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W. H. BROWN, 60, PRODUCER AND WHOLESALER OF FOREST PRODUCTS; AND, WILLIS G. BROWN LBR. CO., WILLIS G. BROWN, 30, OWNER AND OPERATOR REPRESENT ANOTHER FATHER AND SON SUCCESS

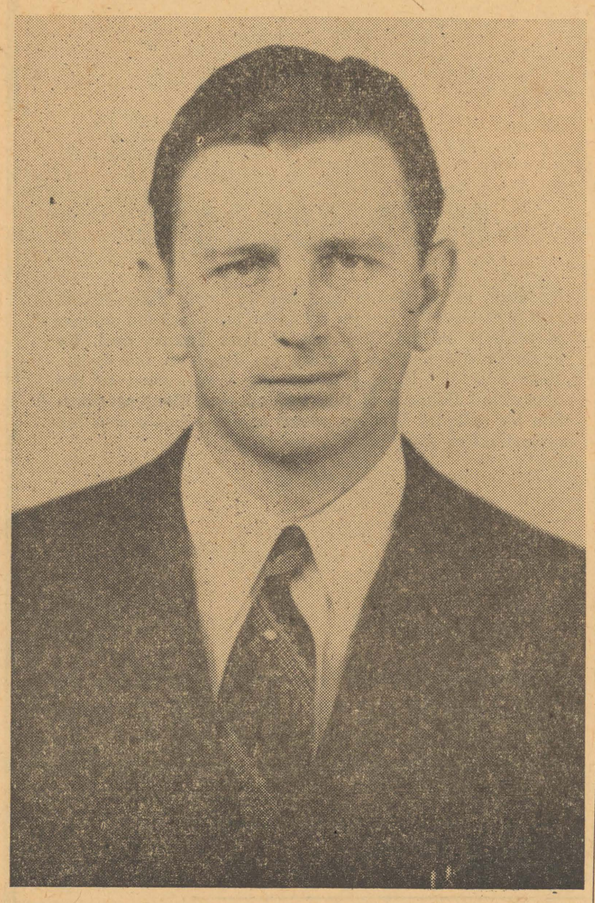
Executive Headquarters of W. H. Brown, Pioneer Timberman Maintained in Jacksonville, Where the Operations of His Son, Willis G. Brown in the Lumber Manufacturing World are Carried on With Conspicuous Ability, Members of the Trade; Friends and Neighbors Attest, Plus Upward 10,000,000 Feet of Standing Timber and Modern Plant

Maintaining a Direct and Indirect Pay Roll Providing for 500 to 750 People, Willis G. Brown Lumber Company Generates Its Own Electricity; and, is Said to be the Only Completely Electrified Wood Working Plant of its Kind in the Entire State of Texas, His Plant Producing Upward 500,000 Feet Lumber Monthly, He Reports

Mr. Brown Says He Operates 3 to 6 Tractor Mills of His Own; and, Absorbs the Output of 9 to 10 Other Auxiliary Sawmills; and, is Always in the Market for Additional Timber and Lumber, His Ever Expanding Lumber Distribution Business Demanding it, He Affirms

Jacksonville. — This is another story of Father and Son scoring individual and collective successes, there being several of them reported in this Special Edition and/in which Messrs. W. H. Brown, 60, and his son, Willis G. Brown, 30, have underwritten this page. W. H. Brown is a pioneer timberman, a native of Noble county, Indiana; and, his son, Willis G. Brown, a native of Nashville, Arkansas.

The elder Brown is producer and wholesaler of Forest Products (Since 1910), his specialties being R. R. Ties and Industrial Timbers. His son, is owner and operator of Willis G. Brown Lumber Company, one of the finest and best lumber manufacturing plants, it is believed, in all East Texas; and, or anywhere else as for that matter. The industry generates its own power; and, is completely electrified, being the only wood working plant of its kind in Texas enjoying such an modern set-up, he believes. Somewhat of the history of the elder Brown follows: As stated above Mr. Brown is a native of Noble county, Indiana; and, his wife, Mrs. Julia Gates Brown, is a native of Rolling Ford, Miss., Mr. and Mrs. Brown are the parents of Willis G. (Mrs. Sibyl) Brown, owner and operator Willis G. Brown Lumber Company, Jacksonville, Texas; Dr. George (Mrs. June Mosely) Brown, U. S. A., San Antonio, Texas; Frank Hayes Brown, P. M. 3-c, U. S. N., Treasure Island California; and, Miss Lottie Joyce Brown, Jacksonville. There are 2 grand children: Mary Sibyl and William Charles Brown. Parents; Willis E. Brown, living at 81; and, Mrs. Cythia Brown, deceased. Parents of Mrs. Brown; Mr. and Mrs. George and Mattie Gates, both deceased. Mr. Brown says when he first came South, he located in Louisiana in the year 1906. Two years later, or in 1908 he moved to Mississippi, where he remained 7-years and progressed into Arkansas in 1915. After sojourning for an half dozen years in the Wonder State, Mr. Brown says he went back to Louisiana in 1921, but remained only 1 year; and, then in 1922 he moved to Nacogdoches, Texas. A year later, or in 1923 he came to Jacksonville and entered the R. R. Tie business; and, from that day until now, plus anticipation for a long, long stretch of years in the same activity out there in future Mr. Brown has progressed and prospered in his Cherokee county, East Texas; and, Environs activities. Mr. Brown recalls that his actual excursion in the timber experiences had to do with his arrival in Louisiana 41-years ago. Arriving in Jacksonville almost a quarter of a century ago, Mr. Brown says he soon found himself identified with a great variety of business activities, among these being Regional contractor for Southern Pacific Railway Company; and, branched out into various and sundry lines of timber and timber products, he recalls. He reports that presently he carries timber rights to some 4,500-acres of land and is constantly buying additional 'timber properties, his annual output of R. R. Ties runing upward 200,000-pieces, he says. He is known and appreciated as one of the major R. R. Tie producers in the whole of East Texas and, Environs, it is affirmed. Carrying 1,000-acres in reforstation, Mr. Brown urges the most enthusiastic co-operation in the matter of such activity; for, without it he fears for the future timber crops, and does not hesitate to urge that reforestation be employed by every timberman, and others who would make for permanent security unto both themselves and posterity; and, at same time help to provide adequate timber supplies for all lines of construction activities. As a Tie Contractor, Mr. Brown easily stands at the top, it is known. His records reveal that he has handled as many as 350,000-R. R. Ties in 1-year; and, as few as 100,000-similar ties in like period. Mr. Brown states that he keeps about 8-mills cutting Ties for him; and, that approximately 100-men are employed on contract basis, while his annual sales volume usually runs from $100,000.00 to $250.000.00, Mr. Brown reports. In the civic and religious life of Jacksonville, and this Texas area, Mr. Brown is good friend and supporter, it is known; and, for 20 years, or more, records reveal that he has been an active member of the School Board. More elaborate details as to Willis G. Brown lumber manufacturing operations appear in another article on this page, which has been underwritten by his father and himself. But, for the moment suffice it to say he carries upward 10,000,000-feet standing timber; employs directly and indirectly 500 to 750-people, he says: manufactures upward 500,000-Feet lumber monthly; operates 3 to 6- auxiliary mills of his own; and, absorbs the output of from 9 to 10-tractor mills, this huge lumber stock pile being necessary, Mr. Brown explains because of the enormous business volume he enjoys. Mr. Brown, who is sole owner of his business maintains his office and yards on Alabama Avenue, Jacksonville, where he uses telephones No. 6148; and, carries U. S. P. O. Box No. 648, he invites.



Willis G. Brown, executive head Willis G. Brown Lumber Company, Jacksonville, Texas.

Willis G. Brown, is Live Wire When it Comes to Manufacturing Lumber and Building Jacksonville

Jacksonville.—You don't have to send committees as a rule to see men like Willis G. Brown, successful young lumber manufacturer to enlist their support and influence when it comes to actively prosecuting constructive efforts looking to the progressive and prosperous building of communities like Jacksonville, Cherokee county, East Texas; and Environs, say those who know him best. Mr. Brown is the kind of live wire who is not only out there in front with his own business but he knows how to get in there and pitch for his community; and, its people when it comes to helping publicize more widely the natural and potential resources of this and other favored East Texas sectors. On behalf of cheaper power, lower taxes, better roads, adequate drainage and soil conservation, Willis and his father are among the first now and always to help see their community thru and over the top in most every worth while undertaking, it is said of them. This also goes for W. H. Brown, and Willlis, when it comes to urging best possible protection of our forests vs. fires. Same is true as to soil conservation is invited to an article by increased produuction of all farm products, milk, meat and eggs; and, when it comes to inviting desirable new people, money and industry this way, the Browns advance and say: WELCOME! And, now diverting somewhat to take a peep up Wall Street Way, attention is invited to an article by Barbara Budschu, United Press Fashion Writer, who takes us on an excursion to New York. One headliner recognized her article: "WALL STREETERS LOOK AND SIGH; THEY KUOW SHORT SKIRTS MEAN PROSPERITY;" and, proceeding with her argument and/or story, Barbara says and puts it this way:

"The gentlemen of Wall Street looked at the legs of their pretty stenographers today and sighed double—no knees, no prosperity.

"Ever since woman's skirts rose off the floor in the first place, the financial gentlemen remembeed, the stock market has been going up and down with them.

And the stenographers are letting out the hems again. The attractions of the canyon below Trinity Church are being obscured.

The handwriting on the hemline really started with the first World War.

Hems got eight inches off the floor then and went right up to the knee by 1919. The Wall Street men were happy. In 1921 skirts came down a little. So did the market. But they both recovered fast.

The sun shone in Wall Street; the sparrows twittered in the churchyard; the pigeons cooed on the eaves; and the stenographers' legs were more apparent every day right up to the knee, and then they crossed their legs under their notebooks—well! — the financiers were happy. The market soared—right up to 1929.

By 1930 money alley coulddn't afford so many stenographers. The ones on the meager payrolls modestly covered their legs to 10 inches off the floor. It was gloomy. And it stayed that way.

The viewable portion of legs was reduced to six inches. Skirts didn't move up again until 1939.

The financiers were older and wiser. Their happiness was tempered with wisdom. But they smiled again. Skirts were tempered a bit, too. They never did hit the 1929 heights, but they did alll right at that.

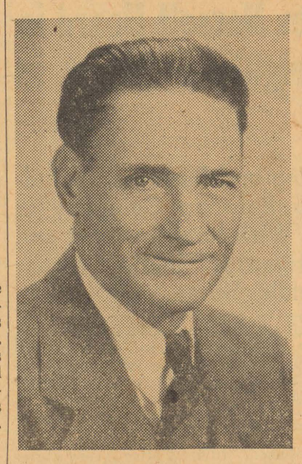
The financial bigwigs said today it was all just a superstition. They had the old "chicken or the egg" question to back them up.

And the fashion creators laughed to think they had anything to do with the stock market.

"It's a perfectly natural thing," said one of them. "It goes up and then it goes down."

The hemline, that is."

And, some might ask what has Barbara's story got to do with Willis Brown and his manufacturing of good lumber? Nothing, would be the correct answer; but, the story as a diversion does get the message over to one and all, we believe, that now is the time to work, boost and put for the home community, just as Mr. Brown and his Father, along with other representative Sponsors of this Special are doing, and help bring home the constructive community building bacon for Jacksonville, Cherokee county, East Texas; and, Environs.



Ed Benton, Engineer with Willis G. Brown Lumber Company, Jacksonville, Texas.

Lumber Finishing Plant Being Developed By Willis G. Brown, Striking Success; and, in the Economic Industrial Life of Jacksonville it is Considered Invaluable

Hardwood Processing Unit Recently Installed by Mr. Brown Said to be One of the Most Modern in East Texas; and, Virtually Doubled His Output, Observation and Information Establish

Jacksonville. — Things are happening out Willis G. Brown Lumber Company way; and, may it be said, that they come so thick and fast to adequately cover and report them it would require almost full time of some reporters to do justice to the ability of Mr. Brown personally, saying nothing for the extreme efficiency of his modern lumber manufacturing industry, general mention of which appears elsewhere on this page. The fully electrified sawmill operations of Mr. Brown, who generates electrically at his own plant for its own use and that of his mill village, is already the talk, admiration and sensation of the trade in general, some have been generous enough to comment; but, Mr. Brown, young, vigorous and enthusiastic is never content to slow down, he believes in being everlastingly and always at it all the time. Result innovation after innovation show up at his plant; and, unless he should inform you in advance, most anyone is liable to get far behind on what is going on out his way. But he's alert not only in business but community building. He is appreciated as a good loyal friend to Jacksonville; and, its people; to East Texas; and, its people; to the State of Texas; and its people. Therefore he scores as No. 1 young man in his local and general stride toward both achievement and accomplishment as an outstanding manufacturer of good Yellowpine and hardwood lumber, the point is stressed. And, in a recent issue of The Progress, a feature story on behalf of Mr. Brown appeared; and, this Commentator deems it so appropriate to the instant on Mr. Brown's behalf to help publicize more widely the natural and potential resources of Jacksonville, Cherokee county, East Texas; and, Enviirons, he is giving it reproduction herein as a further appreciation of Mr. Brown and the wonderful industry over-which he presides. Says, The Progress:

Bolstering Jacksonville's economic stability are some 30-odd home-owned industries.

One of the major ones is Willis G. Brown's lumber manufacturing plant, one of the most complete and modern lumber-finishing operations in all East Texas.

Work has just been started on the construction of a hardwood processing unit which will virtually double the output of Brown's mill and bring the plant's immediate payroll up to around 100 persons. It may be six months, or it may be a year, but actual foundation for the hardwood processing plant has been laid, and some of the other equipment has been moved in.

It was just nine years ago that Brown purchased a cotton patch out on the Frankston highway and started a "one horse" lumber mill operation with a gasoline engine. He came about it naturally; his father before him was in the lumber business for years.

But Brown, now but 31 years of age, is expanding his business into a semi-major operation which will become a factor in Jacksonville's industrial economy.

Early in 1942, Brown entered Uncle Sam's Navy, leaving his newly-founded business in charge of his father, who carried it on purely as a skeleton operation during the war years. But, on the very next day after Brown got home from the Navy in 1944, he went back to the lumber mill and took up where he left off.

All the while Brown's mill had been processing pine timber, but, with the new hardwood unit going up across the highway from the piine mill, he'll be in a position to manufacture "everything that goes to build a house," with the exception of sash and doors.

It will be one of the few mills in this section producing big quantities of hardwood flooring. However, the mill also will turn out furniture squares and perhaps some crates and boxes.

"We want to be ready to make anything there is a market for," says Brown. His business already is flexible to the point that, with the changing of milling blades, he can produce whatever the market demands.

The main building of the new hardwood unit will be 60 x 200 feet. Power units of the pine and hardwood units will be interchangeable. Of course, all equipment is power driven. But machinery used in the processing of pine cannot be used successfully in the dressing out of hardwood, Brown explained. While the machinery and equipment may look similar, it is of different construction entirely.

In the Jacksonville area, there will be an abundant supply of hardwood, particular oak, and landowners will be able to market their trees readily. Right now the demand for all wood products is tremendous, but Brown doesn't know just how long the "boom" will be going on. Consequently, he wants too get his mill complete in every detail, so, when the recession comes, his business can better withstand it.

The big bug in the ointment in the processing of hardwood lies in the fact that so much more time is required for hardwood. After it is cut and moved onto the lumber yard, it must remain stacked in the open for four to six months, even before it goes into the dry kiln. So the processing of hardwood is necessarily much slower than the handling of pine, at least until the hardwood operation gets into full swing.

At present Brown is taking pine timber from six small mills around the country. He has some of his own portable mills which he uses when there is no contract for delivery. The main thing is to get the timber out of the woods, sawed up and delivered to the mill. Right now his pine mill is running at capacity, nine hours a day. His concentration yard is teeming with timber stacks.

His expansion plans include, in addition to the hardwood operation, the increase in size of his pine mill main building. A proposed 60-foot extension will provide a building 80 x 120 feet.

On the grounds are provided houses for at least some of the employes and their families. The houses are equipped with electric and water installations.

