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

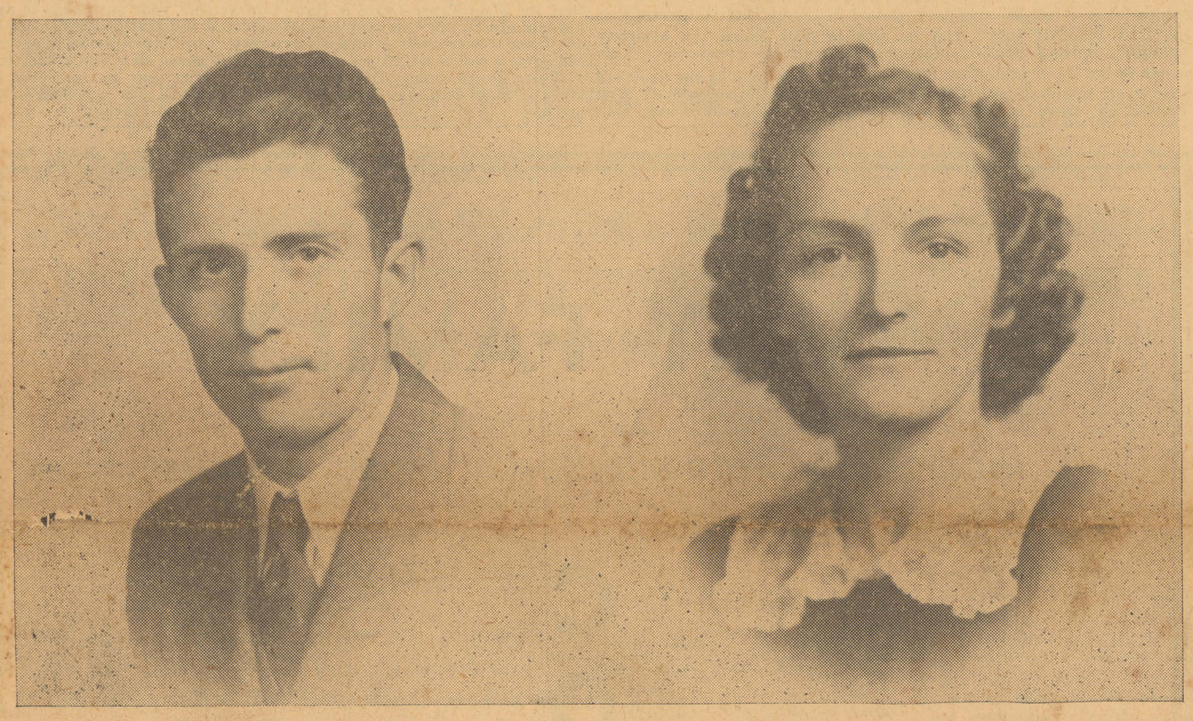
B. T. GILCHRIST LUMBER CO., B. T. (DICK) GILCHRIST, 30, OWNER-OPERATOR ENJOYS SUCCESS IN SAW MILL AND PLANER BUSINESS AT CENTER, DOING WHOLESALE LUMBER MANUFACTURING FOR TEXAS

Native Son, Mr. Gilchrist Makes Good Here at Home and His Influence is Having Favorable Effect on Other Young Men to Go and Do Likewise Comment Interested Friends and Neighbors, the Record of This Young Man Having Etablished Him as a Worthy Citizen and Taxpayer

Starting His Timber Experience at the Age of 12, Mr. Gilchrist Owns and Operates His Own Saw Mill and Planer, Employing Upward 20-Men, and Reports a Profitable Manufacturing Business in His Sector of Texas, Also Inviting Opportunity to Purchase More Timber

Mrs. Nannie Gilchrist, Grand Mother of Mr. Gilchrist is Still Living, She Having 45-Grand Children, and 1-Great Grand Child, Announces the Proud Grand Son, Who is Known to Be an Energetic and Enthusiastic Friend of Center and Shelby County in all of Their Worth While Undertakings, it is Declared

Center.—Shelby county, East Texas; and, environs, have quite a few timber manufacturers, and number among the more successful and popular operators is known to be none other than B. T. (Dick) Gilchrist, 30, owner and operator B. T. Gilchrist Lumber Company, Center. It has been so many years, the story goes that Dick was a 12-year old timber worker. But that experience, he assures started him to hauling logs at the age of 14; and, then in 1940 he became a full fledged lumber manufacturer. That's the year when he established his saw mill with a capacity of 18,000 to 20,000 feet of lumber daily; and, Mr. Gilchrist reports that his planer carries a rated capacity of 40,000 feet of lumber, necessitating him absorbing the output of other mills and also to buy logs delivered at his skids. He also specializes in custom lumber dressing, and he invites more of this business, he announces, assuring each and every customer the very best of service. Mr. Gilchrist is married, his lovely wife being Mrs. Era Bell Gilchrist. Parents: W. H. and Mrs. Zora Gilchrist, both living. His father is Superintendent of the Gilchrist plant, he having been an old pioneer in the timber business. Parents of Mrs. Gilchrist: R. L. Andings, living, and Mrs. Versey Andings, deceased. Mr. and Mrs. Gilchrist are each natives of Shelby county, and quite naturally they are known to reap a great joy and pleasure when opportunity comes to them whereby they may be of assistance in helping to promote and support worthy civic and religious undertakings calculated to benefit their community; and, its people, assurance is given. All of their lives to date have been spent in Shelby county, it is stated. J. C. Gilchrist is mill wright; and, W. S. Gilchrist, is block setter and general utilities man about the plant, it is announced. Shipments are made within Texas, Mr. Gilchrist states.



Mr. and Mrs. B. T. (Dick) Gilchrist, Center, Texas, where Mr. Gilchrist is owner and operator B. T. Gilchrist Lumber Company

B. T. Gilchrist Lumber Company Usually Maintains Yard Inventory of From 100,000 to 200,000 Feet!!

Center.—In order to be in position to take care of most any and all demands from the trade, B. T. (Dick) Gilchrist, owner and operator B. T. Gilchrist Lumber Company (Center) announces that he usually maintains a yard inventory of from 100,000 to 200,000 feet of lumber; and, that his modern equipment places him in a position to meet almost any unforeseen emergency for quick delivery of building, or lumber supplies in practically every dimension. He employs upward 20 men at the plant and in the woods, it is learned, and when necessary work is given to additional men. Meanwhile let it be said on behalf of this young lumber manufacturer that he is a genius in many respects, and that what it takes to get the lumber manufacturing job done he has it, he assures. Keep your stride, Dick, and commendation and congratulations on your magnificent progress in the lumber manufacturing world.



Planing mill operated by B. T. Gilchrist Lumber Company, Center, Texas. B. T. (Dick) Gilchrist, owner and operator is standing in front of plant.

Dick Gilchrist, Young Lumber Manufacturer Has No Children But Says He's Proud of His Five Sisters

Center.—Mesdames Trudy Johnson; Corine Wright; Lois Waller; Adelle Conway; and, Gladys Yeary, all sisters of B. T. (Dick) Gilchrist, are known to constantly make of this young man a happier and better citizen, especially so coupled with the love and affection of his pretty wife, Mrs. Era Bell Gilchrist. Mr. and Mrs. Gilchrist have no children, but he admittedly is very proud of his five sisters, naturally so; and, may they each outlive the other!

Wholesale Lumber Shipments and Sales Within Texas, Owner of B. T. Gilchrist Lumber Company (Center) Says

Center.—Dick (B. T.) Gilchrist, owner and operator B. T. Gilchrist Lumber Company with general headquarters in Center, announces that his manufactured lumber is shipped and sold within Texas. This gives him broad territory in which to operate, and he invites his friends and the public here and elsewhere to clear their lumber needs thru the good offices of his operations, shipments and sales being made at wholesale, he says. One of the youngest major lumber manufacturers in East Texas, Mr. Gilchrist goes about his business operations unostentatiously, being modest and retired of disposition, and is known to enjoy a fine success, deservedly so, of course, in the opinion of this commentator and others.

Mrs. Nannie Gilchrist, Grand Mother of Dick Gilchrist, Living and Has 45-Grand Children; and, 1-Great Grand Child

Center.—Of human interest generally and particularly so as to Center, Shelby county, East Texas; and, Environs, is the fact that Mrs. Nannie Gilchrist, grand mother of B. T. (Dick) Gilchrist, young local lumber manufacturer and mother of his father, W. H. Gilchrist, is living and enjoys 45 grand children and 1 great grand child. On this behalf, here's congratulations and good wishes to the end that Miss Nannie may live to be an 100 years young, and then start in on another century of life and enjoy as much of it as many be humanly possible. Longevity of this kind is of interest to both young and old alike, definitely so; and, would that we might all share in such maturity!

