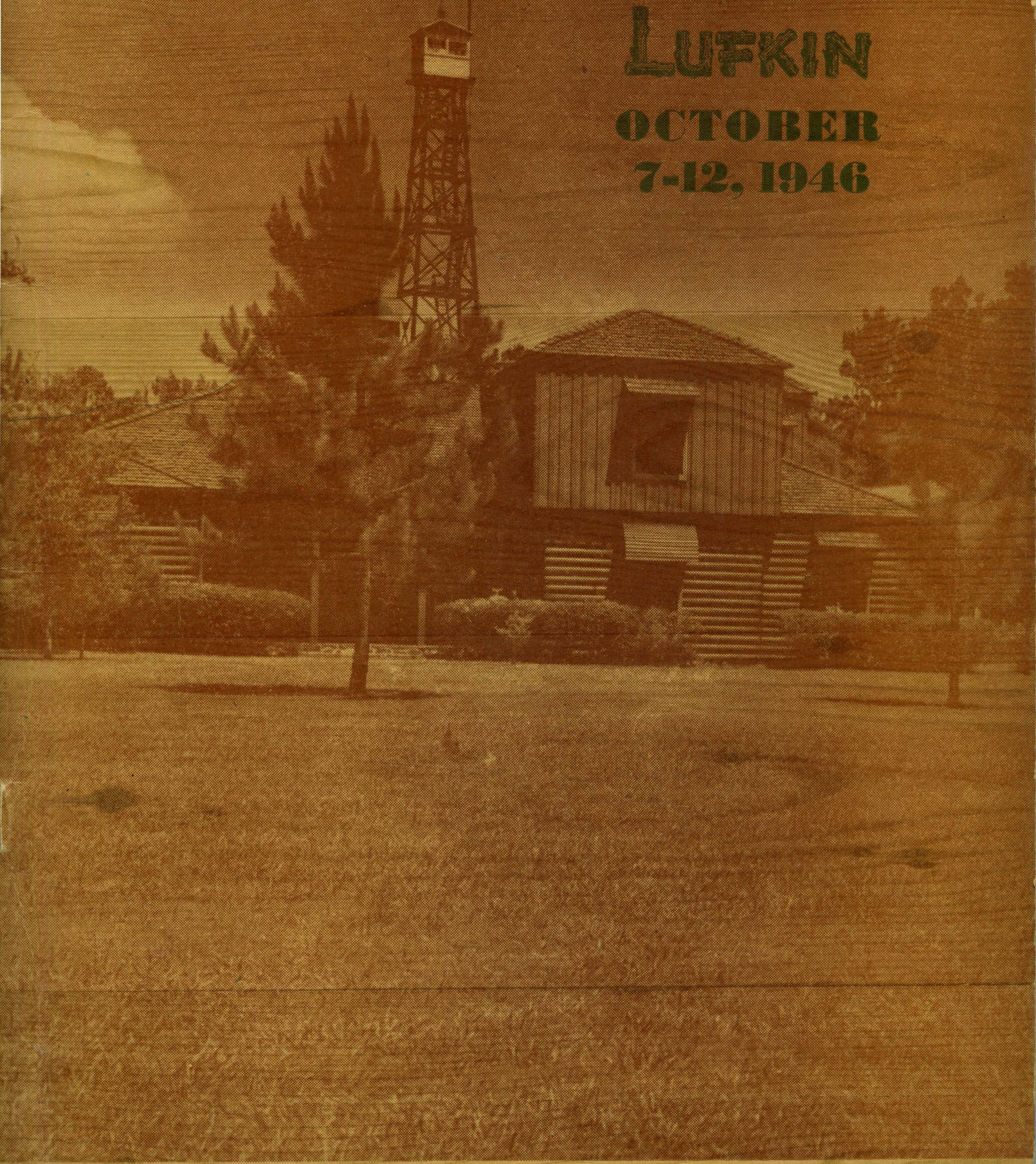


TEXAS FOREST FESTIVAL

LUFKIN
OCTOBER
7-12, 1946





- **LARGEST FOUNDRY AND MACHINE COMPANY in the SOUTHWEST.**
- **GREW UP WITH THE LUMBER INDUSTRY.**
- **BEGAN BUSINESS WHEN LUMBERING WAS THE PRINCIPAL BUSINESS IN DEEP EAST TEXAS.**
- **LUFKIN EQUIPMENT NOW FOUND IN OIL FIELDS THROUGHOUT THE WORLD.**
- **LUFKIN TRUCK-TRAILERS FOUND IN ALL FIELDS OF TRUCK TRANSPORTATION.**
- **LUFKIN'S MILL SUPPLY DIVISION SERVES SAWMILLS, INDUSTRIAL PLANTS, HARDWARE AND AUTOMOTIVE FIELDS OF TEXAS.**

LUFKIN FOUNDRY & MACHINE CO.

LUFKIN, TEXAS, U. S. A.

FOREWORD

The title, TEXAS FOREST FESTIVAL, is of utmost significance to the people of Texas, especially those living in the 36 heavy timber-producing counties of East Texas. It is appropriate that this show window of forestry activities should be located in 1938 at Lufkin, the geographical center of the Texas timber lands.

Here in Lufkin the largest lumber mills of the South hum with feverish activity. Here it was that stubborn, far-sighted citizens of Angelina County took hold of an idea born in Georgia and proved that the South, too, could produce excellent newsprint. Here small sawmill equipment foundries grew into a manufacturing plant that sends its products of iron and steel all over the world.

Other industries have been attracted to Lufkin and the entire timber-producing area of East Texas seethes with the excitement of new wood products being developed in the laboratories and in the minds of the men and women working with timber.

The Texas Forest Festival Association wants to use its annual Festival to focus the attention of all people of Texas on the importance of this gigantic timber industry, once believed to be rapidly passing out of the picture, but now

emerging stronger and more practical than ever. The Association wants to point out that conservation of the soil and water, improved farming methods, pasture improvement, livestock development, and the bringing of electricity, radio, telephones and good roads to the rural people is also of inestimable importance.

The Texas Forest Festival Association is a non-profit organization. Any profits made will be turned back for maintenance, new improvements and activities that will come nearer to the ideals for which the people of Texas interested in the Association are striving.

The officers and directors of the Association appreciate the untiring efforts of local citizens, of State and National agencies, of organizations of timber growers and manufacturers, of the surrounding schools, chambers of commerce, newspapers, and radio stations that are making this year's show successful.

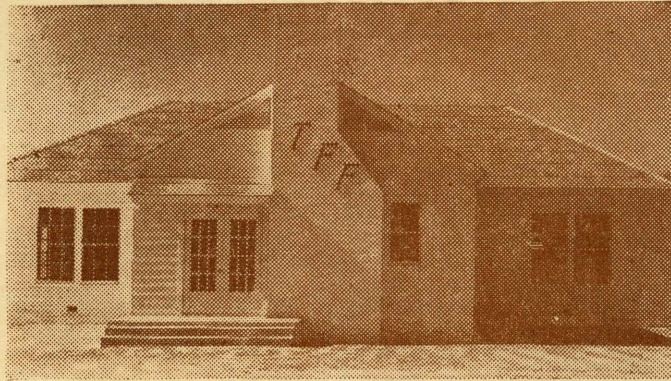
With this splendid unselfish cooperation, each year will see another step toward reaching the dream that some individual had of creating a Texas Forest Festival in fact!

JEAN SHOTWELL, President

GLENN BURGESS, Manager



OCTOBER 7-12 IS ALSO NATIONAL FIRE PREVENTION WEEK



Administration Building, Texas Forest Festival

TEXAS FOREST FESTIVAL

LUFKIN

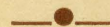
OFFICERS

Jean Shotwell President
H. E. Rogers Vice President
Glenn Burgess Manager



BOARD OF DIRECTORS

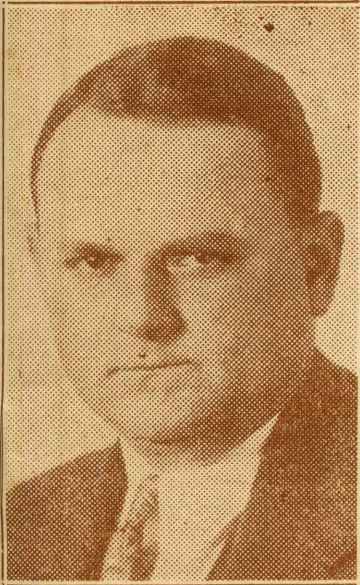
Harry Abram	C. L. Du Puy	S. W. Henderson, Jr.
W. R. Beaumier	R. M. Feagin	John B. Perry
K. W. Denman	Curtis W. Fenley	H. E. Rogers
Jean Shotwell	Herman Taylor	