Forgetful? Here's Some Consolation For the Absent Minded, Plus Making of Good Lumber

Jacksonville — Wholesalers and retailers should never overlook the fact that here in Jacksonville, Willis G. Brown Lumber Company manufacturers good lumber. It is suggested that you never forget, be you buyer or seller of lumber, when you need good lumber. That's the responsibility of Willis G. Brown and his company when it comes to its making, it is affirmed. But, are you forgetful? Jack Rutledge, Associated Press Staff Writer is an artist when it comes to getting his messages all the way across the board. That's what Willis does in the making of good lumber, attest patrons and friends. And, now that you may enjoy some consolation, if you be one of the absent minded, here Jack Rutledge. Says he:

So you're absent minded?

Don't worry. You have company. Take the Harlingen man who asked a friend to drive him to church.

"Sure," said the friend, "but where's your car?"

"I drove it to Matamoros last night," was the answer. "When the party broke up I forgot all about it and rode home with another guy."

Then there's Matt Jones of Gatesvillle. Friends recently received Christmas cards from him.

They are, Jones, said, the world's only post-Christmas Christmas cards. At the bottom he explained that he didn't have time Christmas to mail others.

The post-Christmas Christmas cards are from "Texas' only semi-weekly tabloid," the Coryell County News, from Matt, Matt Jr.,, Joe, Johnny, Jan and Sally Maude.

As an afterthought, apparently (or maybe he meant business) Jones added at the bottom of his card: "Office supplies."

In Corpus Christi, a man has applied, 37 years late, for letters of administration for the estate of his great-grandmother who died in 1906. He's busy trying to convince the Nueces county probate court that it's better late than never.

He is Burney Parker Jr., an employe of the First State bank of Bishop, Texas, and the court action he says, is necessary in order to divide $6300 awarded the estate of Mrs. Rachell T. Parker.

But worst of all is John Van Cronkhite of Harlingen, who sold a man a radio and then forgot the buyers name. It was supposed to be paid for by installments, and Van Cronkhite had about decided to wipe the thing off the books as a bad debt when the man came to his office and gave him a check for a monthly payment.

It goes on from there. Van Cronkhite put the check in a shirt pocket and forgot the whole thing again.

He sent the shirt to the laundry. It did such a good wash job that the check, as well as the shirt, was washed completely clean.

Van Cronkhite is still wondering to whom he sold the radio.

Clark Gable Put it This Way, But May Be it Didn't or Couldn't Happen In Jacksonville

Jacksonville.—Clark Gable, film actor, described his predicament and explained his apparent embarrassment thus:

"After a 90 per cent tax reduction, 10 per cent agent commission, 2 1/2 per cent to business manager and salaries, I am lucky to clear more than $1000 a year for myself. They have a mighty nice home here for old actors. I contribute to it. You can never tell."

Chances are that what happened to Clark Gable hasn't, nor possibly could not take place in Jacksonville, Cherokee county, East Texas; and, Environs, but it is doughnuts to ginger snaps that Willis G. Brown Lumber Company can and does make the grade in good lumber manufacture, it is opined.

Willis G. Brown Lumber Company in the Manufacture of Good Lumber Definitely Has In Mind the Ultimate Consumer, Who, After All, Makes or Breaks Lumbermen

With One-Trillion-600-Billion Feet of Standing Saw Timber, Relaxation of War Controls and Ability of Industry to Keep up With Demand, Serves to Strengthen Optimism of Lumber Producers

Jacksonville. — With the caption of this article in mind: "Willis G. Brown Lumber Company in the Manufacture of Good Lumber Definitely Has in Mind the Ultimate Consumer, Who, After All, Makes or Breaks Lumbermen,," the progressive young owner and operator of this big industry—Willis G. Brown, 30—here in Jacksonville is known to have been, and is now manufacturing good lumber in order that the building trade may progress in orderly fashion and that the lumber producer may not come out at the little end of the horn. Mr. Brown first, last and all the time sees to it that his plant turns out good lumber; next he sees to it that the wholesaler, jobber or retailer get good measure; and, along with all of this business like attention to the operation of his plant, Mr. Brown sandwiches in that best of all assets, friendliness, courtesy and an open mind in the consideration of the other fellow's problem, it is said of him. And, getting a little closer to the meat in the cocoa-nut, so to speak, plus the fact that there is an estimated ONE TRILLION—600—BILLION FEET of standing saw timber saying nothing for the relaxation of war controls and ability of industry to keep up with demand, there's fresh hope now for home owners and new strength and optimism for lumber producers, it is believed. Under the caption: "LUMBER SHORTAGE LICKED," an esteemed contemporary has this editorial enlightment from Houston. Says The Post:

The lumber shortage is whipped, proclaims the National Lumber Manufacturers association. Despite the "deadening hand of bureaucracy," labor trouble and price-ceiling paralysis, the industry shook itself free in 1946, buckled down, and turned out forecast-smashing production. "The year saw the building industry scratch construction lumber off the list of its problems." says N. L. M. A.

Bright is the outlook for 1947. There is an excellent supply of trees and a bumper crop is coming on from the "tree farm" movement. The progress of this movement, and of research, with one trillion, 600 billion feet of standing saw timber, the relaxation of war and post-war controls, and the ability of the industry to keep up with the demand, all contribute to optimism on the part of lumber producers.

All of which is good news to the millions who want to build homes. Now, since supply has caught up with demand, if the industry will begin curing the lumber so that it will not have that bilious appearance and will not curl up and roll off the pile; if the industry will again sell No. 1 lumber on orders for No. 1—and sell it at a price that people of moderate means can afford to pay—then there will be reason for optimism on the part of the consumers.

Brown is looking ahead to the day when his mill will be in full production of hardwood as well as pine building materials.

WILLIS G. BROWN LUMBER COMPANY, WILLIS G. BROWN, 30, OWNER AND OPERATOR BELIEVED TO STAND IN CLASS ALL ITS OWN WITHIN STATE OF TEXAS BECAUSE OF ITS MODERN AND ADVANCED METHODS EMPLOYED AT ITS JACKSONVILLE, EAST TEXAS PLANT

At His Age, Mr. Brown is Designated as One of the Younger Major Lumber Manufacturing Operators in East Texas; but, he is Known to be Taking His Success in Stride, and Really Invites More Work as Added Hobby For His Able Execution, it is Pointed Out

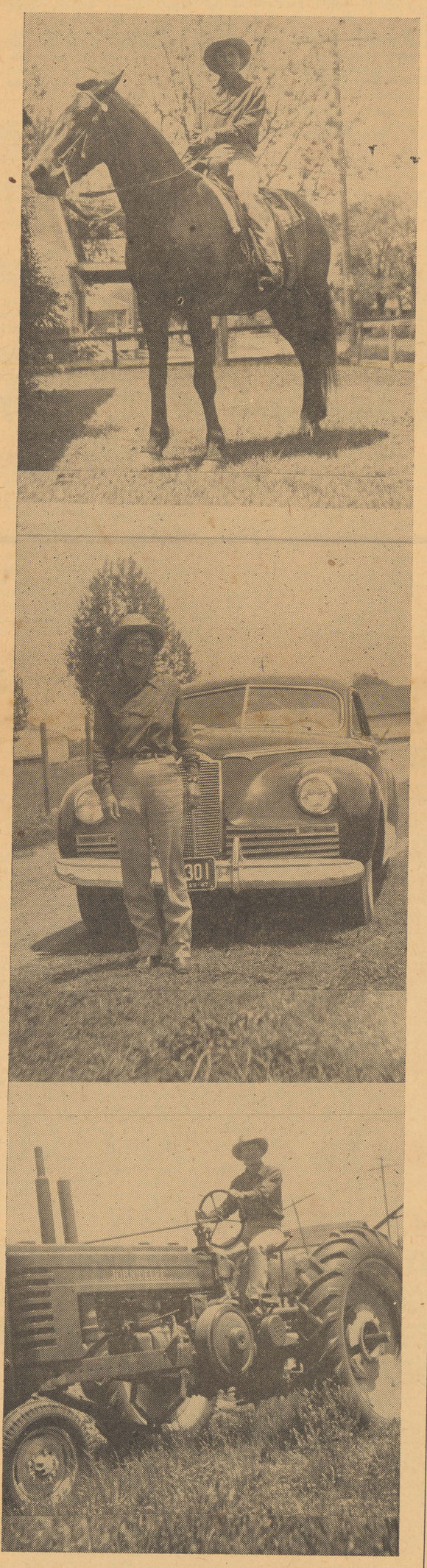
Jacksonville. — Native of Nashville, Ark., Willis G. Brown, 30, owner and operator Willis G. Brown Lumber Company, came to Jacksonville in 1923; and, in 1938, he says he began his timber business simultaneously with the establishment of his lumber manufacturing plant here. In addition to his modern parent industries here in Jacksonville, Mr. Brown says he operates 3 to 6 tractor mills of his own; and absorbs the output of 9 to 10-auxiliary mills as a means of helping to feed his gigantic Planing mill, which, he says, maintains an average monthly finished production of 500,000-feet, or more, of dressed lumber. His parent sawmill here in Jacksonville also, carries a monthly production capacity of half milliion (500,000) feet, or more, of rough lumber; and, that directly and indirectly he employs from 500 to 750-people. On the average, Mr. Brown says he carries approximately 10,000,000-feet standing timber with corresponding needs as to local inventories; and, that he is always in the market for additional timber and lumber. His timber holdings presently are carried both in fe and rights, he reports. His wife, Mrs. Sibyl Brown, is a native of Troup, Texas. They have one lovely daughter, Miss Mary Sibyl Brown. Parents: W. H. and Mrs. Julia Gates Brown, both living. Parents of Mrs. Brown: George and Mrs. Clara Weatherly, both living. During World War No. 2, Mr. Brown says he served 2 1/2 years in the U. S. N. Air Corps; and, that in the civic and religious life of Jacksonville, as well as general public development, he is a loyal friend and supporter. It just so happens that it has remained for Mr. Brown to own and operate what is believed to be the most unique, best and modern lumber manufacturing plants in the state of Texas in that it is fully electrified and generates its own electricity. Mr. Brown says he does not know of a wood working plant of like kind in Texas going this far in the possession of such modern conveniences; but, he is generous enough to express the hope that each and all lumber manufacturers may some day be similarly situated and blessed, he affirms. The Brown planer; matcher; moulder; dry kilns, rip saws; resaws; end matchers; double end trimmers; double surface; indeed anything and everything practically used in a plant of Mr. Brown's installation are all there, and more, it is observed. The Willis G. Brown Lumber Company operation is a little town within itself, it is observed; and, due to Mr. Brown's consideration the homes of his employes; his plant; and, other structures are provided with electricity generated at his own plant, a most unusual industrial asset for distribution, such as Mr. Brown announces. Tender in years but seasoned with matured experience, Willis G. Brown is out to win; and, from his stride thus far it is inevitable, it is believed that no matter where he may set his goal, eventually he should reach it, faithfully commend and congratulate friends and neighbors, it is known. Taking his lumber manufacturing success in stride, therefore, it is known that Mr. Brown really invites more work as an added hobby for his able execution, and in this way demonstrate more effectively his usefulness as an industrious young citiizen and taxpayer. More power to you, Mr. Brown!

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MISS MARGUERITE AVERY, ASTUTE YOUNG BUSINESS WOMAN AT GROVETON, TRINITY COUNTY, EAST TEXAS; AND, ENVIRONS, ENJOYS UNIQUE CHARACTERISTICS; PROUD OF HER FINE BRAHMAN CATTLE

Usually Doing What She Wants to Do, Insists Miss Avery, She's Known to be A Genuine Success at Whatever She May Undertake; and, in the Instant Effort to Help Publicize More Widely the Rich Natural and Potential Resources of East Texas; and, Environs, as a Whole, Much of Credits for Its Success Goes to Her

Small in Stature, Convincing in Personality, Enthusiastic in Her Stride, Quick of Step and Fluent as a Speaker, Miss Avery Invariably Makes Herself Heard in Whatever Situation She May Find Herself, Friends and Neighbors Attest in High Esteem, be it Assured



Miss Marguerite Avery, business woman, ranchwoman and planter is featured in the above picture (top) showing her astride her favorite saddle horse "Soldier"; center, she is shown in front of her new car; and, bottom, Miss Avery may be observed on one of her tractors out on the farming area of the 700 acres she owns and controls, her father having refused $50,000.00 for her Brahman cattle pasture adjoining Groveton, she says. Miss Avery says she never wears a dress, the peculiarity of the many different things in which she is engaged requiring that she leave her finery and glad rags at home; however, she is known to be genuinely interested in all of the finer things of life and is a solid good friend of all East Texas; and, Environs, it is affirmed, along the progressive strides advocated in this Special Edition, to which she has subscribed generously of her support and influence.

Active in Farming, Ranching and Business, Including her Agency for Gulf Refining Company in Groveton Sector of Texas, With Keen Interest and Affection, Miss Avery Designates "Soldier" as her Favorite Saddle Horse

Groveton. — It's worth a trip all the way out to Texas any time, no matter where you are, to meet and know a most unusual and dynamic personage, Miss Marguerite Avery; and, to know her is to like her! She is none other than the same Marguerite Avery, daughter of W. L. (Lee) Avery, 80, and Mrs. Edna Avery, both living in Galveston, where her father actively operates a hotel, she states, who continues to live now in the same house where she was born here in Groveton, it is declared. From the time she was a little girl, Miss Avery says she just knew she had a claim on God's great open spaces, and that's right where she's been most of the time, she says since finishing school. She says she started out as a teacher, but abandoned her professional career in order that she might return to her native haunts and do the things she wanted to do, and still does, Miss Marguerite maintains. Her education activities behind her insofar as teaching was concerned, Miss Avery said like a 'bird out of a gilded cage' she was on her way; and, from observation and information, that's just what followed, to listen for a little while to animated conversation lead by her any time, any where, and place; and, definitely so, it is known of all people fortunate to be in her friendship and/or acquaintance, it is believed. Proud, dynamic, entertaining, hard worker, lover of nature and sporty, Miss Avery undoubtedly enjoys distinction and classification all her own. Small of stature, never wearing a dress, but always neatly clad in her riding habit and/or other similar garb from typical head gear to boots, she is cyno 'sure of all eyes as she moves and does in her business stride, on her ranch, on her farm, in her place of business, et cetera. "You must realize," commented Miss Avery, "in my work wearing gowns and glad rags are out of season." In 1933 Miss Avery states that she began her business career as an employe of the Gulf Refining Company here in Groveton. She's credited with knowing many of the higher officials of the company; and for whom in recent years she has carried on as their Groveton agent, enjoying a wide patronage thruout the Groveton sector of Texas, her records disclose. For several years Miss Avery says she just regarded herself as one of the 'hired hands' so to speak, but it was not long until her superiors in service recognized her ability and rewarded her by placeing her in 'charge' of their Groveton operations, she reminisces; and, on behalf of her customers, as well as for the sake of Gulf, she endeavors to see to it that this Trinity county area of the Lone Star State of Texas usually gets what it wants in the line represented by Miss Avery, who is known to be the one woman in this part of the beautiful Southland who usually does what she wants to do personally; and, admits that she gets a kick out of it. There are many distinguishing features about Miss Avery. Notably she began climbing as a business woman; and, then in 1937 she established her ranch, on which she features fine Brahman cattle, she having brought her herd up to one of great value, she believes; and, it is one of the joys of her life, she points out to be able to help others improve their cattle herds thruout the whole of East Texas; and, Environs. This and other territory furnish the buyers for Miss Avery's fine improved strain of Brahmans, she appreciatively announces. Her cattle carry the 'PITCHFORK' brand; and, may be identified almost instantly, she points out. She handles her Brahman cattle kindly, assembles them without difficulty and has never been hurt at any time by any of them, notwithstanding Brahmans, as is well known, are a peculiar breed, she happily states. As a business woman, emphasizing the fact that she doesn't object to hard work at all, Miss Avery refers to the fact that when man power was scarce back there in World War No. 2, she was right there on the job driving Gulf oil trucks thruout her territory, no matter what kind of weather and thereby seasoned herself, she says, for almost any task. And, she did this for 2 full years, it is known not only in the sale and distribution of gasoline and oils; but, she also looked after feeding her ranch herd of Brahmans; mowed the pasture; made her reports plus, oh so many other minor and major details, she recalls. But, frankly commented Miss Avery 'It was the Making of Me', physically, of course, because she is known to possess a physique that is truly wonderful; and, a mentality that really becomes brilliant at times, attest learned scholars and others. Miss Avery says she's enjoyed splendid results with her Registered Brahman and successfully crossed breeds, just the kind that aren't too expesive to grow profitably here and elsewhere, she invites. Last year's herd (1946) Miss Avery reports, numbered 200 head at her ranch, she later having sold off 150 head; and, presently and/or at this writing carries commercial herds upward 50 head, it is known. Miss Avery features local sales of her fine Brahmans, it is pointed out in order to help others improve their cattle herds thruout this part of Texas, she stresses with considerable interest. In her crop production efforts, Miss Avery raises hay; and, other crops via the use of tractor power. She may be observed on one of her tractors in a picture appearing along with this story about her and her numerous activities. Miss Avery says she has 9 outlets within a radius of 20 miles for the distribution of her Gulf products, including upward 60 bulk customers. Owning and controlling upward 700 acres of land, there being 113 acres of fresh water well stocked with fish on her ranch, Miss Avery in passing mentions the fact that her father refused $50,000.00 cash for the Avery pasture adjoining Groveton. In the civic and religious life of Groveton, Miss Avery is known to be a good friend and supporter, while over in the material world she enthusiastically acclaims that she stands four square for future cheaper power, lower taxes, better roads, adequate drainage and soil conservation; improved churches and schools; protection of forests from fire; and, welcomes opportunity to share in cordial invitation to desirable new people, money and industry to come this way. Miss Avery is also known to be an energetic friend on behalf of increased farm production, including milk, meat and eggs; indeed and in fact all necessary food for both man and beast, she encourages, suggesting that improved herds of Brahman cattle such as she breeds may help turn the tide in that direction. Kindly and affectionate with her livestock, Miss Avery says "Soldier" is her favorite saddle horse; and, that she is simply crazy about 'Ginger', 12 years her personal guard. Miss Avery says she named her dog after Ginger Rogers, and naturally has a pride in keeping 'Ginger' just as Ginger.