USUALLY CARRYING 300,000 TO HALF MILLION FEET STANDING TIMBER, B. T. (DICK) GILCHRIST, OWNER AND OPERATOR B. T. GILCHRIST LUMBER COMPANY ANNOUNCES THAT HE IS CONSTANTLY IN MARKET TO PURCHASE ADDITIONAL TIMBER TRACTS FEE OR RIGHTS

Mr. Gilchrist Invites Negotiations Vs. Suggestions Proclaimed Above, and Since he Does His Own Timber Cruising, he Assures Prospective Sellers That Prompt Visitation Will be Made to Any and All Available Tracts That May Enlist His Interest, and That he Has a Good Market Offer For Your Timber

Center.—Usually carrying 300,000 to half million (500,000) feet standing timber, B. T. (Dick) Gilchrist, owner and operator B. T. Gilchrist Lumber Company (Center) announces that he is constantly in the market for additional timber tracts, inviting opportunity to open negotiations with any and all owners of available timber tracts. Since he does his own timber cruising, Mr. Gilchrist states that he may give you an instant visitation to look over your timber tracts, small or large; and, that he is ready, willing and able to pay you a good market price for your timber holdings on the stump or delivered to his plant. Logs delivered at the skids in Center are also purchased by Mr. Gilchrist, who is recognized as one of the progressive young timber manufacturers of East Texas, his reputation being that of producing good lumber or not at all, comment many in referring to his operations here. On behalf of the above announcement, Mr. Gilchrist says that while he features manufacture of pine lumber, he would also consider the purchase of hardwood timber tracts on the stump, or, also, delivered to his mill in Center.



Standing, B. T. (Dick) Gilchrist, owner and operator B. T. Gilchrist Lumber Company, Center, Shelby County, East Texas; and, Environs.

Due to Family Set-up in Operation, B. T. Gilchrist Lumber Company (Center(Regards Itself as Being Unusually Fortunate In Its Major Operation

Regular Employes Augmented by Father of Owner, Himself and Two Other Members of Gilchrist Family, the Saw Mill and Planer Pay Rolls Being Appreciated as Big Asset for Center and Surrounding Area, it is Stated

Center.—Here's the set-up in the successful operation of the B. T. Gilchrist Lumber Company in Center, Shelby county, East Texas; and, environs. B. T. (Dick) Gilchrist is the enterprising owner and operator, having overall-charge in all of the industrial operations, including his own timber cruising and shipping. His father, W. H. Gilchrist, pioneer timber man of old school of citizenship days is plant Superintendent. And, then there are two other Gilchrists at the helm. These include J. C. Gilchrist, as mill wright and W. S. Gilchrist as block setter and all round utility man. Then there are the regular employes outside of the Gilchrist family. Accepting the combination of Gilchrist men and regular employes it's unquestionably hard to beat a loyal combination like that. So-o, and hence, the splendid team work that is being done here in Center at the Gilchrist saw mill and planer, where steady distribution of substantial and/or healthy pay rolls confirm the Gilchrist lumber manufacturing operations as decidedly worth while community assets. And, don't forget a specialty of custom lumber dressing is featured at this plant, young Mr. Gilchrist enjoying public acclaim from his friends and patrons because of this recognized and worth while service he is rendering, commendably so, it is declared.

Natural and Potential Resources Shelby County, East Texas; and, Environs Enjoy Substantial Friendship and Support In Dick Gilchrist, Center Lumberman

Above Statement Made Advisedly Because Mr. Gilchrist Has Underwritten an Entire Page of Newspaper Publicity Advertising to Help Publicize More Widely the Opportunities and Advantages Center and East Texas Have to Offer Locally and Also to the Outside World

Center.—Reaffirming his interest, loyalty and general support on behalf of his native county of Shelby, East Texas; and, Environs, B. T. (Dick) Gilchrist, owner and operator of B. T. Gilchrist Lumber Company (Center) has underwritten an entire page of newspaper publicity advertising in this Special Edition to help publicize more widely the many splendid advantages and opportunities Center, Shelby county and all East Texas; and, Environs have to offer locally and also to the outside world, in addition to carrying community write-ups and family historical references. 'Dick' is one of those kind of young fellows who does not live for self alone, but likes to share with others opportunities to help make of their communities happier and better places in which to live and do business. It is no surprise, therefore, to find Mr. Gilchrist actively lined up with other representative Sponsors who have made possible this big edition in the support of the churches, schools, cheaper power, lower taxes, better roads; soil conservation, adequate drainage and all of the other progressive programs herein advocated. This also includes cordial invitation, says Mr. Gilchrist, to desirable new people, money and industry to put Center, Shelby county, East Texas; and, Environs first on their estimates sheet when they consider a new location for home, business or industry, he declares along with other friends of this Lone Star State area.

B. T. (DICK) GILCHRIST

30 YEARS YOUNG

BOOSTER

CITIZEN CENTER

Comes Out Four Square For Cheaper Power, Lower Taxes, Better Roads and Adequate Drainage

PLUS

ALL OTHER

Progressive Programs Advocated in This Special Edition to Which He Has Subscribed Generously of His Support and Influence, it is Affirmed

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

EAST TEXAS CRATE & BASKET MANUFACTURING CO., MRS. W. C, WILEY, PRESIDENT; TOM J. WILEY, VICE PRESIDENT AND GENERAL MANAGER; R. W. JOHNSON, SECRETARY, PIONEER TEXAS INSTITUTION

Employing 70 to 110 Men at Mill in Tyler; and 50 to 100 Men in Woods, Establishes the Plant as One of the More Important Industrial Triumphs in the Tyler, Smith County, East Texas Material Development, and Long May it Live and Prosper, Sayeth Its Friends and Well Wishers

Founded in 1925 by the Lamented W. C. Wiley, Thruout the Years This Tyler Basket Manufacturing Industry is Known to Have Emblazoned Its Name High Up There on the Scroll of Business Honor and Success as Time Has Rolled by, It is Pointed Out

Carrying Daily Capacity of 10,000-Baskets for Accommodation Fruits and Vegetables, it Appears Upward 100 Cars East Texas Logs are Used Annually at This Plant, Which is Believed to Sell More Potato Crates Than Any Similar Industry In This Part of Texas, it is Stated

Tyler.—East Texas Crate & Basket Manufacturing Company established here in 1925 by the lamented W. C. Wiley and Chas. W. Robertson carried on today by his widow, Mrs. W. C. Wiley, President; his son Tom J. Wiley, 49, as Vice-President and General Manager; and, R. W. Johnson, as Secretary, the concern enjoying one of the largest and most successful business operations in this or any other environ, facts and figures disclose. All kind of fruit and vegetable packages, gum, cottonwood and pine veneer are featured by the owners and operators of this plant, shipments being general and successful, it is revealed. Carrying a daily capacity of 10,000-fruit and vegetable baskets, the Wileys make known that they use upward 100-cars East Texas logs annually in carrying forward their manufactured products. Specialties are also made potato crates, it being believed that East Texas Crate & Basket Manufacturing Company turns out and ships more potato crates than any other firm in this or any other locality. On a one-half year run on potato crates, the company shipped and earned the above record, it is announced; and, at the same time shipped upward of 750,000-tomato crates also believed to be another unbeatable record, its owners appraise. In 1943, the company suffered a major fire, requiring replacement of both buildings and the plant molested. The plant is almodern equipment in that part of ways in operation, its owners affirm except for a brief period each year for necessary repairs and further modernization. Wholesale and retail distribution is made by the company, principal deliveries going down to the Rio Grande Valley, it is made known. The founder of this industrial institution passed away in 1940, when his widow took over. At about the same time Chas. W. Robertson, partner of the deceased founder sold his interest in the business to Mrs. Wiley, and for a while he went away and engaged in the sweet potato business. Mr. Robertson returned to the firm in 1946 as Sales Manager and in charge of Production, a position which he now holds with pleasing satisfaction to himself and much appreciation on the part of the ownership and management, it is assured. At the time of the passing of the founder, Mrs. Wiley became President; and, the son, Tom J. Wiley, Vice President and General Manager. The company carries 70 to 110 men on its Tyler plant pay roll ;and, indirectly sustains 50 to 100-men in the woods pay roll distribution, quite a worth while industry for Tyler and this entire trade area, don't you think? We do, and so do all others who appreciate the presence of this manufacturing concern and its owners, assuredly so!.

Let Us Take You on Interest Excursion Thru Huge Plant East Texas Crate & Basket Manufacturing Company; Tyler

Tyler.—In order that you may have a better insight, idea and/or appreciation of the real worth to Tyler of East Texas Crate & Basket Manufacturing Company established here in 1925; and, presently guided and directed as to its successful operations by Mrs. Louise Wiley, widow of W. C. Wiley, one of the founders; and her son, Tom J. Wiley, Vice President and General Manager (Mrs. Wiley is President), let this commentator take you briefly on a little excursion thru this huge or mammouth local plant, i. e., in the first place it is a home institution; secondly, it maintains substantial pay roll carrying 70 to 110 men at Tyler plant, and 50 to 100 men in woods; its shipping service carries Tyler products at wholesale and retail over wide area, including upward 100 cars East Texas logs annually; maintains a daily capacity of 10,000 fruit and vegetable baskets, specializing in 1/2 L. A. Vegetable crates and covers; No. 44 vegetable crates and covers; tomato lugs; Berry crates: American pint and quart; Leslie, Sweet potato crates; onion plant crates and commercial veneers. Many of you, no doubt didn't know we had that manufacturing progress going on right here in Tyler, but we do; and, we thought you'd like to know about it. Fact is, this big concern produces all kind of fruit and vegetable packages; gum, cottonwood, and veneer Telephone No. 887, Tyler, Smith county, East Texas; and, environs is maintained for your convenience; and, you are invited to make of East Texas Crate & Basket Manufacturing Company as, if and when you need any product in its line with the added assurance that your patronage is appreciated and that your presence is always cordially welcomed, assure the Wileys and all others associated with or who may be connected in any way with the successful operation out its way.

