant." Mr. Pope means just that, he enthusiastically invites; and, now that all may be clear on "Texas Going Dry," the esteemed Houston Post editorializes thus on the subject; and, says:

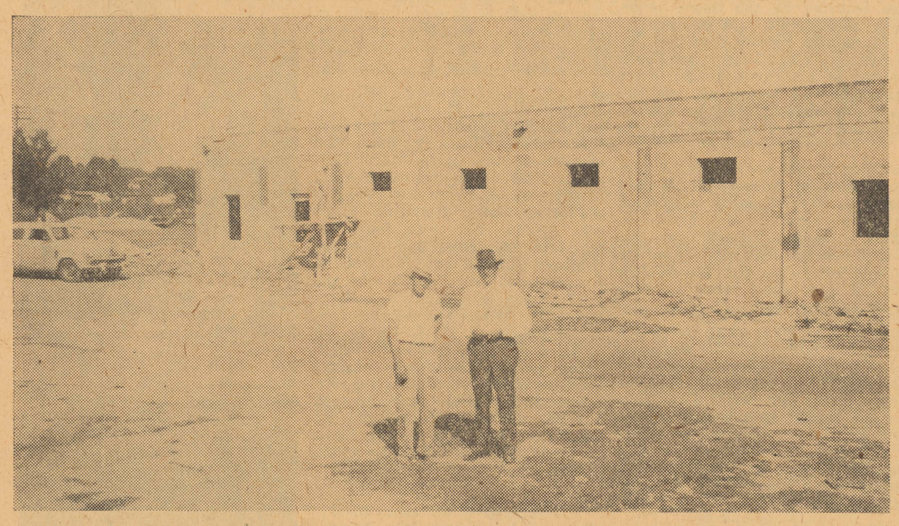
When man disturbs the processes and balances of nature and does not provide compensating measures he is likely to get into trouble. Such is the case with the underground water supply.

Old-timers can recall when you could drill a few hundred feet in this region and bring in a gushing artesian well. Now you do well to get a pumper.

The underground water table in Texas is falling alarmingly. Man is siphoning the supply from both above and below. Cultivation of the land, clearing off the vegetation and ditching the country is draining off water which under natural conditions would seep into the earth and finds its way into the subterranean sands. At the same time industries, municipal waterworks and individual wells are pumping up enormous quantities of water.

As long as 15 years ago farsighted Texans who recognized the coming problem began agitating for legislation to conserve the State's underground water resources. Theirs were voices in the wilderness; but now, the rapid population growth and agricultural and industrial development, topped by a severe drouth, has brought the issue to an acute stage. The Texas Water Conservation at its annual convention in Austin has urged passage of laws to regulate underground water supplies and conserve surface waters. State officials have endorsed the program.

With this impetus let us hope the next Legislature will act. Already the lack of underground water is causing great economic loss. If we wait until the wells go dry the results will be calamitous.



Pictured above is portion of Cherokee Locker Plant during its construction, West Larissa street, Jacksonville, Texas. Left to right standing are D. A. Pope, co-partnership manager; and, W. F. Hessler, representing Texas Refrigeration & Engineering Company, 4030 Swiss Avenue, Dallas, Texas. Mr. Hessler supervised installation modern equipment at above plant for his company.

CHEROKEE LOCKER PLANT
(D. A. Pope, J. O. Pope, and W. E. Boyd, Partnership Owners and Operators)
Jacksonville's Newest Industry
Welcomed as Definite Asset
Throughout Cherokee County, East Texas, and Environs
Lockers Suitable To Your Needs are Available, It Is Announced

CHEROKEE LOCKER PLANT, JACKSONVILLE'S MODERN NEW INDUSTRY, SCHEDULED TO FORMALLY OPEN FOR BUSINESS ABOUT SATURDAY, NOVEMBER 15, 1947; AND, ENTIRE CHEROKEE COUNTY; AND, ENVIRONS PUBLIC INVITED TO ATTEND AND OBSERVE NEW PLANT

Now You Can Enjoy Better Foods—For Less Money—Garden Fresh Delicacies Year Round and Big Savings in Food Bills Via New Quick-Freezing and Locker Storage Unit, Owners Announce and Invite

Jacksonville. — Messrs D. A. Pope and W. E. Boyd, co-partners and managers Cherokee Locker Plant, their associate partner being Mr. Pope's brother, J. O. Pope, announced that conditioned on the city completing installation sewage system on time they will be ready to formally open their modern plant here Saturday, November 1o, 1947,. And, to give you an idea as just how the big plant will operate, Mr. Pope pointed out in a recent interview and among other things said:

"How would you like to save $75 or more on your yearly food bill—and enjoy better foods in every season? You can do it with a frozen food locker. Cherokee Locker Plant, the most modern locker plant in the state soon will open at West Larissa Street, Jacksonville about Saturday, Nov. 15, 1947. Reservations for lockers are already being accepted.

Quick-freezing is the latest and most successful way to preserve the flavor, nutritional value, vitamin content, and fresh appearance of vegetables, fruits, and meats. Many of these qualities are lost by canning, drying, salting, pickling, or other older methods of preserving. Quick-frozen foods are correctly stored at zero temperature, which holds the full food food values for many months. You can enjoy the freshness of the finest produce all year long.

Today more than a million families are saving money and living better by the use of frozen food lockers.

Our locker service assures savings to farm and city patrons. Farm families freeze and store their surplus produce at its best. They slaughter meat in its prime, have it properly processed, and stored in their lockers. Thus they extend good living throughout the year and don't have to buy at retail prices out of season.

City families buy vegetables and fruits in bulk, in season, when flavor is best and prices lowest. Meats, too, are bought in wholesale quantities. All year long these foods can be enjoyed at their best. Net savings are surprisingly large. Conservative estimates range from $50 per year for a family of 2, to more than $200 for large families.

Because your locker provides fresh food variety with high vitamin content for winter meals, nutrition experts are strong boosters for this service,"

And, as to how foods are processed for you, Mr. Pope continued; and, said: "Beef, pork, lamb, and other meats are placed in the chill room and reduced to a temperature of 34 degrees. Then meats are scientifically and correctly aged before cutting. An expert butcher cuts the meat to your order into steaks, roasts, chops, and grinds the rest into hamburger. The plant has also complete smoking, curing, and lard-rendering facilities for hams, bacon, and sausage.

After cutting, each piece is individually wrapped and marked, then quick-frozen at 20 degrees below zero. Finally, the meat is placed in your locker where it remains ready for your use at any time.

Vegetables are scalded or blanched with steam before quick-freezing. Many berries and fruits can be frozen in syrup. We will be glad to give you full information on preparing these foods for freezing, or we will do this work for uou in our sanitary processing room for a small fee."

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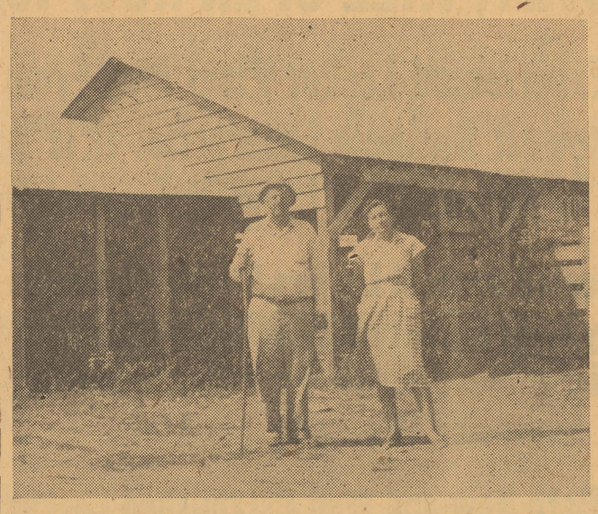
GROVETON LIVESTOCK COMMISSION COMPANY, J. C. DICKEY, 53, OWNER RATES VOLUME IN EXCESS $1,000,000 ANNUALLY, REPORTS WELL KNOWN, POPULAR OPERATOR ADMITTEDLY GROWING MARKET

Mr. Dickey Also Operates a Ranch of His Own, Featuring Brahman Cattle, His Herd of 300 Head, Carrying 5 Brahman Bulls, he Says; and, That he is Proud of the Business Coming to His Livestock Market From Both East Texas and Louisiana

Mrs. Felice Dickey, Wife of Mr. Dickey is Office Manager, Secretary and Treasurer of Their Business; and, of Chief Interest Let it be Said That Their Daughter, Miss Enda Joe Dickey in Taking Pre-Law at Sam Houston College is the Only Girl in a Class of 69

Groveton. — "Wonders never cease", it has been often said; and, as a truism along that line may it be said that it has remained for none other than the well known and popular J. C. Dickey, 53, owner of Groveton Livestock Commission Co., to set some new and enviable records in the sale of livestock via his Groveton Livestock Commission Company here in Houston, where Mr. Dickey says he believes he affords one of the very best markets in this part of the and Coryell counties, East Texas; South for the service of both buyer thence, down into West Louisiana. and seller in the local livestock Buyers from Oklahoma, Kansas, marketing world. Having been Texas; and, elsewhere patronize raised on a farm; and, still owning his sales each Thursday, Mr. Dickand controlling upward 3,000-acres ey announces. Peak sales days have of this favored Texas Mother earth, found him handling as many as 1,Mr. Dickey says he bought his 100-animals, while the weekly present business Aug. 17, 1944 and average he points out usually holds has proudly watched it progress and around 600-head of cattle and as prosper to a point where it is now many hogs. Mr. Dickey says he drawing cattle over an area stretchhonestly believes he has the best ing as far south as Houston, down hog market of any sales area; and, to Beaumont; across to Freestone in order to hold this position of leadership he does not hesitate to go the limit for both buyer and seller in the way of beter service with improvement, if possible, each and every week in the year. This good service record also holds good, he points out, on behalf of the excellent cattle market maintained at his place of business here in Groveton, he assures and welcomes.

Mrs. Felice Dickey, wife of Mr. Dickey is the popular and efficient office manager, bookkeeper, Secretary and Treasurer of Mr. Dickey's organization, he announces. They have one charming daughter, Miss Enda Joe Dickey, who is taking Pre-Law at Sam Houston College, Huntsville, where in a class of 69-she is the only girl. Picture of Miss Dickey as she does research work in the College Library may be observed on this page. Miss Dickey has a world of friends; indeed and infact, she is beautiful, brilliant and enjoys her friends among her acquaintances, it is known. Mr. Dickey is a native of Leon county; and, Mrs. Dickey is a native of Caarthage, Panola county, Texas. Mr. Dickey came to Groveton in 1912; and, Mrs. Dickey arrived in 1918. Their daughter is 18. Parents of Mr. Dickey: J. T. and Mrs. Edna Dickey, both dead. Parents of Mrs. Dickey: H. J. and Mrs. Sallie Browning, both living at the respective ages of 72 and 70. Mr. Dickey announces that he would consider selling part or all of his own lands for cash or terms, he invites. Feed and livestock are produced thereon. In the sales of his own livestock, Mr. Dickey says it is perfectly natural that he should and does patronize with much satisfaction the service offered and realized at his Groveton Livestock Commission Company here in Groveton, where hundreds and thousands attend each and every week in the year, he points out. In additin to his Thursday auction sales days, Mr. Dickey maintains a Brahman ranch of his own, there being 5-Brahman Bulls in his Herd of 300 Brahman cattle, he states. And, don't forget that in addition to the successful cattle sales held at his Groveton operation, Mr. Dickey again emphasizes his belief that he has one of the biggest hog markets in this entire part of the South. Based on his weekly average turn-over as to business volume, Mr. Dickey says facts and figures disclose that this is well over the Million ($1,000,000.00) Dollar mark; and, that it continues to mount by leaps and bounds via the route of good service to both buyer and seller, he assures. In addition to Groveton Livestock Commission Co., and his ranching activities, Mr. Dickey West Texas, enjoying both a wholesale and retail business, he reports. And, lest we forget, Mr. Dickey also owns and operates Dickey's Mule Barn, where he says he has handled from 300 to 600-mules annually; and, that during also owns and operates the Dckey Feed Store here in Groveton. He owns his own fleet of trucks for the hauling of feed and grain from World War No. 2 Days, he was kept busy day and night furnishing mules both to local and Uncle Sam buyers, he reminisces. In the civic, religious and general public development life of Groveton and surrounding area, Mr. Dickey and his family are known to be ardent friends and supporters, their liberal support and influence on behalf of the success of this Special edition being greatly appreciated. More power to the Dickeys; and, every success to Miss Edna Joe Dickey in her Pre-Law work. And, being the friend of we cattlemen in general, Mr. Dickey does not hesitate to recommend and urge that proper winter feeding of our cattle be carried out with definite success; and, to that end it is considered appropriate to state that such attention to our animals will help to keep down livestock diseases to a low, a well known Veterinarian having prescribed the right kind of management.