(Continued on Page 15)



Pictured above is Miss Marguerite Avery, her dog 'Ginger', 12-years her body guard; and, for which she says she would not take $1,000,000.00, shown at top; and, bottom Miss Avery appears with a partial herd of her fine Brahman cattle. Top picture was made at her Gulf Refining Company headquarters in Groveton, Texas; and, bottom picture was taken on her Ranch immediately adjoining Groveton. She is said to be perhaps the most remarkable woman in many respects in her Lone Star State of Texas; and, affirms that she always does what she wants to do. Miss Avery lives at the old home place in Groveton, Trinity County, East Texas; and Environs.

Good Roads

Cherokee, Smith, Rusk, Panola, Anderson, Van Zandt, Henderson, Sabine, Jasper, Nacogdoches, San Augustine, Shelby, Houston, Angelina, Newton, Tyler, Polk, Freestone, Leon, Trinity, Hardin and Orange Counties, East Texas, And, Environs, take the position that without Good Roads, no community can progress very far. Railway facilities have signified advancement in civilization. Some communities already have good roads, but ere long the whole system, it is hoped, should blossom into an unexcelled network. A planned system of roads, it is believed, is soon to be in effect here, and then you will see an unprecedented era of construction activity. Some of the roads out in the rural communities are most seriously in need of attention, and the citizens and taxpayers out there are just as much entitled to recognition as are folk along the paved highways and in town.

DIXIE'S PRIDE

GOOD GOVERNMENT

Well financed counties evidence the fact that they are well governed. Not only is the system of government good, but the personnel also is good. Speaking in a non-partisan manner, we strive always to place good men in office. If they are faithful to the trust, they are permitted to hold their official position for a second term; if not, they are either impeached or not reelected. We are proud of our officials.

DIXIE'S PRIDE

TEXAS

HIGHWAY LAWS AND RULES

There is a speed limit on State Highways of 50 miles per hour, plus additional fixed limits through incorporated towns and cities.

SAFETY FIRST—Drive your motor vehicle in a careful and prudent manner, exercising highest degree of care, and at a rate of speed which is reasonable and proper. SLOW near schools, in residential districts, and in vehicular and pedestrian traffic. STOP at all grade crossings. Do not endanger the lives and property of others.

It is unlawful for any person while under the influence of intoxicating liquor or narcotic drugs to drive any motor vehicle in this state.

It is unlawful for any person to drive in a reckless manner or at such speed as to endanger the lives or property of others.

A stop is required at all railroad crossings where a "Stop" sign is erected. No stop is required where no such sign is erected, but where a railroad sign is seen, slow down for safety.

In overtaking a vehicle, pass to the left, but do so only when the left side is clearly visible and free from oncoming traffic for sufficient distance to permit safe overtaking.

A driver must not overtake and pass another vehicle on the crest of a grade or on a curve unless the driver's view is unobstructed at least 500 feet ahead of his vehicle.

Vehicles entering into main highways from a side road or a private road or drive must come to a complete stop before entering said highway, and right-of-way must be given to vehicle traveling on main highways.

Main highways are designated by the erection of "Stop" signs at all entrances thereto.

Motor vehicles are required to carry two headlights and one tail light.

Every vehicle except a motor vehicle must be equipped with a light plainly visible for at least 500 feet from the front and rear.

Parking on the main traveled portion of highways is prohibited.

Motor vehicles properly registered under the laws of another State may operate in this State without registration or payment of any fee, provided same is done on a system of strict reciprocity.

Pedestrians should walk on the left side of the road.

Move to the right side of the road when a signal is given by a driver of a vehicle who wishes to overtake you.

DIXIE'S PRIDE

GOOD SCHOOLS

No state in the South has finer schools than Texas, and with equal propriety it can be said that the system of schools in the Counties of East Texas; and, its environs are fashioned after the finest in the South. Your boy or girl can get a good education in the accredited Schools of this section—an ideal preparation for college! We are proud of our schools and the opportunities they offer.

DIXIE'S PRIDE

NAMES OF SPONSORS APPEAR ELSEWHERE IN THIS ISSUE OF THE JACKSONVILLE JOURNAL
BUY U. S. SAVINGS BONDS AND STAMPS—PRODUCE ALL FOODSTUFFS!

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

NECHES CHEVROLET CO., MAYOR VIRGIL MAYS, 41, OWNER; AND, A. L. MAYS, 67, RANCHMAN AND IMPLEMENT DEALER; RETIRED GENERAL CONTRACTOR, JASPER AND PECAN GROVES; AND, ENVIRONS

Mayor Mays is Recognized and Appreciated as One of East Texas' Progressive Chief Executive Officers; And, as a Young Man His Success is Known to Have Been Established Via the Rule of Good Business Management, Hard Work and Uniform Courtesy to Both Patrons and the Public, it is Established

A. L. Mays, as Pioneer General Contractor is Known To Have Made an Enviable Record Thruout East Texas; and, Also, in a Portion of Louisiana, Presently his Stride Being Devoted to His Implement Business in Jasper and His 2,000 Pecan Trees and Registered White Face Cattle Ranch

Messrs. Mays, Father and Son in the Instant Effort to Help Publicize More Widely the Natural and Potential East Texas Resources, Are Known to Be Active With Their Support and Influence, It is Pointed Out

Jasper and Pecan Groves. — Mayor Virgil Mays, 41; and, his father, A. L. Mays, 67, represent two of the more active and successful business men in their respective operations in this part of East Texas; and, Environs, it is observed and established via information. In addition to being Mayor and/or Chief Executive Officer of Jasper, one of the fastest growing cities in East Texas, it is believed, Virgil Mays is owner of Neches Chevrolet Company, while his father, A. L. Mays after more than a quarter of a century as general contractor (road builder principally) is presently devoting his time and attention to his registered White Face cattle ranch; 2,000 pecan trees; and, operation of his Mays Equipment Company here in Jasper, it is revealed. Mayor Mays is a native of Jasper and has resided here all of his life thus far, while his wife, Mrs. Lucile Mays is a native of Kountz, Texas. They have two children: Al Frank Mays, 18; and, Miss Sarah Lou Mays, 13. Parents: A. L. and Mrs. Eddie Mays, both living. Parents of Mrs. Mays: R. F. and Mrs. Cora Crews, both living. After finishing his educational career and/or education, Mr. Mays says at the age of 21 he entered the contracting business with his father, this relation having continued up to 1933. In 1932, Mayor Mays says he became one of the founders of Neches Chevrolet Company, Inc., but went back with Dad for a year; and, in 1933 returned and purchased the entire holdings of his Neches Chevrolet Company, he states. The corporation charter was surrendered, and Mr. Mays went ahead as individual owner and operator, records establish. While genuine Chevrolet sales and service are prosecuted by the Mayor's organization, he says his plant is admirably equipped to service all make cars with good automobile repair service; and, that he cordially appreciates the liberal patronage extended to him by his patrons and friends, he assures. All Chevrolet products, including cars; service department; parts tires; and, General Motors Batteries make of Neches Chevrolet Company popular headquarters in these lines, may it be popularly said of Mayor Mays and his efficient organization, it is affirmed. Located at the corner of Houston and Zavalla streets in Jasper, Neches Chevrolet Company meets the convenience of the public at large, it is invited. In 1936 Mr. Mays says he had his peak year, having sold 128 new cars and 300 used cars. Gradually receiving new units, Mayor Mays says he looks with considerable optimism on a bright and glorious future for Jasper; and, Environs. Except for the time he gives to the City of Jasper as its Mayor, Mr. Mays says all of his time is devoted to his business, which he declares is not conducted just for the making of money but more particularly to render good automobile service, he affirms. Owning a quarter of a block of business property right here in the heart of Jasper, Mayor Mays announces that his expansion program includes remodeling of his present building and the provision of additional floor space. Business is always good with Mr. Mays, he says; and, he does not hesitate to thank all of his friends and the public in North Jasper county, he states. Before becoming Mayor of Jasper, he served 7 years as City Councilman. His first term as Mayor served out the remaining 6 month of the unexpired term of the lamented Mayor M. P. Hancock; and, in April 1947 he was elected for a two year term, records reflect. New People, money and industry are helping Jasper to grow, comments Mayor Mays, who, like his father is known from Beaumont to Texarkana and beyond, it is reflected. All worthy civic, religious and public development efforts have the Mayor's support, it is attested. As to A. L. Mays, his Mays Ranch and Pecan Groves represent two of the outstanding attractions on the Jasper and Zavalla highway. His pecan groves carry 2,000 trees, he states; and, his land holdings carry 875 acres of land for both ranching and crop production purposes, it is stated. Three Registered males appear in Mr. Mays' Registered cattle herd of 100 or more head; and, he makes a specialty of selling young registered bulls for the improvement of other cattle herds, it is known. Native of Nacogdoches, Mr. Mays has been a resident of the Jasper area since 1887, he says. His wife, Mrs. Eddie Mays is a native of Jasper. They have 4 children: Mayor Virgil (Mrs. Lucile) Mays; Kelly (Mrs. Edith) Mays, mmeber Mays-Few Highway Contracting firm; Ernest (Mrs. Winfrey) Mays, formerly in implement business now carried on by his father; and, presently general contracting; and Mrs. Eleanor (Arthur) Few. There are 11 grand children: Al Frank and Sarah Lou Mays; Max and Kelly Mays, 11 and 4; John, Martha ,Mary and Eleanor Mays, 13, 10 and 7; Ed, Arthur and Bonnie Few, 8 and 6. Parents: John Andrew and Mrs. Sallie Fuller Mays, both deceased. Parents of Mrs. Mays: E. I. and Mrs. Martha Kelly, both deceased. In his youth, Mr. Mays says he spent 6 years with his family at Newton; and, in 1887 he moved to Jasper, where he has resided ever since. Mr. Mays says he would consider a sale of his lands, which he would also lease for prospective oil development, he invites. General crops of corn, peas, potatoes, et cetera are produced on his lands in addition to his ranching efforts, Mr. Mays states. Patronizing local sales markets, Mr. Mays says he does a regular buying, selling and producing business in his ranch world. His 2,000 pecan trees are said to represent two of the largest groves of the kind hereabouts; and, that at the age of 25 he became a highway contractor in East Texas, he having also spent 3 years in Louisiana in similar work. From 1908 to 1916, Mr. Mays was County Clerk for Jasper county; and, for 20 years he served as school trustee. In the civic, religious and general public development life of his Texas area, he has been exceeding active, it is known. Practically retiring from highway construction activities, Mr. Mays says he will now look after his ranch and pecan orchards at Pecan Groves, and his Mays Equipment Company business in Jasper, succeeding his son, Ernest Mays who has gone into highway construction work. International Harvester Co., lines are handled by Mr. Mays, who says there are 5,000 different items; and, that his principal trade area includes Jasper and Newton counties. Both heavy and light equipment are carried, he says. Some time ago, Mr. Mays sold his handsome 2 story home on Olive street, Jasper and moved to his adequately remodeled farm-ranch house, heretofore used as a summer home, 5 miles west on Jasper highway enroute to Zavalla, Lufkin and other points. Mr. Mays' 875 acres of farm and ranch lands, according to S. W. Monroe, Jasper county agricultural agent is one of the finest in the county and/or anywhere else as to its size in this rich East Texas area, it is believed. Two improved pastures on Mr. Mays' place establish the last word as to efficiency in such enterprise, it is declared. Other past experiences shared by Mr. Mays in addition to those enumerated above include both banking and mercantile operations, his banking stride having been carried on at Kirbyville, it is made known. Both Mayor Mays and his father, A. L. Mays are participating and cooperating in the instant effort to help publicize more widely the natural and potential resources of all East Texas; and, Environs, as may be reflected in their liberal support and influence on behalf of this Special Edition, it may be stated.



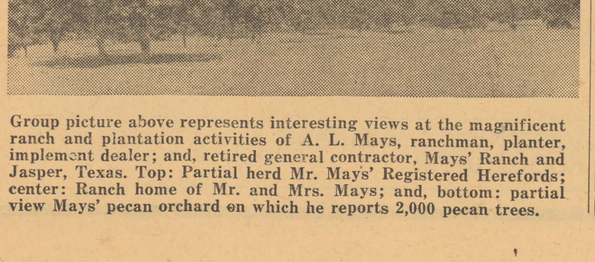
Mayor Virgil Mays, Chief Executive Officer Jasper, Texas, where he is owner of Neches Chevrolet Company.



Above picture shows home of Neches Chevrolet Company, Mayor Virgil Mays, owner, in down town Jasper, Texas.



Mr. and Mrs. A. L. Mays at their beautiful country home on Lufkin highway few miles west of Jasper, Texas.





Group picture above represents interesting views at the magnificent ranch and plantation activities of A. L. Mays, ranchman, planter, implement dealer; and, retired general contractor, Mays' Ranch and Jasper, Texas. Top: Partial herd Mr. Mays' Registered Herefords; center: Ranch home of Mr. and Mrs. Mays; and, bottom: partial view Mays' pecan orchard on which he reports 2,000 pecan trees.

O. L. PAYNE LBR. COMPANY, O. L. PAYNE, 32, OWNER AND OPERATOR REPRESENTS MAJOR INDUSTRY BETWEEN ALTO AND CROSS ROADS, CHEROKEE COUNTY, EAST TEXAS TIMBER CENTER

Native Arkansas Credited With Having One of Best Lumber Manufacturing Plants in His Sector of Lone Star State of Texas, and Presides over one of Its Larger Contract Timber Tracts

Alto and Cross Roads.—O. L. Payne, 32, native of Arkansas after first sojourning in Texas and later in Louisiana some years ago, has returned to Cherokee county, Texas; and, he is now credited with presiding over one of larger Texas contract timber tracts, affording, it is said, a cutting of at least 10-years or more. On April 8, 1946 Mr. Payne says he started out with a portable saw mill comparable to his modern steam plant installed Sept. 8, 1946. Reticent somewhat when it comes to giving out information, and being of a modest and retired disposition, Mr. Payne says he prefers to go along in the even tenor of his way and permit his actually development efforts to speak for themselves; however, he says he is not unmindful of the importance of this Texas area for general public advancement. He clinches that declaration with this statement: "Texas is the best state in the Union," affirms Mr. Payne, who is known to employ large number of people at his mills and in the woods, his pay rolls said to be among the more substantial in this East Texas area. In addition to his saw mill, Mr. Payne operates a modern planer; and, from observation and information, he has already established himself as one of the really important and worth while timber manufacturers in this part of the South. In a recent interview with Mr. Payne, he definitely went on record as being an ardent friend and supporter of the instant publicity advertising effort on behalf of Cherokee county, and the adjoning area. Cheaper power, lower taxes, better roads, adequate drainage, soil conservation; better churches and schools; increased production of all farm products; and, a cordial invitation to desirable new people, money and industry to locate hereabouts are among the outstanding subjects arresting the interest and attention of Mr. Payne, it is affirmed; and, he says that while he is a comparative stranger to most people in this sector of Texas, he is happy at the opportunity to go along with them and help do what he may to help make of this locality even a happier and better place in which to live and do business. Mr. Payne has erected a nice village for the accommodation of his industrial employees.