Upward 750,000 Potato Crates Supplied to Tyler and Other Local Markets Within Half Year Announces the East Texas Crate & Basket Manufacturing Company, Tyler Born

First Half Year's Run on Potato Crates Not Only Successful but Gave Pioneer Manufacturing Concern New Opportunity to Serve and Meet Additional Public Demands, it is Appreciated and Announced

Tyler.—Kept busy most all the time doing what many others aren't equipped to do, East Texas Crate & Basket Manufacturing Company recently took on a new and enlarged construction activity, it having had to do with the building of potato crates and just how well and successful it succeeded may be best told in the official statement that the first one-half year's run on this product found the company supplying upward 750,000 potato crates to the Tyler and other local markets, it is ascertained. This big concern was born here in Tyler, established in 1925 by the lamented W. C. Wiley, whose widow, Mrs. Louise Wiley, and their son, Tom J. Wiley are carrying onward and upward in the public service. Mrs. Wiley is President, and her son is Vice President and General Manager. Elsewhere on this page is detailed more of the business personnel and opeprating activities, including enormous shipment of fruit and vegetable baskets to the Rio Grande and Winter Garden. Both a wholesale and retail business is conducted by the owners and operators of this pioneer manufacturing institution, records disclose; and, may it also be said in their honor that the East Texas Crate & Basket Manufacturing Company is one of Tyler's outstanding industrial concerns, a real asset, if you please, to Tyler, Smith county, East Texas and the whole of Texas as for that matter!

WILEY FAMILY CAME TO SMITH COUNTY, TEXAS BEFORE THERE WAS ANY TYLER, BACK IN 1846, OR MORE THAN 100-YEARS AGO, ALSO BACK IN THE MEMORABLE DAYS OF THE NEVER FORGETTABLE TEXAS REPUBLIC WHEN PIONEERING ACTUALLY MEANT JUST THAT

Tyler.—Back in 1846, or more than 100-years ago, the Wiley family located here, and thruout the years they have enjoyed a record of progress and prosperity as good citizens and tax payers, facts and figures disclose. That was back in the days when there was no Tyler, in the memorable days of the old Texas Republic. It was also a time when pioneering meant just that and more, accepting history at its full worth; and, on down thru the ages came the Wileys as welcome and trust worthy folk, it is praise worthy said of them. Seeking no personal publicity, nor agrandisement of any kind, the Wileys are a self-sustaining, progressive and rugged pioneer type of citizenship, the kind that make of any community a more desirable, progressive and prosperous place — unquestionably so, it may be and is honourably said of them. And, just here we come to the presence of East Texas Crate & Basket Manufacturing Company established, and/or founded in 1925 by one of these Wileys. He was none other than the lamented W. C. Wiley, beloved and revered by all who knew him, it is affirmed. At his death in 1940, his widow, Mrs. Louise Wiley took over and for nearly 10-years she has achieved and accomplished as perhaps no other woman in this locality, further estimate is given. Her son, Tom J. Wiley, serves as Vice President and General Manager. One son, Rudolph Wiley was accidentally killed in an automobile accident when he was only 17-years of age. Had he lived he would now have been 46, tenderly recalls his charming Mother. There are two daughters: Mesdames Rebecca (R. W.) Johnston, who husband is Secretary of the subject company; and, Alice (Larry) Nathan. Two grand children: Favre and Linsey Nathan. Parents of Mr. Wiley: T. J. and Mrs. Alice Wiley, both deceased. Parents of Mrs. Wiley: Jos. A. and Mrs. Rebecca Ann Favre, both deceased. The deceased founder was a native of Pearlington, Miss., and Mrs. Wiley is a native of Tyler. As stated above, the Wiley family moved here in 1846 before there was any Tyler, which had its beginning from Starville, Alabama, Mrs. Wiley relates. The Wileys, therefore pioneered here both as to citizenship and manufacturing, records disclose.

East Texas as Whole Enjoys Good Substantial Friend In East Texas Crate & Basket Manufacturing Company

Tyler.—Smith county, East Texas; and, environs, enjoy many good and representative friends as reflected in this Special Edition, but it has remained for the owners and operators of East Texas Crate & Basket Manufacturing Company, established and/or founded here in 1925 by the lamented W. C. Wiley, and Chas. W. Robertson, to occupy a unique and unusually interesting place in the progress of this area as a whole. Perhaps among the earlier of Texas Republic settlers, the Wiley family has come down as pioneering stock; and, to their credit, the family tradition is being maintained enthusiastically and well, according to observation and information. The civic and religious life of Tyler, the material progress and general prosperity of East Texas; and, the development of the Lone Star state as a whole owe much to such stalwarts as the Wileys. Modest and retiring of disposition, each and everyone of them are rated as being worth their weight in gold as community assets; and, yet, it is highly possible that a great many folk right here in Tyler do not know of the presence and location of this major industrial activity in this happy Smith county, Texas midst. The Wiley family are a busy folk, but they are human and are always happy and glad to see their friends, as well as the public. Would that we had more of the Wiley community building type of folk. Greetings and best wishes, Mrs. W. C. Wiley, President; Tom J. Wiley, Vice President and General Manager, and all the rest of you who are contributing much of your time and effort thru the successful operation of East Texas Crate & Basket Manufacturing Company to enhance the general awakening of better conditions thruout the Tyler, Smith County sector of East Texas. Good health, good luck and a happier life for each and everyone of you!

Wiley Family Subscribes Liberally of Support and Influence on Behalf of East Texas Progress

Tyler.—In appreciation of the effort under way to help more widely publicize the natural and potential resources of East Texas; and, environs, and endorsing wholeheartedly the progressive programs advocated herein, the Wiley family and others, associated in the ownership and operation of East Texas Crate & Basket Manufacturing Company have subscribed generously of their support and influence toward the success of this Special Edition. Utilizing among what is believed to be the greatest surface natural resource in East Texas—Timber—the Wileys have instantly recognized the importance of this industry and have not hesitated to participate and co-operate in every way possible toward its magnificent success. These good folk, along with all other representative Sponsors have the cordial thanks and appreciation of the management!



Above picture represents partial view of East Texas Crate & Basket Manufacturing Company, Mrs. W. G. Wiley, President; and, Tom J. Wiley, Vice President and General Manager, Tyler, Texas. As a pioneering industrial institution, this concern is known far and wide for its splendid production and fair dealing, it is attested.

WILEY FAMILY

Progressive Crate and Basket Manufacturers

COMES OUT

Enthusiastically For Fullest Possible Development Natural and Potential Resources Thruout Whole of East Texas; and, Environs with Particular Interest as to Smith County; and, Specifically as to the City of Tyler, and Their Trade Territory, Affirmation Is Made

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

DARNELL LUMBER CO., GORDON DARNELL, 51; J. D. BRASHER, 49, OWNERS - OPERATORS ADMITTEDLY ONE OF MOST ACTIVE AND SUCCESSFUL INDUSTRIAL OPERATIONS OF ITS KIND IN EAST TEXAS AREA

Messrs. Darnell and Brasher Represent a Business Partnership Growing Out of a Boyhood Friendship, and an Acknowledgment One to the Other That They Should Be Associated Together in Business for a Maximum of Good Results and Public Service, They Declare

Carrying 3 to 5,000,000-Feet Standing Timber; and, From 1 to 2,000,000-Feet Manufactured Lumber in Their Inventory, Owners of Darnell Lumber Company May be Well Proud of the Magnificent Showing They are Making, it is Pointed out by Those in Position to Know

Darnell Lumber Company's Saw Mill Capacity 25,000 to 35,000-Feet Daily Plus Absorption Output Other Mills; and, Modern Planer Enjoys Rated Capacity 100,000-Feet Dressed Lumber Daily With General Wholesale Shipment Going Thruout Texas, it is Announced

Carthage.—"And, they went to Carthage," it may be said of the long ago; and, in the present day progressive development of East Texas, it may be, and is, correctly said that 'they are still going to Carthage;' or, perhaps in a more modern way they are coming to Carthage for the purpose of having Darnell Lumber Company fill their orders for good lumber; and, that's their reputation of being among the largest and more extensive producers of good lumber in this part of the State, observation and information establish. Darnell Lumber Company is owned and operated by Gordon Darnell and J. D. Brasher, 51 and 49 respectively as to their ages. Mrs. Julia Darnell is the wife of Mr. Darnell, who is a native son Panola county, where Mrs. Darnell was also born, it is recorded. They have lived within this environ all of their lives todate, and it is known they entertain no thought or intention of changing the happy residential and industrial relation that obtain. They are the parents of two children: Gordon L. Darnell, 22, a Veteran of World War No. 2. He served in the U. S. A. in one week of each other. He has one sister, Mrs. Dovie (Irby) Marsh.