Mr. and Mrs. J. C. Dickey, Groveton, Texas



Miss Enda Joe Dickey, Law-Student daughter, Mr. and Mrs. J. C. Dickey, Groveton, Texas.

DR. W. C. GREEN, D. C. 67, (CHIROPRACTIC), NATIVE SON CROCKETT COUNTY, EAST TEXAS; AND, ENVIRONS SINCE 1929 HAS BEEN PROFESSIONALLY SERVING WIDE PUBLIC AREA

Crockett. — Dr. W. C. Green, D. C., 67, (Chiropractic) as a native son enjoys the distinction of having professionally served his friends and the public over a wide area of Texas, facts and figures disclose. His beloved Mother, Mrs. Sarah M. Green, 86, lives with her son; and, she is known to be his constant inspiration and joy. Altho within 14 years of her first century of life, Mrs. Green is not only active physically, but she is mentally alert and shares in both interest and attention anent current events, religious and civic strides, it is known. As a sweet Christian character, this beloved soul definitely is an inspiration to all who are fortunate to come within the radiance of her grace and encouraging expressions, this Commentator does not hesitate to attest. A member of a family of 15-children, Mrs. Green reminisces, it just so happened when the picture appearing with this article was taken her baby sister, Mrs. Dollie Owens was visiting in the home with her and Dr. Green; and, as consequence all three of them may be observed. There were an even dozen (12) girls; and, three (3) boys in Mrs. Green's family, she makes known. Her son, Dr. Green, tho 67, like her appears to be quite a number of years younger. He is energetic, ambitiously on the job and everlastingly enthusiastic when it comes to helping people get well, he points out. The Doctor says his patronage comes not alone from Crockett and Houston county, but from thruout a wide Texas area, and elsewhere, he invites. Professional offices are maintained by Dr. Green at 406 Runnels Avenue, Crockett, Texas, where he and his Mother reside, this announcement for the general information and convenience of the public at large, be it assured. Dr. Green is the father of 5-children: W. L. (Mrs. Adena) Green; M. L. (Mrs. Alberta) Green; Basil (Mrs. Bessie) Green; Hubert Green, also married; and, Mrs. Faye (Dean) Gaskell. Parents: W. W. Green, pioneer Texan, deceased. Native of Houston county, Dr. Green happily says he has been a resident of this Texas environ the whole of his life thus far; and, following in the foot steps of his Precious Mother, he ambitiously expects to be here to enjoy and help her celebrate her 100th. birthday anniversary, and beyond, he fondly and sincerely hopes on behalf of them both, he declares; and, saying nothing for the good service he hopes to continuously be able to render his friends and the public, he invites. Dr. Green says he began his professional work (Chiroptractic) in 1929; and, that his business and/or professional service has been expanding and increasing thruout the years that have followed plus the anticipation that he expects to be here for a long, long time to come in their continued service, he hopes. Crockett county; and, adjacent Texas area, and elsewhere, have the services of Dr. Green available unto them, he invites. In the civic, religious and general public development life of Crockett, East Texas; and, Environs, Dr. Green on behalf of himself, Mother and other members of the Green family gives definite assurance that he is always ready, willing and able to do what he may to help make of this part of the Lone Star State a happier and better place in which to live and do business.



Dr. W. C. Green, D.C. (Chriropractor); his beloved mother, Mrs. Sarah M. Green, 86; and, the latter's baby sister, out of family of 15, Mrs. Dollie Owens, Crockett, Texas.

WELCOME HEREFORD RANCH, WAYNE MILLIGAN, 61; AND, SON, A. D. MILLIGAN, 29, OWNERS ONE OF ATTRACTIVE SHOW PLACES ALONG HIGHWAY 75 BETWEEN STREETMAN AND CORSICANA

Elder Milligan is President of The First National Bank at Streetman, Navarro County, Texas, Plus Operation 3,100-Acres Lone Star State Lands

Welcome Hereford Ranch, Highway 75 between Streetman and Corsicana.—Welcome Hereford Ranch, Wayne Milligan, 61; and, his son, A. D. Milligan, 29, is one of the show places of its kind along the Dallas highway in this area, observation and information establish. This fine ranch is located 16-miles Southeast of Corsicana and 2 1/2-miles Northwest of Streetman, where the elder Milligan is President of The First National Bank. During World War No. 2, the junior partner served with Uncle Sam's U. S. A. C. The latter is single. Mrs. Bettie Milligan is wife of the elder Milligan, their two children being A. D. Milligan; and, Miss Betty Jane Milligan. Parents: A. M. Milligan, who passed away October 29, 1942; and, Mrs. Denisa, also deceased. Parents of Mrs. Milligan: A. K. McGilvary, deceased; and, Mrs. Jane McGilvary, 87, living. Native of Texas, Mr. Milligan is recognized and appreciated as being one of the outstanding citizens and taxpayers in this Texas area, it is pointed out. The lamented father of the elder Milligan referred to in this general story was a gentleman of the old school of citizenship, it is affirmed; and, in addition to his pioneering strides here in Texas, in his yesteryears before his death had considerable activities in Kansas, it is reported. The 3,100-acres of Lone Star lands carried by Mr. Milligan and his son are available vs. lease RE: prospective oil and/or gas development, it is invited. General crops and livestock are featured on the Welcome Hereford Ranch, where Mr. Milligan says he was born 61-years ago. He lived for 21-years in Corsicana, but after finishing at A. & M. College, he says he came back to the Ranch and has resided here ever since. The Ranch established in 1890 by his lamented father, Welcome Hereford Ranch is known to have grown into popular favor and service. During his father's lifetime, he reminisces, the former usually carried from 700 to 800-head of cattle, enjoying, also, the distinction, it is attested, of having possessed the first Registered Hereford bull in Navarro county, he assures. In 1914 the Milligan Ranch was changed in name to WELCOME HEREFORD RANCH, the big sign and modern improvements about the place having attracted considerable attention with the passing years, it is noted. For 33-years the plant was operated by Mr. Milligan and his brother, Ruben (Rube) Milligan, who passed away in October 1946. An all-Registered herd of Herefords appears on this ranch. There are 5-stock males and 113-breeding cows, Mr. Milligan reports. Rigidly adhering to an established program of starting breeding Feb. 1 of each year; and, ending and/or closing breeding June 20 of the same year, Mr. Milligan declares he has been able to obtain best results, enabling him to render more satisfactory service to his patrons and the public, he says. Handling upward 200-Registered cattle annually, Mr. Milligan says he and his son, A. D. Milligan specialize in the production of Registered young Hereford bulls for the improvement of other cattle herds, as well as young cows for the same purpose, they invite. Personally seeing to it that the best breeding is exercised, Mr. Milligan and his son rarely ever go wrong, he points out. Welcome Hereford Ranch proudly recognizes and continues the Prince Domino; Bright Stanway; and, Beaumischief Blood Lines thruout its Registered Herefords, Mr. Milligan insists. Civic development strides thruout Texas and the world have his support and influence, he says.



Shown above Welcome Hereford Farm at top; and, bottom, right to left Wayne Milligan; and, his son, A. D. Milligan.

D. C. (DAVE) KENLEY, 61, RANCHMAN; AND, TIMBERMAN VS. SOUTHERN PINE LUMBER COMPANY, STRESSES IMPORTANCE OF GROWING TIMBER

Lufkin and Dibol. — In the instant effort to help publicize more widely the natural and potential resources of East Texas; and, Environs, it has remained for D. C. (Dave) Kenley, 61, at 317 E. Shepherd, Lufkin, Angelina county, Texas to be one of the best friends imaginable along this progressive stride, his record of achievement and accomplishments establishes. Native of Trinity county, Mr. Kenley moved to Dibol in 1909, residing there years before moving to Lufkin in 1937, he says. His wife, Mrs. Sidney Kenley is a native of Gonzales county. At Dibol, Mr. Kenley is timberman for Southern Pine Lumber Company with upward 200,000-acres under his supervision, it is stated. In his own right and in partnership with others, Mr. Kenley is an extensive ranchman, thousands of head of cattle annually going to the beef markets from his general ranch set-up, it is ascertained. Mr. and Mrs. Kenley are the parents of 3-children: David C. (Mrs. Verna) Kenley Jr., Kansas City, Mo.; Mrs. Marie (Edward) Shirey, Austin; and, Ed Kenley, University of Texas. There are 2-grand children: David C. Kenley III, fourteen months old at this writing; and, Mike Shirey, 9-months old at this recordation. Parents: George and Mrs. Paralee Kenley, both deceased. Parents of Mrs. Kenley: Sidney and Mrs. Blanche Walters, both deceased. Family ancestry dates back more than 100-years, it is stated. When Mr. Kenley had finished school 38-years ago he went with Southern Pine land department, a position he has held uninterruptedly, it is made known. An ambition with Mr. Kenley, proudly so he says, has to do with the growth of perpetual East Texas timber crops, he urges; and, says as matter of general information that a young tree planted at any given date becomes merchantable pulp-wood within 15 to 20-years and/or good saw timber within 30 to 35 years. Hence, the coveted opportunity presently afforded energetic young men looking to future security, it is suggested. In addition to looking after his very responsible job with Southern Pine, Mr. Kinley is an extensive ranchman, records establish; and, he is credited with being one of the major operators in that line both in his own right and in partnership with others, it is revealed. The Kenley personal ranch is owned and operated by Mr. Kenley and his son, Ed Kenley. Upward 25-bulls appear on this ranch, it is announced; and, that from 75 to 100-bulls are carried on three different partnership ranches and in which Mr. Kenley carries substantial interest, it is known. Mr. Kenley's personal ranch is located in Trinity county; and, his 3-partnership ranches are located: Two of them in Cherokee, Houston and Anderson counties, while the third is operating in La Salle county, it is announced. Mr. Kenley and his associates in the Spring of each year ship great herds of cattle to the Kansas grazing fields and bring them back in the Fall of each year to help supply the general markets, he says. As a major producer and shipper of cross-breed calves, it is believed Mr. Kenley and those working with him hold records for his part of the Lone Star State. Houston markets principally get the larger part of Kenley livestock, it is stated. In the civic and religious life of their community and/or communities, Mr. and Mrs. Kenley are known to be ardent good friends and supporters, it is said of them. And, over on the sportsman side of his life, Mr. Kenley is known to have been responsible for the building of 25,000-acres game preserve on his company's lands; and, that he has been instrumental in stocking upward 100,000-acres other East Texas lands, it is pointed out. Starting with 3-deer comparable to the present, Mr. Kenley says the woods are literally full of them, but that the limit of 4-deer to each sportsman is respected. Wild life at its best appears on the lands referred to above, it is ascertained. Most of all tho, Mr. Kenley says he really does love to grow timber; and, that in co-operation with State Forestry Department since 1914, an enviable record has been established, he believes. Mr.. Kenley is credited with being the leader of reforestation efforts in East Texas; and, deservedly so, it is declared. He possesses the 'KNOW HOW,' admittedly it is said of him and capitalizing on his yesteryears, Mr. Kenley and others proposes to prosecute even greater strides in the present and future years, it is assured. The Kenley family represents among others some of the ablest of Texas' early pioneer developers and how well this worthy son is traditionally carrying onward and upward is known of all men in this sector of Texas, it is appreciated.



Mr. and Mrs. Dave C. Kenley.