Progressive Communities



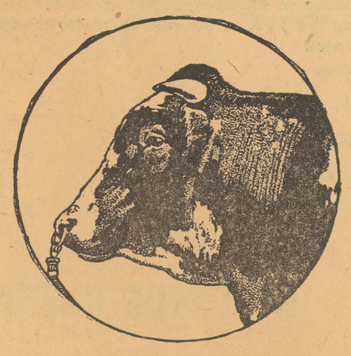
Cherokee, Smith, Rusk, Panola, Anderson, Van Zandt, Henderson, Sabine, Jasper, Nacogdoches, San Augustine, Shelby, Houston, Angelina, Newton, Tyler, Polk, Freestone, Leon, Trinity, Hardin and Orange Counties, East Texas; And, Environs.

-They're LEADERS!

Agriculture and Livestock

DIVERSIFICATION IN FARM ENTERPRISES YIELD BIG DIVIDENDS

Growth and development of East Texas; and, its environs, can be attributed largely to diversification in farm enterprises. By reason of such practice, the people here have weathered the storms of depression, emerging with no scars and but few scratches. We realize the hazards which cloak a single crop, and consider diversification as evidence of keen foresight and good business judgment on the part of the farming citizenry of these communities. The soil is rich; rainfall is ample; climatic conditions are ideal and conducive to growing crops. Thus is explained the good times experienced in this territory.



LIVESTOCK RAISING IN THIS SECTION AN IMPORTANT BUSINESS

With this section of excellent pasturage for the grazing of cattle and other livestock and with sufficient streams of water and adequate water pools, livestock raising in East Texas; and, its Environs, is an important business for many. The marketing facilities make the venture both attractive and profitable. Dairying is being conducted on a small scale, but interest in this industry is beginning to grow. This is an ideal locality for livestock raising, and in this business many are making a living far above the average. Poultry raising is more or less a side line, but it is almost next to impossible to find a farm which isn't well stocked with good poultry, and all food crops are grown on an extensive scale.

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BUY U. S. SAVINGS BONDS AND STAMPS—PRODUCE ALL FOODSTUFFS!

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J. M. MARTIN JR., GENERAL MERCHANT AND SERVICE STATION OPERATOR, MRS. MAXINE MARTIN, 35, GEN. MGR.; AND, MR. MARTIN ALSO VETERAN HIGHWAY MAINTENANCE EQUIPMENT OPERATOR

Native Son of Call, Newton County, East Texas; and, Environs, for 19 Years, Mr. Martin Has Enjoyed an Enviable Record as Experienced Road Builder and Maintainer Since 1928, it is Revealed; and, All Along he and Mrs. Martin Have Been Staunch Friends and Supporters of Their Area, it is Pointed Out

Mrs. Martin is Not Only Popular and Successful in Operation of Martin's Store, but She is Known to be an Active Civic, Religious and Social Worker, While at Same Time Presiding as Queen Over a Lovely Home, Daintily Arranged and Placd as to Home Comfort and Artistic Possessions

Miss Geraldine (Jerry) Travis, Sister of Mrs. Martin, Kirbyville, Enjoyed Summer With Her; and, Mrs. Ivy Herrin, Friend and Neighbor Serves as 'Pinch Hitter', so to Speak in Operation of Store and Service Station

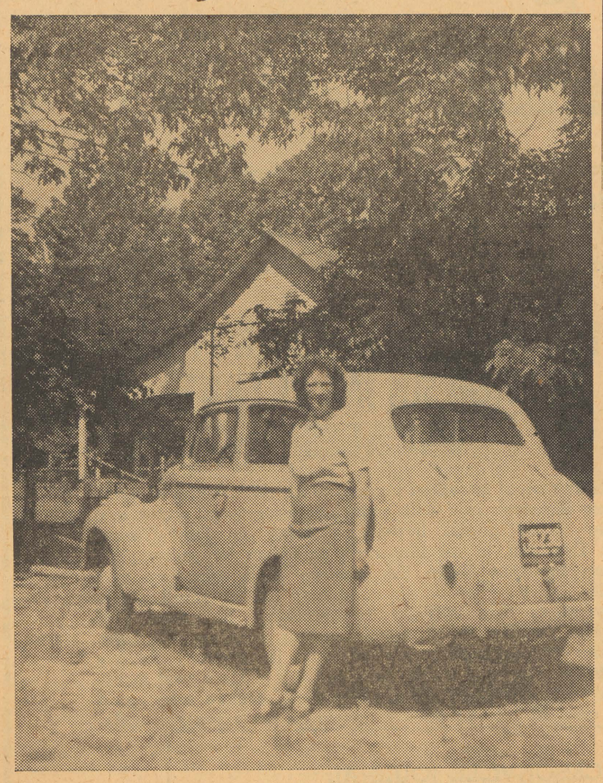
Martin's Store and Butter Milk Run. — Not so far out from Call, this locality represents one of the outstanding business strides in the whole of Newton county, East Texas; and, Environs, it is pointed out with reference to the presence and successful operation of J. M. Martin, Jr.'s General Store and Gulf Service Station, with his popular wife, Mrs. Maxine Martin, 35, general manager and business executive. Mr. Martin is 37. He was born at Call, Newton county; and, Mrs. Martin was born in Sabine county, Texas. Parents "Uncle" Mike and Mrs. Gorda Martin, both deceased. Mrs. Eula Martin, step mother of Mr. Martin is living. Parents of Mrs. Martin: Narris McDaniel, deceased; and, Mrs. Ledecia McDaniel Travis; and, Mrs. Martin's step father, Louis Travis, both living. Mr. Martin carries the popular and familiar designation as 'P. Joe'; and, Mrs. Maxine Martin, his lovely wife has been dubbed by many of their colored patrons as: Mrs. Magazine.' She good naturedly shares with her husband their respective 'nic names;' and, seem to like it, since their friends, patrons and the public appear, also, to enjoy it. The Martin store is established on the Martin land properties, the latter carrying mostly timber, it is observed. Mrs. Martin says she has resided here since 1929. She was only 17 then, she recalls; and, her husband, Mr. Martin has resided hereabouts all of his life, it is pointed out; but, during all of those years both he and his wife have been energetically active in the civic, religious and general public development stride, it is known. At the age of 18, or in 1929 Mr. Martin engaged himself with the Texas State Highway Department. At the beginning and for many later years, he says he worked practically over the whole of Newton county, but presently his work is confined mostly to maintenance operations in his home community, it is revealed. In some of his yesteryears, Mr. Martin was sent out on special jobs; and, he enjoys the reputation and a record of having performed each and everyone of them faithfully, well and on time. He is known to have successfully operated Highway Maintenance Equipment in his present area for the past 10 to 11-years, it is affirmed. Before coming here Aug. 3, 1944, the Martins resided at Newton, county seat of Newton county. The Martin store was established by the lamented 'Uncle Mike' Martin, father of Mr. Martin in 1929, the same year this progressive young road building and maintenance operator became connected with the Texas State Highway Department, it is announced. It was August 1, 1944 when the present Martins took over as owners and operators of Martin's Store and Service Station, records establish. General merchandise, market and service station, the latter featuring Gulf products characterize the kind of service rendered by the Martins; and, that business is always good is assured not only from observation but on information, the latter finding that not only a local business is enjoyed under the management of Mrs. Martin, but she reports that she has had customers as far away as Memphis, Tennessee. Martin's Store does both a cash and credit business, the volume of which shows a healthy and steady increase each and every year they've been in business, Mrs. Martin reports. Mr. Martin devotes all of his time to public road work, it is learned; and, Mrs. Martin takes care of the remainder of business and household operations, it is affirmed. She says she was born on a farm and did practically all of the kind of work a man usually does in such functions; but, that she really likes her present work as general store manager, Queenly home inspiration and plus opportunities whereby she may be of service to both God and man. That's also true of Mr. Martin, friends and neighbors attest. As a business executive, Mrs. Martin is decidedly in a class all her own via this locality; and, both friends and patrons are known to appreciate her and the good service extended at the Martin Store. During the past summer Miss Geraldine (Jerry) Travis, sister of Mrs. Martin enjoyed a visit in the Martin home; and, be it said also to the credit of a good friend and neighbor, Mrs. Ivy Herrin, the latter has been of invaluable assistance to Mrs. Martin at the store, particularly so, appreciatively states Mrs. Martin when the latter may be away from her place of business. Mrs. Martin and her husband have one of the nicest home furnishings in their community, it may be observed. Mr. Martin has one sister, Mrs. V. E. Darden, Corpus Christi, Texas. Mrs. Martin has 3 sisters: Mesdames Hal Cansler, Call; E. N. McLeod, Port Arthur; and, Charles Gaskin, Kirbyville; and, one half-sister, Miss Geraldine (Jerry) Travis. There are 3 half brothers of Mrs. Martin: Narrie A.; Don; and, Darwin Travis. Mrs. Martin and her hsuband are definitely recognized and apperciated as two of the outstanding and more representative citizens and taxpayers in their Newton county area; and, each of them are known to look with rosy optimism on a bright and happy future for this entire part of the lone Star State of Texas, it is affirmed. In the instant effort to help publicize more widely the natural and potential resources of East Texas; and, Environs, the Martins have subscribed liberally of their support and influence, it is known. Commendation and congratulations, Mr. and Mrs. Martin on your splendid success thus far. Keep your stride, and may your future years of usefulness, happiness, peace, progress and prosperity prove to be beyond your fondest dreams and expectations! Your continued dreaming, planning and execution of your onward and upward programs, serving both God and humanity will assuredly find you now and always in that desirable position, it is earnestly and hopely believed, attest friends and neighbors. The Martins carry a choice selection of merchandise in all departments. Appreciation of your patronage is assured; and, cordial welcome extends on behalf of invited new patrons, Mrs. Martin assures on behalf of both herself and husband. More power to you both!



Top: Business headquarters J. M. Martin Jr., groceries and service station, Mrs. J. M. Martin Jr., her sister, Miss Geraldine (Jerry) Travis; and, a friend, Mrs. Ivy Herrin are shown at top in above picture, while Mr. Martin, Highway Maintenance Machine operator is shown by his machine at bottom. Butter Milk Run in Martin's Store sector Texas happily claim citizenship and business activities of the Martins, it is pointed out.



Mr. and Mrs. J. M. Martin Jr., popular citizens and merchants at Martin's Store and Butter Milk Run, Texas.



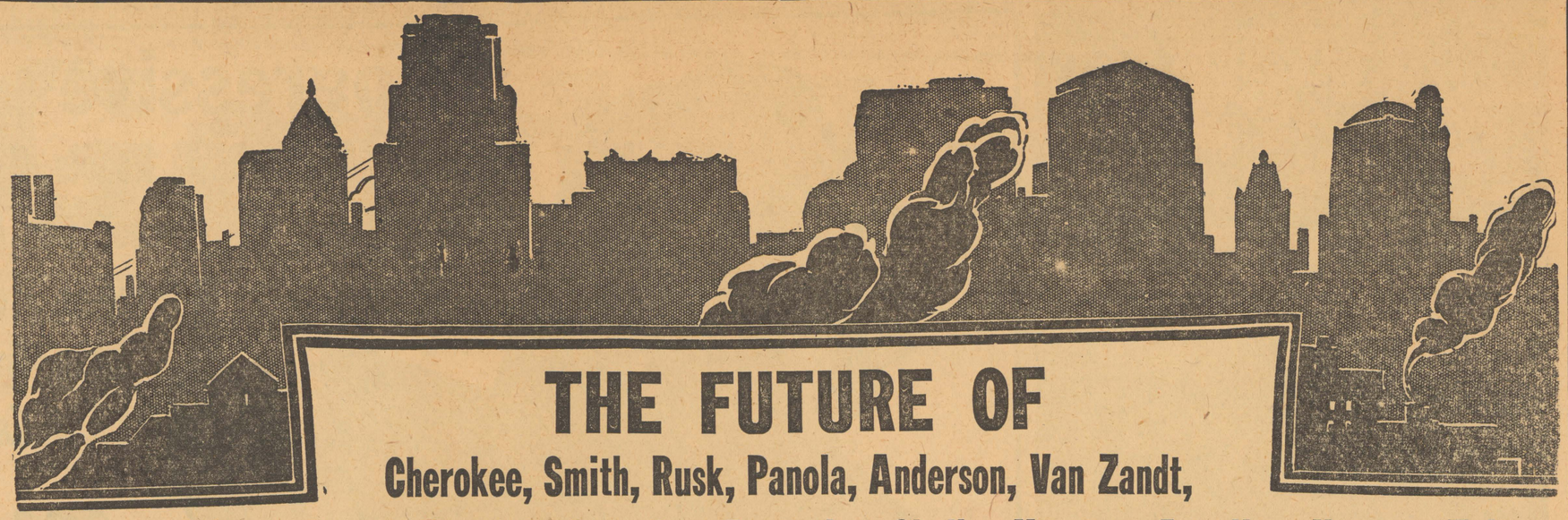
Mrs. J. M. Martin Jr., general manager J. M. Martin Jr. business interests at Butter Milk Run, Texas is shown in above picture.

Bar L. Ranch, Rev. Floyd Lawson, 49, Owner and Operator, Maintains General Cattle Herds Averaging 400 to 500 Head Vs. Peak Years Running 500 to 600, He Says

Converted in One of His Pastures, Brother Lawson, as he is Belovedly Recognized by Friends and Public, Rejoices in the Success of His Christian Work, it is Known, Old People Especially Surrendering to His Administrations, he Comments

Lone Cedar. — This sector of Shelby county, East Texas; and, Environs enjoys two unique possessions and distinctions, i. e., the presence of Bar L. Ranch; and, the public enjoyment of its owner, Rev. Floyd Lawson, 49. Native of this community, Brother Lawson, as he is affectionately called by friends and neighbors, as well as the public, states that he has resided hereabouts practically all of his life thus far; and, that for the past 17 years he and his family have lived up here on this delightful breezy hill overlooking much of their owned and controlled mother earth holdings aggregating some 5,000 acres, this Reverend Gentleman states. His wife, Mrs. Della Lawson is a native of Shelby county. They have three children and 2 grand children. The first are: Tommie Lawson, who served with U. S. N. during World War No. 2; Miss Lucile Lawson, a most charming and beautiful young lady; and, Billie (Mrs. Frances Ann) Lawson, who served with U. S. A. during World War No. 2. Grand children: Phylis Ann; and, Billie Jean Lawson. Parents: David P. and Mrs. Stella Lawson, both deceased. Parents of Mrs. Lawson: Tom and Mrs. Georgia Wallace, both deceased. Raised on a farm, Brother Lawson says he and Mother nature get along just splendidly; and, that in taking care of his properties, he is proud to state that improved pastures go along with other progressive developments. Feed crops and livestock are produced on both his fe and leased lands, he states. General herds of cattle are handled by Rev. Lawson and his sons, Registered Brahman bulls being used in their cross with Jerseys and general East Texas cattle herds, it is made known. In peak years of the past, Brother Lawson says he has handled as high as 500 to 600 head cattle annually; and, that presently he and his sons maintain average herds ranging from 400 to 500 head of cattle, establishing these gentlemen as the largest operators in this particular business classification in this Texas-Louisiana area, it is pointed out. Specializing in beef cattle, the Lawsons enjoy a splendid reputation as producers of good livestock, patronizing as they do, it is learned the Ft. Worth, Houston and New Orleans markets in the general disposition of their cattle. In helping to take care of their transportation problems, the Lawsons maintain two trucks, it is observed. David P. Lawson, lamented father of Brother Lawson was an old veteran pioneer cattleman, records establish. In his day, the deceased operated as Circle L. Ranch; and, at his death in 1916, his children took over and divided up the property, Rev. Lawson designating his possession as Bar L. Ranch; and, by which name it is known to have built a magnificent rating both as to production and quality of beef cattle, it has long since been determined and declared, as well as proclaimed, it is affirmed. Without question, it is believed the Lawsons are definitely the outstanding ranchmen in this immediate area, particularly so as to number of cattle; and, specially so because of their admitted success, it is pointed out. Featuring steers, the Lawsons do a general producing, buying and selling of livestock, it is ascertained; and, now digressing and/or departing for the moment from the Lawson cattle industry, a personal word is desirable this Commentator holds on behalf of

(Continued on Page 13)



THE FUTURE OF

Cherokee, Smith, Rusk, Panola, Anderson, Van Zandt, Henderson, Sabine, Jasper, Nacogdoches, San Augustine, Shelby, Houston, Angelina, Newton, Tyler, Polk, Freestone, Leon, Trinity, Hardin and Orange Counties, East Texas; And, Environs

. . . And a rainbow is seen over the future of these sectors; and their Environs, where Labor faces the world with strength Regained, stepping forward with giant strides possible only to the man inspired by courage and confidence. An unprecedented era of Progress has dawned, and as a means to the end of a greater growth we desire and are working for:

1. CHEAPER POWER

In proximity to Muscle Shoals, these areas of the Lone Star State, and, their Environs, are determined that they shall not be overlooked on the vital issue of cheaper power. With no briefs for or against the TVA or the power trusts, cheaper power is our aim.