The other son is Lawrence Darnell, 21. Parents: Horace and Mrs. Idell Darnell, both deceased. Parents of Mrs. Darnell: J. C. Cooper, deceased; and, Mrs. Emma Cooper, living. At the age of 17, Mr. Darnell says he started his experience in the timber business, working at a saw mill then and for other years on up to 1939 for other people; also, during the years from 1925 to 1939, he also bought and estimated timber, he says. In 1939 he established a big saw mill 1 mile south of his present location just south of Carthage; and, cut around 50,000 feet of lumber daily during the time he operated the plant, it is revealed. In 1943, Mr. Darnell says he sold that operation; and, in 1944 built the present mill, which carries a capacity of from 25,000 to 35,000 feet of lumber daily, it is reported. But, here's the startling and interesting announcement, having to do with the ownership and operation of a Planer that easily turns out 100,000 feet dressed lumber daily, Mr. Darnell relates. Installation of Dry kiln service later on is contemplated, it is known. In order to 'feed' the big Planer, absorbtion sizable quantities of lumber from auxiliary plants is necessary, it is ascertained. When Mr. Darnell was at the age of 6 years, he says both of his parents passed away with-

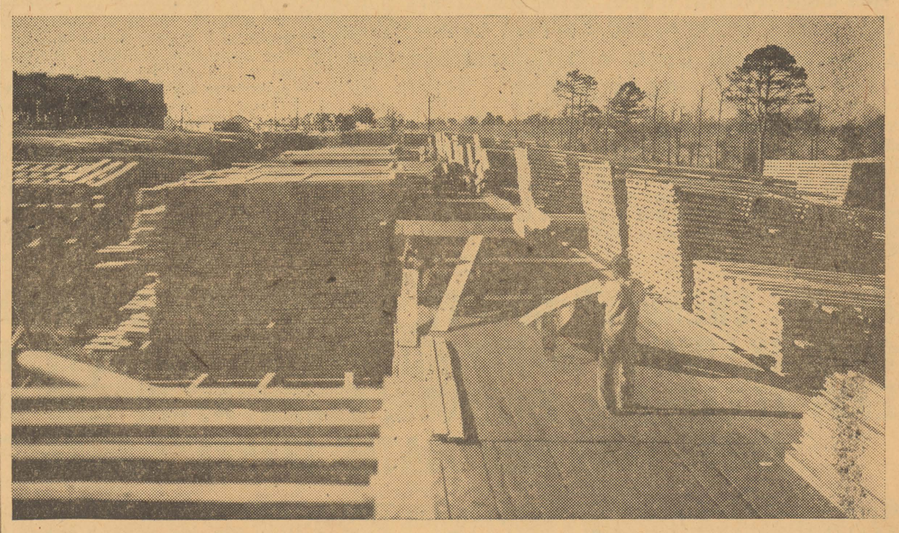
J. D. Brasher, Junior Partner with Gordon Darnell, Manufacturing Good Lumber Continues to Reside at Beckville!!

Beckville and Carthage.—J. D. Brasher, junior partner with Gordon Darneli in the ownership and operation of Darnell Lumber Company at Carthage continues to reside at Beckville, communiting back and forth daily to Carthage; but, Mr. Brasher says he likes it. It was here at Beckville Mr. Brasher formerly operated a tractor mill, the latter in 1944 having been absorbed with Mr. Darnell's operations in Cathage, thereby establishing the firm of Darnell & Brasher in the lumber manufacturing business, it is disclosed. disclosed.

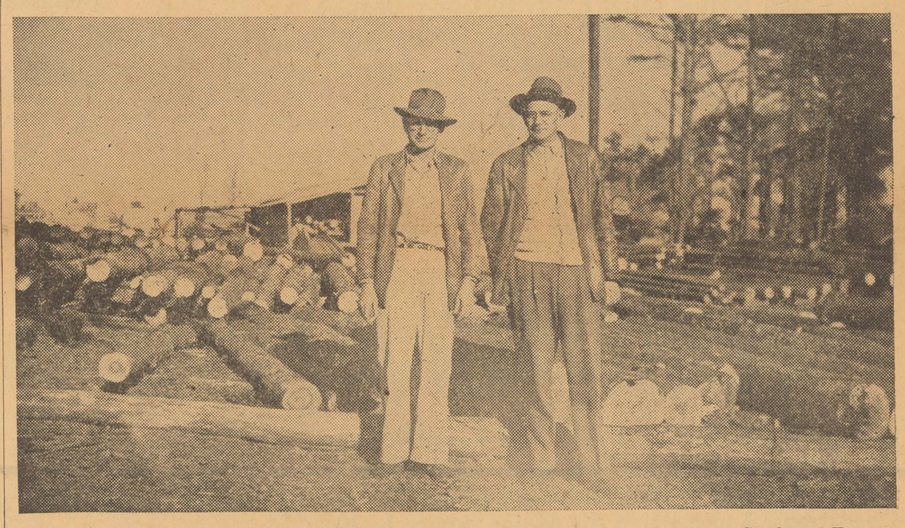
Messrs. Brasher and Darnell each are known to have come up the hard way, but presently they are definitely on top, it is believed, in so far as the manufacture and sale of good lumber has to do with the extensive wholesale markets thruout Texas. Mr. Brasher looks after the operation of the big Planer mill; and, Mr. Darnell supervises operation of the saw mill and woods activities, it is learned. Mr. Brasher also serves as timber crusier. Both Messrs. Darnell and Brasher are known to be practical operators in that they are able to fire the boiler; truck lumber and/or do most anything that may come to hand in time of necessity in any or all departments of their business, it is declared. Mrs. Gladys Brasher is the wife of Mr. Brasher. They have two children: Dewey Glenn (Mrs. Edsel) Brasher, 23, this young man having served with U. S. Coast Guard during World War No. 2; and, Miss Betty Ann, Brasher. There is one grand son, Glenn Brasher Jr. Parents: S. J. and Mrs. Montie Rae Brasher, both living. Parents of Mrs. Brasher: Mr. and Mrs. A. J. Williams, both deceased. Mr. Brasher is a native of Beckville, and Mrs. Brasher is a native of nearby Brooks, Texas.

Gordon Darnell, Senior Partner in Firm Darnell & Brasher, Owners and Operator Darnell Lumber Company, Civic Minded!

Carthage.—Gordon Darnell, senior partner with J. D. Brasher in the ownership and operation of Darnell Lumber Company, a major operation of its kind in this part of East Texas; and, Environs, is well known in the civic and religious life of the community, it is pointed out. He has served as a school director, or trustee, and is a Deacon in the First Baptist church. Like his partner, Mr. Brasher, quickly and enthusiastically Mr. Darnell says he looks with a bright future on behalf of Panola county, East Texas; and, its Environs, and to that end he and his business partner, Mr. Brasher propose to do everything within their power to help make of this Carthage area a happier and better place in which to live and do business, he assures. Soil conservation and selective timber cutting, as well as adequate drainage and all other progressive programs advocated in this special edition enjoy the support and influence of both Mr. Darnell and Mr. Brasher, these two Gentlemen being positively and definitely in the exclusive lumber manufacturing business they desire it known of all men now and always, they happily insist, because this is the field in which they may be of the greatest good and the most active service in all worth while constructive activities!



Above picture shows portion of 1,000,000 to 2,000,000-feet lumber usually carried in the Inventory of Darnell Lumber Company, Carthage, Texas where extensive saw mill and planer operations are carried on by Gordon Darnell and J. D. Brasher, partnership owners and operators, it is announced.



Saw mill operations of Darnell Lumber Company are shown in above picture at Carthage, Texas. The owners and operators, Messrs. Gordon Darnell and J. D. Brasher, left to right are shown in the above picture.

SPECIALIZING IN THE MANUFACTURE OF GOOD PINE LUMBER IN ALL DIMENSIONS, DARNELL LUMBER COMPANY, MESSRS. DARNELL AND BRASHER, OWNERS AND OPERATORS, MAINTAINS STANDING TIMBER 3 TO 5,000,000-FEET WITH 1 TO 2,000,000-FEET LUMBER IN THEIR INVENTORY

Always in the Market for Additional Timber Tracts, Messrs. Darnell and Brasher Declare That Business is Good With Them All the Time Because They Are Equipped to Handle it in Large Volume

Fleet of 7-Trucks and Adequate Logging Teams Serve the Darnell Operations, There Being 75 to 100-Men Speeding Up Production at the Plants and in the Woods, it is Observed

Carthage.—Not only enthusiastically supporting the ultimate success of the progressive programs advocated in this special edition, and to which they have subscribed generously of their support and influence, Gordon Darnell and J. D. Brasher, owners and operators of Darnell Lumber Company are known to be genuine friends and fine workers in the civic and religious life of Carthage, Beckville; and, Panola county, East Texas; and, Environs. These Gentlemen, by many, are esteemed as wheel horses in helping to carry the community load now and always; and, that in their own operations they have won a success that is indeed enviable and brings justifiable pride to them, and each of them, it is declared. Specializing in the manufacture of good pine lumber in all dimensions plus enormous shipments thruout Texas, Messrs Darnell and Brasher are known to carry from 3,000,000 to 5,000,000 feet standing timber; and, their inventory possesses 1,000,000 to 2,000,000 feet lumber, it is made known. These progressive timbermen and businessmen are definitely and constantly in the market all the time for the purchase of good tracts of timber; and negotiations to that end are invited by them, it is assured. Contact with them may be made via U. S. Mail; wire or telephone; and/or in person, Carthage, Texas. Business is always good with this concern, it is learned for several reasons, i. e., first they are equipped to produce and deliver in volume, promptly and at reasonable prices, it is assured. A fleet of 7 trucks and adequate teams serve the logging and lumber manufacturing operations of Darnell Lumber Company, the owners and operators known to stand high in the civic and religious life of Carthage and Panola county, East Texas; and, Environs. The Darnell way is the only way in the lumber business, insist many patrons and friends of this favorably known organization, it is affirmed.