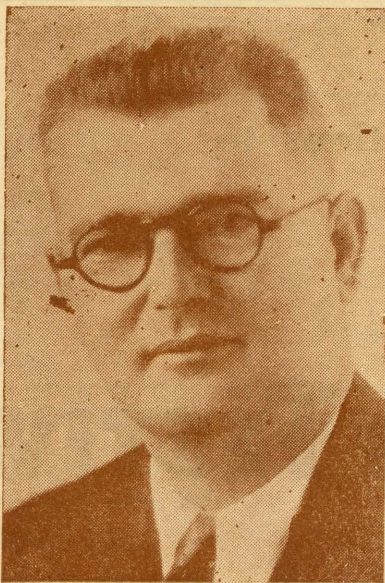
TEXAS FOREST SERVICE

W. E. White, Director College Station

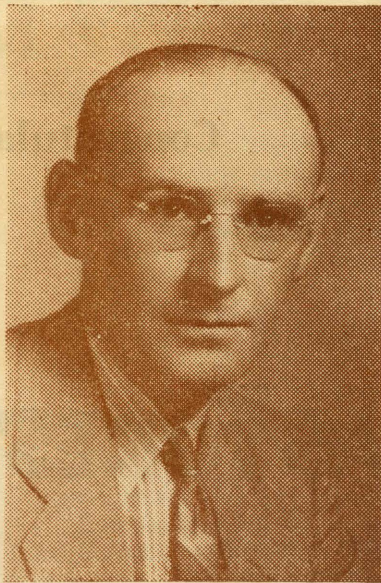
Texas Forest Festival Officers



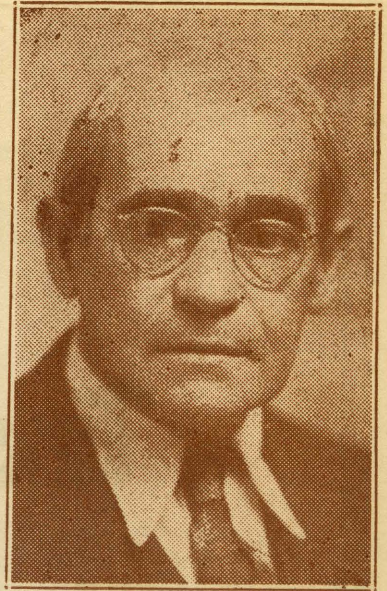
JEAN SHOTWELL, President



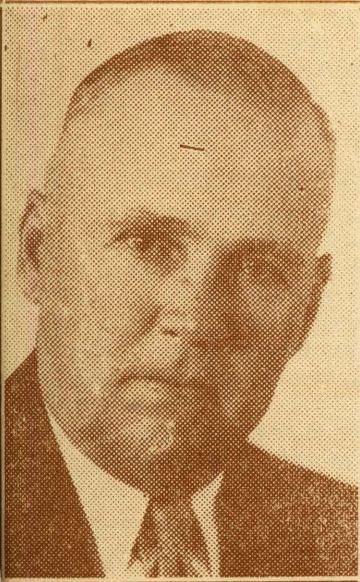
H. E. ROGERS, Vice-President



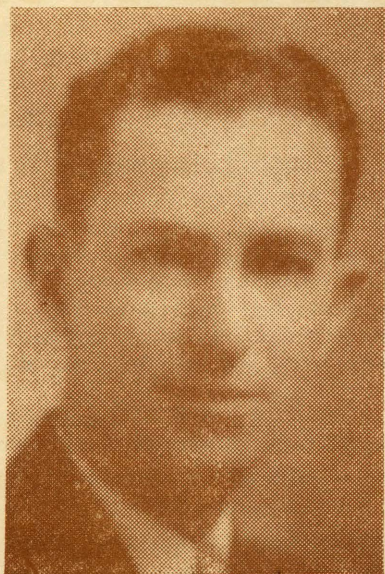
GLENN BURGESS, Manager



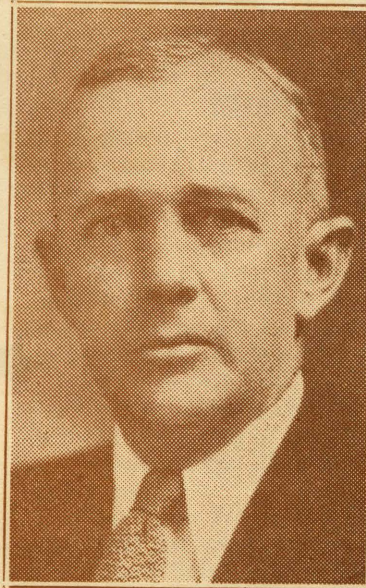
HARRY ABRAM



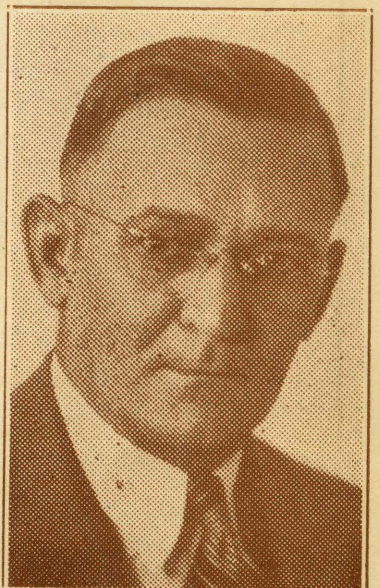
C. L. DU PUY



CURTIS W. FENLEY



K. W. DENMAN



JOHN B. PERRY



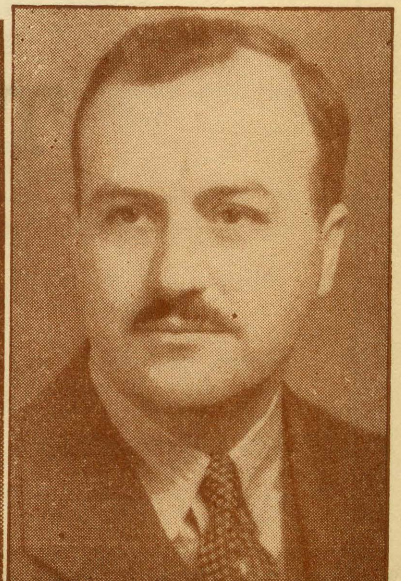
R. M. FEAGIN



S. W. HENDERSON, JR.



HERMAN TAYLOR



W. R. BEAUMIER

Congratulations to

TEXAS FOREST FESTIVAL

Lufkin -- October 7 - 12



Texas Long Leaf Lumber Co.

and Allied Industries

TRINITY, TEXAS

INFORMATION

The Texas Forest Festival grounds are located on Highway No. U. S. 69, within the city limits of Lufkin.

Price Of Admission

The price of admission to the Texas Forest Festival will be as follows:

For children under eight years Free
For each adult, single admission30
For children under sixteen years of age and over eight years of age15

All occupants of automobiles must have admission tickets.

PARKING—Car parking throughout the Festival inside the grounds, 25 cents each; season ticket, \$1.00.

Important

It will be considered a special favor if visitors will report to the Manager any mistreatment or extortion practiced by any employee of the Festival or concessionaire. Do not wait until the Festival is over, but report immediately at the Manager's office on the Festival grounds; then redress can be made.

General Rules And Regulations

The Texas Forest Festival will be held October 7-12, 1946, at Lufkin on the Festival grounds unless postponed or changed by the Board of Directors—a right which they claim and reserve, should they deem it necessary or advisable.

The Board of Directors reserves a final and absolute right to interpret, and amend or add to the rules should they deem advisable; also to settle all questions that may arise relative thereto.

Exhibits must be in place Monday, October 7, by 2 o'clock, except where special rules in departments provide other times, or unless unavoidably delayed in transit. Proof of delay must be submitted to superintendent in charge of department.

All goods must be unpacked immediately upon arrival and all cases, boxes, etc., removed by exhibitor.

No claim for injury to any person or property shall ever be asserted nor suit instituted or maintained against the Texas Forest Festival Association or its officers or agents by or on behalf of any person, firm or corporation, or their agents, representatives, servants or employees having license or privilege of exhibit on the Festival grounds or occupying any space thereon.

If any damage, loss or injury to person or property shall be approximately caused by reason of any neglect or willful acts of any employees having license or privileged to exhibit on said Festival grounds or occupy any space thereon, the Texas Forest Festival Association shall in no manner be responsible therefor, and in case it is subjected to any expense or liability all persons causing same or liable therefor shall indemnify the said Texas Forest Festival Association at its domicile, viz., Lufkin, Texas.

All owners of property, or others having same in charge shall care for, guard, protect and preserve the same, as the Texas Forest Festival Association does not undertake to do so, and it shall not be held responsible for any loss or damage to said property.

Concession Current

The following schedule of rates for lights for six days' services from October 7 to and including October 12, 1946. For additional service, special rates will be made on application:

10—Watt		\$.10
15—Watt		.15
25—Watt		.25
40—Watt		.40
60—Watt		.60
75—Watt		.75
100—Watt		1.00
150—Watt		1.50
200—Watt		2.00
300—Watt		3.00

The Festival Association will furnish general illumination for grounds and buildings, but all special and individual light or service will be charged for at the above rates, the user to provide drops and install whatever necessary wiring that may be required at own expense. Socket connections are provided at convenient location for attachment. Concessionaires must pay for current upon demand or forfeit concession rights.

Mercantile Exhibits

Exhibit space for manufacturers, jobbers and retailers may be had in the Exposition Building. Address the Manager, Texas Forest Festival, Lufkin, Texas.

There will be no special lights provided. The Exposition buildings are well lighted without cost to the exhibitor.

The Texas Forest Festival Association will not be responsible for any exhibit, but will have competent watchmen in the building day and night, and every effort will be made to guard every exhibit.

Those desiring display space should make arrangements for same at an early date, as booths usually are sold out long before the opening of the Festival.

Booths in the Exposition buildings are for display purposes only.

The Texas Forest Festival reserves the right to re-assign all booths not occupied by 9 a. m. Monday, October 7.

This building will be closed promptly at 11 o'clock each night and opened at 9 o'clock each morning.

Committees

Parade: Gary Eaves, General Chairman; W. H. Guggolz, Vice-Chairman;

Horses: Garland York; Pets and Bicycles, J. G. Jackson; Decorated Floats and Cars: E. L. Tucker;

Industrial Floats: Victor Koch

Bands: Hugh Byrd and Pat Scoggins.

Entertainment for Visiting Forestinas: Mrs. K. W. Denman, Chairman; Mmes. Gladys Kelley Du Puy, E. L. Berry, Walter Trout.

School Invitation and Entertainment: T. J. Wilroy.

Queen's Race and Ball: Norman G. Hines.

Woodsmen Contest: W. H. Guggolz.

General Entertainment, Forestry Day: Jean Shotwell.

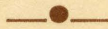
Grandstand Entertainment: Norman G. Hines.

Booster Trips: Ray Horn, Chairman; Howard Blum, E. G. Horn, Bruno Kopycinsky, Dexter Satterwhite, Roy Kurth, Burton Riley.

Catalogue Advertising: Homer Rogers, Chairman; Sam Robinson, C. F. Woods, Ned Barrett, Herman Taylor, Dave Thompson.

Commercial Exhibits: W. R. Beaumier, Chairman; Arthur Bresie, Arthur Temple, Clyde Thompson.

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Help You Make
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quick action in selling your products.**



**LUFKIN TELEPHONE
EXCHANGE**

"We Try to Please"

LUFKIN, TEXAS



Queen Sylva IV, Miss Shirley Kirkland, and her maids of honor and princesses lead the colorful 1941 three-mile parade.



Following Queen Sylva IV, this decorated Float carried the Forestinas, visiting duchesses from 25 East Texas towns.

SERVING ALL EAST TEXAS

LUFKIN DAILY NEWS—

Bringing you the news daily from all corners of the globe over Associated Press and United Press wires. Complete local coverage, impartially presented. Pictures, comics, features. Everything to provide East Texas with a complete newspaper.

EAST TEXAS NEWS—

A complete weekly newspaper bringing to this area full local coverage and a summary of the week's news throughout the world.

LUFKIN OFFICE SUPPLY—

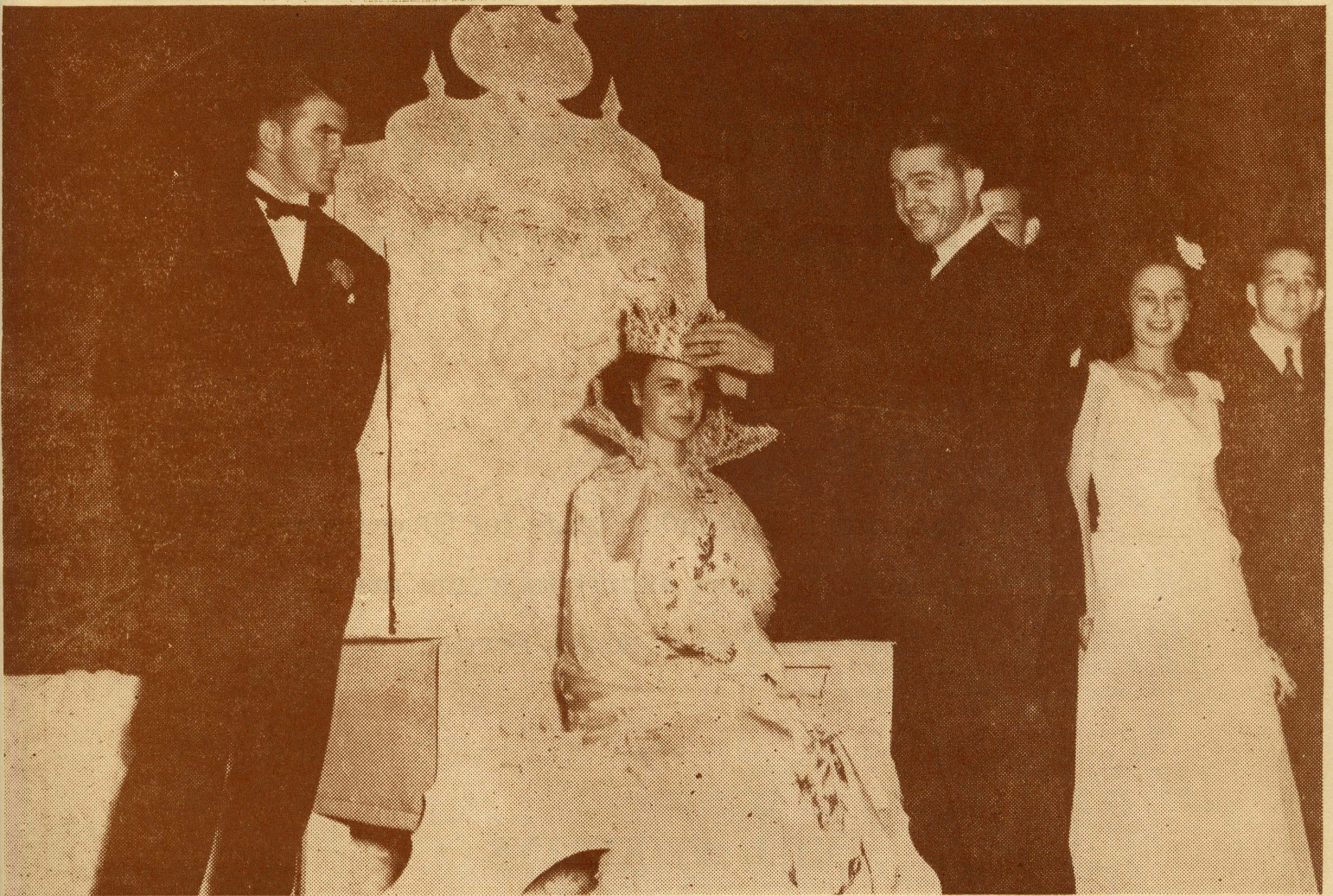
The largest and most complete office supply and stationery house in East Texas. Office furniture and supplies of all types . . . Stationery . . . Leather goods . . . Greeting cards . . . School supplies . . . Distributor for A. B. Dick Mimeograph Duplicators and supplies, and L. C. Smith-Corona standard portable typewriters.