R. T. WALKER . . .

(Continued from Page 169)

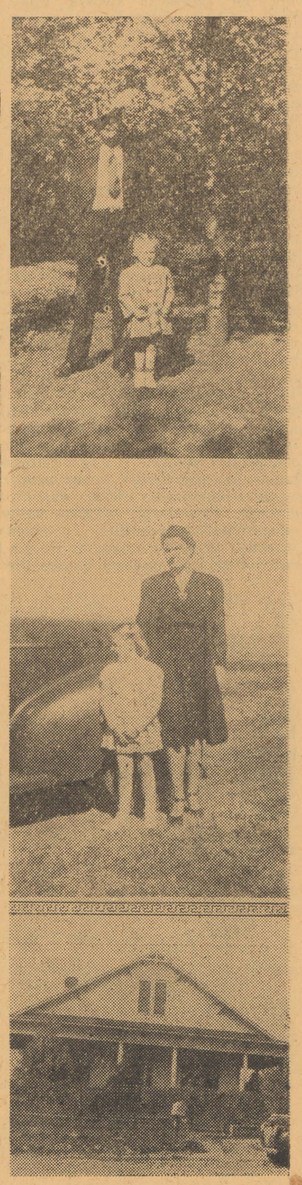
dence in Silsbee, where later on he also contemplates building a new home in addition to his purchase of the C. F. (Carl) Hilton camp near Silsbee, and on which he expects to build additional houses for the accommodation of his workers as the need arises, he states. Having remained at Trinity a while after his stay in Huntsville, Mr. Walker says he next moved to Conroe as Agent-Telegrapher. And, that he gave upward 18-years to transportation service, during which time he also gave service at Oakhurst, San Jacinto county, where for 14-years he says he operated the Trinity Valley Southern Pacific Railroad. Going back to Huntsville, Mr. Walker says he took over a Motor Freight Line, operating between Palestine and Houston; and, that he also operated 3-auxiliary lines. In 1937, he says he accepted business connection as sub-contractor under C. Y. Townley (a full page appearing elsewhere in this edition about Mr. Townley) as Champion pulpwoodsman, operating out of Huntsville. He gave 7-years to this activity, he says. Then he entered Mr. Townley's office in Huntsville, serving from Sept. '44 to May 1, 1945. During that time, Mr. Townley sold out lock-stock and barrel to Champion and Texas Forest Farms, it is recorded. Mr. Walker says he served as assistant general manager under the new set-up from 1945 to May 1947, when he accepted the Direct Champion Contract, which he now holds here at Silsbee. His territory embraces Hardin, Orange, Jefferson, portions of Liberty; and, Chambers counties, Mr. Walker announces. A huge timber belt is included in his operations lined out, he announces with his minimum weekly shipments running around 16-car loads of pulpwood; and, as time comes along he confidently expects to rank up among the best of 'em, he expresses the hope. Loading and/or concentration points are maintained by Mr. Walker into Houston vs: At Silsbee and Helbidge on the Santa Fe RR; along the Southern Pacific from Kountze, Beaumont, Ariloa, Gilberg, Rosedale, Raywood, Devers, Felecin, Nome, China and Amelia; Along Missouri Pacific: Beaumont, Hardin, Hull, Hatheway, Grayburg, Sour Lake, Strain, Westbury and Elizabeth; along Kansas City Southern from Vidor; and East of Beaumont along the Southern Pacific and Gulf Coast RR from Connell, Francis, Echo and Orange. Direct and indirect pay rolls will likely accommodate around 100-men, Mr. Walker says; and, that from 25 to 30-trucks and 2-half tracks are required to accommodate his operations. A new enterprise for Silsbee, Mr. Walker he says. He is just now getting and his operations are known to have a cordial welcome to this Hardin, Texas area, it is assured. In addition to his son, Mr. Walker says a number of other sub-contractors will be employed; and, that the 28.6 acres camp purchased from Mr. Hilton will be increased as to number of housing units just as rapidly as they are needed, he again points out. Mr. Walker says he has served as a school trustee and that he endorses the progressive programs advocated in this Special edition to which he has subscribed his support and influence.

B. F. Beene Ranch, B. F. Beene, 65, Owner Located on Tract Land Owned By Mr. Beene's Family For 81 Years

Jewett. — This sector of Leon county enjoys the distinction of claiming among its representative citizens and taxpayers none other than the popular and progressive B. F. Beene, 65, ranchman and public official. Mr. Beene home place which has been in the Beene Family since 1886 and/or 81 years, Mrs. Beene proudly points out. There are remaining 700-acres of land left in the Beene mother-earth holdings, it is revealed. They are used in the production of feed crops and livestock, it is observed. The lands are partially leased for prospective oil and/or gas development; and, Mr. Beene says the remainder of his property is available for similar activity, he invites. In addition to the operation of his ranch. for 13-years he has been Texas State Tax Collector and Investigator for the Waco, Texas district office, he reports. Before going with the State of Texas, Mr. Beene states that he gave 18-years of active service with Geo. H. McFadden as road man in the cotton business, during which time, he recalls, for his company he carried around a quarter of a million ($250,000,00) dollars subject to his check in bank balances, a customary business procedure in his active operations, he affirms. Mr. Beene says he usually handled from 10,000 to 15,000-bales cotton annually for Mr. McFadden. Owning the old home place, where he was born in 1882, Mr. Beene says this is one of the sacred and pleasant associations in his life, and naturally so, of course. In the civic and religious life of his community Mr. Beene and his family are known to be ardent good friends and supporters, it is known. And, he is also participating and co-operating in the instant effort to help publicize more widely the natural and potential resources of this part of Texas. The lamented L. S. Beene, father of Mr. Beene moved here in 1886 from Mississippi, Mr. Beene informs, coming as he did from Itiwamba county (Fulton, the county seat), it is recorded. Feed crops and livestock are featured on the Beene lands. both Registered and commercial herds being carried by him, he states. From 3 to 5-Registered bulls appear in his cattle herds, where from 20-up Registered mother-cows are carried, he makes known, while his commercial herds, he says usually run from 200 to 300-head annually, Ft. Worth markets being patronized in the sale of his beef cattle; and, in the sale of his breeding cattle he employes both local and general markets, it is learned. Mr. Beene specializes in young bulls for the improvement of other cattle herds, he invites. In years past Mr. Beene has enjoyed the distinction of being Texas Water Melon King for this area, friends and neighbrs attest. He devotes all of his time to his private and public service, it is established. Mr. Beene has been married twice, his first wife, Mrs. Cummings Beene, a native of Leon county, being deceased. They had two daughters: Mrs. Eileen (Henry) Godwin; and, Mrs. Ben Beth (Dr. D. C.) Carrington, Houston. His present wife, Mrs. Irene Beene, a native of Houston county and himself are the happy parents of one daughter: Miss Nancy Irene Beene. The B. F. Beene Ranch is located 5-miles west of Jewett. Parents of Mr. Beene: L. S. Beene and Mrs. Nancy K. Beene, both deceased. Parents of his first wife: Rev. and Mrs. S. P. Cummings, both deceased. Parents of his present wife: Dr. and Mrs. William Puntch, both deceased. Mr. Beene has one grand daughter: Miss Rose Mary Carrington. Mr. Beene has two sisters: Mesdames Ruth Rockmore, Nacogdoches; and, Gertrude Hewett, Agelin. She has four living brothers: John Puntch, Carrington; Clifford and Ted Puntch, Angelin; and, Guy Puntch, with the U. S. Army of occupation in Germany. Mr. Beene has 5-living brothers, Messrs: S. E.; L. E.; W. E.; J. A.; and, J. W. Beene. He has 3 living sisters, Mesdames: Laura Woodward, Waco; Anna Long, Ft. Worth. and, Alice Johnson, Jetwett. Mr. Beene's first wife has one living sister: Mrs. Ella Price, widow of Dr. Price, her home being in Dallas.

Intelligence of Animals

Cows are said to possess more "native" intelligence than horses, although horses can be taught mechanical movements more easily.



Pictured above at top: B. F. Beene and daughter, Miss Nancy Irene Beene. Center: Mrs. Irene Beene, his wife, and daughter. Bottom: Front view lovely ranch home. Mr. Beene owns B. F. Beene Ranch, Jewett, Texas.

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AKERS & ANDREWS LUMBER CO., L. E. AKERS, 47, AND H. H. ANDREWS, 42, BROTHERS IN LAW, PROPS., LOCATED JUST SOUTH OF JACKSONVILLE, ENJOYS LARGE WHOLESALE AND RETAIL PATRONAGE HERE

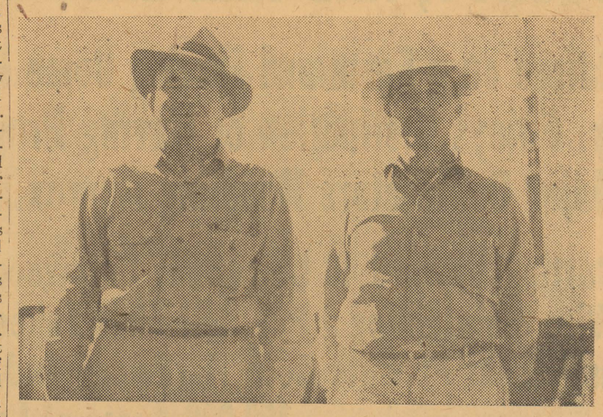
RECORDS ESTABLISH THAT MODERN PLANT OPERATED BY THESE YOUNG MEN REPRESENTS ONE OF THE MAJOR LUMBER MANUFACTURING EFFORTS IN EAST TEXAS; AND, THE VOLUME OF BUSINESS IS STEADILY INCREASING IN ALL DIRECTIONS, IT IS POINTED OUT

Altho Practically Newcomers to Jacksonville Area, Messrs. Akers and Andrews Have Become Actively Identified With the Progressive Element and in Such Progressive Stride are Proving Themselves to be Valuable Community Assets, it is Affirmed

Jacksonville.—One of the more up to date Jacksonville industrial assets is the planer and lumber manufacturing strides carried on by Akers & Andrews Lumber Company, L. E. Akers, 47, and H. H. Andrews, 42, brothers in law, proprietors it is manifested. Practically newcomers to Jacksonville, Messrs. Akers and Andrews have already identified themselves actively with the progressive element and as a consequence the results are showing up splendidly to the advantage of the area as a whole, it is pointed out, especially so since it is declared that these young men have proven themselves to be definite community assets. And be it said of each of them, that these young men have gone about their business success and community upbuilding co-operation in a modest and sincere effort to be of service to all East Texas and the fine people making up the populace of the respective counties represented in this publicity advertising effort and to which Messrs. Akers and Andrews have contributed liberally of their support and influence. Mr. Akers is a native of Ladonia, Texas, and his wife, Mrs. Louise Beatrice Akers is a native of Aubrey, Texas. Before coming to Jacksonville, Mr. Akers had been engaged in the production of general crops and livestock, and at the age of 23 he entered the retail lumber and electrical appliance business, thereby having acquired quite an experience in many lines of business activity that well qualified him for the enlarged business and manufacturing efforts he assumed when he came to Jacksonville some 2-1/2 years ago. Mr. Andrews is native of Eastland county, Texas, and his wife Mrs. Thelma Irene Andrews is a native of Ladonia, Texas. She is a sister of Mrs. Akers. Mr. and Mrs. Andrews do not have any children, while Mr. and Mrs. Akers have three interesting children and two grand children, the latter twins. Children of Mr. and Mrs. Akers: Elgin Martin Akers; Billie Baker Akers; and Mrs. Loran Duke. Their grand children: Twins, Dan Travis and Nan Travis. Parents of Mr. Akers: L. T. Akers, deceased, and Mrs. Nannie F. Akers, living. Parents of Mrs. Akers: Mr. and Mrs. Brockett, both living. Parents of Mr. Andrews are both deceased, while the parents of his wife are same status of those of her brother, L. E. Akers, the father being deceased and the mother living. Mr. Andrews came to Jacksonville in 1928, engaging in the planting and livestock business, which he still carries on, it is learned in addition to his association with Mr. Akers in the saw mill and planing business. The partnership of Akers & Andrews Lumber Company was formed in December 1945, when it took over the old plant and business of John A. O'Byrne, who now operates another plant of like kind a little farther on down the road. Therefore, it may be and is appreciated that the location of Akers & Andrews is one of the old established and popular points for lumber manufacturing in Jacksonville and Cherokee county, just being under new ownership, it is pointed out. Mr. Akers has retired from his livestock and farming interests in order to devote all of his time as manager of the business carried on by himself and Mr. Andrews in the timber field, he says. While getting a service joy out of the manufacture and sale of lumber, on behalf of himself and Mr. Andrews, Mr. Akers says in reality hunting and fishing is their outstanding activity; and, to maintain a status that is really creditable in the sportsmens' world. Messrs. Akers and Andrews are known to possess one of the very best dogs in Texas, it is declared by others and admitted by them. To be exact, Akers & Andrews organized and began their manufacturing business Dec. 5, 1945; and, admittedly the firm is known to have grossed an enormous business from then until now, and is still growing by leaps and bounds, it is believed. The concern handles some 40,000 feet of lumber daily when running full capacity with their own three tractor saw mills and absorbing the output of two other tractor mills, it is stated. The modern planer mill carries a rated capacity of some 25,000 feet of finished lumber daily. Messrs. Akers and Andrews carry timber rights of approximately 1,000 acres; and, announce that they are constantly in the market for desirable additional tracts at the right price. These gentlemen maintain a steady pay roll that finds some 40 to 50 men and women in their service, this including both mills and woods, Mr. Akers says. To make a success of the lumber business, like anything else, he says he has long since learned that the economical way is the better way. In other words, Mr. Akers points out that via the employment of efficient machinery and capable operators it is easier to go a long way in production than to be top-heavy otherwise and get no where.