2. LOWER TAXES

Of all the counties in Texas, none are entitled to any lower taxes than Cherokee, Smith, Rusk, Panola, Anderson, Van Zandt, Henderson, Sabine, Jasper, Nacogdoches, San Augustine, Shelby, Houston, Angelina, Newton, Tyler, Polk, Freestone, Leon, Trinity, Hardin and Orange Counties, East Texas; and, Environs and other localities herein named; and every effort should be spent toward an early reduction, through equalization if no other way. A greater progress is in store for all as a result.

3. BETTER ROADS

One mark of a civilized people is a good system of roads, and while important highways connect the Counties with other centers, an enlarged future program of road construction should be planned for rural sectors of this area, to the end that all communities may be served.

4. ADEQUATE DRAINAGE

One of the most important future objectives facing this area, and its environs, is continued Drainage of the swamps, Creeks and Rivers. Good health and property saving, especially crops and live stock demand this favorable consideration in the very near future.

WE FAVOR CHEAPER POWER, LOWER TAXES, BETTER ROADS AND ADEQUATE DRAINAGE OF SWAMPS, CREEKS AND RIVERS

NAMES OF SPONSORS APPEAR ELSEWHERE IN THIS ISSUE OF THE JACKSONVILLE JOURNAL
BUY U. S. SAVINGS BONDS AND STAMPS—PRODUCE ALL FOODSTUFFS!

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A. S. RUSHING LUMBER CO., A. S. RUSHING; AND, HIS 3 SONS: W. A. RUSHING; R. L. RUSHING; AND, J. C. RUSHING, OWNERS AND OPERATORS, KNOWN TO BE MAKING AN ENVIABLE MANUFACTURING STRIDE

Native Son of Kennard, Houston County, East Texas; And, Environs Area, A. S. Rushing Head of This Well Known Operation, is Said to be One of the Original Pioneers in This Particular Area of the Timber Belt, and That Both He and His Sons are Progresssively Interested in General Upbuilding of Their Sector of the Lone Star State



Pictured above is group of sawmill operatives at one of the 'Sets' of A. S. Rushing Lumber Company, Kennard, Texas. Mr. Rushing may be observed dressed in white with hands behind him, his son, J. C. Rushing, standing at his left.

Owning and Operating a Brand New Sawmill Carrying 12,000 to 15,000 Feet Capacity, Messrs. Rushing and Sons, are Known to be Carrying Onward and Upward in the Bigger and Better Way as Makers of Good Lumber, it is Assured

Carrying Upward 300,000 Feet Standing Timber, The Rushings are Known to be Always in the Market for the Purchase of Additional Timber Tracts; and, Invite Purchase Negotiations to That End, They Announce

Kennard. — A. S. Rushing, 56, well known native citizen and taxpayer of this splendid little community says he enjoys being at the head of A. S. Rushing Lumber Company now more than ever for the simple and outstanding reason, he proudly acclaims because he has his three sons back with him from the conflicts of World War No. 2;and, the fact that each of them is alive and well is the big point with Mr. Rushing and their Mother, Mrs. Irene Rushing, the happy father affirms. Mrs. Rushing is also a native of Kennard. Mr. Rushing while primarily being the owner and operator of his brand new saw mill, announces that he is happy to carry all three of his fine sons along with him as associates partners and operators. Mr. and Mrs. Rushing are the parents of nine (9) children: W. A. (Mrs. May Bell) Rushing, who served 4-years in the U. S. A.; Mrs. Elsie Aileen (Ed) Buckhart, who was 2-years with Uncle Sam during World War No. 2; R. L. Rushing, who is known to have had several narrow escapes during his two years at war, it is established as of record; J. C. (Mrs. Margaret) Rushing, who spent two years in the U. S. A. C., during those memorable war years; Mrs. Helen (Madison) Fippy, who is also out of the U. S. A.; Misses Fannie Jo; Ima; and Wanda Nell Rushing; and, Bob Rushing. There are 4-grand children: William Lee and Baby Girl Rushing; Raymond Howard and Bob McComb. Parents: R. S. and Mrs. Joella Rushing, both deceased. Parents of Mrs. Rushing: Mr. and Mrs. Bob Vaughan, both living. Having started at the bottom, Mr. Rushing mentions the fact, he says, that he has been in there pitching the ball for 38-years as a timberman and lumber manufacturer; and, that he is still going strong. Mr. Rushing has lived in and about Kennard all of his life thus far, he says and that from here on out he confidently expects to keep on keeping on in a bigger and better way than ever since his three boys are at home and with him to help in their stride onward and upward, the proud father declares. Mr. Rushing says he started in the timber business at the age of 18 years; and, that his manufacturing of lumber stride on his own behalf began in 1946; and, in



Right to left: A. S. Rushing, and one of his sons, J. C. Rushing of the A. S. Rushing Lumber Company, Kennard, Texas.

1947 he and his boys installed a brand new sawmill carrying rated capacity of 12,000-to 15,000-feet rough lumber daily, with an average production, it is reported, holding around 10,000-feet. Eighteen (18) men are employed in the Rushing operations, it is pointed out; and, that while they carry upward 300,000-feet standing timber, Mr. Rushing says they are always in the market to purchase available timber tracts; and, that they also buy individual logs and contract timber at their skids. The entire output of the Rushing operation is sold at wholesale, it is stated. Two trucks and 5-teams are required to handle the Rushing lumber and logging operations, it is pointed out; and, that each and all of the Rushings are active of their support and influence in the civic, religious and progressive development strides on behalf of all East Texas; and, Environs in line with programs advocated in this Special Edition, to which they have subscribed liberally of their support and influence.

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Many Lakes in Maine

Within its borders, Maine has 2,465 lakes and ponds and 5,152 rivers and streams.

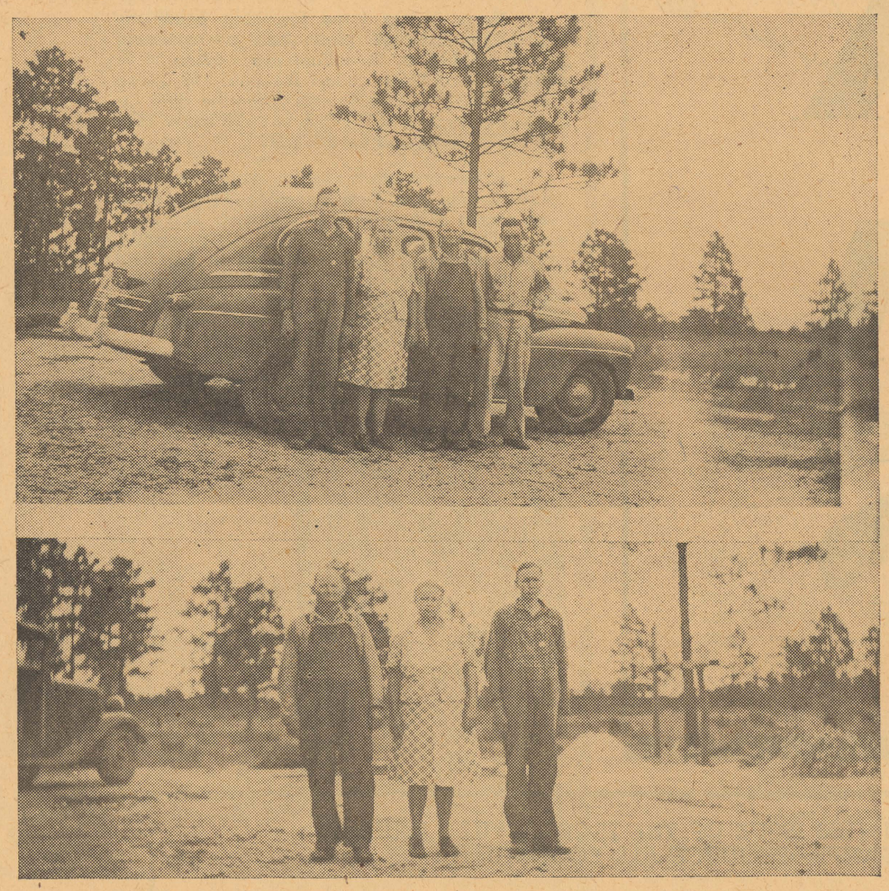
ANDERSON'S DAIRY AND RANCH, MARSHALL ANDERSON, 46, OWNER AND OPERATOR, IS A COMPARATIVELY NEW BUSINESS VENTURE IN KIRBYVILLE, JASPER COUNTY; AND, ENVIRONS, LONE STAR STATE

Mr. Anderson Shares Honors With His Wife, Mrs. Lena Anderson; and, Their Sons, Charles Marshall, 19; and, Weldon Eugene, 17, in the Successful Strides he is Making, He Assures, Each and All of Them Having a Definite Part in Operations, it is Declared

Mr. Anderson Serves as General Manager; Mrs. Anderson as Office Manager, Secretary and Treasurer; Charles, Assistant; and, Weldon as Superintendent of Poultry, Including Ducks and Turkeys, it is Announced

Kirbyville. — Comparatively new industry that is making good in this Jasper county sector of East Texas; and, Environs is the Anderson Dairy and Ranch, Marshall Anderson, 46, owner and operator, it is pointed out. Native Texan, Mr. Anderson says there's good and sufficient reason for his apparent success; and, here he shares honors with his wife, Mrs. Lena Anderson, native of Louisiana; and, their two sons, Charles Marshall Anderson, 19; and, Weldon Eugene Anderson, 17. Mr. and Mrs. Anderson have two other children: Mesdames Lucile (D. R.) Russell; and, Annette (V. O.) Warner. There are 5 grand children: Herman and Wanda Russell; and, LeVerne; LaVelle; and Odis Warner. Parents: Charles Anderson, deceased; and, Mrs. Lila Anderson, living. Parents of Mrs. Anderson: George and Mrs. Annette Cole, both deceased. Mr. Anderson is general manager of operations, it is announced, while Mrs. Anderson serves as office manager, secretary and treasurer. Their two sons, Charles and Weldon serve respectively as assistant manager and superintendent of poultry division, the latter including ducks and turkeys, it is announced. A-grade milk is produced by the Anderson's, the entire product being sold at wholesale in Beaumont, it is revealed. Installlation of electric milkers is included in the expasion program being worked out by the Andersons, it is announced. Both Brahman and Jersey cattle are employed by Anderson Dairy and Ranch, it is observed. From 70 to 100 head of dairy and commercial cattle are carried by the Andersons, it is learned; and, milking herd includes from 25 to 30 cows, it is stated. Coming here in 1924, Mr. Anderson says he has acquired 150 acres of land; and, that he has all the available open range lands anyone might desire. Feed crops and livestock are produced by Mr. Anderson, it is learned. Ranching efforts have held the attention of the Andersons until Jan. 15, 1947 when they established their dairy, it is related. Dairying is somewhat of a new venture for the Andersons, it is declared but they intend to make a good go of it, they affirm. Presently daily milk production by the Andersons holds around 60 to 65 gallons. Mr. Anderson and his family make known that they stand ready, willing and able to increase this production just as soon as supporting markets justify, they assure. Meat hogs and poultry are carried by the Andersons, each and all of whom are known to be good friends and supporters of civic, religious and general public development strides, attest friends and neighbors. Roosevelt Anderson, a brother of Mr. Anderson appears in the Anderson pictures carried on behalf of this general recognition. Having contributed liberally of their support and influence toward the success of this Special Edition, Mr. Anderson says he esteems it to be both a privilege and a pleasure to go along with the other able Sponsors, each and all of whom, including Mr. Anderson have made it possible to enjoy the tremendous success scored on behalf of this newspaper publicity advertising effort, it is known. Cheaper power, lower taxes, better roads and adequate drainage; improved churches and schools; more and better production of all farm products and livestock; soil conservation; and, a cordial welcome to desirable new people, money and industry enjoy the backing of the Andersons, it is affirmed. Good luck and prosperity score even above their fondest dreams and expectations.

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Mr. and Mrs. Marshall Anderson and their son, Charles Anderson are shown in bottom picture. They are shown again in top picture with Mr. Anderson's brother, Roosevelt Anderson. Mr. Anderson is owner and operator Anderson's Dairy, farm and ranch near Kirbyville, Texas.

Bar L. Ranch, Rev. Floyd Lawson, 49, Maintains General Cattle Herds . . .

(Continued from Page 12)

Brother Lawson as a high class Christian Gentleman, more particularly so because it just so happens that he devotes more of his time and attention to saying and doing the things working to the glory of God and the well being of man than he does to his own private business, the latter majoring and going over the top all the time, it is believed, due largely of course to the fine way this man lives; and, the great good he strives to do unto others, it is affirmed. Some 21 years ago, Rev. Lawson says after a desperate struggle he was converted and gave his life to the Lord. That incident in his life happened out here in one of his pastures, he relates; and, for 12 years thereafter he encountered and fought another battle. This time, he says, it had to do with a call for him to go and preach the Gospel, but at first he refused to listen to it and/or yield to the Holy Ghost; and, just kept on and on fighting against the Spirit's command until about 7 years ago he couldn't stand it any longer and gave himself over completely unto the Lord and told Him to use him whenever he might be of service in the Kingdom of the Lord and to the salvation of mankind. From that day onward and upward, Brother Lawson says it has been easy sailing for him insofar as the rendition of Biblical service is concerned. He says he is occupied practically all of the time in the Baptist ministry; and, that ranch activities now are mostly carried on by his boys. Regular preaching assignments, revival meetings and the usual demands made upon an Ambassador of the Lord find him ready, willing and able to do His bidding and service first, last and all the time. Having preached thruout Shelby and adjoining counties, Brother Lawson makes it known that every dollar that comes into his possession via the church and his preaching goes directly back into the mission fund for the further spread of the Gospel, he pleasingly states. In addition to this attitude on his part, he personally sees to it that both himself and the members of his family are regular contributors to worthy charitable objects, saying nothing for special cases of distress and other needs requiring their community and general attention. Officiating at funerals averagings one/or more per month; and, a like number of weddings, Brother Lawson says that perhaps the paramount achievement and accomplishment in his ministerial work has to do with his efforts in winning the souls of old people to Christ. On this behalf, he points to the fact, he says, that it is nothing unusual to have man and women whose ages run from 85; 83; 72, and others whose yesteryears climb high in their stay on this earth, to surrender to God under the power of his ministry. Baptisms of these old people follow; and, many of them attest to Brother Lawson, he says, that he had been able to make them understand in his simple language what they had wanted to know thruout the years; and, consequently they are coming into the church and being saved without waiting for 'death bed repentance', he assures. The younger folk are also crowding his church services, it is known; and, great numbers of them, too, are being led to the Lord by Bro. Lawson, friends and neighbors attest. He says he believes he holds the record of having Baptised more old people in Shelby county, Texas than by any other minister, he states. By the employment of simple language the people may understand, he comments that his best soul saving results and power are manifested. Only recently, he recalls an old man came into his church; and, as a result of this surrender, 4 sons of the old man gave their hearts to God. And, on and on, he points out the realizations are building up. God continue to bless you, Brother Lawson; and thanks for your participation and co-operation in helping to make of this Special Edition the fine success it enjoys. Rev. Lawson has 1 brother, John Lawson; and, 2 sisters, Mesdames H. P. Beckman and G. H. Jarrett. His wife, Mrs. Della Lawson has 1 sister, Mrs. Mae (J. H.) Wilson; and, two living brothers, Frank and Jess Wallace. Admittedly, Bro Lawson says his greatest joy comes from serving God and humanity; and, in the material world he has served as a school trustee and presently he is a Director of the Jasper Production Credit Association, which serves a goodly number of East Texas counties, as is well known. As a worthy Apostle of the Lord, Bro. Lawson is a genuine living missionary for the further spread of the Gospel and the aid of mankind, be it kindly and affectionately said of him now and always.