**LUFKIN
PUBLISHING
COMPANY**

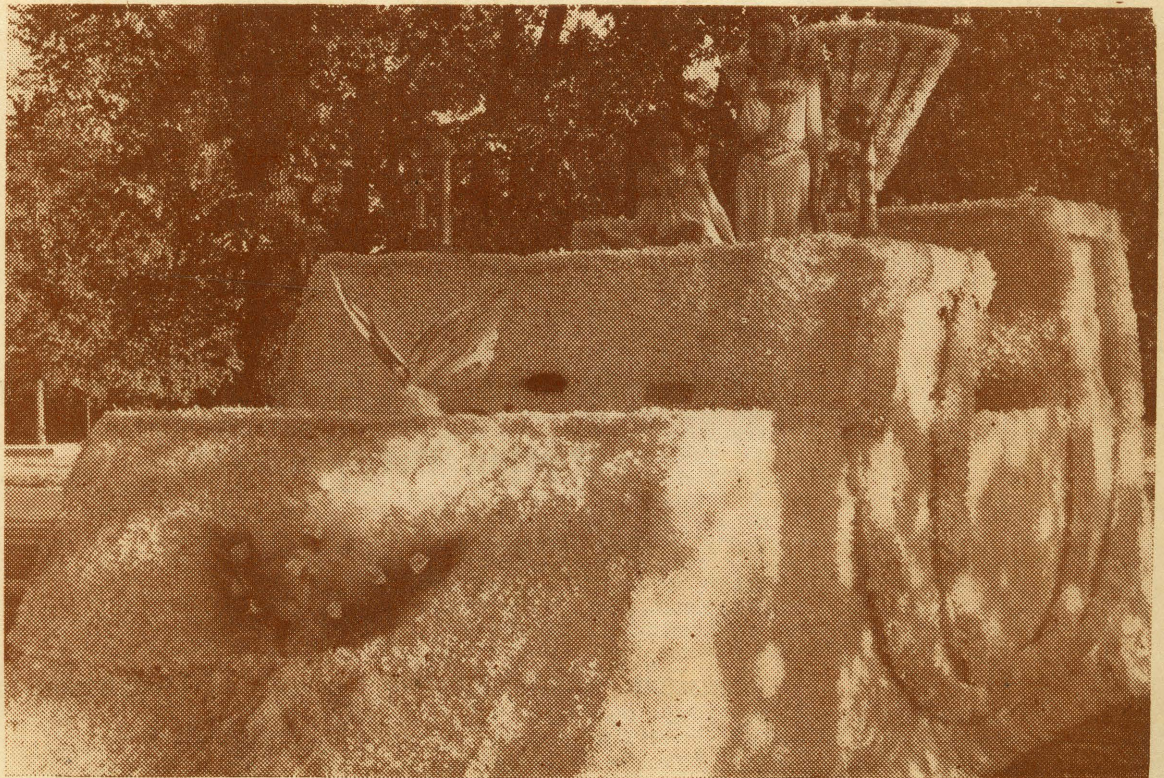
PHONES

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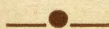


Above: Gerald Mann, former Attorney General of Texas, crowns Miss Shirley Kirkland Queen Sylva IV, ruler of the fourth annual Texas Forest Festival. Queen Sylva's escort in Mr. Joe Carter Denman, Jr. (Picture courtesy of Lufkin Photo Studio.)

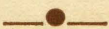


Below: This pink and white float of the Lufkin Telephone Exchange won first place in the 1941 parade.

Angelina County Lumber Company



**. . . has served the lumber trade for 59 years, and
has adequate timber supply to insure many
more years of "Sudden Service"**



MILL AT KELTYS

Our Retail Establishment

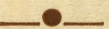
ANGELINA LUMBER YARD

Lufkin, Texas



Visit Our Booth at the Texas Forest Festival

Lufkin, October 7-12



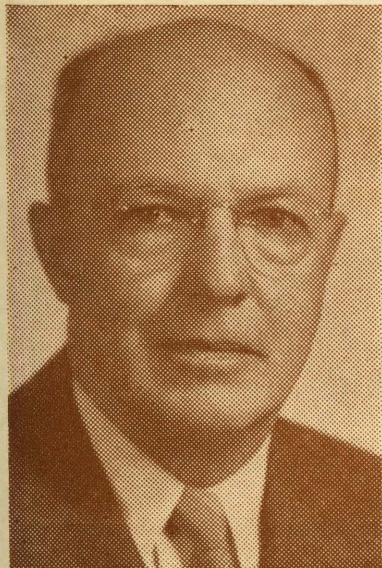
MEMBER TEXAS FOREST FESTIVAL ASSOCIATION

East Texas Entering New Era of Timber Growth and Manufacturing

By GLENN BURGESS, Manager, TFF

Timber Growth Is Major Factor In Post-War Prosperity of Texas

"EAST TEXAS CAME THROUGH THE WAR WITH MORE STANDING TIMBER THAN AT THE BEGINNING." "BETTER GROWING AND CUTTING PRACTICES ARE INCREASING THE STAND." UTILIZATION OF WASTES AND THE MANUFACTURE OF NEW PRODUCTS AS A RESULT OF CHEMURGIC RESEARCH ARE OPENING NEW FIELDS OF WEALTH FOR ALL TEXANS." Thus go the headlines and subject matter of newspaper, magazine and radio stories on timber production in the heavy pine and



W. E. WHITE, Director
Texas Forest Service

hardwood belts of Texas—information that has been brought to the attention of the citizens of Texas by the timber growers, their active organizations and especially the Texas Forest Service, that branch of A. & M. College charged with the protection, growth, harvesting and expanded uses of this magnificent natural resource or crop of Texas.

Most of the information in this article is taken from recent publications of the Texas Forest Service and many of the cuts for this annual yearbook of the Texas Forest Festival were furnished by the director, W. E. White.

Since 1915, even the people of East Texas have continually said to themselves, the virgin timber has been cut—we are going out of the tim-

ber business. It is hard for them to realize that right under their very eyes timber came back, in most instances of its own accord. It grew rapidly on the favorable soil and with the abundant rainfall, until today the timber products of Texas are valued at over \$100,000,000. Nearly 30,000 workers, regularly employed and earning in excess of \$36,000,000, kept the flow of vital wood products going into the war effort and now into channels that are helping overcome the drastic shortages in civilian life.

The annual cut of sawtimber size trees amounts to 1,580,600,000 board feet (nearly three-fourths pine). This would build 80,000 average size houses. In addition, 2,000,000 cords went into wood pulp and farm uses. There are 600 sawmills of all sizes and 165 other primary conversion plants.

Present surveys being conducted by the U. S. Forest Service, the Texas Forest Service, and all of those interested in the industry in East Texas are cooperating with the East Texas Chamber of Commerce in developing information that will give the people of Texas a more tangible picture of one of its really great natural crops.

Of interest is the following table on extent of growing timber and the division of ownership in the 36 major timber producing counties of Texas taken from the September 1945 Texas Forest News:

(Note: column 1 shows Total Area (Acres); column 2 indicates All Forest Lands (Acres); third column shows Forest Area (Percent); Column 4 shows Farm Woodlands (Acres) and column 5 indicates Number of Farms With Woodlands.)

East Texas Forest Land Facts

Anderson.....	683,520	282,326	41	154,664	2,265
Angelina.....	548,480	446,112	81	81,883	1,520
Bowie.....	589,440	238,372	41	119,111	2,109
Camp.....	121,600	46,704	38	21,700	795
Cass.....	617,600	291,713	47	126,476	2,966

Cherokee.....	674,560	306,809	45	136,532	3,126
Franklin.....	187,520	67,881	36	31,093	878
Gregg.....	181,760	102,057	56	21,024	714
Hardin.....	572,800	483,220	84	30,813	426
Harris.....	1,118,080	232,225	21	90,297	1,313
Harrison.....	570,880	260,176	46	102,183	2,800
Houston.....	788,480	446,568	57	146,741	2,022
Jasper.....	620,160	523,900	84	54,365	830
Jefferson.....	604,800	84,683	14	6,836	103
Liberty.....	750,720	532,591	71	57,674	699
Marion.....	256,000	154,707	60	27,730	658
Montgomery.....	697,600	517,328	74	87,846	1,093
Morris.....	168,320	65,700	39	31,038	793
Nacogdoches.....	616,320	405,082	66	128,123	2,324
Newton.....	602,240	485,428	81	37,641	966
Orange.....	227,840	166,973	73	16,006	404
Panola.....	563,200	289,679	51	128,223	1,934
Polk.....	700,160	626,381	89	55,411	925
Red River.....	661,120	287,357	43	84,435	1,348
Rusk.....	604,160	270,385	45	93,129	2,368
Sabine.....	360,690	288,305	80	37,371	908
San Augustine.....	391,680	274,033	70	48,893	1,185
San Jacinto.....	396,160	303,097	77	50,212	743
Shelby.....	524,160	285,447	54	92,248	2,462
Smith.....	600,960	153,600	26	82,208	2,880
Titus.....	267,520	99,264	37	44,561	1,268
Trinity.....	450,560	339,644	75	41,253	490
Tyler.....	593,280	496,503	84	60,830	751
Upshur.....	376,960	151,932	40	81,793	2,228
Walker.....	503,040	362,509	72	143,171	1,021
Wood.....	462,720	183,909	40	90,692	2,264
TOTAL.....	18,655,360	10,552,600	57	2,644,206	51,579

(Column on all forest land area includes farm woodland area.)

In 1915, 31 years ago, the Texas Forest Service began its work. A few thoughtful citizens began to fight for the maintenance of the timber resources. Some of the lumber companies, looking to a perpetual business, began to study systematic ways of cutting sawtimber, and of saving the smaller trees. Leaving seed trees at the proper intervals became a **must**. This led to actual planting of timber producing trees and nine years after the establishment of the Texas Forest Service, a new-comer showed up in East Texas—Slash Pine (*Pinus caribaea*). The State forestry men have carried out experiments that prove this tree from the Gulf Coast east of the Mississippi, not only will grow here, but does it rapidly and produces a tree just about as valuable as the original famous Long Leaf or Southern Yellow Pine.

One experiment, at Kirbyville, was begun in 1926. It is now known as the E. O. Siecke State Forest. By 1944, the trees had reached a point where they could be used for posts, piling, and sawlog material. The average annual growth of these Slash pines over the 19-year period was 173 board feet per acre.

Perhaps that is why the most popular seedling raised at the Indian Mound Nursery of the Texas Forest Service near Alto in Cherokee County is the Slash Pine. An average of a million seedlings, mostly pine, are raised here annually and distributed to large and small timber growers.

So effective has the study and teaching of better growing and cutting methods been that one rarely hears of a larger lumber company pursuing destructive practices, and gradually the farmer and the small timberland owner has learned he, too, can observe these practices even to the planting and cultivation of trees. The early settler may have looked on the timber on his land as a detriment, but the modern Texas farmer finds this is a very dependable source of income—one that will not be destroyed if the weather is too dry or too wet.

Along this line, farm forestry projects have been operating since 1940 in Angelina, Nacogdoches, Harrison, Marion and Panola counties. Then at the Texas Forest Festival grounds, the Tree Farm System was inaugurated on October 24, 1944, by the Texas Forest Service in cooperation with the East Texas Chamber of Commerce and the Texas Forestry Association. In six months there were 83 participants.

Larger land holders have employed technical foresters who are helping with the development of the timber industry. This is a new and rapidly growing scientific field in East Texas.

During the past year a Department of Forestry has been established at the Stephen F. Austin State Teachers College at Nacogdoches, and even more recent was the boy's short course Forestry Camp held last summer at the E. O. Siecke State Forest. Timbermen of East Texas made the camp possi-

Look For Us

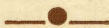
AT THE

Texas Forest Festival

In Lufkin -- October 7-12



We are pioneers in preserving and reforesting
timbered land and are glad to be a part of
the Texas Forest Festival



Southern Pine Lumber

Company

DIBOLL, TEXAS

Visit Our Exhibit At The Texas Forest Festival

MEMBER TEXAS FOREST FESTIVAL ASSOCIATION



E. O. SIECKE, Former Director of Texas Forest Service for 24 years.

written by Dr. A. W. Birdwell, President Emeritus, Stephen F. Austin State Teachers College.