Partial view of Akers & Andrews Lumber Company, H. H. "Tubby" Andrews; and L. E. "Pops" Akers, owner and operators, Jacksonville, Texas.



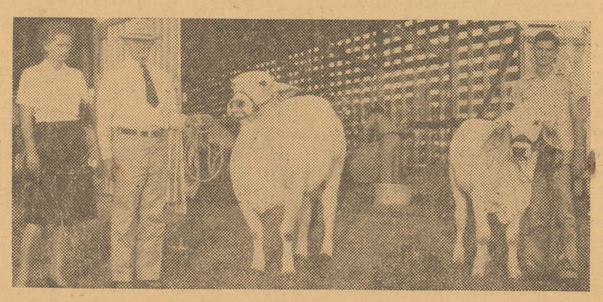
H. H. 'Tubby' Andrews, left; and L. E. 'Pop' Andrews, right, owners and operators of the Akers & Andrews Lumber Company, Jacksonville, Texas.

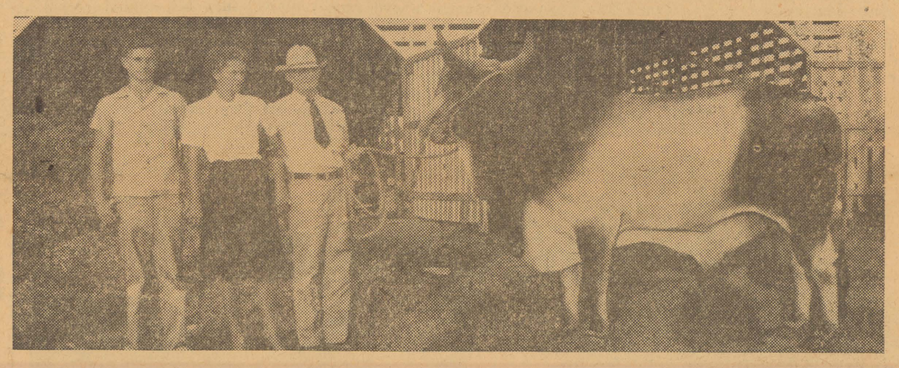
ELBERT HAVARD BRAHMAN RANCH, ELBERT HAVARD, 50, OWNER, LUFKIN; RENFRO PRAIRIE; BEULAH, PRIDE BRAHMAN HERD INCLUDES GRAND CHAMPION BULL FOR WHICH MR. HAVARD REFUSED $10,000

Carrying Ownership 620 Acres Plus 25,000 Leased Acres, Mr. Havard In Brahman Production Expansion Program

Mr. and Mrs. Havard, Naturally are Very Proud of Their Fine Young Son, Elwin Druewell Havard, 16, Who is Making Definite Progress in His FFA-work, It is Affirmed; Plus Their Modern New Ranch Home

Lufkin, Renfro Prairie and Beulah. — Elbert Havard Brahman Ranch, Elbert Havard, 50, is known to have grown from infancy to one of the major cattle industries in this Lone Star State of Texas area, facts and figures disclose; for, when it is considered this phenomenally growing business has progressed to its present enviable position from a borrowed capital of $200.00 on October 14, 1934 and/or just a little more than 13 years ago. Mr. Havard, a native son of Angelina county, East Texas; and, Environs, since 1887 takes a genuine pride in the progress and prosperity not only of his own business, but on behalf of his part of Texas; and, its people, it is declared. His lovely wife, Mrs. Gracie Havard, who is also a native of Angelina county besides gracefully presiding as the Queen of the Harvard home, also serves as Secretary-Treasurer of Mr. Havard's ranching activities, records establish. This congenial couple naturally are very proud of their fine young son, Elwin Druewell Havard, 16, who is making definite head way in his FFA-work, it is revealed. "Druewell" as he is affectionately and familiarly called by his friends, young Havard is already majoring in some of his strides, it is pointed out; and, as the years come along it goes without saying that in his own right he proposes to build a record that may bring additional fame and fortune to the family name, it is believed. Not only life companions, but in business partnership Mr. and Mrs. Havard are known to work right along together one with the other with most magnificent results. Reminiscing into the past when she and her husband picked cotton in West Texas and did other humble chores to help make a living comparable to their present very comfortable and happy position in life, she proudly points to the early completion of their magnificent new modern ranch home out at Beulah about 8 miles from Lufkin, surverying also as it does the Renfro Prairie, where Mr. Harvard owns outright 620 acres of land and carries upward 25,000 leased Mother earth acres to help accommodate his rapidly expanding ranch, he discloses. Parents of Mr. Harvard: Joe and Mrs. S. C. Havard, the former being 78, and both living. Parents of Mrs. Havard: J. L. (Luther) and Mrs. Barbra Strain, both living. When Mr. and Mrs. Havard started out with that borrowed capital of $200 in the Fall of 1934 and, mind you, with 2 little bull calves they had no idea that their upward climb in the business world could have materialized so quickly, considering and realizing that they actually had to make their way upward from the very bottom; but, they've done just that! And, they are still climbing, it is known. "Gigantic" is the name of their famous Grand Champion Brahman herd bull, for which Mr. Havard says he has refused Ten Thousand ($10,000) Dollars. Having resided hereabout all of their lives, it is an easy matter for the Havards to be friends, boosters and workers first, last and all the time for their Angelina county sector of Texas, they happily admit. Mr. Havard says his own lands are partially leased for prospective oil and/or gas development; and, that his remaining acres are availablee for similar efforts, he invites. Feed crops and livestock are produced on the Havard owned and leased acres, it is observed. There are 6 Registered Brahman herd bulls in the Havard cattle, including Grand Champion 'Gigantic', which carries a weight normally from 1,700 lbs. to a ton, its owner states. There are 25 Mother cows in the Havard Brahman breeding herd; and, from 50 to 100 Brahman commercial cattle are carried on his ranch, it is noted. Doing a general buying, selling and production business, Mr. Havard says at times his commercial herds run from 125 to 200 head annually with local and general markets being patronized, while his Registered cattle are shipped thruout these United States, he makes known. Specializing in the sale of young Registered Brahman bulls for the improvement of other cattle herds, Mr. Havard says he usually sells from 15 to 20 of these fine animals every year; and, that his crop of calves is increasing as his Brahman ranch herds expand. Recently and/or to be exact on Oct. 9, '47 Mr. Havard says he sold a 5 months old calf for $1,000.000, recalling his yesteryears when he and Mrs. Havard left the West Texas cotton picking fields to start up their Brahman ranch on $200.00 borrowed money. Locally Mr. Havard is believed to be one of the best known Registered Brahman cattle breeders in this East Texas area of the South, friends and neighbors attest. Exclusively a Registered Brahman breeder, Mr. Havard says his recent exhibit of a string of his Registered Brahmans at the Lufkin Fair gave the public opportunity to see and appreciate the fine Brahmans he is produring. The Havard Brahman show cattle definitely won honors and were the object of many fine compliments from folk who know good cattle and others, as well, it is appreciated. As a crowning recognition of the splendid success attained thus far by the Havards, it is a fitting and glorious climax for them to be able to move into and enjoy the gorgeous new ranch home nearing completion at Beulah plus commendation and congratulations. Mr. Havard has 6 brothers: Albert Havard, who also has some very fine Registered show cattle on display at the recent Lufkin Fair; A. J.; Eli; Kelly; U. B.; and, Kirby Havard. He has 3 sisters: Mesdames Verna Wilkins; Trixie Parish; and, Versie Black. Mrs. Havard has 1 brother: Therman Starin; and, 1 sister: Mrs. Carmon Widman. Mr. and Mrs. Havard and their son, Elwin Druewell Havard pay tribute to their pastor, Rev. J. A. Harrell, who has a son, Billie Harold Harrell, also enjoying satisfactory progress in the latter's 4-H Club work, it is said. More power to the Havards: and, when you think of Registered Brahman cattle you are invited to think of them, it is suggested.





Bottom: Right to left Mr. and Mrs. Elbert Havard; and, their son, Elwin Druewell Havard, exhibiting their Grand Champion "Gigantic" Brahman bull for which $10,000.00 has been refused, Lufkin, Renfro Prairie and Beulah, Texas. Top: Mr. and Mrs. Havard, one of their Brahman heifers; and, right Elwin Druewell holding Brahman bull calf.

SERVICE GARAGE, W. L. NEAL, 47; AND, W. A. RYALL, 49, OWNERS AND OPERATORS, JASPER, JASPER COUNTY, ONE OF THE MORE EFFICIENT AND POPULAR PUBLIC SERVICES THIS PART SOUTH, AFFIRMED

Executing Complete Garage Service, Including Parts, Accessories, Tires, Neal and Ryall Highly Regarded

Active in the Civic, Religious and General Public Development Life of Jasper Area of the Lone Star State of Texas, Messrs Neal and Ryall are Actively Participating and Co-operating to Help Publicize More Widely the Natural and Potential Resources Hereabouts, it is Made Known

Jasper. — Service Garage in just two words tells the story quickly and to the point when you avail yourself of the complete garage and service station service made available to patrons both local and transient here at Jasper, capital city of Jasper county, East Texas; and, Environs, it is pointed out. Messrs W. L. Neal, 47; and, W. A. Ryall, 49 are the owners and operators of this public service institution conveniently located for the public right here on the public square of Jasper, it is observed and appreciated. The business was established in 1928; and, is said to have enjoyed a continuous and phenomenal patronage from the very beginning, it is declared. Mr. Neal, senior partner in the organization is a native of Beaumont. His wife, Mrs. Daphne Neal is a native of nearby Newton county. They have two children: Mrs. Ellee (Jack) Hart; and, Larry Neal, 16. They have one grand daughter: Pretty little Miss Daphne Ann Hart. Parents: John M. and Mrs. Ellie M. Neal, both living. Parents of Mrs. Neal: Mr. and Mrs. J. M. Casey, both deceased. Mr. Neal moved to Jasper in 1908, engaging in public works up to the time he and Mr. Ryall formed their business partnership 20-years later, it is reportedly announced. Mr. Ryall, junior partner in the business is a native son and has resided here all of his life thus far, it is ascertained. His wife, Mrs. Susie Ryall is a native of Falls county. Mr. and Mrs. Ryall are the parents of three lovely daughters and one fine son, the latter: W. A. Ryall, Jr. 20, who served with Uncle Sam's military forces in World War No. 2. Daughters: Misses Mary Ellen Ryall; Patsy Sue Ryall; and, Lessley Ann Ryall. Parents: Adrian and Mrs. Maybelle Ryall, both deceased. Parents of Mrs. Ryall, Chas. E. Eddins, deceased and Mrs. Emeline Eddins living. Identified with the progress life of Jasper, Mr. Neal, like Mr. Ryall, is one of the more industrious and useful citizens of favored Texas locality, it is deservedly said of him; and, also of Mr. Ryall, this Commentator enthusiastically attests on observation and information; and, so say we all, it is pointed out on behalf of these fine public servants, may it be said. In the instant effort to help publicize more widely the rich natural and potential resources of East Texas; and, Environs, Messrs Neal and Ryall are going along whole heartedly toward making of this entire area a happier and better place in which to live and do business, it is known. Mr. Ryall says that during his young manhood he did both some farming and public work; and, that it was a happy day for him when the business partnership as between he and Mr. Neal was brought about, he affirms. A complete garage and service station business is conducted by these gentlemen. They feature Texas products at their service station; and, in their garage department they are fully equipped to render the best of service vs. all make cars, it is assured by them; and, too, many pleased patrons are open in their praise of the good service and satisfactory treatment they receive at Service Garage, some of them coming hundreds of miles, it is known, to have their cars serviced by the experienced, courteous and admittedly successful gentlemen. Parts and accessory departments, including tires, batteries, et cetera, are also known to be the last words in efficiency and service, it is declared. Both Messrs Neal and Ryall own substantial urban and suburban business and residential properties in Jasper, records reveal. In the civic, religious and general public development life of this East Texas environ, these gentlemen individually, and collectively identified with the progressive element of citizenship, it is attested. Mr. Neal has unto himself among other recognitions: For 16-years he has been Chief of the Jasper Fire Department; a former Bank Director; 10-years a member of the School Board; Vice President of the Federal Savings & Loan Association; a Director in the Jasper Chamber of Commerce; 6-years Chairman of the Methodist Church Board of Steward, while Mr. Ryall also for 16-years has been Assistant Chief of Jasper Fire Department; and, at same time he is one of the community's pillars when it comes to getting the job done, just so long as any given undertaking may be worthy and helpful to Jasper; and, its people, he affirms. For 16-years the Jasper Fire Department was operated by Messrs. Neal and Ryall. These gentlemen present a combination that is hard to beat, patrons and the public understand and appreciate. Faithful employes at Service Garage are also known to be efficient, courteous and every ready, able and willing to serve and please the steady stream of patrons to Service Garage in Jasper, Texas, you are invited!