Beckville Lumber Company, Owned and Operated by Gordon L. Darnell, 22 and Dewey Glenn Brasher, 23, in Retail Sale Building Materials Lock and Key Job

Father of Mr. Darnell Came Up Hard Way; and, Father Mr. Brasher Followed Public Works Up to 1944, When he Formed Partnership with Elder Darnell in Ownership and Operation Darnell Lumber Company at Carthage

Beckville.—Beckville Lumber Company, owned and operated by two promising young business men occupies a conspicuous place and genuine part in the life and progress of the Beckville area of East Texas; and, Environs, point out friends and well wishers of Gordon L. Darnell, 22; and, Dewey Glenn Brasher, 23, sons of Gordon Darnell and J. D. Brasher, the latter two gentlemen being fast friends as well as owners and operators of Darnell Lumber Company, a giant institution of its kind, so to speak, in Carthage. During World War No. 2, both of these young men served with signal loyalty and distinction; and, when they returned home, quite naturally they got right down to business and are said to be making a big go of their retail lumber yard and builders hardware here at Beckville. These young gentlemen, it is assured, are in position to furnish materials for a lock and key job in the building world; hence, their fine appreciation of your patronage plus a cordial welcome for others to join the long line of folk depending on them for excellent service in all departments of their business, including paints and/or each and every other kind of assistance you may need in that field of business endeavor, each of them sincerely invite. Fathers of Gordon and Dewey formed their lumber manufacturing business partnership in 1944 at Cathage.

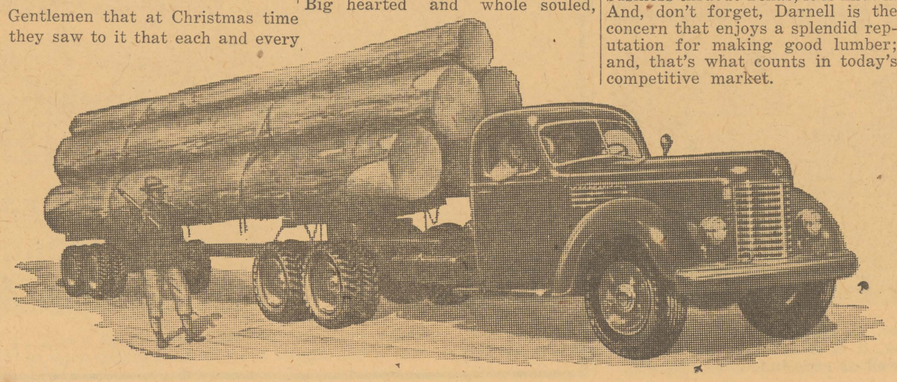
Miss Hazel Segler, Office Manager and Cashier Darnell Lumber Company With Which Lawrence Darnell Is Associated

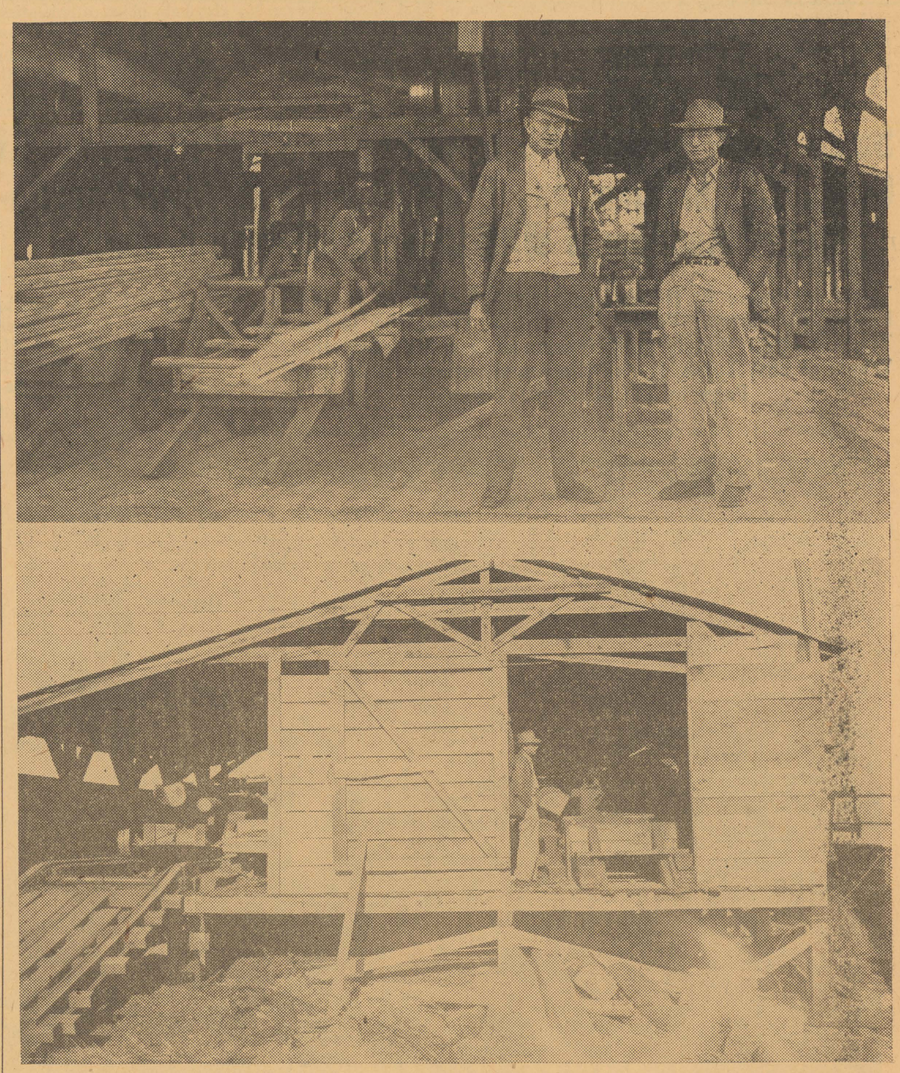
Carthage.—Efficient personnel is employed thruout the Darnell Lumber Company operations, its owners and operators declare; but, particularly to each of them point with pride to the excellent services of Miss Hazel Segler, efficient office manager and cashier. Lawrence Darneyy, youngest son of Mr. Darnell is associated with this big lumber manufacturing concern; and, like all of the loyal and appreciated employes of the company, young Darnell is doing his part to help make of the organization just one big happy family in the service of the public; for, after all it is far more worth while to serve both God and humanity than it is to make money. Be it also said, that a good name is rather to be chosen than great riches, hence the team work and straightforward co-operation to be found thruout the Darnell plant and woods, attest both Gordon Darnell and J. D. Brasher, owner and operators. A visit to the outstanding operations of Darnell Lumber Company here at Carthage, Panola county, East Texas; and, Environs is one of the pleasant and delightful excusions in life. This commentator delightfully suggests that you take it some time!

Darnell Lumber Company Enjoys Splendid Relations With Its Pleased Labor, the Latter at Christmas Time Enjoying Bonus Payments $5.00 to $100.00 Each

Messrs. Darnell and Brasher Are Known to be Happy and Glad When They are Able to Reward Meritorious Service; and, in so Doing They Affirm and Believe That They are Also Able to Render Better Service to the Trade, Each of Them Assure

Carthage.—Other manufacturers no doubt have successful plans of their own in showing adequate appreciation of loyal and meritorious services rendered on the part of their employes, but as for Darnell Lumber Company it has remained for its owners and operators, Gordon Darnell and J. D. Brasher to really recognize their employees in more ways than one. Be it said to the credit of these progressive Gentlemen that at Christmas time they saw to it that each and every person on their pay roll was given a Five ($5.00) Dollars to One Hundred ($100.00) Dollars in cash. That's what this commentator calls a real Christmas for the recipients of this money; and, the amount ran into a sizable sum of money as you may appreciate when you consider that Darnell Lumber Company employs from 75 to 100 men. Big hearted and whole souled, Messrs Darnell and Brasher are known to stand in a class all to themselves, appreciatively express many, if not all of their employes; and, as the years come along it goes without saying that manager—labor relations will maintain their stride at Darnell's plant, modern in every way, it is observed and enjoyed a tremendously fine business thruout Texas, it is known. And, don't forget, Darnell is the concern that enjoys a splendid reputation for making good lumber; and, that's what counts in today's competitive market.





Left to right above J. D. Brasher and Gordon Darnell, owners and operators Darnell Lumber Company, Carthage, Texas. In top picture is shown the 100,000-feet capacity Planer and at bottom the 25,000 to 30,000-feet capacity saw mill operated by this huge lumber manufacturing concern. And, if you please the above capacities represent daily operations, Messrs. Darnell and Brasher state. Mr. Darnell is standing at door entrance to his saw mill in lower picture.