New uses and new products developed through chemurgic and other types of research is taking the spotlight in the Texas Forestry program. Particular emphasis is placed on saving waste materials that formerly were burned or left to rot. It has been proven definitely that it is economical to manufacture newsprint from southern pine, and the Southland Paper Mills at Lufkin is backing up this proof by doubling the capacity of its newsprint mill. Other products manufactured from wood pulp produced at Pasadena and at Lufkin are expected soon.

ble. It was conducted by the Texas Forest Service for 48 4-H and F. F. A. boys in cooperation with the Texas Extension Service and the State Board for Vocational Education.

Another addition to the experimental field was the establishment in 1945 of the East Texas branch of the Southern Forest Experiment Station with headquarters at the college in Nacogdoches. This was the first of a series of Federal Research stations to be established in the Southern timber belt.

All groups interested in forestry are interested in broader education in the schools of Texas. A book prepared by the Texas Forest Service entitled "Forest Trees of Texas—How to Know Them," has had wide acceptance. A textbook, suited for general use in Texas schools is being

ing the capacity of its newsprint mill. Other products manufactured from wood pulp produced at Pasadena and at Lufkin are expected soon.

In 1939 the Research Laboratory of the Texas Forest Service was established at Lufkin. Some of the research studies made include sweet gum storax, destructive distillation, sawdust plastics, tannin analysis, mesquite, slash pine, loblolly pine tests, woodworking, methylolurea treatments, veneer, etc. The pulp industries have their own laboratories and it is hoped that the other branches of the timber industries will go into the research field either on their own or through needed expanded facilities of the Research Laboratory of the Texas Forest Service.

The best known activity of the Texas Forest Service in the major pine belts is the fire protection service. First, studies were made of the economical losses caused by grass fires. Studies begun in the long leaf belt in 1931 on plots showed that in 13 years trees in unburned areas were 11 feet taller, three inches larger in diameter and had 2500 seedlings per acre as compared to 375 on the area burned over every year. As a result of these studies fire control systems were set up. 74 lookout towers connected by 2,005 miles of telephone lines were built, fire-fighting equipment was purchased and new methods of fighting fires developed. Later there was law enforcement at work to prosecute people who wrongfully set fire to timber areas.

With the advent of the War, the Texas Forest Service took to the air. The Civil Air Patrol cooperated with them. Aerial Fire-fighters in East Texas have flown 122,000 miles for a total of 474 missions. The planes are equipped with two-way radios as are ground-patrol automobiles. Various types of signaling equipment are carried. Control boards are operated at two-way radio stations located at Lufkin, Jefferson, Cushing, Newton and Hyatt. Headquarters for this most fascinating activity are located at Lufkin.

The war effort depended heavily on timber production. The immediate post-war world recognizes its value. All Texans in the future will respect the value of timber more than ever and realize (quoting Victor H. Schoffelmayer of the Dallas Morning News) "that growing trees contain all the valuable chemurgic products found in coal and that they won't have to wait three million years to get them."

Orland Strickland (left), 4-H club boy from Chireno, Nacogdoches County, and Harold Martin, FFA boy from Silsbee, Hardin County, shake hands after they were selected as outstanding foresters at the boys' camp held recently at the E. O. Siecke State Forest. Forty-eight boys attended the camp, which was held by the Texas Forest Service, A. & M. College, in cooperation with the Texas Extension Service and State Board for Vocational Education. Strickland also won a place in a forestry contest. Both boys were awarded cross-cut saws. (This picture is furnished by the East Texas Chamber of Commerce.)



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NATIONALLY
ADVERTISED
BRAND NAMES

From This . . .



These year-old pine seedlings will look like the picture below in 20 years. These trees, at the Texas Forest Service Indian Mound Nursery near Alto, are grown every year to furnish seedlings at cost for reforestation to landowners in Texas.

To This In 20 Years

These are the first slash pines planted in Texas in the E. O. Siecke State Forest in 1926. This tells the story of their remarkably rapid growth.



More and More people are
Learning that in Lufkin It's

DIXIE FOR FURNITURE

CONVENIENT TERMS ON

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- Bedroom Suites
- Occasional Furniture
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East Texas Theatres, Inc.

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BETTER
ENTERTAINMENT
FOR GREATER
EAST TEXAS

—•—

In Lufkin It's
PINES - LYNN - TEXAN THEATRES

The Texas National Forests

By H. B. BOSWORTH

Forest Supervisor, Texas National Forests

The four units comprising the Texas National Forests, the Angelina, Sabine, Davy Crockett and the Sam Houston, were established by purchase in 1934, principally to demonstrate on an adequately broad scale that cut-over land, protected from fire and properly managed will return a profit, both to the owner in money, and in economic benefits to the community. Actual administration of these lands began in 1936, just 10 years ago. During these 10 years the forests have been approaching their goal. With the help of the local people who know what productive timberlands mean to them in employment, fire protection has steadily improved. Some 942 miles of roads, open to all, have been built and are maintained by employment of local crews. Recreation areas such as Boykin Springs Lake on the Angelina, Ratcliff Lake on the Crockett, Double Lake on the Houston and Red Hills Lake on the Sabine furnish swimming, fishing, picnic and camping facilities to the people for miles around. On the business side, the demonstration has been proving its worth, too. Growing stock, our capital, has been building up so that greater and greater volumes, our interest on the capital, have been cut each year. The counties in which the forests are located are sharing in these increasing returns, for 25 per cent of gross receipts from the National Forests are returned to the state each year for distribution to the counties. This past year this return to the counties amounted to some \$101,407.00. Taxes on this same land are estimated to amount to \$75,279.00



Exit Portal of the Davy Crockett National Forest located on King's Highway No. 21.

if the land were in private ownership. So the National Forests declared a dividend of \$26,118.00 over and above taxes, to those counties.

From now on, as more and more timber becomes ripe for cutting, the counties' share of Texas Green Gold will continue to increase their school and road funds. The Forest Service research program, now being carried out at Nacogdoches and on the nearby Stephen F. Austin experimental forest, is constantly studying and testing better ways of growing and harvesting timber. The State Forest Service, the National Forests, the lumber companies, and the land owners are all helping prove that Texas can grow better timber faster than any other state. You help us make that "brag" by keeping wildfire out of the woods.



Boykin Springs Lake on the Angelina River.

Welcome to
TEXAS FOREST FESTIVAL
and
Clark-Ayres'

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YOU CAN BE ASSURED OF A
HEARTY WELCOME AT CLARK-
AYRES', WHERE LUFKIN SHOP-
PERS SAVE. FEATURING A FINE
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28 YEARS SERVICE TO THE GREAT
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When you need a really competent office
employee—one trained for responsibility—
call on us. We always have some fine
young people ready for work.

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LUFKIN, TEXAS

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When you need better ice service
rendered by ice service men
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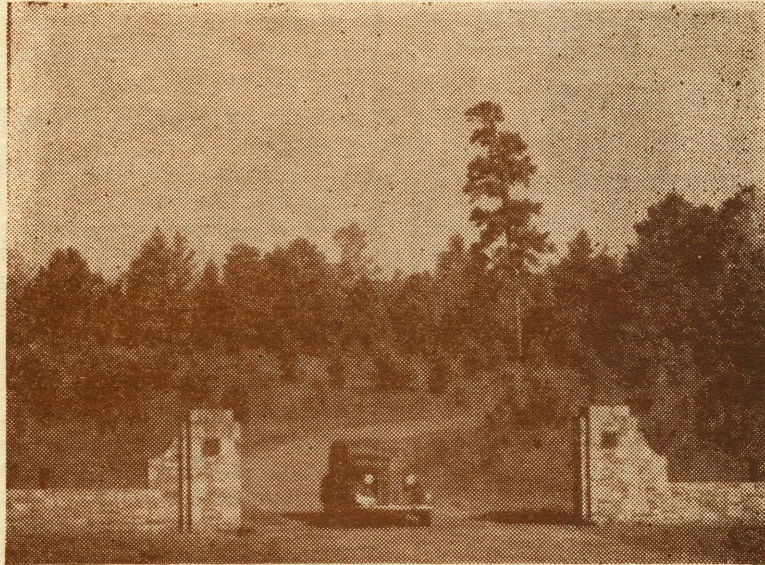
call

LUFKIN ICE COMPANY

Phones 30 and 404

Lufkin, Texas

BEFORE . . .



Slash Pine planted in 1936 at the entrance to Radcliff Lake, located on Highway 103 between Crockett and Lufkin.

. . . AFTER



Ten years later, this beautiful recreational area stands as a pictorial achievement of the National Forest Service. Although Slash Pine is not native to East Texas, it has proven to be a good substitute for native Long Leaf, which is a slower growing timber.
(Photos courtesy Texas Forest Service)

Berry Motor Company

DODGE AND PLYMOUTH

SALES AND SERVICE

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**DAY AND NIGHT
WRECKER SERVICE**

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We Sell and Service These Products

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Kirby Lumber Corporation

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AND KIRBY BRAND OAK FLOORING

Mills in East Texas

General Offices

KIRBY BUILDING

HOUSTON

East Texas Livestock Industry Grows . . .

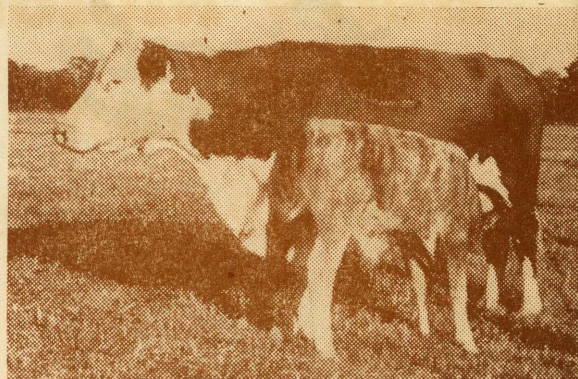
Better Livestock and Better Pastures Are Keynote to Development of Practical Livestock Industry in East Texas

Open range and woods pastures are rapidly being replaced by a well-planned pasture program. In developing these improved pastures, the land is first cleared of sprouts and stumps to allow mowing; then liberal applications of fertilizers are applied along with seeding of better grasses, clovers and legumes. When these pastures are fully established, one to two acres will furnish plenty of high-quality grazing for a cow nine to ten months of the year.

The development of good pastures is naturally followed by securing good livestock to graze them until scenes like the one below are becoming commonplace.

Many small herds of registered cattle of all major beef breeds, Jerseys, and hogs have been established in this area in recent years. Good sires are finding an ever-increasing market for the grading up of the more common range stock, and their influence on the native cattle and hogs is becoming widespread. A familiar sight in this area is a good calf with a white face or a hump on his back nursing a common cow, or a "Piney-Woods' Rooter" hog with a white stripe around his mid-section and a turned-up nose.

The use of Brahma cattle in cross-breeding with good cattle of other beef breeds is becoming very popular in recent years. These cross-bred cattle combine the hardiness and size of the Brahma cattle with the beef qualities of the other



breeds as shown in the picture above and on the following page.

These cross-bred calves can be depended on to weigh around 500 pounds at six to eight months old, when run on improved pastures, and they bring a good price on the market.

The Angelina County Chamber of Commerce, like many other East Texas organizations, is sponsoring a program of introducing registered Jerseys into the County. In 1946, individual members purchased 21 head of registered Jerseyheifers and distributed them among 4-H Club boys and Future Farmers of America under a plan which will make the first registered heifer calf available to the sponsor to give to another interested farm boy. The Texas Power and Light Co. has purchased a five-star Jersey bull to use in further improving the Jersey cattle of the County and many other good dairy cattle are being brought in.