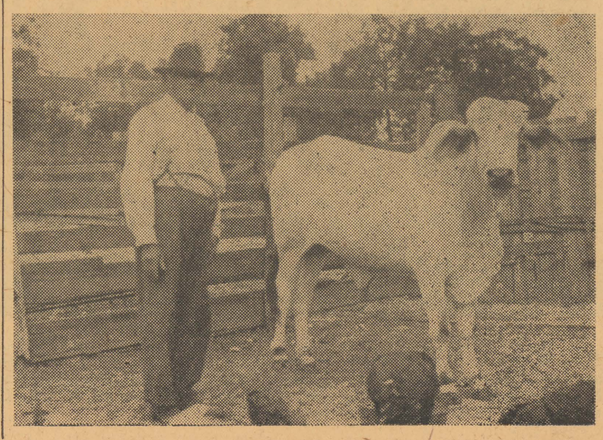
W. L. Neal and W. A. Ryall, owners Service Garage, Jasper, Texas

DR. L. R. CADE, 79, MANAGER BAR-C-RANCH, CHESTER, TYLER COUNTY, ANNOUNCES ASSOCIATION IN OWNERSHIP THIS BUSINESS WITH HIM HIS BROTHERS IN LAW, J. AUSTIN BARNES; CLYDE E. BARNES

Native of Newton County, Texas, Dr. Cade Says he Practiced His Profession 51 Years; and, Came to Tyler Co., 1896

Carrying 5,300-Acres Land, Dr. Cade Says he and His Associates Usually Handle 300 to 500-Head

Chester. — This sector of Tyler county; indeed and in fact, it is suggested, the whole of East Texas observe with both admiration and interest the fact that Dr. L. R. Cade, 79, is just about the most active man for his age to be found anywhere within the Lone Star State of Texas and/or anywhere else as for that matter. He is the active manager of the Bar-C-Ranch, where presently 250 to 300 head of cattle are carried; and, as a rule he and his associates handle from 300 to 500 head of cattle annually. During the peak years, the Doctor points out that their sales have run upward 500 head of cattle. Native of Newton county, Texas, Dr. Cade says he practiced his profession 51 years, having divided his time as between Newton and Tyler counties. Mrs. Anna B. Cade, wife of Dr. Cade is a native of this community, while Dr. Cade first saw the light of day in the Burkeville sector of Newton county, he makes known. They do not have any children, but individually and collectively both Dr. and Mrs. Cade are said always to have been rocks of Gibraltar so to speak when it comes to serve in worth while civic, religious and general public development efforts. Parents of Dr. Cade: Robert Cade, who passed away when he was 49; and, Mrs. Harriet Cade, who lived to be within 1-yr. 2-month and 5-days of 100. She was born Sept. 1, 1848, the Doctor recalls; and, it was wonderful, he says to have his Mother with him until she was within 2-months and 5-days of being 99. Associated with Dr. Cade in the ownership and operation of Bar-C-Rranch are two brothers in laws, both attorneys: J. Austin Barnes, 60, Beaumont; and, Clyde E. Barnes, 57, Jasper. Mrs. Gladys Barnes is the wife of J. A. Barnes. They have 4 children: Mrs. Mary Jo (Joe Mack) Evans, Jacksonville and University of Texas; James; Robert and Miss Nancy Barnes. Clyde E. Barnes and his wife, Mrs. Kitty Barnes, have no children. Dr. Cade says he was born Dec. 31, 1868; and, that ambitiously he is looking forward with pleasurable anticipation to celebrating his first 100 years on Dec. 31, 1968. And, may he do just that, and more! Parents of J. Austin Barnes: James Jasper and Mrs. Nancy Barnes, both deceased. Parents of his wife: Mr. and Mrs. Busbee, both living. Parents of Clyde E. Barnes' wife: Prof. and Mrs. Bagwell, both deceased. Dr. Cade states that he received his finished medical education in Memphis, Tennessee; and, St. Louis, Mo.; and that during his 51 years of medical profession he kept busy in his work. Starting his cattle experience in his early boyhood, Dr. Cade says he and the Barnes' boys associated themselves together in business partnership in 1942, the purchase of their ranch properties having been made by them July 4, 1942, each of them carrying a one-third interest in the properties, it is recorded, the Doctor makes known. The Barnes gentlemen are brothers of Dr. Cade's wife, Mrs. Anne B. Cade. The mother-earth holdings represented in this business partnership carry 5,300 acres, Dr. Cade announces; and, that present he and his associates doing business as the Bar-C-Ranch possess from 250 to 300 head of cattle, there being 8 Registered and grade bulls on the place, which was formerly known as the old home of the lamented John Kirby, founder of Kirby Lbr. Co. It is situated on the Old Spanish Trail out about 4 or 5 miles from Chester, it is observed. There are 4 Registered and 1 grade White face bulls in the Bar-C-Ranch herd; 1 Registered and one grade Brahman bulls; and, 2 Registered Angus bulls, Dr. Cade reports. At one time some general farming was done on the place, but Dr. Cade says only ranching activities obtain there now. Dr. Cade and his wife reside in Chester. Brahman, White face and Angus cattle are featured by Dr. Cade and associates, it is learned. Recently a sale of 200 head of cattle were made, thereby reducing present herd to around 250 to 300 head, it is announced; and, that in peak years upward 500 head cattle are handled annually.



Dr. L. R. Cade, Chester, Texas

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H. W. WILKERSON, 52, CHAMPION PULPWOOD CONTRACTOR, DEFINITELY GOOD FRIEND OF ANDERSON COUNTY, AND ALL EAST TEXAS, HE AFFIRMS, HELPING BOOST AND WORK FOR THIS E. TEXAS AREA!!

Raised on a Farm and Having Come From the Bottom Up, Admittedly So, Mr. Wilkerson, Native Leon County, Enjoys Distinction of Having Progressed in His Business Stride Until Today he is Regarded as One of the Major Contractors Handling Approximately 2,000 Car Loads Pulpwood Annually For His Company

Cutting Upward 40 Car Loads Pulpwood Weekly, Mr. Wilkerson is Credited With Maintaining a Pay Roll That Takes Care of From 150 to 175 Men Weekly; and, That he Cuts Both Hardwood and Pine for His Company Over More Than 150,000 Acres of Land, he Estimates

Loading Concentrations are Maintained by Mr. Wilkerson in 6-East Texas Counties, Among Them Being Leon, Cherokee, Anderson, Smith, Rusk and Gregg, he Announces

Palestine. — H. W. Wilkerson, 52, is another of the major contractors serving Champion Paper & Fibre Company, in East Texas; and, Environs, facts and figures disclose. Briefly and in a word, therefore, Mr. Wilkerson is known as a Champion Pulpwood Contractor, enjoying a record that is so efficient that he enjoys an enviable position high up in the esteem of his great company, it is known. Mr. Wilkerson started at the bottom, he says comparable to his present very comfortable position and stride in the business world. Raised on a farm, where he remained until the age of 21, Mr. Wilkerson made an excursion into different business activities until he connected with Champion; and, presently he is cutting and delivering approximately 2,000-car loads of hardwood and pine annually to his company, records establish; and, as may be observed from general information appearing in this article and other references on this page, it is pointed out. Native of Leon county, Texas, during World War No. 1, Mr. Wilkerson says he served at the ship yards in Orange. After the first World War, he moved to Hearne, Texas and engaged in the grocery business for 4-years. His next 5-years found him with the Magnolia Petroleum Company from 1922 to 1937, he says. Then he moved to Huntsville and put 3-of his children thru college, the fourth presently being in the University of Texas. During his residence in Huntsville, which started in 1937, Mr. Wilkerson says he worked with both the Magnolia and Humble Oil Companies up to 1939 when he formed a connection as sub-contractor under C. Y. Townley vs. Champion, that relation continuing on up to 1943; and, on January 18, 1943, he became producer for his company up to 1945 when he began buying pulpwood from Kilgore to Buffalo, Gregg to Leon counties; and, is still active on that behalf in addition to picking up sub-contractors here and there, he announces. And, by the way, a full page for Mr. Townley appears elsewhere in this edition, the latter having underwritten a page the same as has Mr. Wilkerson in this Special edition which is dedicated to boosting and working for the future development of the rich natural and potential resources thruout this favored East Texas area, be it affirmed. Loading concentration points are maintained by Mr. Wilkerson in 6-counties; Leon, Cherokee, Anderson, Smith, Rusk and Gregg, the names of these points appearing elsewhere on this page. Direct and indirect men on Mr. Wilkerson's pay roll aggregate 150 to 175, he says; and, that from 150,000 to 200,000-acres of land in the 6-counties named above furnish the territory from which he cuts both hardwood and pine for his company. From 25 to 35-trucks are required to take care of Mr. Wilkerson's transportation needs, he reports; and, annually he loads and ships approximately 2,000-car loads of pulpwood, figured on the basis of 40 cars per week, it is estimated. His peak loading one week found him shipping out 88-cars, Mr. Wilkerson recalls. Sub-contractors serving under Mr. Wilkerson, include his son in law, C. M. Kolb, Jacksonville; J. R. Neyland, Palestine; Tom E. Furnish, Neches; Walter Ratliff, Henderson; J. W. Decker, Kilgore. In reality Mr. Wilkerson operates in a dual capacity and/or two way proposition for his company, it may be considered when it is realized that he functions both as an independent buying contractor and car lot shipments via his subcontractors, thereby establishing him as one of the more important pulp woodsmen serving his company, it is affirmed. Mrs. Ella Wilkerson, secretary-treasurer of Mr. Wilkerson's business organization is also a native of Leon county. They have four children: R. C. (Mrs. Evadine) Wilkerson; Mrs. Mary Jo (Si) Martin, out of U. S. A. C. from World War No. 2; Mrs. Joyce (C. M.) Kolb; and, Wallace Wilkerson, University of Texas. The first three children were given a college education at Huntsville, Mr. and Mrs. Wilkerson, proudly and happily state. Moving to Palestine the early part of 1943, the Wilkerson family is known to have become an influential and powerful force for good in this Anderson county sector of the Lone Star State, it is declared. All civic, religious and general public development strides find an instant friend in Mr. Wilkerson, he is popularly appraised, it is known. Mr. and Mrs. Wilkerson with much joy announce that they are Grand Parents, pretty little Miss Luann Kolb, 4-months old at this writing being their lovely granddaughter, the daughter of Mr. and Mrs. C. M. Kolb, the former having been a prisoner of war in Germany during World War No. 2, it is related. Parents of Mr. Wilkerson: J. C. Wilkerson, deceased; and, Mrs. Sallie Wilkerson, living at age 78. Parents of Mrs. Wilkerson: Bob Neyland, 79, living; and, Mrs. Nettie Neyland, deceased.



Right to left in above picture H. W. Wilkerson; W. E. (Si) Martin; C. M. Kolb and wife, Mrs. Joyce Kolb; Wallace Wilkerson; Mrs. Ella Wilkerson; and, left to right R. C. Wilkerson, Mrs. Evadin Wilkerson; and, Mrs. Mary Joe Martin. H. W. Wilkerson is Champion Pulpwood Contractor with headqurters in Palestine, Texas.

H. W. WILKERSON, CHAMPION PULPWOOD CONTRACTOR HANDLES UPWARD 2,000 CAR LOADS HARDWOOD AND PINE ANNUALLY VS. CHAMPION PAPER & FIBRE CO., HOUSTON-PASADENA!