Rev. Floyd Lawson, owner Bar L Ranch; his wife, and daughter, Miss Lucile Lawson are shown in above picture taken at their lovely ranch home at Lone Cedar, Texas.

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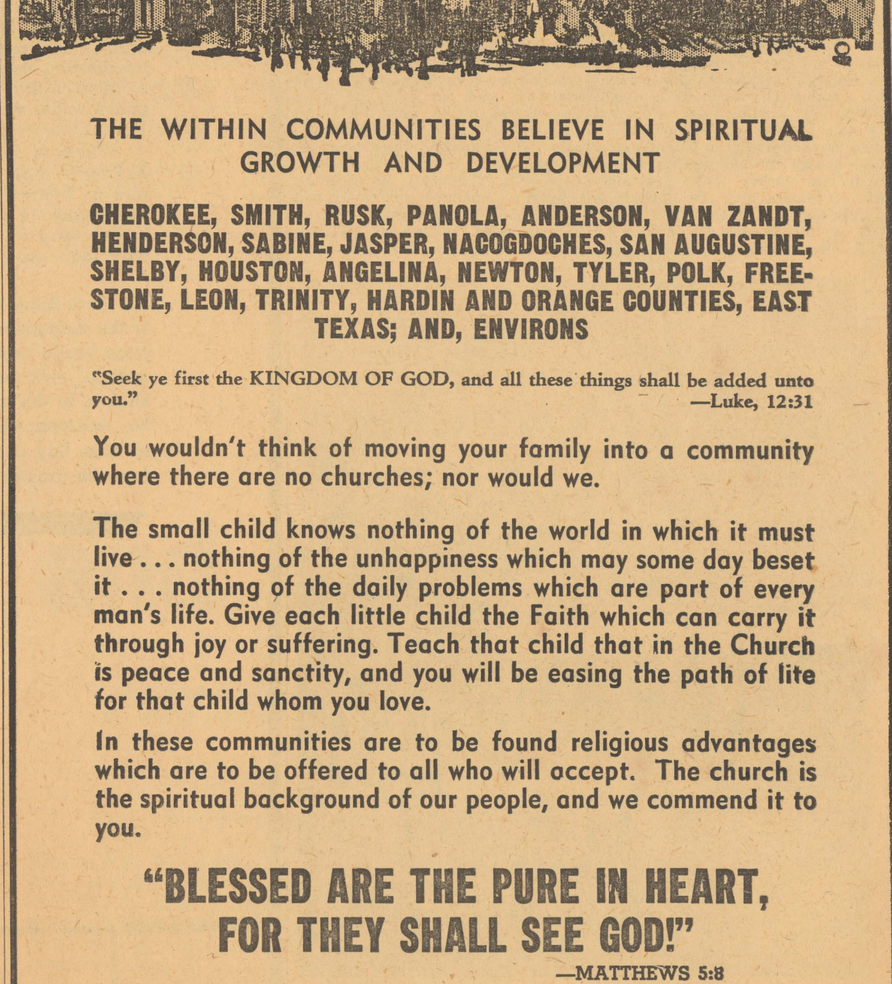
JASPER LIVESTOCK . . .

(Continued from Page 8)

he promptly rebuilt and operated it up to 1946 when he sold it, he says. Out of business for a while, Mr. Walton says he later came back as a partner in San Augustine Livestock Commission Company, but again sold out in 1947 and became associated with Mr. Alexander at Jasper. A pioneer logman up to 1941, when he retired from that activity, Mr. Walton says he began trading in livestock when he was 18 years of age, trading on 'hoss' stock and cattle. Professionally that has been his stride ever since, including his farming operations. Your patronage at The Jasper Livestock Commission Company at Jasper is invited by Messrs Walton and Alexander, who are participating and co-operating with other able Sponsors toward the magnificent success enjoyed by the instant newspaper publicity advertising effort to help publicize more widely the natural and potential resources of all East Texas; and, Environs. And, don't forget, these gentlemen point out that livestock producers generally hereabouts are finding it decidedly to their advantage to clear their livestock via this ably and successfully managed business institution.

Dangerous Lumber Industry

The communications industry has the fewest number of disabling injuries per million man-hours worked, according to National Safety council, and the lumbering industry has the most.



The ancient wall around the city of Jerusalem. In spite of this form of protection, the town has been invaded and razed seven times since Christ passed through Via Dolorosa on his way to Calvary.

THE WITHIN COMMUNITIES BELIEVE IN SPIRITUAL GROWTH AND DEVELOPMENT

CHEROKEE, SMITH, RUSK, PANOLA, ANDERSON, VAN ZANDT, HENDERSON, SABINE, JASPER, NACOGDOCHES, SAN AUGUSTINE, SHELBY, HOUSTON, ANGELINA, NEWTON, TYLER, POLK, FREESTONE, LEON, TRINITY, HARDIN AND ORANGE COUNTIES, EAST TEXAS; AND, ENVIRONS

"Seek ye first the KINGDOM OF GOD, and all these things shall be added unto you." —Luke, 12:31

You wouldn't think of moving your family into a community where there are no churches; nor would we.

The small child knows nothing of the world in which it must live . . . nothing of the unhappiness which may some day beset it . . . nothing of the daily problems which are part of every man's life. Give each little child the Faith which can carry it through joy or suffering. Teach that child that in the Church is peace and sanctity, and you will be easing the path of life for that child whom you love.

In these communities are to be found religious advantages which are to be offered to all who will accept. The church is the spiritual background of our people, and we commend it to you.

"BLESSED ARE THE PURE IN HEART, FOR THEY SHALL SEE GOD!"

—MATTHEWS 5:8

NAMES OF SPONSORS APPEAR ELSEWHERE IN THIS ISSUE OF THE JACKSONVILLE JOURNAL

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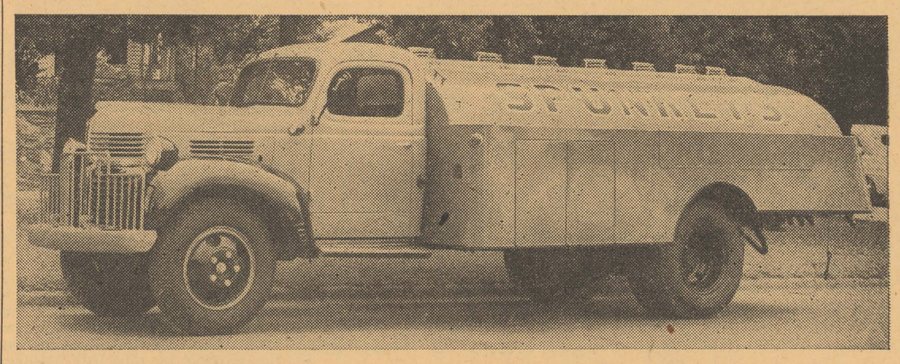
SPUNKEY'S OIL COMPANY, C. L. (SPUNKEY) KEELING, 38, SERVES UPWARD 100 SERVICE STATIONS, ANNUAL VOLUME EXCEEDING $1,000,000, HE SAYS, RATES HIM AS OUTSTANDING E. TEX. DISTRIBUTOR

Huge Business Built Up By Mr. Keeling Had its Beginning in 1931 at Overton and Wright City, Gradually Expanding Over Trade Area Until His Stride Became One of the Most Active in the Progressive Life and Prosperity of The East Texas Area, it is Declared

Monthly Volume in 1935 When in Partnership With Others Mounted to 587,000-Gallons Monthly; and, After Business Divided up in 1946, Mr. Keeling Says his Share of the Business Has Averaged 350,000 to 400,000 Gallons Monthly

Mr. Keeling Also Owns 1235 Acres Land in Navarro County, Texas, Where he Maintains a Ranch of Registered and Commercial Hereford Cattle, His Herds Usually Running 300 to 500 Head Monthly, He Reports

Henderson, Overton and Carthage. — Reads like a fairy tale, sounds like magic and in every-day reality, it has remained for none other than C. L. (Spunkey) Keeling, 38, to build up an enormous volume of oil business in the organization ownership and operation of his Spunkey's Oil Company, serving upward 100 filling stations over a wide area; owning 1235 acres of land on which he maintains his ranch of Registered and commercial Hereford cattle, ranging in number from 300 to 500-head annually, he says; and, enjoys an annual volume of business in his oil company rating upward $1,000,000.00, Mr. Keeling states. Native of Navarro county, Texas, this young man says he first saw the light of day and/or Texas at the little community of Nebo. After he grew up, Mr. Keeling says he went to Wortham, Texas for educational training; but, says he, at the age of 15-he quit school and started to work. Going to the country, he'd buy a yearling, bring it back and sell it on the market. In this early beginning, 'Spunkey,' as he has been called since childhood, he established his business foundation, which thus far is known to have carried him to fame and fortune. The following year, he says he spent 6-months with the Munger Oil & Cotton Company, serving in the capacity as weigher and general utility man, including the signing of company checks, et cetera, having enjoyed the full faith and confidence of his employers, he recalls. His next step up in the early business training he was acquiring found him selling gasoline for Arvis Calame, local Texas agent; and, that he says, gave him his first excursion into oil. He liked it and from there on out he was definitely on his way, he remembers. Mrs. Evie L. Keeling, is the lovely wife of Mr. Keeling. They have two children: C. A. Keeling, 15; and, Miss Sharon Keeling. Mr. Keeling and his family reside at Overton, Texas. Parents: E. A. Keeling, 64, living at Henderson; and, Mrs. Edna Keeling, who passed away when Spunkey was only 9-years of age, he says. Parents of Mrs. Keeling: Mr. and Mrs. T. C. McGaugh, both living at Richland, Texas. Mr. Keeling says he has never had a vacation but that he confidently expects to take one some of these days; and, looks forward with pleasurable anticipation, he says, to doing just that. Enjoying a reputation that holds for a clean and wholesome life, participating and cooperating in practically every worthy undertaking for the good of his communities; and, their people, Mr. Keeling is definitely regarded and appreciated as a community asset, it is established. Mr. Keeling says he started at the bottom when roads were bad, necessitating the use of mules and horses in making his wagon deliveries rather than disappoint his customers and the public, he points out. All of that hard work, tho, he insists was the making of both Mr. Keeling and his business, he declares; for, the succeeding years have been generous kind to him, he insists; and, that he accords full credit to God, his family, loyal employes and the public for the fine success he enjoys. While his home is maintained at Overton, Mr. Keeling maintains his central business headquarters in Henderson; and, also conducts auxiliary offices at Carthage, he states. Retailing gasoline, kerosene and motor oils thru upward 100-different stations, Mr. Keeling is easily a major opertor in the East Texas oil serving fields, it is known. He also maintains warehouse in Henderson, Overton and Carthage, where his inventories usually exceed $30,000.00, it is suggested. But, back to the struggling early begining of Spunkey's upward climb, after leaving Munger Oil & Cotton Company, his next connection was with Roy Stubbs as distributor for Texas Refining Co. at Wortham. That connection lasted 1-year, during which time he hauled kerosene and gasoline, peddling it out in 5-gallon cans. Then July 1928, he became agent for the Centex Refining Co. and operated a bulk station at Dawson, this arrangement having been made possible, he says via the kindness of John C. Calhoun, present Mayor of Corsicana, Texas, the Mayor being among the holders of East Texas oil production, Mr. Keeling affirms. From Wortham, Spunkey says he went to Richland. His last connection before entering business for himself was with Texas-Pacific Coal & Oil Co., until 1931, ,when he came to Overton and that same year started his business in November. Putting in a 2-pump station at Wright City, Spunkey says he continued work via Butler—Calhoun Refineries as salesman. In 1932, he added his No. 2 station at Joinerville; and, in 1933 he moved up to Henderson with his No. 3 station. Meanwhile his Nos. 1 and 2 stations had scored sales upward 20,000-gallons per month; and, W. L. Scarborough who started with him at the beginning is still with him as general utility capacity, Spunkey happily states. In that same year of 1933, Mr. Keeling says he gave Henderson two more stations; and, in 1934 he gave Overton a station with the result that in 1935, he organized Spunkey's Oil Company, which was the beginning of his major operations, he recalls. That year, he says the company's business quickly spread over 5-East Texas counties with an annual sales volume of 587,000-gallons. In 1936 he sold 1/4 interest to F. C. Graves, banker at Wortham; and, in 1938 he sold another 1/4 interest in his business to Mack Murray, of Tyler Refineries. March 17, 1946 the business was again divided up. Mr. Keeling again becoming sole owner of Spunkey's Oil Company, his business name having been retained in the division. Presently he reports that his annual volume has climbed back to 350,000 to 400,000-gallons monthly; and, that confidently he expects it to pass the half million (500,000) gallons mark in the not too far distant future. Central business headquarters are maintained at 208 Main street, Henderson with telephone 551; and, Overton phone 121. Henderson P. O. Box 871, Spunkey announces. Overton is his home. Mr. Keeling says he carries his ranch and farm lands in Navarro county, Texas, where he started in a small way accumulating land in 1934, it is shown. His lands are leased for prospective oil and/or gas development, he states; and, he also owns oil royalties. Five (5) Registered males are carried in his ranch herds, it is observed. That branch of his business stride found Spunkey starting with 10 to 15 cows 13-years ago, he recalls. He specializes in the sale of young bulls. Mrs. Waulene (W. B.) Scarborough is office manager, bookkeeper and cashier for Mr. Keeling in Henderson, where W. L. Garrett is general assistant manager over all operations. R. D. Patton is oil salesman over the entire territory served by Mr. Keeling, it is announced. So phenomenal has been the progress of Spunkey's Oil Company, Mr. Keeling says he can hardly realize its enormous possession. An extensive pay roll is maintained by Spunkey, who estimates that his investments now range between $180,000.00 and $250.000.00. He is streamlining all of his equipment, including 5-trucks, 4-of them Supers, he reports. Mr. Keeling also owns property in Henderson and Overton, including business, residential and vacant lots properties. One entire acre of land is owned by him in Carthage; and, quite a number of filling stations are owned by him and leased to his operators, records establish. With a monthly cash turn over upward $100,000.00, Spunkey says a conservative annual volume would approximate $1,500,000.00, he believes. Two warehouses are maintained in Henderson; 1-in Kilgore and 1-in Overton. Bulk sales are also made on behalf of farmers, et al. Since farming is the back-bone of our country, Mr. Keeling affirms we've just got to take care of our friends out there. Mr. Keeling is a Steward in the Methodist church; and, an ardent friend and booster for all East Texas; and, Environs, including his fine support and influence on behalf of the instant newspaper publicity advertising campaign. Among the Spunkey's Oil Company retail stations are: Turnertown; Carlisle (Price); Joinerville; Crimcrest; Overton; Old London; Rt. I Overton; Troup; Arp; Henderson; Wright City; Selman City; Overton-Wright City; Grandview - Henderson; Sexton City; Kilgore; Monroe; Chalk Hill; and, many other places, Mr. Keeling states, a great many of his community outlets maintaining more than 100-stations, he makes known. New stations are constantly being added, Spunkey assures where ideal locations may become available and with the right kind of operators in charge, he invites. Other stations served by Spunkey are: Tatum Highway; Fair Play; Old Nacogdoches Highway; Nacogdoches Road; Jacksonville Highway; New Salem Brackfield; Mt. Enterprise and Carthage Highway; and, Carthage.