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121-123 SHEPHERD

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Successful

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(INCORPORATED)

Lufkin, Texas

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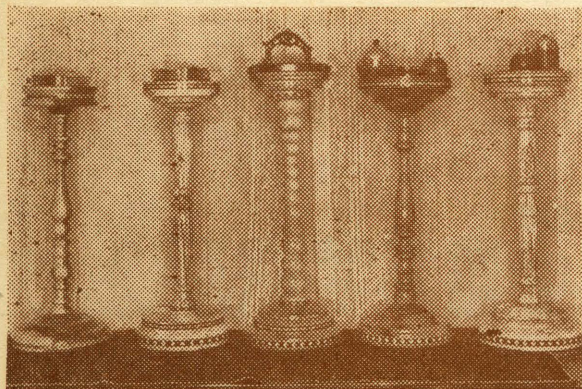
122 - 124 DENMAN AVENUE

TELEPHONE 1977

Lufkin, Texas

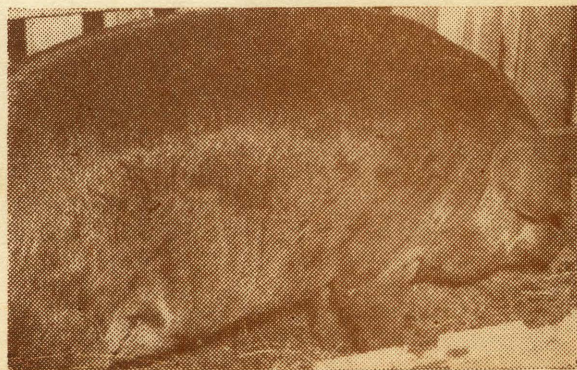
"We Service What We Sell"

Highlights of Texas Forest Festival



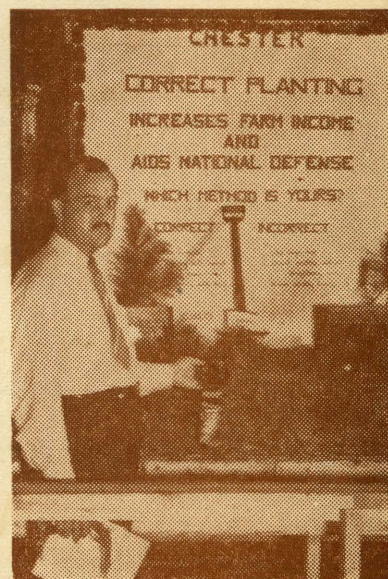
Left: Typical exhibit of forestry products.

Right: First prize winner in the Angelina County Livestock Show, October, 1945, is this Duroc Sow owned by C. D. Sessions, Wells, Texas.



Above: Judging the Brahmas, mentioned on the preceding page, at the Angelina County Livestock Show.

Below: W. R. Beaumier, manager of the 1941 TFF, awarding the first prize ribbon to the Chester FFA exhibit.



Welcome

TEXAS FOREST FESTIVAL

VISITORS



CORRIGAN LUMBER COMPANY

Manufacturers of

PINE AND HARDWOOD

LUMBER

Corrigan, Texas



MEMBER TEXAS FOREST FESTIVAL ASSOCIATION

4-H Club and Future Farmers of America

Forestry Exhibits

Advisory Board

W. E. White, Chairman; Director, Texas Forest Service, College Station.
 Elmore R. Torn, Vice-Chairman; Manager, Agriculture Department East Texas Chamber of Commerce, Longview.
 H. B. Bosworth, Forest Supervisor, U. S. Forest Service, Houston.
 Ed C. Burris, Executive Vice-President, Texas Manufacturers Association, Houston.
 N. D. Canterbury, President, Texas Forestry Association, Houston.
 Dr. Charles H. Carpenter, General Superintendent, Southland Paper Mills, Inc., Lufkin.
 R. M. Eagle, President, Texas Lumber Manufacturers Association and Affiliated Industries, Carmona.
 John M. Guild, Industrial Director, East Texas Chamber of Commerce, Dallas.
 Dr. W. G. Hugley, Chairman, Chemurgy Committee, East Texas Chamber of Commerce, Houston.
 E. G. Marshall, Chief, Forest Products Research, Texas Forest Service, Lufkin.
 E. G. Prud'homme, Chairman, Forest Committee, East Texas Chamber of Commerce, Pineland.
 Victor H. Schoffelmayer, Agriculture-Science Editor, Dallas Morning News, Dallas.
 D. W. Thompson, Secretary-Treasurer, Angelina County Lumber Co., Keltys.
 C. S. Williams, General Manager, Frost Lumber Industries, Nacogdoches.

Exhibit Committee

J. O. Burnside, Chairman; Chief, Division Forest Protection, Texas Forest Service, Lufkin.
 A. E. Cudlipp, Vice-Chairman; Secretary-Treasurer, Texas Lumber Manufacturers Association and Affiliated Industries, Lufkin.
 W. R. Beaumier, Vice-President, Texas Forestry Association, Lufkin.
 R. L. Chipman, Forest Ranger, U. S. National Forest Service, Lufkin.
 W. T. Hartman, Assistant Chief, Division Forest Protection, Texas Forest Service, Lufkin.
 George W. Johnson, District Agent, District No. 9, Extension Service, College Station.
 J. A. Marshall, Supervisor, Vocational Agriculture, Area VII, Nacogdoches.
 E. R. Neumann, U. S. Soil Conservation Service, Woodville.
 W. R. Owens, Department of Forestry, Stephen F. Austin State Teachers College, Nacogdoches.

Object Of Exhibit

Recognition of growing timber as a cash crop is essential to a well-planned farm program in East Texas. During the war years of national emergency many woodland areas made heavy contributions, and some were depleted beyond limits justified by observance of proper forest practices in normal times. Today, it is essential that all depleted forest areas be rebuilt to fulfill the obligations of peaceful pursuits to future Americans. Therefore, in order that the youth of this region may be encouraged to understand the practices that make

thrifty forests, this exhibit is sponsored by the following:
 Texas Forest Festival Association.
 Texas Forest Service.
 Texas Forestry Association.
 American Forestry Association.

Theme Of Exhibit

Theme for the 1946 Forest Exhibits at the Texas Forest Festival will be: "Rebuilding Forests Is Repairing War Waste."

Rules Of Forestry Exhibit

The forestry exhibits will be prepared by 4-H Clubs and Future Farmers of America Chapters.

Booths will be assigned within the 4-H Club districts and the FFA Chapter areas by lot, with 4-H Clubs and FFA Chapters to draw for exhibit subject and booth number at the same time.

Applications for booths in each 4-H Club district and FFA Chapter area will be handled by the Vocational Agriculture Area Supervisors and District Agents respectively.

The exhibit assignments for each 4-H Club district or FFA Chapter area must be in the hands of the Chairman not later than September 16. In case any 4-H Club district or FFA Chapter area does not use its allotments of booths, any remaining space will be assigned to another area or district.

Each booth will be 8 feet wide and 8 feet deep, inside measurements, and have a backboard 5 feet high.

Exhibits must be in place and completed not later than midnight on October 6 and shall remain in place until the end of the Festival October 12.

Judging will be conducted at 9 o'clock Monday morning, October 7, and the winning booths designated by appropriate ribbons.

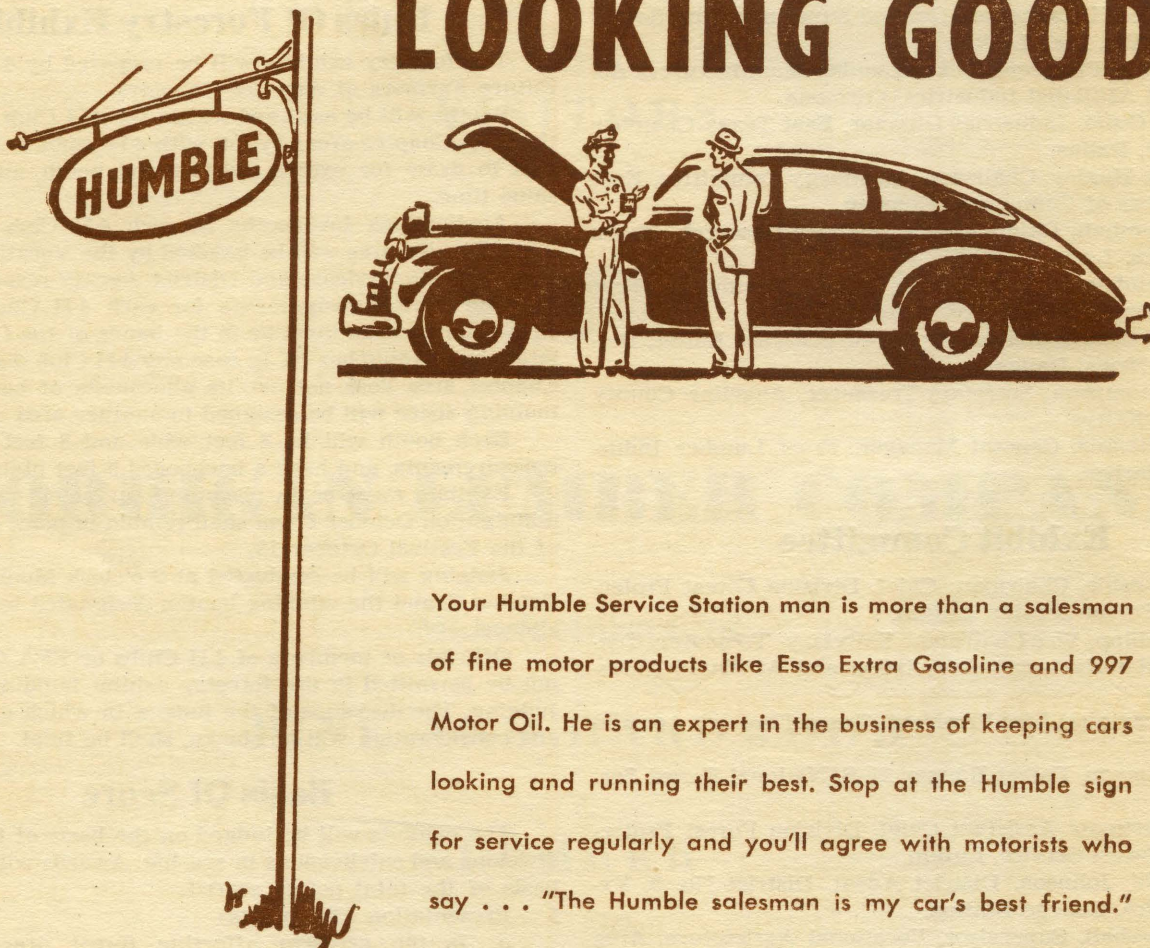
Officials or members of 4-H Clubs or FFA Chapters will not be permitted in the forestry exhibit building during the judging. The decisions of the judges, in which every fairness and consideration will be shown, shall be final.

Basis Of Score

The exhibits will be judged on the basis of the following divisions and subdivisions in scoring. Awards will be made on basis of the total points scored:

1. Presentation (350 points)
 - a. Is the **problem** affecting forest practices clearly **presented**? 250 points
 - b. Is the **value** of the recommended forest practice clearly **shown**? 100 points
 2. Solution (350 points)
 - a. Is the **solution** of the forest practice problem clearly **demonstrated**? 250 points
 - b. Will the exhibit **stimulate action** for **solution** of improper forest **practice**? 100 points
 3. Attractiveness of Exhibit (300 points)
 - a. Are the decorations in harmony and the exhibits in proportion? 100 points
 - b. Are the signs and placards neat, brief and attractive? 100 points
 - c. Is the exhibit and booth as a whole well arranged, neat and attractive? 100 points
- Total points possible 1000 points

To keep your car **RUNNING RIGHT** and **LOOKING GOOD**



Your Humble Service Station man is more than a salesman of fine motor products like Esso Extra Gasoline and 997 Motor Oil. He is an expert in the business of keeping cars looking and running their best. Stop at the Humble sign for service regularly and you'll agree with motorists who say . . . "The Humble salesman is my car's best friend."

HUMBLE OIL & REFINING CO.

AWARDS

The schedule of awards offered for the exhibits are as follows:

1. The Texas Forest Festival Association will award these prizes:

First—\$25.00; Second—\$20.00; Third—\$10.00; and \$10.00 cash to each of the other forestry exhibit booths. Every 4-H Club and FFA Chapter preparing a forestry exhibit will receive at least \$10.00 regardless of rank in scoring.

2. Texas Forestry Association will make cash awards as follows:

First—\$25.00; Second—\$15.00; Third—\$10.00.