Hence, Mr. Wilkerson Points Out That it is Nothing Short of a Crime to "Burn a Billion Dollars", Referring to Disastrous Forest Fires Here and Elsewhere, he Points Out

Palestine. — H. W. Wilkerson is not only a successful Champion pulpwood contractor but he is a human dynamo, it is declared, when it comes to exerting himself as a mutual friend and co-worker in the general upbuilding of his community; and, its people, friends and neighbors say of him. Cutting both hardwood and pine over an East Texas area of 6-counties, i. e., Leon, Anderson, Cherokee, Smith, Rusk and Gregg, Mr. Wilkerson estimates that there are easily from 150,000 to 200,000-acres of land over which he and his men cut pulpwood vs. Champion Paper & Fiber Co., Houston and Pasadena. At any rate, Mr. Wilkerson says he and his sub-contractors take care of upward 40-car loads weekly; and, on that basis, it may be easily calculated that his annual shipment of pulpwood aggregates upward 2,000-car loads. Hence, the importance, declares Mr. Wilkerson that we conserve our timber forests and do all we can to help stop disastrous forest fires thruout East Texas and elsewhere, he pleads most earnestly on behalf of timber crops, to his way of thinking among the most important, if not actually the most important surface natural resource we possess. In the opinion of Mr. Wilkerson it is nothing short of a crime to 'BURN A BILLION DOLLARS," making reference to such waste via the enemy 'FOREST FIRES." And, on that and/or this particular subject, the esteemed Tyler Morning Telegraph very ably editorializes after this fashion, which to our way of thinking is in exact relation to the way Mr. Wilkerson and other friends of the forests feel and think about it. Says The Telegraph:

Frank A. Christensen, president of the National Board of Fire Underwriters, recently said that about a year ago he predicted that direct waste by fire might exceed the staggering sum of $1,000,000,000 a year by 1953—if the American pople did not fight it with every resource at their command.

That forecast, he continued, was wrong by about three years. If the recent rate of increase continues, we will cross the billion-dollar mark by April, 1950.

Never in our history was the fire problem so grave. In 1941, the loss was $300,000,000. In the twelve months ending last April, the loss was more than twice as great—$616,000,000. Worse still, death by fire has followed the trend, and the toll has steadily risen.

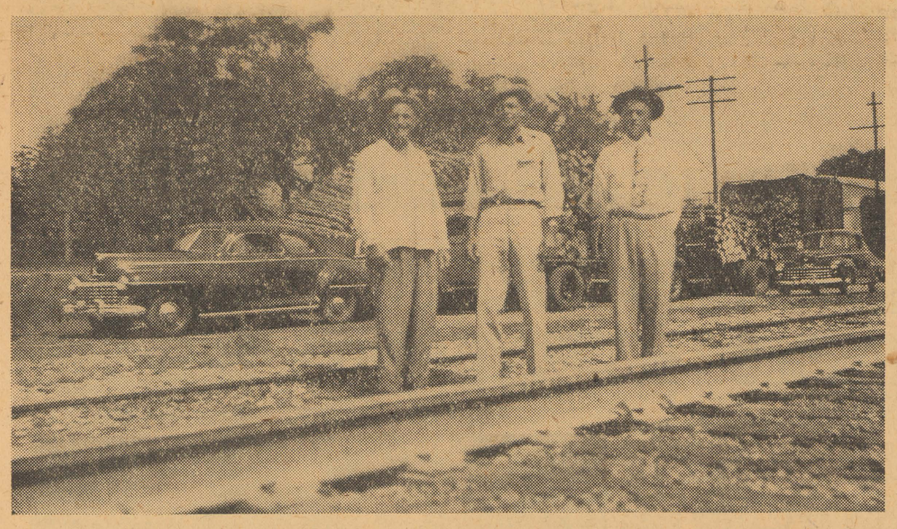
The organizations and individuals whose business it is to prevennt fire and to educate the public, are doing a fine job. Their efforts have been doubled and redoubled. But they can't get results without a far greater measure of public understanding and cooperation than they have been given so far. Fire prevention literally begins at home—in every house, in every store and commercial building, on every farm. Every family must become, in effect, a fire prevention agency, if the toll is to be checked. That is fire's great challenge to the American people—a challenge that has attained the status of an emergency today.

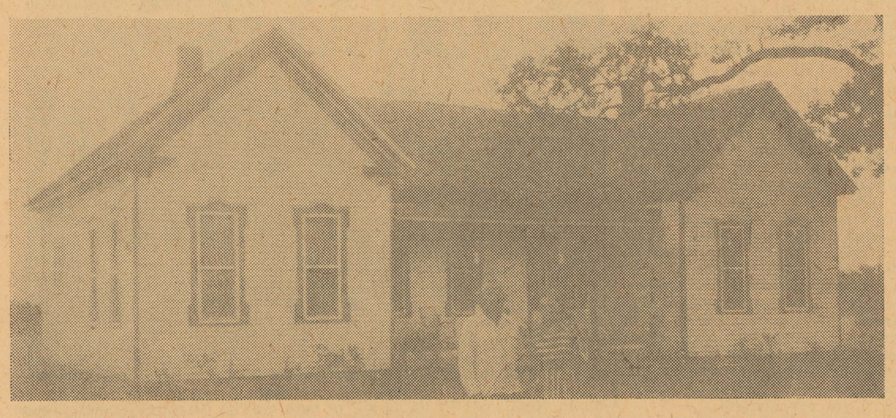


H. W. Wilkerson, Champion Pulpwood Contractor, Palestine, Texas. By many Mr. Wilkerson is likened in appearance to President Harry S. Truman.

H. W. Wilkerson, Constructively, Ambitiously and Earnestly a Potent Influence For Good Hereabouts

Palestine.—When all is said and done; and, the final pages of history shall have been written, it is faithfully believed that high up there on the scroll of honor will be found the name of H. W. Wilkerson and his good wife, as well as their children and grand children, appearing in recognition of the good and faithful service they have rendered on this earth, accepting the high esteem in which they are held by neighbors and friends, it is affirmed. In the civic, religious and general public development life of all the counties where they have lived, and here at Palestine in Anderson county, as well as thruout all of the other East Texas counties where Mr. Wilkerson is known to be a power for good, their influence is felt unto the glory of God and the well being of man, it is acclaimed and unreservedly so, may it be pointed out. An enthusiast for constructive results, alert when it comes to getting any and all worth while jobs done for the benefit of communities; and, their people, it has remained for the Wilkersons to have a definite part over on the side of achievement and accomplishment, it is pointed out. All praise and honor unto them, and each of them, for the good discharged in their yesteryears; and, may their present and coming years of usefulness be without number!







H. W. Wilkerson, C. M. Kolb and R. T. Neyland, left to right at top; Center: Home of Mr. and Mrs. H. W. Wilkerson, Palestine, Texas; and, bottom H. W. Wilkerson and C. M. Kolb. Top picture shows loading scene at Jacksonville, Texas; Mr. and Mrs. Wilkerson may be observed at their home in center picture, while Mr. Wilkerson and his son-in-law, C. M. Kolb, are standing near one of their hard-wood storage operations.

"Better Fire Protection, Management, Reforestation, Stressed" on Behalf Timber, a Sacred Mother Earth Product Near to the Hearts and Lives of All of Us

H. W. Wilkerson, Pulpwood Contractor One of the Genuine Friends of Timber Urges That the "Cry of 'Timber' May Become Fainter in Texas" Unless and Until All of Us Make for Adequate Conservation of it

Palestine. — Timber hasn't a better friend than H. W. Wilkerson, Champion Pulpwood Contractor. This statement is made advisedly, not only as result of recent interview had with Mr. Wilkerson but on the assurance of his friends and neighbors. Such a man as Mr. Wilkerson, and others like him occupies conspicuous and able position to help educate, encourage and direct toward adequate protection of our sacred forests against disastrous fires, it is acclaimed. Careless burning by East Texas farmers and—or elsewhere savors of endless property loss and some times lives as well, it is known. David J. Morris, Farm Editor of The Houston Post is considered an authority on subjects such as one at the moment. Hence, this Commentator with thanks and appreciation to Mr. Wilkerson and with full faith and credit both to Morris and the able newspaper he represents reproduces below in part what he has to say anent "Better Fire Protection Management, Reforestation; and, the fact that the "Cry of 'timber' may become fainter in Texas" unless and until we do something about it. Says Mr. Morris; and, ably so with his supporting authorities:

"Timber!

"This cry of the woodsman felling a tree is likely to become fainter in Texas unless forest fire protection, woodland management and reforestation of idle timberlands are improved, W. E. White, director of the Texas Forest service, said.

"Timber growth on the commercial pine and hardwood lands in East Texas could be doubled with reasonable good management practices, Lyle Watts, chief of the forest service of the U. S. D. A., told Mr. White recently after a survey of the Texas timber situation.

"Mr. White said that about two-thirds of the privately-owned woodlands of East Texas are now being serviced by only two fulltime and four parttime woresters.

"Mr. Watts urged that the state provide more technical forestry assistance to the timber owners in Northeast Texas. He said that the few foresters now available were not enough to bring about better forestry practices in that region.

"He said that he "was not so much disturbed" about the need for technical assistance to large forest industrial owners in East Texas."

"Improved forest practices on small woodlands will help furnish industry with more wood supplies, he said.

Growing in the heavily forested counties of East Texas is an inventory of saw-timber valued at $275,250,000. The timber lands embrace an area of some 10,775,000 acres which last year produced a cash crop of lumber and other wood products valued at approximately $135,000,000.

These and other figures in a survey just completed by the industrial research and development department of the East Texas Chamber of Commerce reveal for the first time the magnitude of the timber industry in East Texas.

"Men in the timber industry previously had been guided largely by guesswork in their estimates of the value of East Texas forest resources," Hubert M. Harrison, vice president and general manager of the East Texas Chamber of Commerce, said in describing the results of the survey. "Where estimates of the value of the annual timber and wood products crop have been placed as low as $50,000,000 in the past, our survey reveals that the crop harvested last year actually was worth $135,000,000—nearly three times the previously estimated value."

"The survey was conducted by John M. Guild, head of the East Texas Chamber of Commerce industrial department, with the assistance of local chambers of commerce in the area and the Texas forest service.

"With East Texas more interested in agriculture than forestry, it is interesting to note that of the privately owned timber land totaling 10,090,000 acres, fifty-six and one-half per cent in small ownerships of 3000 acres or less belonging to 53,618 farmers and other small holders," Mr. Guild said. "This makes it evident that the farmer is definitely a factor in the future of more than half of our heavily timbered area in East Texas, and protection of the small owner is definitely one of the survey's objectives through more education in better forestry practices."

"On the other hand, industry has a big stake in the future production of this forest land as a source of raw material. The survey shows that 4,385,519 acres is broken into 270 individual and firm holdings of 3000 acres and above. The federal and state governments own 693,595 acres.

"The survey shows this total acreage last year produced lumber, pulpwood, veneer, ties, fuelwood and other timber items valued at $99,345,000 and re-manufactured wood products valued at $35,000,000.

"In addition to the direct returns to the timber industry on wood products and remanufactured wood products, there are other industrial considerations," Mr. Guild reported. "The imprint of the industry on all business in the area is shown by the freight paid on the forest products alone—over $8,000,000, an average of over $250,000 for each county in the East Texas area. Bankers' estimates credited an average of 18 per cent of their deposits to the timber industry.

"We found that 10,000 trucks were required to handle the annual timber crop and 47,000 employes of the industry earned $62,500,000 annual wages, and considerable other information pointing up the magnitude of the industry,'" he continued.

"The report shows 737 sawmills of various sizes and 217 other wood-using industries valued at approximately $15,000,000 are located in the region."

And, from Austin comes the good news that Texas is to have new equipment to fight future forest fires. Says an U. P. News dispatch from Austin on the subject:

"Texas was all set today for fighting future forest fires with new equipment.

An order has been placed for early delivery of 19 jeeps, 21 two-way radio sets and other equipment, J. O. Burnsides, chief of the fire prevention division of the State Forest Service, said.

The jeeps will be equipped with fire plows, winches and other things to aid fire fighting in the forest, he said."

Loading Concentration Points Actively Conducted in Six East Texas Counties; and, Environs by W. H. Wilkerson, Champion Pulpwood Contracts; and, His Subs

Annual Pay Roll Carried by Mr. Wilkerson, Both Direct and Indirect Said to Range Between $150,000 and $175,000

Palestine. — In order that the lay mind may in some degree grasp the magnitude of H. W. Wilkerson operations in the pulpwood production and/or cutting and shipping world here in six East Texas counties (Leon, Cherokee, Anderson, Rusk, Smith and Gregg) it may be stated that in the aggregate Mr. Wilkerson handles upward 2,000-car loads annually, requiring 25 to 35-trucks to take care of transportation; 125 to 150-men to handle man-power plus an annual pay roll for both direct and indirect employes that is said to range between $150,000.00 and $200,000.00. Loading concentration points actively conducted by Mr. Wilkerson and his sub-contractors, names of the latter appearing elsewhere on this page are maintained at the following locations: Buffalo, Oakwood, Long Lake, Palestine, Dean Right, Kossuth, Neashaw, and Maydelle; Neches, Ironton, Troup, Jacksonville, Arp, Overton, Poindexter, Henderson and Kilgore; Tyler and Mineola. Mr. Wilkerson, be it said to his credit is one of the most active pulpwood men in the huge organization he represents; capitalizing on his experiences of his yesteryears, he assures and affirms that his future years, each and everyone of them, ambitiously appraising shall, and must be, he insists an improvement on each and all of his former strides. More power to you, Mr. Wilkerson!