Typical of his fleet of oil trucks, C. L. (Spunkey) Keeling, owner Spunkey's Oil Company, Henderson, Carthage and Overton, Texas, presents above as one of his big oil trucks serving upward 100 filling stations, he points out.



Right to left above: C. L. (Spunkey) Keeling; his father, E. A. Keeling; his bookkeeper-cashier, Mrs. Waulene Scarborough; and W. L. Garrett, office manager. Mr. Keeling is owner of Spunkey's Oil Company; and, Spunkey's ranch, business headquarters in Henderson; and, home address, Overton, Texas.

BUY NOW IN

Cherokee, Smith, Rusk, Panola, Anderson, Van Zandt, Henderson, Sabine, Jasper, Nacogdoches, San Augustine, Shelby, Houston, Angelina, Newton, Tyler, Polk, Freestone, Leon, Trinity, Hardin and Orange Counties, East Texas; And, Environs

Business is on the up in East Texas, and, its Environs. Full and complete recovery is manifesting itself in many lines and every indication is that this group of communities has gotten under way and is marching forward.

There is no better investment today, it is believed, than Real Estate in these sectors and no better time to buy than now. Real Estate is always present. With inflation imminent in one form or another, they can go no other way than up.

Real Estate is both safe and profitable, and is the foundation of all wealth. Fortunes have been made in the past in this region. Other fortunes may be made in the near future, for seldom in the annals of business were values so underpriced and opportunities so great as now. Buy at the bottom! Buy right! Buy before the greater inevitable advance in prices!

TEXAS

Opportunities await you in East Texas; and, its Environs. The way to make money in Real Estate is to BUY BEFORE prices advance further. The way to protect your family from increased rents is to purchase a home of your own.

Never before have financing conditions and "pay-like-rent" plans been so extremely liberal. Millions of dollars are waiting to finance Real Estate loans. It's your big opportunity to make a safe and profitable Real Estate investment. BUY REAL ESTATE NOW FOR PROTECTION and for PROFIT!

A hearty welcome to the within communities awaits you. Turn elsewhere in this issue for names of the progressive citizens who have made this publicity advertising effort possible. They believe in their communities, and will gladly provide you with any additional information you may desire concerning same. Write, wire or telephone. Grasp the "handwriting on the wall" about Real Estate and BUY!

NAMES OF SPONSORS APPEAR ELSEWHERE IN THIS ISSUE OF THE JACKSONVILLE JOURNAL
BUY U. S. SAVINGS BONDS AND STAMPS—PRODUCE ALL FOODSTUFFS!

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O. C. POWELL, 55, AND WIFE, MRS. MELISSA POWELL, GENERAL MERCHANTS AND GULF SERVICE STATION OPERATORS, TROUT CREEK AND BLEAKWOOD SCHOOL COMMUNITY, CIVIC, RELIGOUS LEADERS

Mrs. Powell is a Native of Newton County, While Her Husband is a Native of Colorado County, Texas, the Two of Them After Their Marriage in 1911 Having Sojourned via Louisiana and Texas Points Until Their Location Here in 1944

In Other Years, Mr. Powell Says he Devoted His Talents and Efforts on Behalf of Public Works and Business ;and, That he and Mrs. Powell are Reaping Happiness and Enjoying Success via Good Public Service

Trout Creek and Bleakwood Consolidated School. — This Newton county, Texas, area welcomes and enjoys having Mr. and Mrs. O. C. Powell as citizens, taxpayers and friendly merchants, patrons and friends are known to have attested. Mr. Powell at the age of 55 affirms that he is just now in the prime of life, while Mrs. Powell (Melissa), also young in years, joyfully smiles as she pleasantly realizes that many more years of usefulness, happiness and Christian service await her as time marches on. Native of Colorado county, Texas, Mr. Powell first came to Newton county in 1902. He was only 10 years of age then. Time passed and he met, wooed and wed his Sweetheart, Miss Melissa Bean, daughter of Johnnie Bean, living; and, Mrs. Edna Bean, deceased. Their marriage is recorded as of January 1, 1911. They have two daughters, Mesdames: Hazel (A. L.) Hardin; and, Iva Lee (R. S.) Ellis. There are 5 grand children: Dorothy Sue and Patricia Ann Hardin; Bobbie Clifton, Ralph Winston and Arthur Lee Ellis. Parents of Mr. Powell: N. D. Powell, deceased; and, Mrs. Ida Powell, living. The children of Mr. and Mrs. Powell reside at Beaumont, where they themselves resided after sojourns to Louisiana; Jasper, Texas; back to Louisiana; and, then to Beaumont, having gone to the Jefferson county, Texas capital city in 1925. Remaining in Beaumont until 1943, Mr. and Mrs. Powell moved to Houston for a year; and, then to present location Sept. 23, 1944. While in Beaumont and also Houston, Mr. Powell says he was actively in the insurance business. In other years, he reminisces and reveals that he spent two in the barbering trade; and, that he earned experience as foreman for two different sawmill operations. Mrs. Powell is a native of Newton county. Immediately let it be said of her that Mrs. Powell is not only popular in civic, religious and social circles, but she is unquestionably one of the best house-keepers in this area, observation and information establish. In home arrangement, its management and enjoyment, Mrs. Powell must be, and is, truly an artist. She is also active in the management and operation of the O. C. Powell general store; Gulf products service station; serving of choice barbecue; and, practically everything else good to eat. There are 14 acres of ground in the home estate of Mr. and Mrs. Powell, their big store and extensions being an attractive show place in this part of Newton county it is pointed out. They spent 5 months developing their property; and, now and always pride themselves in keeping their properties in good condition. It was March 1945 when their major operations got under way, it is affirmed; and, each and every week day finds them with good business, it is announced. Both cash and credit business obtains at Powell's store Public works and business, it may be here stated have occupied practically all of Mr. Powell's life, also that of Mrs. Powell, each of whom are known to be consecrated Christian friends and supporters of churches, schools and general public development, it is affirmed. And, this goes for the whole of East Texas, they insist. Mr. Powell is credited with much of the pioneering effort that resulted in road and bridge improvement in this immediate sector of Newton county; and, that he and Mrs. Powell not only helped to rebuild the church, as well as school improvements hereabouts, but they are constantly participating and cooperating in efforts to help make of their community a happier and better place in which to live and do business. Emphasizing their business slogan: "IT IS NOT THE POOR FELLOW THAT CANNOT PAY THAT HURTS ME. IT IS THE FELLOW WHO BUYS ON TIME HERE AND SPENDS HIS CASH ELSEWHERE", Mr. and Mrs. Powell take this opportunity to express thanks and appreciation to their loyal customers and friends, at same time extending cordial welcome to new ones. Family history of the Powells dates back more than 100 years, it is pointed out. Among her antique possessions, Mrs. Powell proudly exhibits a high chair that was made for her when she was but 6 months old, her grand father, the lamented Ed. West having built it without a nail in it, only wooden pegs having been used. Not only her, but several generations of children have been raised in that chair, she says. Another rare possession held by Mrs. Powell is an old organ left by her Mother. Mrs. Powell enjoys playing and having it played, it is attested. The Powells are actively co-operating and participating in the instant newspaper publicity advertising campaign on behalf of their community, East Texas; and, Environs, it is appreciated, along with other able Sponsors, each and all of whose names appear elsewhere herein.



Mr. and Mrs. O. C. Powell standing and also inset, progressive merchants, Trout Creek and Bleakwood Consolidated School, Texas.

DR. C. E. MATCHETT, 55, CHIROPRACTOR SERVING JASPER SECTOR EAST TEXAS; AND, PORTION OF WEST LOUISIANA LOOKS WITH OPTIMISM ON BRIGHT, PROSPEROUS FUTURE FOR THIS ENTIRE REGION

Graduate of Texas Chiropractic College, San Antonio, Texas, Dr. Matchett Announces That he Has Leased Chaney Properties in Jasper; and, Will Serve Jasper, Tyler, Sabine, Newton and Adjoining County Areas in the Practice of His Profession, He Affirms

Dr. Matchett is Actively Going Along With Other Able Sponsors in Their Efforts to Help Publicize the Natural and Potential Resources of all East Texas; and, Environs, it is Declared

Jasper. — Dr. C. E. Matchett, 55, Chiropractor, 336 Milam street, is beginning to enjoy an extensive acquaintance thruout the Jasper and East Texas area of the Lone Star State; and, Environs, including a portion of West Louisiana, it is stated. Having leased the Dr. E. W. Chaney Chiropractic Clinic properties at above address, Dr. Matchett says immediately he will direct his professional service on behalf of Jasper Tyler, Sabine, Newton and adjoining Texas county areas, welcoming, however, opportunity to serve the public at large, he invites. Native of near Kennard, Houston county, Texas, Dr. Matchett says he has enjoyed excursions into other Texas areas and came to Jasper in 1945. His wife, Mrs. Ethel Matchett is a native of near Lovelady out a short distance from Crockett, Houston county, Texas. Dr. and Mrs. Matchett have two daughters: Mesdames Margurite (James) Morgan; and, Charline (George) Shaver. There is one grand son: James M. Morgan, 5. Parents: Matthew B. and Mrs. Amanda V. Matchett, both deceased. Parents of Mrs. Matchett: John L. Straughan, living; and, Mrs Laura Stranghan, deceased. Dr. Matchett states that he is the only Chiropractor in the Jasper area; and, that he appreciates his opportunity to serve the good people of this entire part of the South, he declares. Raised on a farm, Dr. Matchett says he finished his school work in 1929, having been graduated, he announces, by Texas Chiropractic College in San Antonio, Texas. Reminiscing recently, Dr. Matchett says he began the practice of his profession at Hemphill, Sabine county, Texas. His next move was to Trinity, Trinity county, Texas; and, from there he went to Daingerfield, Morris county, following which he retired for a few years and returned to his Kennard, Houston county environs. Later he resumed practice at Cleveland, Texas; and, in 1945, or just about 2 years ago he moved to Jasper, Jasper county, East Texas; and, Environs, he makes known. For a while he was associated with Dr. E. W. Chaney in the operation of the Chaney Chiropractic Clinic. Dr. Chaney is no longer with the business, Dr. Matchett announces, the latter having leased the Chaney properties, he says; and, presently he is functioning and/or practicing his profession simply as Dr. C. E. Matchett, Chiropractor. Adequately equipped and having learned his profession well, he says, Dr. Matchett does not hesitate to express opinion that he may be able to help suffering humanity in general, no matter what its ailments may be, he invites; and, that reasonable charges shall and will prevail in the rendering of all of his professional services, he assure. Fact is, Dr. Matchett maintains that he is modernly equipped and professsionally trained to give the very best of Chiropractic service here and elsewhere. Dr. Matchett says his professional practice is constantly increasing and expanding so as to embrace not only his East Texas area, but, also he points out portions of West Louisiana, he affirms. In the civic, religious and general public development life, Dr. Matchett is known to be a good friend and supporter, it is attested. Having identified himself with the progressive element of Jasper; and, Environs, Dr. Matchett is easily becoming acquainted and better known by Jasper county folk and East Texas; and, Environs citizenry in general, it is pointed out. In the instant effort to help publicize more widely the natural and potential resources of East Texas; and, Environs, Dr. Matchett is going along actively with other progressive Sponsors, it is pointed out; and, he stresses the need and desirability of future success of each and all of the progressive programs advocated in the Special Edition, to which he has subscribed liberally of his support and influence, it is known.



Dr. C. E. Matchett, D. C., shown above is definitely recognized as a busy man in his profession, Jasper, East Texas; and, Environs, it is said of him.

MISS MARGUERITE AVERY . . .

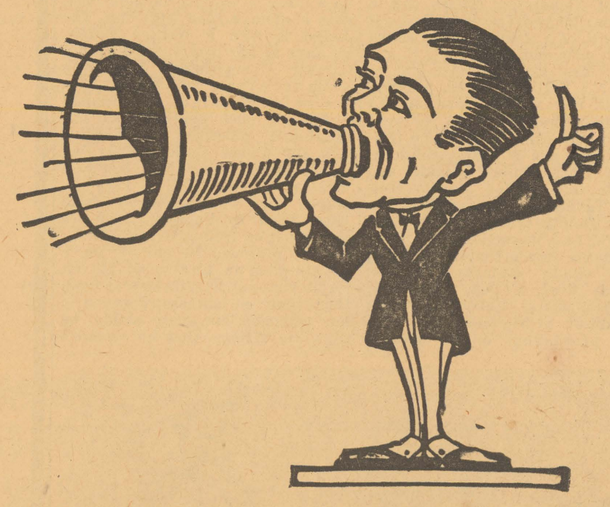
(Continued from Page 10)

And, that she means just that, Miss Avery with manifest feeling of joy and attachment declares she wouldn't take a cool million ($1,000,000.00) dollars for 'Ginger'. As bulk agent for Gulf Refining Company here at Groveton, Miss Avery admits that she prides herself in being able to build competitive records; and, at times she says she believes she has only her own achievement and accomplishment to beat. Anyway, she says there's always enough interest and ambitions ever present with her to keep her going in high; and, no wonder since she has so many different objectives! Devoting all of her time to business, which includes also her ranch, farming, and a desire to be of greatest help and good to her community; and its people, Miss Avery affirms that she never has time to grow weary. Oh yes, lest we forget, Miss Avery is admittedly a good Fox Hunter. She likes to hunt, enjoys her horses, cows and dogs — anything and everything that is exciting and contribute action. Rodeo is another form of amusement and entertainment for Miss Avery, she personally being a Roping fancier; and, in 1946 donated the Calf for the Club's prize. Riding horses since she was at the age of 3, Miss Avery appears most attractively now and always when astride her horse "Soldier" and/or any other animal she may care to mount, commanding attention and admiration, it is declared, in all her strides. Specializing in young Brahman bulls, Miss Avery says her Registered males range from $500.00 up; and, commercial herd bulls from $100.00 to $150.00. When you are in the Groveton vicinity drop by and meet Miss Avery. You'll enjoy hearing her talk; and, its doughnuts to ginger snaps you'll learn something if you'll but listen to her as an interesting conversationalist, seasoned as you'll observe with both fluency of diction and elegancy of expression. Miss Avery has subscribed generously of her support and influence toward the success of this Special Edition, affirming and that she facors enthusiastically the ultimate success of the progressive programs herein advocated. Knowing what she wants, doing what she wants to do; and, actually being a remarkable woman, here's commendation and congratulations of the highest and best order, Miss Avery.

Cherokee, Smith, Rusk, Panola, Anderson, Van Zandt, Henderson, Sabine, Jasper, Nacogdoches, San Augustine, Shelby, Houston, Angelina, Newton, Tyler, Polk, Freestone, Leon, Trinity, Hardin and Orange Counties, East Texas; And, Environs

Favor

Yes, Siree, we are strong advocates of cheaper hydro-electrical energy and cheaper fertilizer, and the sooner these blessings are enjoyed generally in this region, the more rapidly will the South progress. The within communities are fully determined that these two things shall be added unto them. FULL SPEED AHEAD.



Cheaper Power and Fertilizer

AGRICULTURE and INDUSTRY make an excellent team to pull the financial load of any group or set of communities, but they must be given the proper nourishment. Fertilizer and electric power make the proper diet, but they must not be too high. CHEAPER POWER and FERTILIZER will result in progressive strides being taken towards a greater growth and development in the fields of Agriculture and Industry. That's why we want them.