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

GRIMES LUMBER CO., ED GRIMES,40, OWNER AND OPERATOR AT CROCKETT, HOUSTON COUNTY; AND, ENVIRONS, HAD HIS BEGINNING AT JACKSONVILLE, HE SAYS, WITH PROMISE OF SUCCESSFUL FUTURE

Carrying Saw Mill Capacity 20 to 25,000-Feet; and, Planer Capacity 35 to 40,000-Feet Finished Lumber, Mr. Grimes Announces That it is Necessary for Him to Absorb Outtput 9-Tractor Mills, Two of Which he Owns in Addition to His Plant in Crockett, he States

Mr. Grimes Estimates That he Carries Upward 1,000,000-Feet Standing Timber; and, That his Inventory Usually runs 800,000 to One Million Feet of Lumber on His Yard at Crockett, From Which he Conducts Both a Wholesale and Retail Business, it is Noted

Starting His Business Career With $25.00 Borrowed Money, Which he Paid Down on a Car, Mr. Grimes Says While it Has Been a Rugged Road the Effort Has Been Worth While, Since he is Now Turning Out from 230,000 to 250,000 Feet Lumber Weekly, Considering His Direct and Indirect Manufacturing, he Affirms

Crockett.—Ed. Grimes, 40, native of Jacksonville, Cherokee county, East Texas; and, environs, believes he has made good thus far with his saw mill and planing operations, he states, and especially so, he declares, when it is considered that he started his business career on $25.00 borrowed money, every cent of which, he states, was paid down on an automobile. But he had a goal set to go yonder, so to speak; and, he has done just that, he admits, notwithstanding the road has been rugged, and even now at times seemingly insurmountable conditions arise but he doggedly hurtles them and goes right ahead in a bigger and more constructive way, he believes. In his boyhood, information discloses that was when Mr. Grimes began his timber experience, gradually climbing until in 1935 he started lumber manufacturing in Houston county, Texas. At that time Mr. Grimes says he was feeling his way out in the county, but he soon made good, he considered and bought his present plant here in Crickett, capital city of Houston county. It carries capacity of 20,000 to 25,000 feet at the saw mill; and, from 35,000 to 40,000 feet of lumber at his planer, Mr. Grimes affirms. In addition to his major plant, Mr. Grimes says he absorbs the output of 9 tractor mills, two of which he owns, it is learned. Mr. Grimes estimates that he produces 90,000 to 100,000 feet lumber weekly on the average at his major plant, and to this he figures that he receives from 140,000 to 150,000 feet of lumber from his tractor mills, affording him an aggregate total of 230,000 to 250,000 feet of lumber weekly. All of the above information introduces you to some idea as to the magnitude on which Mr.Grimes carries on; and, thruout this page additional information will be given as to his business activities and his interest in public affairs generally.

Ed. Grimes, Lumber Manufacturer Enjoys Interesting Family With One Set of Twins, Plus Community Interest

Crockett. — Ed. Grimes, native Cherokee county, appreciates his progress as a lumber manufacturer, he admits, but his greatest joy, he insists comes in serving God and humanity, the latter first, last and all the time claiming a large share of his interest and attention, it is known. Community interest also occupies a warm spot in the life of this hustling timberman; and, just here it is of interest to say that besides himself and wife, he and Mrs. Grimes are the parents of 7 children, the last two being a set of twins. Mrs. Grimes was the former Miss Mildred Wilson, daughter of Ruf and Mrs. Katie Wilson, both living. Robert and Mrs. Mollie Grimes, parents of Mr. Grimes are both deceased. Children: Charles Grimes, 20, out of U. S. A., after serving in South Pacific during World War No. 2; James, 19, (Mrs. Jimmie); Misses Dorene; Doloris and Nora Grimes; and, the twins, Arnold and Ardith Grimes, 8. Mrs. Grimes is a native of Collins county, Texas, but she says she has always maintained a keen interest in Houston and Cherokee counties because of her husband's identification with them; and/or any other place where he may be interested. That's the kind of spirit and loyalty conducive of happiness, team work, love and genuine home-making, may it be said of this couple!



Saw mill and planing activities find Ed. Grimes, shown in above picture to be one of the busiest lumber manufacturers in this sector of East Texas, facts and figures disclose. He prides himself in being able to produce good lumber and declares business is always good with him. Grimes Lumber Company, owned and operated by Mr. Grimes is located at Crockett, Texas.

NATIVE CHEROKEE COUNTY, TEXAS BOY, ED. GRIMES, 40, IS MAKING GOOD AS LUMBER MANUFACTURER AT CROCKETT, HOUSTON COUNTY, EAST TEXAS; AND, ENVIRONS, OBSERVATION AND INFORMATION DISCLOSE PLUS INVIGORATED INTEREST BEHALF HIS STATE

Carrying Upward 1,000,000-Feet Standing Timber, Mr. Grimes Announces That he is Constantly in the Market for Additional Timber Tracts Fee or Rights, and Invites Opportunity to Open Negotiations for the Purchase of Available Timber Tracts Here or Elsewhere

Crockett.—Ed. Grimes, owner and operator Grimes Lumber Company with executive headquarters in Crockett, Houston county, East Texas; and, Environs, says while he is proud to have been a native of Jacksonville, Cherokee county, for which; and, its people, he still holds a warm spot in his heart, his major lumber manufacturing interests are centered here. And, for that reason, he comments, it is necessary for him to devote most of his time and attention to his ever expanding activities hereabouts. He carries an envigorated interest he says not only on behalf of East Texas as a whole, but the Lone Star State of Texas in its entirety. Therefore, he proclaims it is but natural for him to be a friend, booster and worker for the progressive programs advocated in this Special Edition; and, to which he has subscribed generously of his support and influence, a whole page being devoted to his manufacturing interests and helping to more widely publicize the natural and potential resources of East Texas; and, Environs generally. And, while this activity is being carried on, Mr. Grimes says he'd like to announce that he is constantly in the market for additional timber tracts either in fee of rights; he, therefore, invites opportunity to negotiate with any one having available timber tracts for sale here or elsewehere. Fee or rights transactions, he says, hold his interest. Ready, willing and able to do business on the spot is the Ed. Grimes motto of doing business, he affirms; and, welcomes opportunity to trade with you, he declares. Lumber manufacturing is my business, says Mr. Grimes and to keep plants going we've got to have timber and lots of it, he affirms.

Cutting Pine and Hardwood Lumber, Grimes Lbr. Co. Does Wholesale and Retail Business Within Texas!!

Crockett.—Grimes Lumber Company, Ed. Grimes, owner and operator does a general wholesale and retail business within Texas point, it is announced; and, in order to accommodate the trade all dimensions of both pine and hardwood lumber are manufactured by this concern, it is observed. Refreshing and interesting sight is it to behold the big lumber trucks doing their stride, what as to bringing in logs and carrying out the lumber. Busy as a switch engine would be one way to describe the scene, and putting it another way, since Mr. Grimes is always in high gear, he says, it might be referred to as lightning rapidity, remote control and direct current seeing to it that the job is perfected just as Mr. Grimes would have it on behalf of his customers here and elsewhere. You are invited to shop Grimes Lumber Company way when you are in the need or market for building material!

Cheaper Power, Lower Taxes, Better Roads and Adequate Drainage Claim Interest Ed. Grimes Plus Support of All Other Progressive Programs Advocated

Crockett. — While unreservedly supporting actively and generously the newspaper publicity advertising effort to help more widely publicize the natural and potential resources of Crockett, Houston county, East Texas; and, environs, Ed. Grimes, owner and operator Grimes Lumber Company says he desires to go on record as favoring, enthusiastically so, cheaper power, lower taxes, better roads and adequate drainage; soil conservation; selective timber cutting; increased production all farm products, including livestock, milk, meat and eggs; better churches and schools; and, a whole hearted and cordial invitation to desirable new people, money and industry to locate in this favored sector of the Lone Star State of Texas. Thank you, Mr. Grimes!

Ed. Grimes, Lumber Manufacturer is in High Gear All the Time, He Says; and, Declares That He Has Never Had a Vacation, Good Hard Work Being His Objective

Conducting Both a Wholesale and Retail Business, Mr. Grimes Announces That he Contemplates Installing Dry Kiln System Later On at His Crockett Operations, Augmenting the Major Service he Now Employs, he Points Out

Crockett.—'Believe it or not' there's one man in East Texas who never takes a vacation, he declares; and, that unusual personality is none other than Ed. Grimes, owner and operator Grimes Lumber Company here in Crockett, it is ascertained. Mr. Grimes says he is going in high gear all the time, and that he is having so much fun that such a thing as a vacation otherwise would be all together out of the question for him. "Just good old fashioned hard work being my objective and goal," he affirmed, "is good enough for me." On behalf of his business operations at large, Mr. Grimes says he contemplates later installing a Dry kiln system at his Crockett plant, augmenting as it would the present superior lumber manufacturing service he is endeavoring to render for both here at home and abroad, he makes known. As stated elsewhere on this page, Mr. Crockett not only operates his big saw mill and elaborate planer here in Crockett, but directly and indirectly he receives from 140,000 to 150,000 feet of lumber weekly from his auxiliary mills, two of which he owns.Looking with a rosy outlook on a bright future for East Texas, Mr. Grimes anticipates good business for many years!