Early production scene in pulpwood activities of H. W. Wilkerson, Champion pulpwood contractor, Palestine, Texas, Mr. Wilkerson presently being one of the major operators in that huge organization, it is declared.

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

VIDOR LUMBER COMPANY, GRADY S. GRIGSBY, 37, GENERAL MANAGER, VIDOR, ORANGE COUNTY, REPRESENTS ONE OF MAJOR LUMBER MANUFACTURING CONCERNS THIS PART OF SOUTH, IT IS DISCLOSED

Appraised by Some as Definitely Taking Care of an Half-Million ($500,000.00) Dollar Timber, Plants and Inventory Classifications, General Manager Grigsby is Believed to be One of the Youngest and More Successful of Timber and Lumber Manufacturers Operating Within His Notable Classification, it is Opined

Estimated 30,000,000 Feet Standing Timber Carried on 15,000 Acres of Land, 5,000 of Those Acres Being Fee Owned by Mr. Grigsby's Company, he Makes Known, While Plant Capacities Run 50,000 to 60,000 Feet Lumber Daily for Each the Sawmill and Planer, he Also States

Vidor Lumber Company Pay Rolls Take Care of From 100 to 150 Men, Mr. Grigsby Says; and, That Presently His Organization Enjoys Wholesale Shipments of Lumber Thruout Many Parts of These United States, he Affirms

Vidor. — Vidor Lumber Company, Grady S. Grigsby, 37, General Manager, manufacturer of Yellow Pine Lumber, while a comparatively new industry for East Texas; and, Environs, enjoys the distinction of having leaped into the major classification of manufacturing Yellow pine lumber; and, possessing some of the best of timber belt holdings in this part of the South, it is revealed, declares Mr. Grigsby. Native of Texarkana, Texas, Mr. Grigsby states that he moved to Arkansas in his boyhod, locating at El Dorado, Union county; next moving to Camden sector of the Wonder State. Mr. Grigsby formed a connection with the Anthony lumber interests when he went Camden, where he managed the White City Lumber Company until he moved to Vidor in February 1946, he states. He set about along with his associates to build and put into operation the mammouth sawmill and planer activities here at Vidor, getting operations under way almost as via lightning rapidity, it is said of Mr. Grigsby. Everything was going smoothly with the plant, which was running in high up until June 12, 1947 when the company's big sawmill was destroyed by fire, but complete restoration was made via the installation of a complete new sawmill outfit, it is ascertained. Serious inconveniences for a while was experienced, of course, but General Manager Grigsby got busy and it seemed almost in no time the new sawmill was humming away. Notwithstanding some of the best boilers known serve the plant, he states that shortly another boiler will be added, including installation of horizontal resaw, which will add materially to daily capacity output, he says. The latest type Moore kiln service is being completed; and, in every way, it may be said that Vidor Lumber Company represents the very best in the way of lumber manufacturing efficiency, it is declared. James Payne, 30, since he was 18-years of age, served 12-years with the Anthony interests in Arkansas, it is pointed out. Presently he is sales Manager for Vidor Lumber Company. Recently he completed and with his family enjoy an attractive new home here at the mill north Vidor, it is observed. Mr. Grigsby and his family also reside in Vidor area. Dave Nelson, promising young man, is bookkeeper and office manager for Vidor Lumber Company. In replacing the burned part of their plant, Mr. Grigsby says in so doing his company was required to put out upward $25,000.00 and/or more over and above the $50,000.00 insurance carried on the property; and, this, too, in addition to thousands and thousands of other dollars necessary to make of the industry the success it enjoys today, it is commented. The new kiln nearing completition at this company's operations is said to be just about as fire proof as it is possible to erect such a structure. The modern sawmill carries capacity 50,000 to 60,00-feet lumber daily. Mr. Grigsby states; and, also credits his big planer with a like capacity of 50,000 to 60,000-feet finished lumber, which is sold at wholesale thruout many parts of these United States, sales records reflect. Mrs. Nell Anthony Grigsby, wife of Mr. Grigsby is a native of Bearden, Arkan, where her parents, Garland and Mrs. Flora Anthony still reside. Parents of Mr. Grigsby: H. G. Grigsby, living; and, Mrs. Mamie Grigsby, deceased. Mr. and Mrs. Grigsby are the proud young parents of two handsome sons: Anthony Grigsby, 7; and, Richard Grigsby, 2. Carrying 15,000-acres of timber lands, 5,000-of those acres being fee owned; and, the remaining 10,000-acres carried in timber rights, General Manager Grigsby estimated that standing timber estimates easily reflect upward 30,000,000-feet, representing as it does one of the largest bodies of merchantable timber in this immediate sector of the South, it is believed. Inventories at times run from 1,000,000 to 2,000,000-feet of lumber, it is announced, all dimensions being cut. Lifts, carriers and practically all other modern conveniences are installed and in operation at Vidor Lumber Company, a recent visit disclosed. Pay rolls of Vidor Lbr. Co. take care of from 100 to 150-men, it is stated. Mr. Payne, mentioned above is both partner and sales-manager in the organization, it is learned. His wife, Mrs. Lorice Payne is a native of Mississippi. They have two children: Virginia and Kay. Parents: Milton B. and Mrs. Allie B. Payne, both living. Parents of Mrs. Payne: C. S. and Mrs. Ida Bonner, both living. Native of Olive Branch, Miss., Mr. Payne moved over into Arkansas and became associated with the Anthony interests, it is established. Mrs. Payne is a native of Fordyce, Ark., Mr. Grigsby is also experience in the retail end of the lumber business, it is learned. Having come from the bottom up, this young man is admittedly a genuine inspiration to other young men to adopt his lead and follow in his foot-steps. it is commendably said of Mr. Grigsby, who is known to be vitally interested in the successful progress of civic, religious and general public development strides thruout the whole of East Texas; and, Environs, it is assured.

Vidor Lbr. Co., Young Student of Economy in Lumber Manufacturing

Vidor. — Business is unusually good now and has been for a long while, comments Grady S. Grigsby, General Manager Vidor Lumber Company; and, reviewing our yesteryears, it is important in the opinion of Mr. Grigsby that we progress in the constructive and worth while excursions into our future years; and, rightly so, in the opinion of this Commentator. All of which appropriately it is pointed out revives interest in the dollar value of other years comparable to the present. On the subject the esteemed Houston Post editorially raises the pointed question and asks: "WILL DOLLAR HISTORY REPEAT?" Continuing an able editorial, The Post reasons and furnishes, as it does, a wealth of information about the dollar all of us should know. Says The Post, with thanks, also to Mr. Grigsby:

"This post-war inflation is not so bad—so far—compared to inflations that followed other wars.

An illuminating study presented in a recent issue of the United States News recalls that after the Revolutionary war the value of the dollar dropped to 31 cents, as compared to its pre-war purchasing power; after the Civil war it dropped to 37 cents; after World War I to 40 cents, and since the beginning of World War III it has declined to 49 cents.

"The encouraging thing about it is the fact that after each post-war inflation the dollar has bounced back—sometimes too high, though, as busts followed booms.

Using a different yardstick for purposes of comparison—the 1939 dollar's wholesale buying power—the Washington weekly says that the worth of the simoleon fell from $1.36 in 1775 to 42 cents in 1779. In the next ten years its value shot up to $1.14 as prices fell, only to slide back to 47 cents in 1814. By 1830 it was back to $1.18. In the Civil war period the value of the dollar, on the basis of its 1939 worth, fell from $1..32 in 1860 to a low of 43 cents during four wartime years of rising prices. Fourteen years after Appomattox the dollar was back to its pre-war value of $1.32. Prices of goods at wholesale had returned to their pre-war level. By July, 1914, the month before World War I began, the dollar had slipped down to $1.15 in purchasing power. By May, 1920, it had become a 46-cent dollar. The recession of 1921 soon pushed its value up to 83 cents. It remained relatively stable through the boom of the late 1920's, but the great depression boosted it up to $1.29 in 1933. Then the second World war brought the dollar down to $1.03 in 1939 and it averaged $1 for the year—the standard for this comparison. It is now worth about 49 cents and is still declining.

"The question is whether the dollar is to go on declining in value, or will the trend be reversed? The answer, says the United States News, "if history has any meaning, is that the dollar some time will rebound in value." It always has, after wartime shortages were partly filled. "Judging from history, the average dollar is to turn up sharply and in time will reach a value far higher than now." It may reach 80 cents within a year after the price break occurs; maybe 100 cents eventually.

"The economic hope of America is that the history of all previous post-war eras will repeat itself, even at the expense of a mild recession, rather than that inflation will go spiraling into disastrous stages."



Pictured above top: Modern sawmill Vidor Lumber Company, Vidor, Texas. Grady S. Grigsby, General Manager, is standing near the mill. Bottom picture again shows Mr. Grigsby standing near his up to the minute planer, also at Vidor operations of his company.

VIDOR LUMBER COMPANY

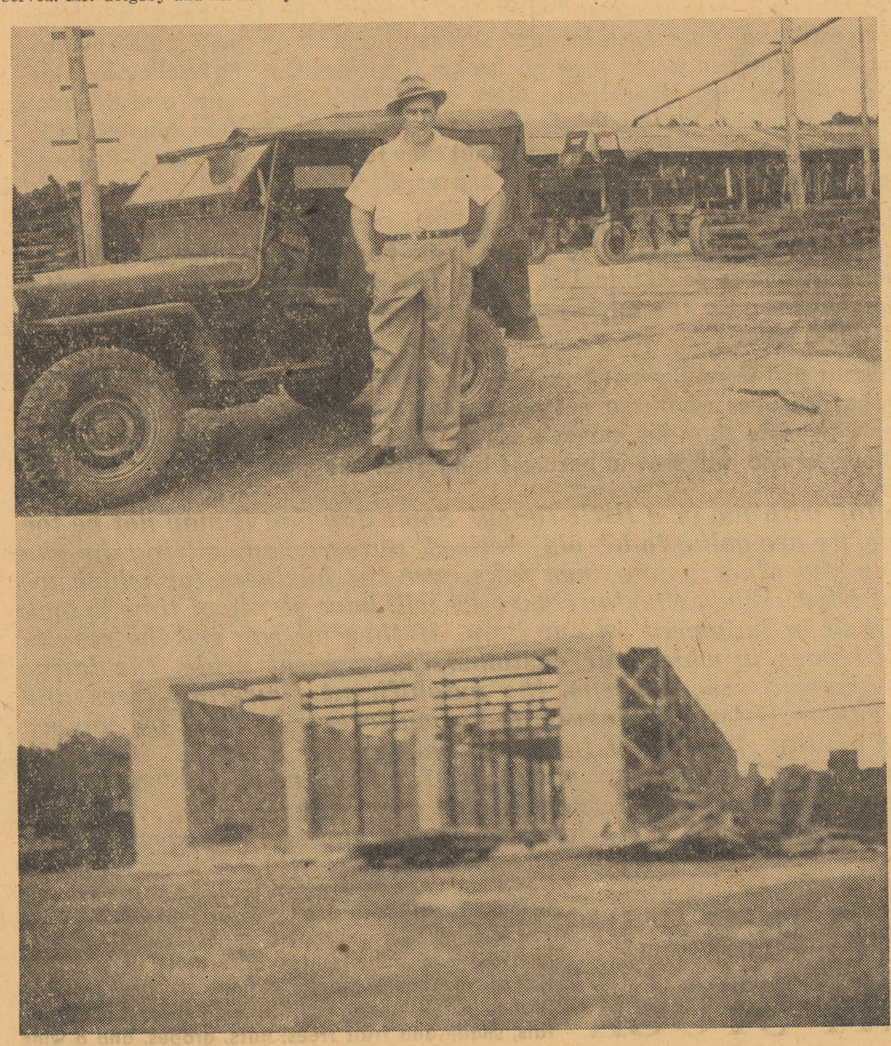
Boost,
Work and Put
For
Your Home Community
and for Home Communities

Cheaper Power, Lower Taxes, Better Roads and Adequate Drainage; Improved Churches and Schools; Soil Conservation and Better Farm Products Encouraged

Grady S. Grigsby, General Manager Vidor Lumber Company, Also Stresses Importance of Protecting Our Rich Forests From Disastrous Fires; and, Also Encourages Location Desirable New People, Money and Industry, he Affirms

Vidor. — By nature a Texan, he having been born at Texarkana, Bowie County, Grady S. Grigsby, General Manager Vidor Lumber Company, tho young in years, is admittedly matured in many ways as a manufacturer of good Yellow pine lumber, facts and figures disclose. Trained in the lumber business down in Arkansas under the guidance of Garland Anthony, pioneer timberman and lumber manufacturer, Mr. Grigsby is admittedly one of the seasoned young manufacturers of his day; and, as the years come along it will be to find this young man right out there at the front pitching, leading and doing for the greatest achievements and best accomplishments in the lumber manufacturing world, his record thus far inspires, it is known. And, in addition to his alertness in the timber and lumber manufacturing field, Mr. Grigsby is also known and appreciated as a good friend of the comunity at large, it is pointed out. Interested in the civic, religious and general public development of his part of Texas; and, this part of the South, Mr. Grigsby has subscribed generously of support and influence on the part of his company toward the fine success rated for the instant newspaper publicity advertising campaign working for cheaper power, lower taxes, better roads and adequate drainage; soil conservation; improved churches and schools; increased production of all farm products, including livestock, milk, meat and eggs; and, joins actively in cordially welcoming desirable new people, money and industry to this part of Texas, he invites. He is also an enthusiast when it comes to stressing the importance of adequately protecting our valuable timber lands from forest fires, as well as anything and everything calculated to enhance the advantages for our area; and, its people, he assures. Endorsing the ultimate success of the progressive programs advocated in this Special edition, Mr. Grigsby unhesitatingly says he looks with rosy optimism on what he believes to be an exceedingly bright future for this part of the South conditioned on our people as a whole; and, the country at large, accepting required initiative in their responsibility toward definite progress and prosperity now and always. That's the spirit, Mr. Grigsby!