Exorbitant or excessive costs of hydro-electrical energy and fertilizer, we are told, are painless—just like a sales tax. You pay as you go, and it doesn't hurt you. A good joke, indeed! Reminds us of the story about two men whose legs were amputated. One was a miner, whose leg was caught between some heavy timbers. To free him, a friend took his knife and cut off the leg. The other man lived in a city and was wealthy. His leg was crushed in an automobile accident. He was rushed to a hospital, placed under an anisthetic, and his leg was amputated, with no pain at all.

.....both men lost their legs, even though the amputation was without pain to one of them.

And so it is with paying too much for power and fertilizer. We pay as we go, and perhaps it doesn't hurt us, but the fact remains that WE ARE PAYING OUT TOO MUCH MONEY. We are hopeful of having these benefactions of cheaper power and fertilizer ere long. Vigorously are we about to push plans for an early realization. Their advent may be expected within the next 12 to 18 months, it is sincerely hoped.

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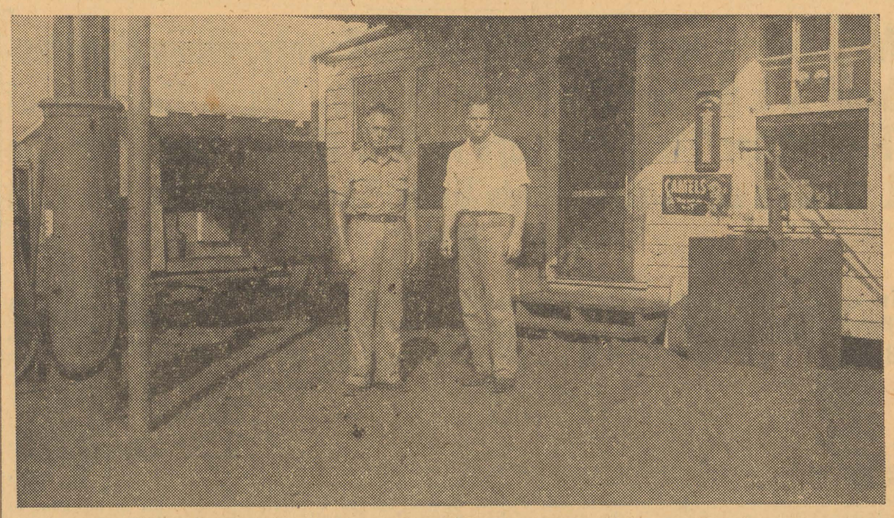
BOYETT & BURT GROCERY, MARKET & ROLLING STORE, OWNED, OPERATED BY L. A. (LANEY) BOYETT, 33; AND, N. F. (RED) BURT, BROTHERS IN LAW, AT APPLEBY JUNCTION, NACOGDOCHES COUNTY, TEXAS

Facts and Figures Bear Out Above Declaration on Behalf of These Two Young Men, Who are Recognized and Appreciated by Both Patrons and Friends as Being Useful and Accommodating, it is Affirmed by Many Who Esteem Them for Their Admitted High Rating Both as Citizens and Merchants, it is Declared

Their Rolling Store Was Established by Mr. Boyett in 1933; and, Their General Store was Purchased From W. T. (Willie) Shepherd in 1946, or Just about 16-Months Ago, it is Estimated

Doing Both a Cash and Credit Business, the Volume of Trade Enjoyed by Messrs Boyett and Burt is Said to be Increasing Right Along; and, That They Pride Themselves in Holding Sales Prices Down, They Point Out

Appleby Junction. — As a genuine public service institution, the business operations of Messrs L. A. (Laney) Boyette, 33, and, N. F. (Red) Burt, 25, brothers in law who are doing business as Boyett & Burt Grocery, Market & Rolling Store, is said to be outstanding in many ways, particularly so, it is declared, when it comes to holding down prices to the buyer and holding them up as much as possible when it comes to creating a good market for country produce, eggs, et cetera on the local market, it is declared by many who affirm that they have enjoyed and observed this conduct on the part of these young men, each of whom are also credited as being definite community benefactors. Mr. Boyette is a native son, and he has resided here all of his life todate, he says, while Mr. Burt is a native of West Texas and came here after serving 36-months as an Instructor in construction work, U. S. N., World War No. 2, and during which time his assignments found him all over the South Pacific, he recalls. Mrs. Lorine Boyett, wife of the young senior member of Boyette & Burt is also a native of the Appleby Junction community, she being the daughter of Preston and Mrs. Sallie Till, both living. Mr. Boyett is the son of S. A. and Mrs. Margaret Ellen Boyett, both living. Mr. and Mrs. Boyett are the parents of of two children: Kenneth and Miss Sue Beth Boyett. Working at first for others in the rolling store business, at the age of 19 in 1933, Mr. Boyett later became owner and operator of his own rolling store business in Nacogdoches and Rusk counties; and, adjacent territory, with a daily routing covering 40 to 50-miles with good merchandising service, he says, being carried by him right to the convenient doors of his customers. Recent purchase of a new truck will enable Messrs Boyett & Burt to increase the number of their rolling stores, serving a greater territory, it is announced. Mr. Boyett manages the rolling store unit of their operations; and, Mr. Burt looks after retail store operations, it is stated. In 1946 Messrs Boyett and Burt, brothers in law, formed themselves into a business partnership as stated above. That was just about 16-months ago, when they purchased the general mercantile business of W. T. (Willie) Shepherd, who retired after some 6-years operation of the store in order to devote his time to his dairy business, it is stated. A general story about Mr. Shepherd appears elsewhere in this Special edition. Mrs. Virginia Burt, wife of Mr. Burt is a sister of Mrs. Boyett, and the daughter of her parents, Mr. and Mrs. Preston Till, both living. Ira L. and Mrs. Josie Burt, both living are the parents of Mr. Burt. Mr. and Mrs. Burt presently have no children. She is a native of Appleby Junction sector of Texas. Boyett & Burt's store is conducted on the general department store order, practically everything in their line being afforded both for regular customers and the public, including Service station dispensing Gulf products, it is noted. Family ancestries of the Boyett and Burt families are said to date back more than a century. Doing both a cash and credit business, Messrs Boyett and Burt, known to be clean competitors, attest others in their field of merchandising activity, admittedly enjoy a tremendous volume of business, which is said by them to be constantly increasing and expanding. Among specialty lines carried by Boyett & Burt include ice, feed, ice cream; automobile accessories, tires, tubes and batteries; fertilizer; hardware and farm implements; livestock dealers, handling upward 300-head annually, it is stated; butchering and/or slaughtering division; plus, you are reminded, their rolling store serving patrons along 40 to 50-miles route daily in Nocogdoches and Rusk counties; and, adjacent territory, it is stated. Not only here at their general store in Appleby Junction, but along the entire rolling store route, Messrs Boyett & Burt purchase country produce, eggs, et cetera, they assure. Both local and general markets are patronized in the sale of their livestock, it is ascertained both from observation and information. Future expansion program includes a general overhauling and remodeling of present building facilities, Messrs Boyett & Burt announce so as to better serve their customers and provide additional room for the accommodation of inventories. In addition to their well stocked store, these young men maintain a regular storage capacity for the accommodation of surplus merchandise, it is pointed out. Mr. Boyett also owns a farm of 128-acres, which he says he might consider selling; and, would also lease for prospective oil development. Both Messrs Boyett and Burt have a record of each having personally worked themselves up to their comfortable business position, it is declared by them, by giving 18-hours per day (some times more when required, they insist) to building up their business and courteously and cordially serving their trade. You can't beat a combination program like that, it is affirmed. Conscientious young Christian gentlemen, both Messrs Boyett and Burt being affiliated with the Church of Christ, they declare that each Sunday they definitely close from 9 A. M. to 2 P. M. and encourage all of their friends and the public to attend Church services, both Sunday school and preaching hours, they invite. By so doing, they believe, each and everyone will reap more joy and satisfaction in the service of both God and humanity than otherwise. Endeavoring to live the Golden Rule way of life; and, proceeding on the theory of living and let live, Messrs Boyett & Burt insist that they treat each and every one alike. In their store and rolling store, these young men announce that they 'Sell everything everywhere;' and, if they don't have it they'll get it for you. It is said of them that they carry, or may be able to get everything from a tooth pick up to anything you may need or want in their line of merchandising; and, appreciate your patronage. Messrs Boyett and Burt specialize in Sledge's work clothes out of Tyler; and, Lee's hardware. Electric globes are carried; and, later Washing machines, Radios and other lines may be added, it is contemplated by Messrs Boyett & Burt, they anticipate to further help serve the needs of their patrons and friends, it is assured. Buying, selling and producing livestock, these young men invite producers of livestock in general to give them a purchase opportunity, believing that they may be able to help sustain a good cash livestock market hereabouts each and every business day of the year, they point out. The participaiton and co-operation of these young men along with other able Sponsors of this Special edition is genuinely acknowledged by the management; and, may their continued success in the public service continue by leaps and bounds, sums up somewhat the high esteem in which they are known to be held by their friends and the public, it is suggested.



Left to right: L. A. (Laney) Boyett; and, N. R. (Red) Burt, brothers in law; and, partners in the ownership and operation Boyett & Burt General Store; and Rolling Store, Appleby, Texas.

Lamp Kills Germs

An ultra-violet lamp which will kill bacteria and food odors in a home refrigerator at the cost of five cents a month has been developed. This lamp screws into a niche in the refrigerator's cabinet interior.

JUDGE MARVIN GULLEY, 60, PIONEER BREEDER OF REGISTERED CATTLE IN PANOLA COUNTY, TEXAS, HE SAYS, OWNS AND OPERATES GULLEY'S REGISTERED HEREFORD RANCH

Midyett and De Berry Sectors of Panola County, East Texas; and, Environs, Find Judge Gulley Owning 1,400 Acres Land; With His Registered Hereford Herd Usually Numbering 225 and-or More, he Says

Midyett and De Berry. — Panola county, East Texas; and, Environs, no doubt has heretofore acknowledged with sincere appreciation, but if not it does so now on behalf of Judge Marvin Gulley, 60, "The Pioneer Breeder of Registered Hereford Cattle in Panola County", R. F. D. No. 1, Box 21, De Berry, Texas, it is affirmed. Native son and having resided hereabouts all of his life thus far, Judge Gulley is known to have made an indelible impression for good thruout this East Texas and West Louisiana part of the beautiful Southland, declare many of those who are in position to know him best, it is declared. For 35 years, Judge Gulley has been the Justice of the Peace here; and, other distinctions find him active in the civic, religious and general public development life of his community; and, its people, be it creditably said of him and his family. Owning 1400 acres of land; and, possessing Registered Hereford cattle herds usually running around 225 in number, Judge Gulley says he has heretofore cut out all of his grade cows except one old cow and her calf, these two being looked upon more as remaining novelties rather than livestock possessions, he says. Mrs. Maude Gulley, his wife is a native of Deadwood. There are 8 children: Marvis Travis Gulley, out of U. S. A.; Lanis (Mrs. Ruth) Gulley, also out of the U. S. A.; Dixie (Mrs. Ruby) Gulley, out of U. S. N.; William Gulley, presently in U. S. N.; Mrs. Grace (A. O.) Sanford; Mrs. Getrude (Floyd) Smith; and, Miss Sallie Faye Gulley. There are 6 grand children: Lanna Ruth Gulley; Jackie and Janette Gulley; Joe Marvin Sanford; Taylor and James Hill. The Gulley family comes from pioneer settlers; and, whose ancestry dates back more than a century of time, Judge Gulley declares. Parents: Thomas Rush Gulley, deceased; and Mrs. Mittie Gulley, 79, living. In addition to hay crops and livestock productions on his mother earth holdings, Judge Gulley states that he also carries production on his partially leased sectors of his lands; and, that he would consider leasing the remainder of his properties. Formerly, he says he handled grade cows but in more recent years he went all out for Registered Herefords. To be more definite, Judge Gulley recalls that 1928 and/or 19 years ago was the date when he made this important decision in his business life; and, that he has yet to be disappointed or regret that step, he maintains. Specializing in the sale of young bulls for the improvement of other cattle herds, the Judge announces that he patronizes the home market in the disposition of his livestock in the main. Two Registered males appear in his herd, it is observed. Louisiana is also a principal market for Judge Gulley's Registered cattle, he reveals; and, as a strict producer, he says business is always good with him. The Judge is also a Notary Public. He says he has performed a goodly number of marriages for both white and colored folk, but not once has he ever charged or accepted a fee for such services; an unusual and somewhat rare distinction for Judge Gulley, it is believed. Reminiscing into his yesteryears, Judge Gulley says he played along with grade cows from 1914, tried to improve them, et cetera but on failing to make satisfactory progress, he quickly made up his mind in 1928 to go all out for Registered Herefords and from that time on success apparently has attended his every stride, he says. He affirms that he conducts his business so that when he sells to Dad, he can later sell to Dad's Son; and, on down via posterity. Judge Gulley says as a pioneer he was and is the first man to introduce and/or bring Registered Herefords into Panola county; and, that since that time, presently and in future it is always a privilege and a pleasure for him to co-operate with breeders in the improvement of their cattle herds. The Judge is also participating and co-operating actively to make of this newspaper publicity advertising effort the success it enjoys; and all of the progressive public affirming, that he endorses each development programs herein advocated.



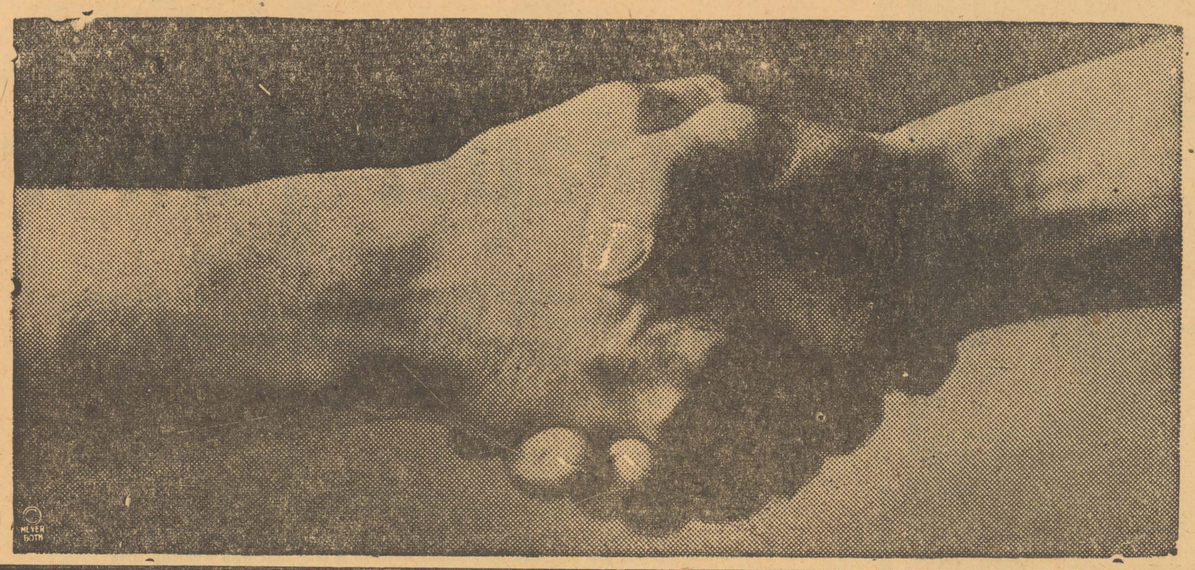
In above picture Judge Marvin Gulley, owner Gulley's Registered Hereford Ranch, Midyett and De Berry, Texas, is shown at bottom with a partial herd of his Registered Hereford calves; and, top left Kenneth Gulley appears with one of his Registered Hereford calves; while at right top William Gulley is shown on his horse 'Stormy'.

Welcome and A Warm Hand Clasp Await You!

In the Prosperous Communities of

Cherokee, Smith, Rusk, Panola, Anderson, Van Zandt, Henderson, Sabine, Jasper, Nacogdoches, San Augustine, Shelby, Houston, Angelina, Newton, Tyler, Polk, Freestone, Leon, Trinity, Hardin and Orange Counties, East Texas; And, Environs

ALL OF WHICH LOCALITIES ARE ENTERING UPON A NEW ERA OF FUTURE GROWTH AND DEVELOPMENT BID YOU WELCOME . . .



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