Small Army of Men Required to Man Plant Operations of Grimes Lumber Company, Progressive Young Owner and Operator Announces With Upward 300-Men in Action

WithConfidence in Himself and Unshaken Faith in the Future, Mr. Grimes Takes the Position That Now is the Time to More Widely Publicize Houston county and the Whole of East Texas, Hence His Underwriting of a Whole Page in This Special Edition

Crockett.—As little as the lay-mind might think, it is necessary to employ a small army of men to keep the major and auxiliary plans of Grimes Lumber Company, E. Grimes, owner and operator, going in high, observation and information establish. On the word of Mr. Grimes, he states that upward of 300 men at the major and auxiliary plants, plus wood operations mutely tell the story of the sizable payroll he maintains. That's a worth while industry within itself, practically sufficient to maintain the activities of a small community were all of the families assembled in one locality; but, as it is the Grimes pay roll is going a long way, it is figured, to help sustain progress and prosperity within the environs where it is distributed. And, when you look into the past—not so many years ago—when Mr. Grimes borrowed that $25 to pay down on an automobile, one and all must, and do, admit that Ed. has made wonderful progress. His friends and well wishers commend him, and wish for him continued years of progress and prosperity.



Ed. Grimes, formerly of Jacksonville, Texas, progressive owner and operator Grimes Lumber Company, Crockett, Texas, where Mr. Grimes is known to maintain a substantial pay roll and manufactures both quality and quantity lumber, it is established. Mr. Grimes says he is constantly in the market for additional timber tracts and invites your conmmunications as well as negotiations to that end.

Good Public Service Invariably Gets Community Results Similar To

SUCCESS

Scored On Behalf of Business, Manufacturing, Agriculture, Livestock Production and Better Citizenship

DECLARES PIONEER

Ed. Grimes, 40, Founder Grimes Lumber Company, Now in Midst of Its 12h. Anniversary Celebration Plus Cordial Welcome to Desirable New People, Money and Industry, He Affirms

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

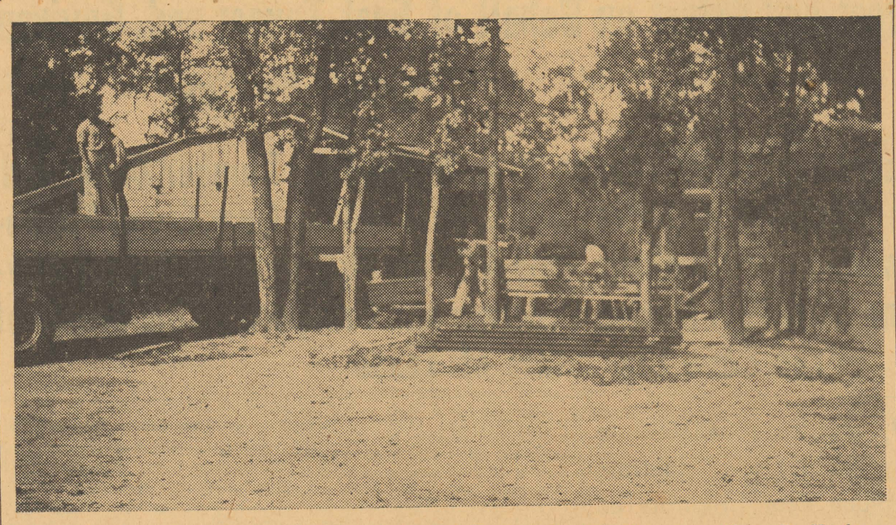
FUTURE DEVELOPMENT NATURAL AND POTENTIAL RESOURCES EAST TEXAS; AND, ENVIRONS, ENJOYS SUBSTANTIAL GOOD FRIEND IN CHAS. P. HUGHES, 32, OWNER-OPERATOR HUGHES LUMBER COMPANY

Saw Mill and Planer Operations Carried on by Mr. Hughes in His Sector of Newton County, East Texas; and Environs, Known to Represent Production of Good Lumber and Carrying, Also, a Sizeable Pay Roll in all Departments of His Business and Lumber Manufacturing Operations

Mr. Hughes is a Native Son, and as Such, he Says, With Pardonable Pride, That it is Both a Privilege and a Pleasure to Participate and Co-operate With Other Progressive Sponsors of This Special Edition to Help Boost and work for His Home Community; and, its Environs

Young Timberman Says Both His Saw Mill and Planer Each Carry Daily Rated Production Capacities of 30,000 to 35,000-Feet; and, That he Employs Upward 75-Men at His Plants and in The Woods

Bon Weir.—Newton county numbers among its progressive and alert citizenship and taxpayers a native son in whom his friends and neighbors affirm they are well pleased and very proud because of his achievements and accomplishments in many walks of life, particularly that of timber manufacturing into good lumber. Reference, of course just here, is made to none other than Chas. P. Hughes, 32, native son and owner and operator of Hughes Lumber Company, one of the really worth while industrial developments in this area of East Texas, it is pointed out. Other stories on this page will reflect further, and more in detail perhaps, the progress and prosperity made possible by the activities of this native son of Newton county. But, presently suffice it to say in a general way that he's pure gold, so to speak when it comes to being a boosting and working friend for his home community. Yes, 'tis true he admits, that he could have cast his anchor elsewhere, but he elected and preferred to establish his mark in life right here in his home county of Newton; hence, the fine report that is his now, and assuredly to become more promising as the future unfolds and renders unto him added opportunities for public service and increased business success, say those who know him best. His charming wife, Mrs. Lena Hughes is more than a companion, he says; she's his inspiration and influence to keep climbing higher both in the service of God and humanity, he affirms. Mr. and Mrs. Hughes are the proud parents of two interesting children: Chas. P. Hughes Jr., 4; and, Michael Hughes, 2. Parents: T. M. and Mrs. Mollie Hughes, both deceased, his father having passed away in 1922. Parents of Mrs. Hughes are both living. They are Mr. and Mrs. T. Hall and Mozie Bell Inman. Mrs. Hughes is a native of the Bonweir community. So-o, it appears that these two native young people have lived in their native heath all their lives to date and unquestionably entertain presently no thought of changing this very pleasing and happy home-atmosphere relationship, it is believed. Hughes Lumber Company operations are in the major class of production, accepting as a yard stick to go by the fact that both the saw mill and planer operated by Mr. Hughes rate 30,000 to 35,000 feet of lumber each daily, according to his estimate. Then, too, the fact that upward of 75 men are employed by him at his plants and in the woods afford further assurance that the Hughes industry is a sizeable and appreciated part of the industrial activity of the entire Bon Weir sector of New County, this comentator believes and attests. From 1943 to 1944 Mr. Hughes says he operated his first sawmill near Bon Weir; and, in 1945 he moved his operations to his present site 1 mile west of Bon Weir. When he moved to his present location, Mr. Hughes says he installed his planer and that from that day on business began to hum with him, and that he does not entertain any thought or idea that there will be any slowing down for a good many years yet to come. If good service is worth anything, and that always controls, Mr. Hughes makes his appraisement as to the future correctly, in the opinion of many who feel the same way about it



This scene shows another activity at the plant of Hughes Lumber Company, Chas. P. Hughes, owner and operator, Bon Weir, Texas. Coming from the bottom up, Mr. Hughes is known to have scored flattering success in his timber manufacturing stride, friends and neighbors affirm.

Modern Equipment Enables the Hughes Lumber Company to Carry to a Huge Lumber Business at Their Plant

Bon Weir.—Chas. P. Hughes, owner and operator Hughes Lumber Company, carrying modern sawmill and planer equipment capable of producing 30,000 to 35,000 feet of lumber each daily, says that because of this modern equipment he is able to carry on his huge retail lumber business right here at his splendid plants. Business is good with him all the time, Mr. Hughes states, but in order to take care of increased volume now and later, he announces that he is constantly improving his equipment and installing feeder tractor mills here and there to help take care of his demands, as well as the demands made upon his industrial operations.Also, in this direction, Mr. Hughes announces that later he contemplates installing dry kiln service so as to speed up his Planer output. Devoting all of his time to the lumber business, Mr. Hughes says it is an easy matter for him to learn something constructively new about the business, calculated to improve output with each passing day. As one of the youngest major operators in East Texas, Mr. Hughes unreservedly pledges his support and influence toward the future advancement and best possible development not only of Newton County, but the whole of East Texas; and, its environs, he declares. Civic and religious progress of course, says Mr. Hughes, occupy conspicuously a warm and welcome place in his heart first, last and all the time.

HUGHES LUMBER COMPANY, CHAS. P. HUGHES, 32, OWNER AND OPERATOR APPRECIATED AS AN INVALUABLE ASSET IN BON WEIR SECTOR NEWTON COUNTY

Substantial Pay Roll Steadily Distributed by Mr. Hughes Helps to Keep Progress and Prosperity Humming in This Part of East Texas, Employes and Friends Declare

Bon Weir.—Hughes Lumber Company, Chas. P. Hughes, 32, owner and operator, unquestionably is the financial back-bone of this Newton county, East Texas; and, Environs, area, employes and friends comment. Carrying upward 75-workers on his pay roll at his plants and in the woods, Mr. Hughes, a native son of Newton county, is known to be acquitting himself nobly and well as a young industrialist, citizen and taxpayer, coment those who appreciate his worth as a community asset. And, another thing, it has been wonderful to observe the progress of this young man, state others. He's a wizard in some regards, it is believed, because he's everlastingly and always at it not only toward the success of his own business but for the benefit of his community; and, its people, it is assured. You can't beat a combination like that, it is pointed out. Maintaining and distributing this sizable payroll enriches the coffers of the community in general, it is known; and, everyone seems to be co-operating, working, boosting and cheering Mr. Hughes onward and upward to the mark of a higher calling in his chosen profession, or business, as it were. As a loyal Newton countian, Mr. Hughes makes it known to all men that he stands for progress; and, that he endorses and is in favor of the success of any and all worthy efforts to help make of his sector of the State of Texas a happier and better place in which to live and do business.