3. Texas Forest Service will cooperate in presenting plaques to winning 4-H Clubs or FFA Chapters.

4. In addition, the American Forestry Association's large plaque will go to the winning 4-H Club or FFA Chapter, to be held for a period of one year; with any 4-H Club or FFA Chapter winning first prize in three different years to become permanent owner of the plaque. A medal will be presented to the 4-H Club leader or FFA Chapter advisor of the club or chapter winning First place among all forestry exhibits prepared.

COUNTY HOME DEMONSTRATION CLUB EXHIBITS

Mrs. Jack Kennedy, Chairman
Mrs. Letha Billingsley, CHDA, Vice-Chairman
Mrs. Arthur Beauchamp, Huntington
Mrs. G. H. Berry, Lufkin
Miss Vivian Goodrum, Ass't. County Home
Demonstration Agent, Lufkin
Mrs. Wm. V. Henderson, Huntington
Mrs. Knox Ivy, Lufkin
Mrs. E. G. Reynolds, Lufkin

During the war, club women of Angelina County, in most instances, have had to take on so many additional tasks because the father and sons were in defense work or in actual combat that they have had little time for hand work and all the other things usually exhibited.

They have been busy, instead, in (1) making what they had on hand take the place of scarce items; (2) in producing and preserving food of the highest quality in amounts sufficient for a good diet for their families and some to send to their starving allies and to sell on the market or to people in defense areas where production was impossible; (3) in making their homes as beautiful outside through landscaping as the home improvement program has made them inside.

An educational exhibit bringing out some phase of this program of "Today's Homes Build Tomorrow's World" will be set up by each club.

4-H CLUB GIRLS' EXHIBITS

4-H Clubs are facing the problem which everyone all over the world is facing—that being the responsibility of helping all nations keep a permanent peace. Angelina 4-H Club girls are doing their part by living up to the ten National Guideposts of all 4-H Club youth in America. These are as follows:

1. Developing talents for greater usefulness
2. Joining with friends for work, fun and fellowship
3. Learning to live in a changing world
4. Choosing a way to earn a living
5. Producing food and fiber for home and market
6. Creating better homes for better living
7. Conserving nature's resources for security and happiness.
8. Building health for a strong America
9. Sharing responsibilities for community improvement
10. Serving as citizens in maintaining world peace

Three educational exhibits will be presented at the Texas Forest Festival to show what is being done to reach the highest goal by 4-H'ers in this county. The three exhibits will show what is being done in (1) food preservation, (2) improvement of the home, "Starring Bedrooms," and (3)

improvement in health and safety in rural areas.

It is the desire of all 4-H'ers to have the good will of all people and in turn share all good will with others.

AGRICULTURE AND LIVESTOCK

W. E. Roane, General Chairman, Lufkin

O. L. Hubbard, Vice-Chairman, Lufkin

Dairy Cattle: J. C. Greene, Chairman, Lufkin; Rev. F. D. Coppin, Huntington; J. D. Junge, Zavalla.

Beef Cattle: J. C. Thompson, Chairman, Pollok; J. B. Reeves, Huntington.

Swine: Chester Davis, Chairman, Lufkin; T. A. Bennett, Lufkin; Joe Martin, Lufkin.

GENERAL RULES

All entries and awards in this department shall be subject to the General Rules and Regulations published in this premium list.

In case there is only one exhibitor and no competition, the judges shall award only one premium, which will be according to the worthiness of the exhibit.

No exhibitors will be allowed to show more than two entries in any one lot for individuals.

Stalls and pens for all livestock exhibits will be free and reserved on application to the department superintendent.

No livestock will be permitted to occupy stalls or pens unless entered for competition. Exceptions may be made by the Department Superintendent where unoccupied space exists.

The management will have the right to reject any entry which is not deemed suitable for exhibit.

In breeding classes, all female animals 42 months of age or more must have produced a calf to maturity within the past eighteen (18) months to be eligible to show. Any bull over thirty-six (36) months old that has not dropped to his service a living calf during the twelve (12) months preceding the opening day of the Festival, shall be deemed barren and as such shall be excluded from competition.

Each exhibitor will be held responsible for feed and feeding his cattle during the week of the Festival.

All cattle must be in their stalls by Monday, October 7, at 12 noon, and remain until Saturday, October 12 at 4 p. m., excepting when sickness arises with the cattle.

Rules of the Livestock Sanitary Commission of Texas governing livestock for exhibit purposes shall apply to all livestock exhibits at this show.

Competition will be open to Angelina County breeders.

Entries in this department will close September 27, 1946.

Judging will start Tuesday, October 8, at 9 a. m. and continue until finished. No exhibitor may interfere with the judges, nor dispute the judges' decisions. If he does, he will be barred from competing for prizes, and be required to remove exhibit from the grounds at once.

Every animal entered for competition or occupying space or stalls on the grounds shall be under the control of the director in charge.

Each exhibitor will be allowed one pass for himself and one pass for his helper.

PREMIUMS CATTLE

Classifications apply to both Milk and Beef breeds.

Premiums for all classifications of Beef breeds will be:

First—\$10.00; Second—\$7.50; Third—\$5.00

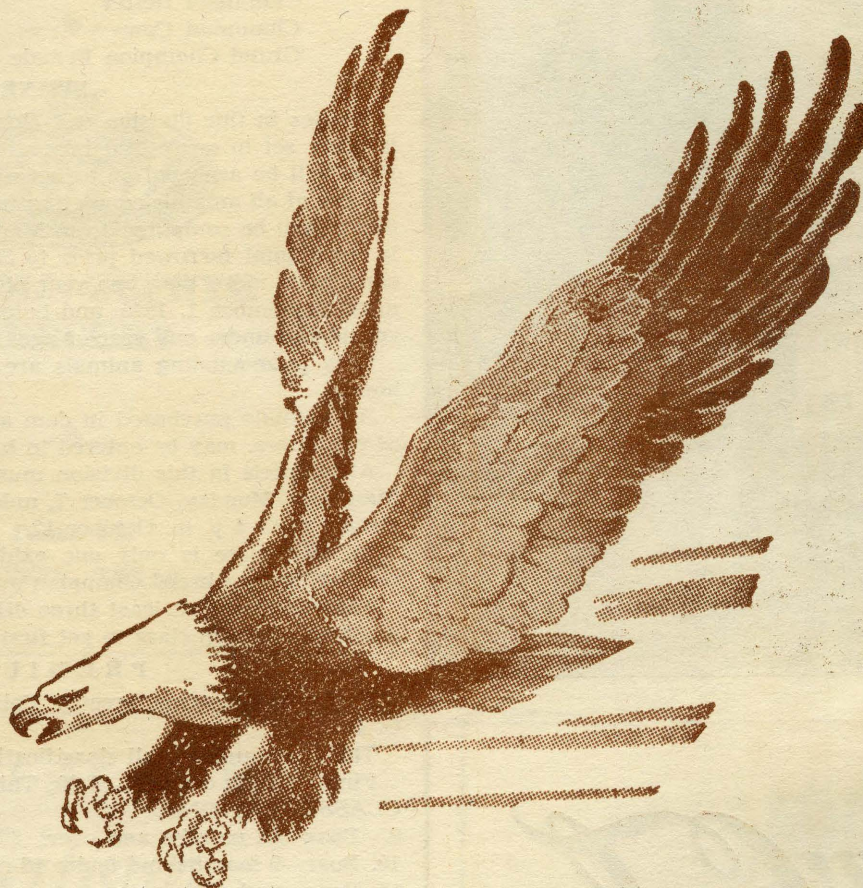
Premiums for all classifications of Milk Breeds will be:

First—\$10.00; Second—\$7.00; Third—\$4.00; Fourth—\$2.00

CLASSIFICATIONS:

1. Bull—under twelve months old.
2. Bull—twelve months old, under two years.
3. Bull—over two years and under three years.
4. Bull—three years and over.
5. Heifer—under twelve months.
6. Heifer—twelve months old and under two years.
7. Heifer—over two years old and under three years.

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Cheap, dependable United Gas Service is
ALWAYS ready to meet your demands
for clean, safe odorized Natural Gas to
keep the wheels of industry turning and
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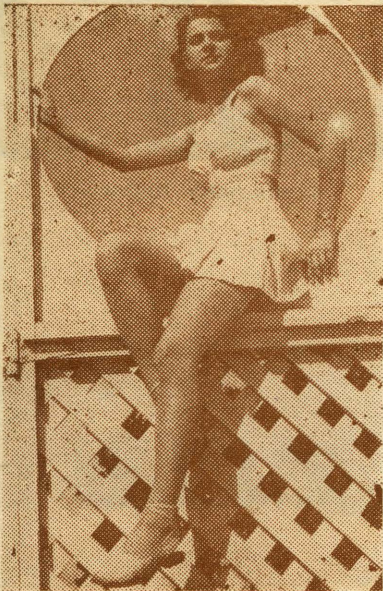
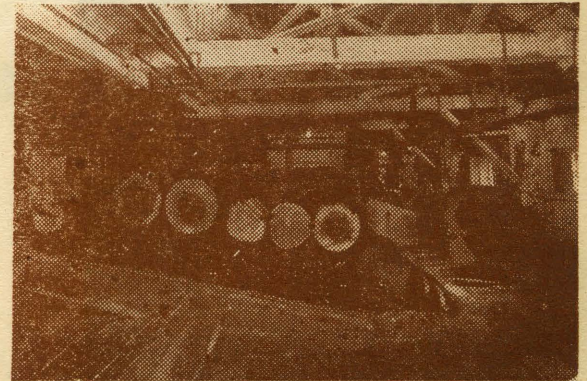
United Gas Corporation

PHOTOGRAPHERS

Right: Familiar scene at Forest Festival Parades and on the highways of all East Texas.



Below: The beauty of East Texas Forests is matched only by the beauty of the Queen of the Festival and the members of her lovely court.



Above: the most fascinating industrial activity in the South is the saw room of our modern East Texas lumber mills.

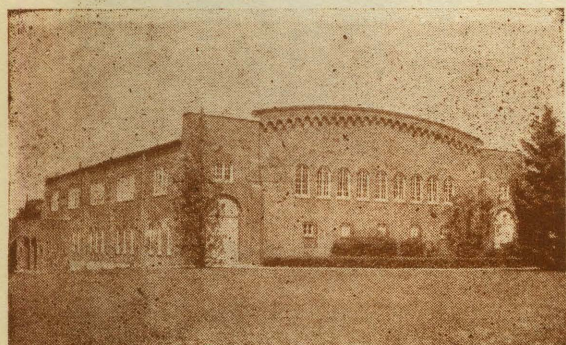


Left: A new source of income for both the large landowners and small farmers is pulpwood . . . This is a corner of the Southland Paper Mills pulpwood yard at Lufkin.