Texan by birth, trained in the lumber and timber business down in Arkansas; thence back to the Lone Star State to do his bit in turning timber in to finished lumber, Mr. Grigsby is known to be receiving the plaudits not only of his immediate associates and friends; but, the public at large, it is said on his behalf. Young, vigorous; affable, kindly and alert always to boost, work and put for his community; and, its people, Mr. Grigsby is the kind of useful citizen and taxpayer who encourages others to employ similar strides, it is declared. Receiving generous welcome back to Texas, Mr. Grigsby says he stands ready, willing and able at all times to participate and co-operate with others when it comes to helping put their community loads over the hill of success. More power to you, Mr. Grigsby.



General Manager Grady S. Grigsby, Vidor Lumber Company, Vidor, Texas is standing by his favorite 'get-about' Jeep top; and, at bottom is shown portion modern dry-kiln in course of construction at his plant.

30,000,000 FEET STANDING TIMBER ESTIMATED ON 15,000 ACRES LAND GIVES VIDOR LUMBER COMPANY COMMANDING POSITION IN ITS ORANGE COUNTY, TEXAS, LUMBER MANUFACTURING OPERATIONS FOR WHOLESALE SHIPMENTS THRUOUT THESE UNITED STATES OF AMERICA

Modern Sawmill and Planer Operations Conducted at Vidor, Orange County, Find General Manager Grady S. Grigsby in Position to Serve His Patrons Promptly and Satisfactorily With 50,000 to 60,000 Feet Lumber Daily, he Points Out

Vidor. — This Orange county sector of the Lone Star State of Texas is fortunate in the possession of Vidor Lumber Company, Grady S. Grigsby, General Manager, patrons and friends are free to comment favorably, it is known. As stated elsewhere on this page, which has been underwritten by Vidor Lumber Company, this organization carries 15,000 acres valuable timber lands; and, Mr. Grigsby conservatively estimates, he says, that those acres easily carry upward 30,000,000-feet standing timber. Employing selective cutting of timber, he also believes a perpetual crop of timber will be always coming along. Five thousand (5,000) acres of the above timber holdings are held in fee ownership, Mr. Grigsby states; and, that he and his associates are always in the market for good timber when it is properly located. Surplus logs may also find ready cash market at the skids of this big company, it is invited. This affords we farmers to turn surplus logs into cash, it is suggested. This rich timber belt owned by Mr. Grigsby's company affords that organization rare opportunity to serve its patrons and the public in big way via the shipment of good lumber thruout these United States of America, it is revealed. Presently, Mr. Grigsby says his company is adhering strictly to domestic shipments and thus far no exports have been undertaken. A

"Touring Farmer Sees Europe as Near Hopeless"; Hence, Importance Our Own People Keeping Stride

Vidor.—Primarily in the manufacture of good lumber, Grady S. Grigsby, General Manager Vidor Lumber Company along with the rest of us is also interested, vitally so, in matters of general import, including, of course, the reality of feeding ourselves here at home at same time assisting in the feeding of starving people in other lands. On the subject, Hal Boyle, writing in the Associated Press in an article from Garner, Iowa, makes a report that caused on headliner to put it this way: "Touring Farmer Sees Europe as Near Hopeless; and, then proceeds to record what a rugged Iowan had expressed as to the latter's impression anent conditions abroad. Said Mr. Boyle:

Big-boned Jack Dethmers, comfortably well-to-do after years of rugged work in the black rich soil of Iowa, went abroad to see how the farmers of other lands were faring.

He was one of 22 curious Iowa farmers who paid out $1,500 apiece for a month-long air trip to see European conditions first hand.

Dethmers has come back appalled at the hopelessness of Europe's economic situation.

"Seems as if we knew less when we got back than when we started," he said soberly.

Have To Give Them Aid

"We'll have to feed them—the people over there. And we can't sell it to them because they're already bankrupt. We'll just have to give it to them.

"It's either that or turn them over to the Communists. The feeling is pretty strong over there already."

The six-foot farmer, who worked his own way up from hired hand, was considerably shocked at caste and class barriers in European lands which make it difficult for men to better their lot. Summing up his memories of Europe's distressed, he said:

"They can't understand why we were so lucky to have been born here and they so unlucky to have been born in Europe."

He told with a look of wonder on his face of hungry Germans searching potato fields that had already been harvested.

"They picked up potatoes no bigger than a pea," he said. "But I suppose when one is hungry he'll pick up anything."

Dethmers brought back a conviction that European farmers' methods are outmoded and will have to be changed before machinery can be used well.

Lack Of Tools, Efficiency

"They don't use the manpower and the tools they have efficiently," he said. "Even large farms are cut up into small, irregular pieces.

"In England they complained of lack of manpower, but they had 58 men working on one 1400-acre farm. One farm had ten hogs and all one man did was take care of them."

Commenting on Germany, Dethmers said:

"You can see everything you need to see in one day. It is all blown to pieces."

He met a group of German mayors and asked:

"Why don't we see any young or middle-aged German men around—are they all working in the mines or factories instead of on the farms?"

"All our young men," said one mayor, shaking his head, "are under the sod between here and Stalingrad."

VIDOR LUMBER COMPANY

This whole part of the South (East Texas in particular) has a definite asset in Vidor Lumber Company, Grady S. Grigsby, General Manager, it is affirmed. Alligned with the progressive element, Mr. Grigsby and his associates are taking a leading part in the constructive leadership of Orange County East Texas; and, Environs, their full support and influence having been accorded the instant newspaper Publicity Advertising Effort, it is known.

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

Breedlove reports to the people of Texas



Executive headquarters Breedlove Nurseries, Jesse Breedlove, Owner, Tyler, Smith county, East Texas; and, Environs.

Nurseries



Palatial home Jesse Breedlove on Mineola Highway, Tyler, Texas, where Mr. Breedlove is owner Breedlove Nurseries, enjoying both domestic and export shipments, it is stated.

Tyler, Texas

Jesse Breedlove, owner of the Breedlove Nurseries, is Past President of the Texas Association of Nurserymen and a member of the executive committee of that association. He is a member of the executive board of the American Association of Nurserymen, and chairman of the agricultural committee of the Tyler Chamber of Commerce and the East Texas Chamber of Commerce.

Mr. Breedlove has for years been one of the leading nurserymen in the country . . . a true lover of the soil and a student of the beauties of nature. His whole life has been devoted to producing the best and the finest in nursery stock.

W. C. Stallings, father of Mrs. Breedlove, was the first appointed agricultural agent in the nation and perhaps the world. His name blazes through the pages of Texas history. He long cherished the memory of the people of Angelina and Cherokee counties, which was his first territory.

In his address as president of the Texas Association of Nurserymen this September, Mr. Breedlove said:

"In the first place, we cannot remain as we are; we must either go forward or backward. As for myself, and I am sure you will join me in this assertion, I am ready for our association and the whole nursery business to go forward. Our work as nurserymen is only in the beginning. There are not enough orchards or vineyards in our country. There has never been enough beauty about our homes. All over the country, our people are hungering, some of them unconsciously, for the beautiful, for some kind of decoration about their homes . . .

"The people of Texas are justly proud of the landscaping that has been done along the highways of the State. When contrasted to the roads of adjoining states, the plantings along our highways make a magnificent showing, but those plantings are only in the beginning. Furthermore when a beginning is made in any type of planting, other plantings will be stimulated . . . It is contagious . . .

"Apparently there must be at some time in the near future a movement back to the land. Too many of our people have left the land for the city lights and jobs. Many hundreds of small farms are abandoned; many hundreds of others have been absorbed into larger holdings. It may well be that unemployment will force a movement back to the small farms and suburban acreages .

SPECIAL OFFER

118 Plants for only $5.20—A reduction of more than 25 per cent.
Superior small fruit offer for your yard or orchard.

4 Figs of everbearing nature, producing fruit on its new wood throughout the growing season, ripening the best quality fig known, from early season to frost. Fruit does not crack from rain; covered with tough skin; meat, sweet and juicy; perhaps the best preserving fig known, and certainly unsurpassed in quality. Can be produced in colder climate; while in the South, needs no protection from winter weather.

4 Hardy grapes: Concord, Carman, Niagara, and Ludia. These 4 vines will ripen luscious grapes over a long period. Excellent for juices, wines, jellies, and to pick from bunch; you will enjoy eating them.

10 Blackberries for your jams and jellies.

100 Strawberries for your short cake and preserves.

WRITE FOR NEW FREE CATALOG

"As we shall note later, we are not out just to sell stock; we will, by selling our merchandise, make it possible for our customers to have a more healthful, a more beautiful, and a more satisfactory life. A home surrounded by bountiful orchards and set in a garden of beauty cannot but be a more satisfactory place in which to live; and if we can help the home owner to have a more desirable place; we have done him a good service by selling him our goods: it works both ways . . .

"In times of financial stress the fly-by-night nurseryman and the fair weather grower disappear. The established business with a reputation for fair dealing towards its customers, will continue to grow in proportion to its business methods, its advertising, and the merchandise it delivers. The way a business and its personnel stand back of its product has much to do with their success . . .

"I recall that Marshall Field pioneered with the slogan, 'The Customer is Always Right.' I also recall that most business men scorned the idea and said that any business run on that principle would soon go broke. The result of that policy by Marshall Field was the greatest department store on earth. Later, Sears and Roebuck came out with a policy stated in their slogan 'Satisfaction Or Your Money Back.' Their rivals said that it would never work, but they too were wrong. Sears-Roebuck became the greatest mail-order-house in the world.

"This all adds up to the fact, that making money from our customers is not all that there is to our business. No power under heaven can continue to do business whose operators do not deal in high grade merchandise, who do not offer that merchandise at a fair price, and who do not deal with their customers on a high ethical plane . . .

"The Great and Good Book tells us: 'By their fruits ye shall know them.' The man who produces what the customer wants and needs and supplies the customer with more than his money's worth, adds to this a fine courtesy and an excellent service, will stay in business long after the quack is gone.

"And now will you indulge with me in a little fancy! Some day and it may not be too long for both you and me, we are going to be old, retired nurserymen, sitting in the shade, watching our sons and other young men take over the business for which we have worked so long and hard. When the day comes, we will have plenty of time to look back down the years and sit in judgment on our lives. If then we can see the results of our work in beautiful homes, in which our customers take great pride, the lawns they have planted, the fragrant rose gardens, the magnificent flowering trees and shrubs, the stately shade trees, objects of beauty and a joy forever . . . If we can see the great orchards feeding the children of that day the finest of fruits . . . if we can consider that we have added to the satisfactions of life for those who have patronized us . . . if we can know that we have helped them to live on a higher level . . . then we can listen to the Great Gardener say, 'Well done, thou good and faithful servant'."

COMPLETE LINE OF NURSERY STOCK

If you visit Tyler this fall, do visit our fields. There you can choose your own variety and particular blooms. You will also see acre after acre of our proven blooming, proven variety of gorgeous rose bushes in full bloom, our flowering shrubs, ornamentals, shade and fruit trees, nuts, grapes, and a wide selection of other nursery stock.

WRITE FOR *FREE* CATALOG