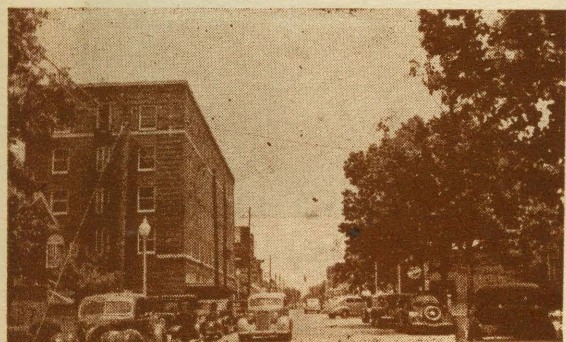
HOLIDAY



Scene In City Park



Shands Gymnasium



Angelina Hotel and Street Scene



Kurth Memorial Library

**L
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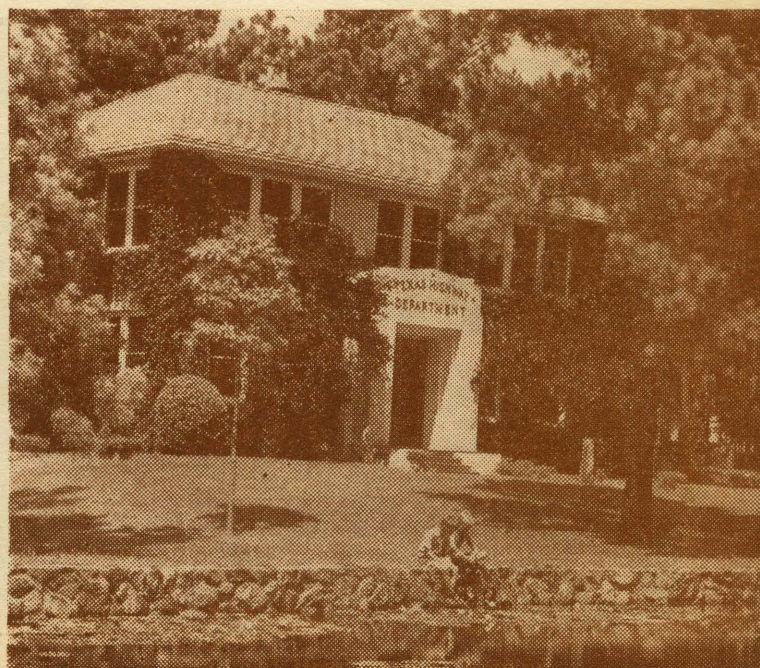
Lufkin High School



Community Building



Lufkin Fire Station



Highway Headquarters Building

VISITORS TO

The Texas Forest Festival

WE WELCOME YOU

The

Lufkin National Bank

Lufkin, Texas



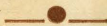
Serving Angelina County

Since 1901



Capital and Surplus \$ 400,000.00

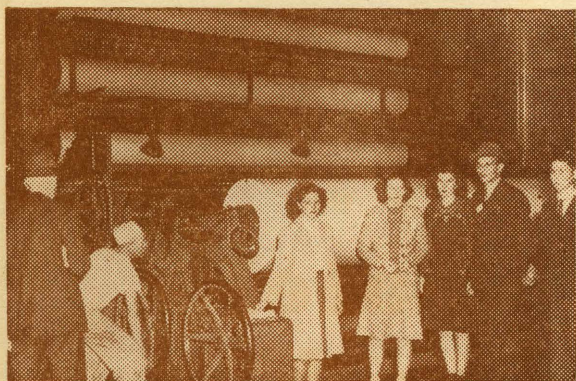
Resources More Than 10,000,000.00



Banking Room Air Conditioned for Your Comfort

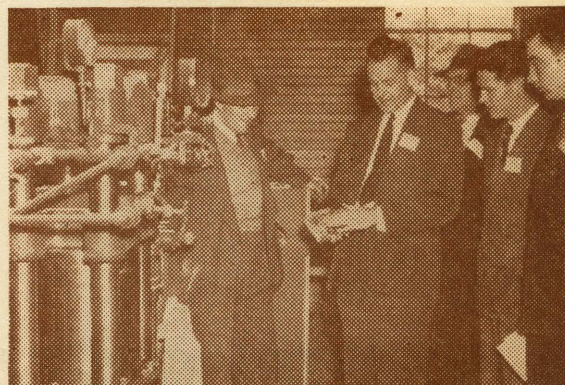


MEMBER TEXAS FOREST FESTIVAL ASSOCIATION

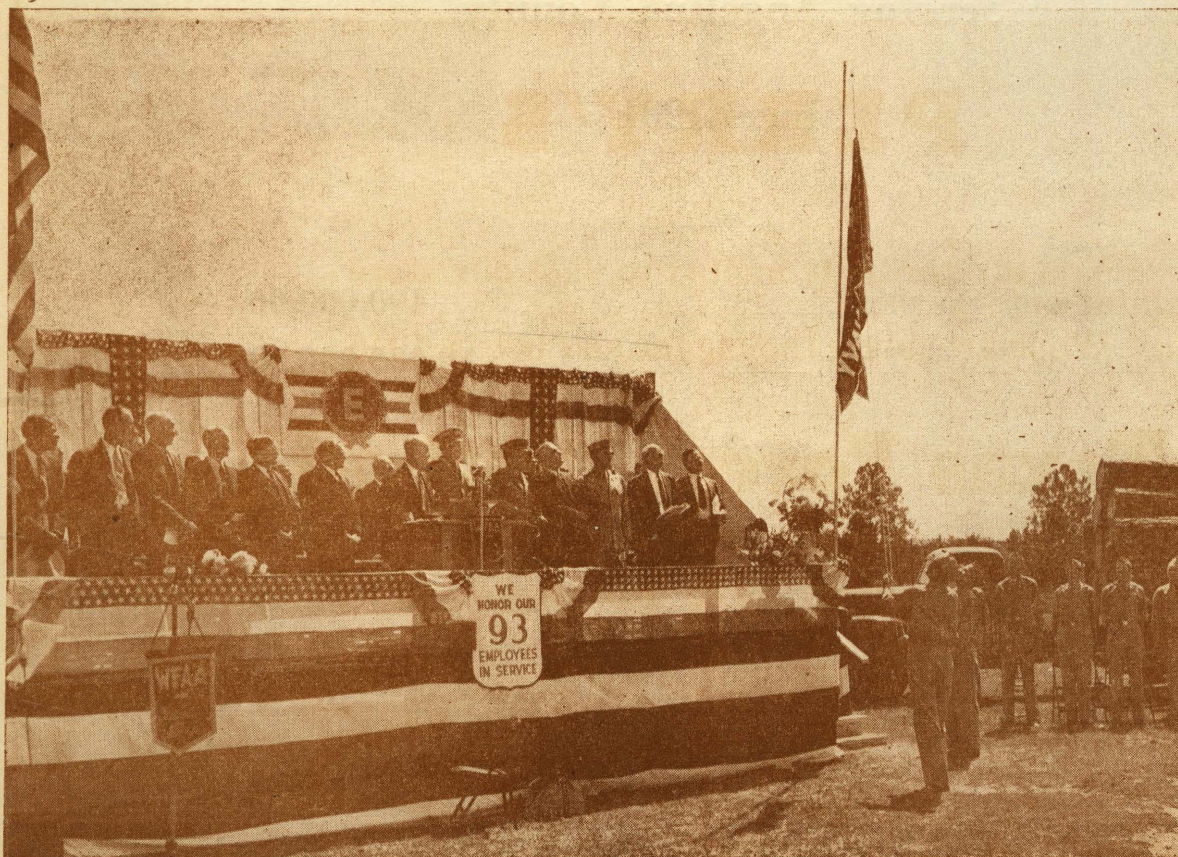


Southland Paper Mills attract college and high school students from many parts of Texas. Pictured here is a high school group from Woodville, Texas. Left to right: Mabie Best, Betty Rotan, Della Stanley, Sam B. Sowers, FFA teacher, and Lester Best.

S I D E G L A N C E S



Visitors day at the Research Laboratory of the Texas Forest Service during the Chemurgic Conference held in Lufkin on January 24 and 25, 1946. E. D. Marshall, in charge of the laboratory, is demonstrating one of the wood testing machines to John L. Bailey, Manager of the Nacogdoches Chamber of Commerce, and others.



Left: East Texas lumber companies met the stress of war with increased production and maintenance of quality as demonstrated in this picture of the Angelina County Lumber Co. receiving the coveted Army-Navy E.

Bartlett

INSURANCE AGENCY

Lufkin National Bank Bldg.

Lufkin, Texas

—●—

Phone 132

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MEMBER

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Forest Festival Visitors
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East Texas' Finest And
Largest Hotel

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AIR CONDITIONED BEDROOMS
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You are cordially invited to visit our store

While attending the bigger and better 1946

Texas Forest Festival

October 7-12 Inclusive

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WELCOME!

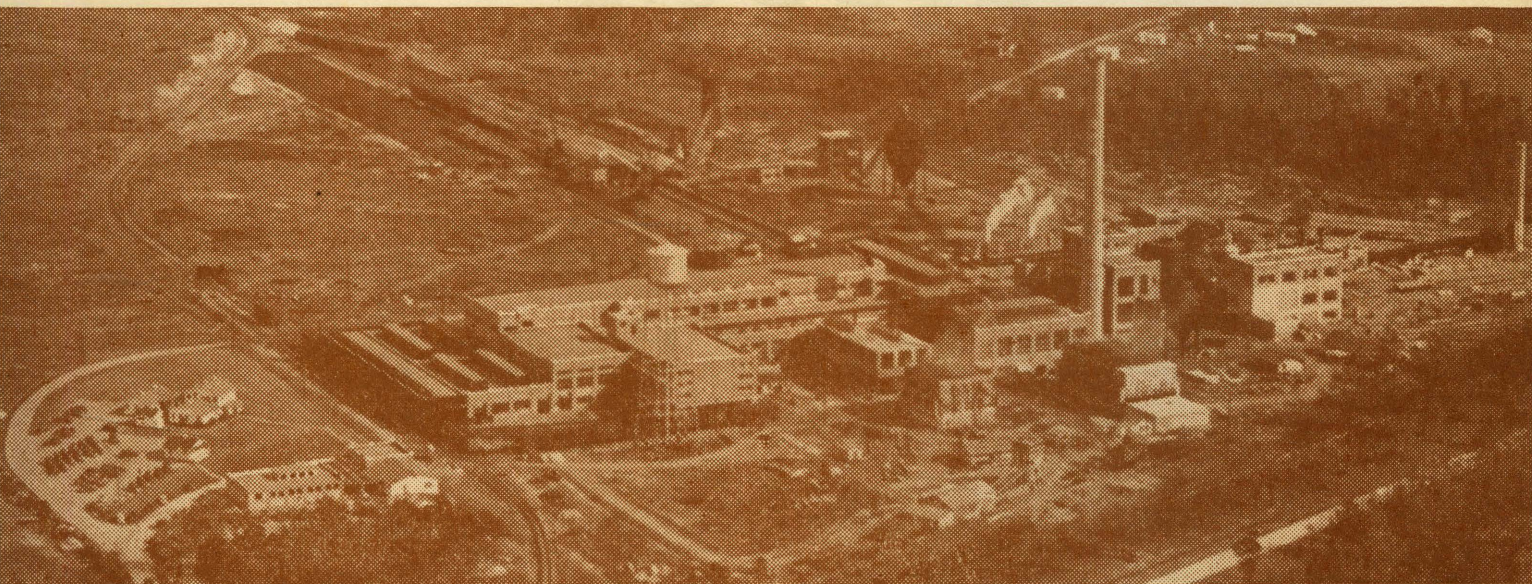


TEXAS FOREST FESTIVAL VISITORS

Protection and careful management of such forests are necessary for the future prosperity of this section of the state.

From the tall pine trees of East Texas to the paper similar to this written on is the story of "Southland Paper Mills, Inc."

We realize the necessity of protecting our forests and to publicize the many products derived from them, therefore we are proud to take part in the "Texas Forest Festival" and work toward these accomplishments.



Air View, Southland Paper Mills

Southland Paper Mills, Inc.

Protecting Our Forests



Keeping a never-ending vigil, our Forest Service is the protector of our forests. Above, a radio operator sits in front of the 400-watt short wave transmitter at Forest Protection headquarters at Lufkin. By this means, communication is maintained between this station, four 200-watt units scattered over the East Texas timber belt, all CAP-TFP planes and several radio-equipped cars. Left, this small plane is used on forest fire observation work. It is radio-equipped for communication with ground personnel and has a slow cruising speed and a cruising range of five hours. It is aptly named, "Smoke Chaser."

EVERYBODY WELCOME

To

The Texas Forest Festival

and

ABRAM'S

OUTFITTERS FOR THE

ENTIRE FAMILY

CASH DRUG STORE

Where You Buy for Less



**Prescriptions Accurately Filled With
PURE AND FRESH STANDARD DRUGS**



**Visit our fountain and luncheonette department for
real cold drinks, cold plates, salad plates
and sandwiches of all kinds.**



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Member Texas Forest Festival Association

Welcome To The Texas Forest Festival

**We are in the market at all times for
HARDWOOD LUMBER — dry or green
from the saw — in truckloads or car lots.**

**Angelina Hardwood
SALES COMPANY**

Post Office Box 1020

Lufkin, Texas

PLANT LOCATED ON WILSON STREET IN LUFKIN, TEXAS

MANUFACTURING — BODY STOCKS

TREES

I think that I shall never see
A poem lovely as a tree.

A tree whose hungry mouth is prest
Against the earth's sweet flowing breast.

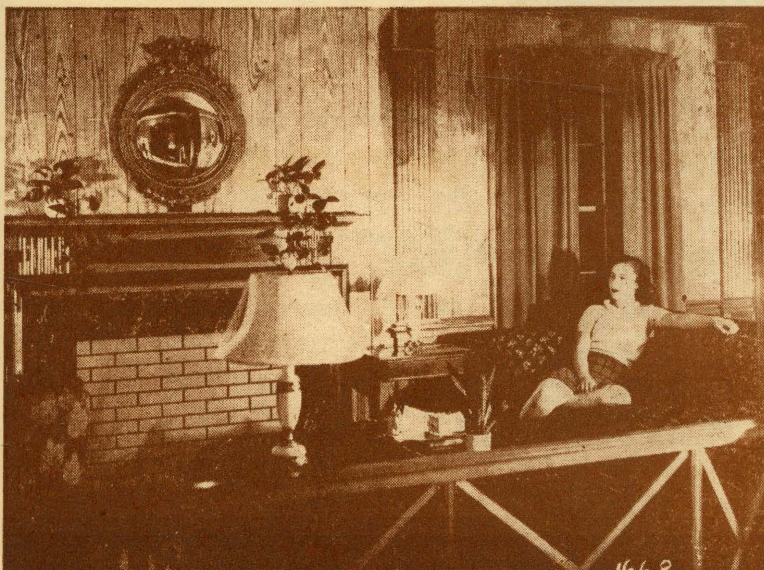
A tree that looks at God all day
And lifts her leafy arms to pray.

A tree that may in summer wear
A nest of robins in her hair.

Upon whose bosom snow has lain;
Who intimately lives with rain.

Poems are made by fools like me,
But only God can make a tree.

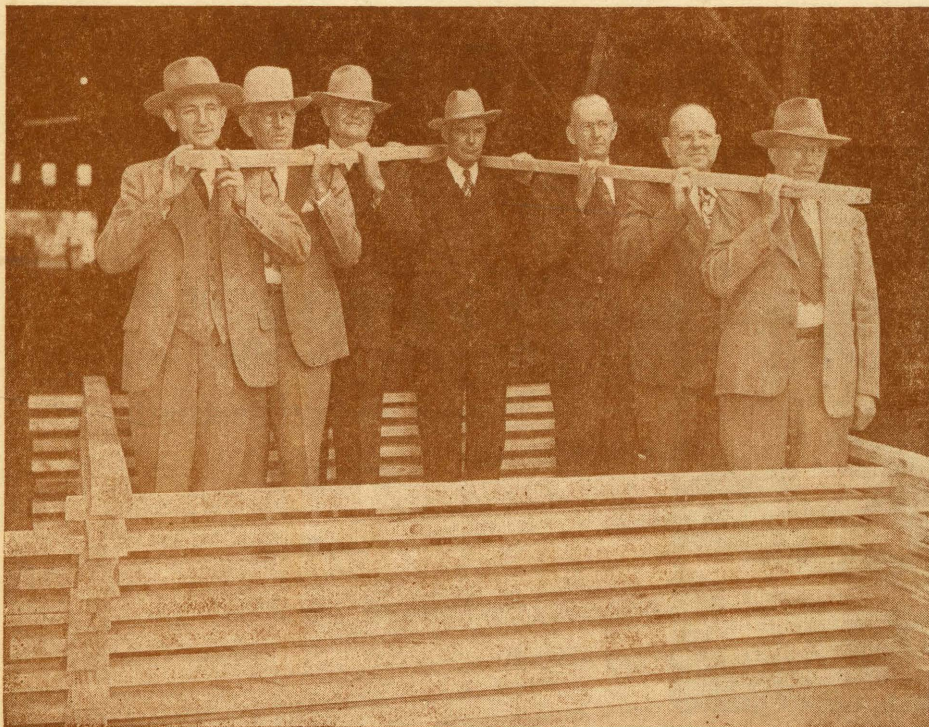
—Joyce Kilmer



An interior view of the
Forestry Building on
Texas Forest Festival
grounds.



Courtesy Texas Forest Service
The Tree farm System in Texas was officially inaugurated late in the fall of 1944 at a meeting at the Texas Forest Festival grounds at Lufkin when the first group of 64 tree farmers received certificates and signs. Here, left to right, are Director W. E. White, Texas Forest Service; Tom Walton, tree farmer; Lt. Gov. John Lee Smith; Hubert Harrison, East Texas Chamber of Commerce Manager; Jim McClelland, National Lumber Manufacturers' Assn.; Sam Crawford, Texas Long Leaf Lumber Co.; Don Canterbury, Champion Paper and Fibre Co.; and Al Cudlipp, Secretary of the Texas Mill Managers Assn.



Forming a V for victory sign to symbolize the part East Texas forests and timber industries played in the war are Gov. Coke Stevenson and a group of forestry and timber officials. This picture was taken in Austin in connection with the proclamation of Texas Forestry week last year.—Courtesy T. F. S.

BARRETT-RAMSEY
Department Store

Gents' Ladies'
Furnishings Ready-to-Wear



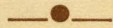
STAR BRAND SHOES

for

Every Member of the Family

Poll - Parrot — Rand

Heel - Latch



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We Sell Only Nationally Advertised Brands

Moore Grocery Co.
WHOLESALE GROCERS

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QUALITY — COURTEOUS — PROMPT



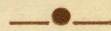
Lufkin — Tyler — Marshall

WELCOME

TO THE

Texas Forest Festival

BE SURE TO VISIT OUR STORE



The Best Hardware Store In Lufkin



Taylor Hardware Co.

Lufkin, Texas

PHENOMENAL GROWTH OF SLASH PINE



These two pictures, taken from the same spot 14 years apart, depict the exceptional speed in which a slash pine forest can be produced. These pictures, taken at the E. O. Siecke State Forest near Kirbyville, were furnished by the Texas Forest Service at College Station.



GREETINGS

— from —

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**We invite you to visit our
SERVICE DEPARTMENT
while in Lufkin**

**New Pontiacs are on the way but in the meantime,
keep your present car in the best of condition
by letting us service it for you . . .**

Sumners Home Appliances

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Bendix Automatic Home Laundry

— a n d —

Coleman Floor Furnace

WELCOME YOU

to the

TEXAS FOREST FESTIVAL

See—

THE NEW FALL STYLES

In Men's suits, shoes, hats and furnishings while you are in Lufkin. It's always a pleasure for us to show You. Drop in and visit with us whether you want to buy anything or not.

GARY EAVES

"THE GOOD CLOTHIER"

121 N. First St. Lufkin, Texas

Shop Our Store First And Save

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115 No. First Street
Lufkin, Texas

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THE Texas Forest Festival Association

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Quality Sign Service

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TEXAS FOREST FESTIVAL

October 7-12, 1946

TENTATIVE PROGRAM

MONDAY, OCTOBER 7 — Opening Day.

- 10:00 A. M. Judging of Forestry Exhibits.
- 1:00 P. M. Gate Opens.
- 3:00 P. M. Parade of the Foresters (downtown).
- 5:00 P. M. Band Concert and Contests.
- 6:00 P. M. Barbecue for Visiting Bands.
- 7:30 P. M. Pageant and Coronation of Queen Sylva V and of the Queen of the Visiting Court.
- 9:30 P. M. Miller Duo (Midway Free Act).
- 10:00 P. M. Queen's Ball.
- 1:00 P.M. to Midnight—Alamo Exposition Shows on Midway.
- 12:00 Midnight—Gate Closes.

TUESDAY OCTOBER 8 — School Day, Boy Scout Day, FFA Boys Day, 4-H Club Boys and Girl Scout Day, Cub Scout Day.

- 9:00 A. M. Gate Opens.
- 11:00 A. M. Inspection of Exhibits.
- 3:00 P. M. Inspection of Exhibits.
- 5:30 P. M. Miller Duo (Midway Free Act).
- 7:30 P. M. Musical Program Presented by Sam Houston State Teachers College and Stephen F. Austin State Teachers College (Free Grandstand Attraction).
- 8:30 P. M. Free Fireworks Display (Festival Grandstand).
- 9:30 P. M. Miller Duo (Midway Free Act).
- 9:00 A.M. to Midnight—Alamo Exposition Shows on Midway.
- 12:00 Midnight—Gate Closes.

WEDNESDAY, OCTOBER 9 — Negro Day for all East Texas.

- 9:00 A. M. Gate Opens.
- 11:00 A. M. Downtown Parade.
- 2:00 P. M. Jitterbug and Boxing Contests (Festival Grandstand).
- 5:30 P. M. Miller Duo (Midway Free Act).
- 7:30 P. M. Rodeo.
- 7:30 P. M. Musical Show and Queen's Coronation (Paid Grandstand Attraction with seats for Whites).
- 9:30 P. M. Miller Duo (Midway Free Act).
- 9:00 A. M. to Midnight—Alamo Exposition Shows on Midway.
- 12:00 Midnight—Gate Closes.

THURSDAY, OCTOBER 10 — Good Neighbors Day, honoring all adjoining counties and East Texas Chamber of Commerce. Old Settlers Day.

- 9:00 A. M. Gate Opens.
- 10:00 A. M. Judging Cattle and Hogs.
- 11:00 A. M. Judging Home Demonstration Displays.
- 2:00 P. M. Ladies' Quartet Community Singing Contest.
- 3:00 P. M. Men's Quartet Community Singing Contest.
- 5:30 P. M. Miller Duo (Midway Free Act).
- 7:30 P. M. Rodeo.
- 7:30 P. M. Stamps Quartet (Paid Attraction in Festival Grandstand).
- 9:30 P. M. Miller Duo (Midway Free Act).
- 9:00 A. M. to Midnight—Alamo Exposition Shows on Midway.
- 12:00 Midnight—Gate Closes.

FRIDAY, OCTOBER 11 — Veterans of World War II Day.

- 9:00 A. M. Gate Opens.
- 2:00 P. M. Program Honoring Veterans of World War II.
- 5:30 P. M. Miller Duo (Midway Free Act).
- 7:30 P. M. Rodeo.
- 7:30 P. M. Grand Old Opry—W. S. M. (Paid Attraction in Festival Grandstand).
- 9:30 P. M. Miller Duo (Midway Free Act).
- 9:00 A. M. to Midnight—Alamo Exposition Shows on Midway.
- 12:00 Midnight—Gate Closes.

SATURDAY, OCTOBER 12 — Dedicated to the Texas Forestry Association, Texas Lumber Manufacturers Association and Affiliated Industries, Retail Lumbermen of Texas.

- 9:00 A. M. Gate Opens.
- 2:30 P. M. Program Dedicated to the Timber Industry.
- 4:30 P. M. Log Sawing and Wood Cutting Contests.
- 5:30 P. M. Miller Duo (Midway Free Act).
- 7:30 P. M. Rodeo.
- 8:00 P. M. Paid Grandstand Attraction.
- 9:30 P. M. Miller Duo (Midway Free Act).
- 9:00 A. M. to Midnight—Alamo Exposition Shows on Midway.
- MIDNIGHT—Auld Lang Syne.
—Magazine edited by Virginia R. Allen.



TEXAS is on the march INDUSTRIALLY...driving forward under full power to provide more jobs and continuing opportunities for its people. During war years, Texas demonstrated its industrial capacity and capability when its industries fulfilled \$6,418,810,000 worth of war contracts involving the production of planes and parts, explosives, synthetic rubber, steel, magnesium, gasoline, oil, and a long list of other materials and supplies requiring skilled labor.

During the war years, Texas' industrial production rose from \$450,000,000 annually to two and one-half times that amount on war contracts alone. This has resulted in expansion of plant facilities and labor force, and peace-time plans which call for even greater industrial production than during the war.

As rapidly as building materials and machinery become available, Texas cities and towns are witnessing the building of new and the expansion of existing factories and shops. Texas has everything needed by and for industry...an abundance and

diversity of raw materials and natural resources for converting into manufactured products, mild climate, excellent transportation facilities, highly intelligent and easily trained native labor...and abundant cheap electric power. Furthermore, Texas is the gateway to the Latin Americas, whether by land, by sea or by air.

By the processes of reconversion and by wise and careful planning, Texans are determined to make the most of their state's vast resources.

Texas Power & Light Company, a pioneer Texas institution, joins all of Texas in inviting the immediate attention of American industrialists to the opportunities offered by the Lone Star State.

As abundant, dependable and low-cost electric power from TP&L transmission lines was a vital factor in producing for the war, so is it now in producing for peace. This Company's industrial-minded manpower, as well as its vast power facilities, are at the disposal of those seeking to develop new or to expand existing industrial opportunities in Texas.

TEXAS POWER & LIGHT COMPANY

JOHN W CARPENTER *President and General Manager*