T. M. Hughes, Lamented Father Chas. P. Hughes, Pioneer Timberman, Passes Away 1922; and, Son Carries On

Bon Weir.—Back there in the child-hood days of Chas. P. Hughes, owner and operator Hughes Lumber Company, saw mill and planer, he is known to have gained an inspiration and encouragement to follow in the footsteps of his father, the now lamented T. M. Hughes, who passed away in 1922. That was sime 25 years ago, and Charles was only about 7 or 8 years of age at that time; but, he says he was old enough to want to do just what 'Dad' did, and, if possible, in a larger and better way. The lamented father of Mr. Hughes was a pioneer timberman back there in the days when everything toward lumber manufacture was done more or less in crude fashion, not so many of the modern machinery improvements being in vogue at that time; hence, in present day methods of lumber manufacture, young Hughes says he is striving to do a good job each and every day and on time because of the new and quicker way of handling timber from the stump to the finished product. But all and all, he does not hesitate to revere the memory of 'Dad' and look back to the days when his beloved Father gave him the ambition and determination to carry on as at presently constituted. His angelic mother, Mrs. Mollie Hughes, too, was a great inspiration in his life, and because of her tender love and generous kindness, he is today trying to make of his life a channel of blessing in every way possible. God bless a spirit and will power of that kind, Mr. Hughes!

Beginning His Timber Business in Boyhood Days, Chas. P. Hughes, Major Operator in Bon Weir Sector Newton County, Enlarging By Installing Additional Mills

Faith and Confidence in His Ability as a Lumber Manufacturer and Appreciation of His Friends and the Public all Serve as Wonderful Tonic to Help Spur Him Onward and Upward Alertly so, He Says, for Continued Success of Both His Business and the Community

Bon Weir.—It no doubt has been a far cry from the days back yonder in boyhood yesteryears of Chas. P. Hughes, 32, well known lumber manufacturer to the present. Traveling via the hard undoubtedly thru many of those struggling years, young Hughes can and does appreciate more fully now than ever just what it means and does to a fellow to be industriously on the alert all the time. Admitting that it 'pays off', Mr. Hughes does not hesitate to recommend hard work and good judgment to others, believing as he does that they, too, may find such a course in life profitable and well worth while, he believes. Possessing faith and confidence in his own ability to carry on in progressive and constructive way and also appreciate his friends and customers, to whom he passes much of the credit for his success, Mr. Hughes is ever expanding his operations, it is ascertained, including the installation by him of other mills, tractor outfits to augment the supply of lumber to his planer operations. In this way, too, he says he increases pay roll distribution, and in that way he is able to help many fellows who might otherwise be out of employment, and the community would be minus the benefit of this added pay roll; hence, Mr. Hughes is everlastingly and all the time at it for larger and better saw mill and planer success and service. more power to you, Mr. Hughes!

Presently Carrying in Fee and Timber Rights Between 4,500 and 5,000-Acres Timber Lands, Mr. Hughes Announces He's Always in Market For More

Logs Delivered at the Skids Also Find a Ready Market at Hughes Lumber Company West of Bon Weir, Invites Mr. Hughes Who Gladly Encourages Timber Production Via Ready Market When it is Merchantable, he Says

Bon Weir.—Already one of the more fortunate possessors of good timber tracts, Chas. P. Hughes, owner and operator Hughes Lumber Company announces that he is constantly in the market for good tracts of timber either in fee or rights. Presently, Mr. Hughes says he carries on his books between 4,500 and 5,000-acres of fee and timber rights timber acres; and, that he also buys logs delivered at the skids of his saw mill west of Bon Weir. Furnishing a ready market and at good prices for timber, Mr. Hughes believes is one of the best ways to encourage good timber production. He says it is both a privilege and a pleasure on his part to co-operate with timber producers, encouraging selective cutting and seeing to it that forest fires are prevented in-so far as may be humanly possible. Here in East Texas, Mr. Hughes shares the view of many others to the end in his, and their, opinion that the timber crops of East Texas are the most valuable surface assets in this region of the Lone Star State of Texas, and as such they deserve and should have every protection possible from damage, he maintains, and correctly so in the opinion of this commentator. The pay roll of Mr. Hughes is made up generally from his 50 to 75 men working both directly and indirectly for him, he states. It is also ascertained on behalf of Mr. Hughes that he is one of the youngest and more successful timber operators on a major basis in his part of Texas; and, he says he proposes to carry on in a larger and better way, if possible as the new years come along. Atta Boy, Mr. Hughes, keep your stride!



Chas. P. Hughes, owner and operator Hughes Lumber Company is shown in the foreground of the above picture, which reflects his planer in the rear, Bon Weir, Texas. Mr. Hughes is progressive, alert and enthusiastic anent a bright and happy future for all East Texas, he says.

Chas. P. Hughes

Bon Weir, Lumber Manufacturer

WELCOMES OPPORTUNITY HAVING TO DO WITH GENERAL PROGRESS AND PROSPERITY

NOT ONLY OF NEWTON COUNTY, BUT THE WHOLE OF EAST TEXAS; AND, ENVIRONS WHEN IT COMES TO ULTIMATE OR FUTURE SUCCESS OF TIMELY PROGRAMS ADVOCATED IN THIS SPECIAL EDITION!

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

W. S. MARTIN LUMBER CO., E. A. STEPHENS, 62, MANAGER, REPRESENTS MAJOR SAW MILL AND PLANING ACTIVITY IN McSHAN, HOMER AND JASPER COMMUNITIES, AND HEADQUARTERS IN PORT ARTHUR

Contemplated Expansion Program Announced as Including Bigger Mill, Dry Kilns and More Modern Machinery, Declares Manager Stephens Who Says His Timber Experience Began Back There in His Boyhood Days, Plus a Keen Interest and Effort on Behalf of East Texas; and, Environs Wholesome Progress and Development, he Says

Local Operations Carry Saw Mill Capacity 25 to 30,000-Feet Lumber Daily; and, for Like Period the Martin Planer Here Takes Care of Like Quantity of Finished Lumber, Reports Manager Stephens, Who Affirms That he is All Out for Anything and Everything That Will Hasten Progress and Prosperity This Sector of the Lone Star State of Texas

Martin Company Usually Carries 10,000,000 to 15,000,000-Feet Standing Timber; and, Maintain From 600,000 to One Million Feet Inventory on Yards, Employing 65 to 75 Men and Carrying Upward 10,000-Acres Fee and Rights Growing Timber, and in Market for Additional Timber Tracts, it is Announced

McShan, Homer, Jasper and Port Arthur.—W. S. Martin Lumber Company with parent or executive headquarters in Port Arthur, Texas, maintains and operates a 25,000 to 30,000 capacity saw mill here in Jasper county, maintaining also a Planer with capacity capable of taking care of this entire output. E. A. Stephens, 62, veteran timberman is local manager of company operations in this East Texas; and, environs, territory. Before coming to the local operations, Mr. Stephens, who is a native of Covington county, Alabama states that he first went to Tyler county, Texas and from there to Louisiana. Returning to the Lone Star State of Texas, he says he located at Port Arthur, Texas; and, July 1, 1942 he came here, cutting both pine and hardwood lumber. Mr. Martin bought the present plants when Mr. Stephens came here, he states. Mrs. Edith Stephens, wife of Mr. Stephens is a native of Tyler county, Texas. Mr. and Mrs. Stephens are the parents of 5 children: E. A. Stephens Jr. (Mrs. Margaret), local merchant; Mrs. Monta (Prof. R. A., teacher, R. O. T. C.) Landry, Houston; Claude and Clyde Stephens, twins (27), both single, Clyde being in Houston, and Claude here with his father. During World War 2, Claude was in the U. S. A. C., and Clyde served in U. S. Medical Corps; Mrs. Cretise (Cecil Keel), Port Arthur. There are 5 grand children: Edith Ann Stephens; Patsie, Dorothy, Brenda and Cecille Keel. Parents: Clifford and Mrs. Laura Stephens, both deceased. Parents of Mrs. Stephens: Albert and Mrs. Emma Matthews, both deceased. Identifying his experience with lumber manufacturing, Mr. Stephens says it was back in his boyhood days that he worked with old Tyler County Lumber Company at Warren, Texas. After that he sojourned for a while in Louisiana, returning to Texas as a follower of saw milling and finally landed, and hapily so, he says, in his present East Texas lumber manufacturing environ.



Group above represents partial showing work hands employed by W. S. Martin Lumber Company, Northwest Jasper County, East Texas; and, Environs. E. A. Stephens, is General Manager; and, his son, Claude Stephens is office manager and Assistant General Manager of plant operations. General headquarters, Port Arthur, Texas, with local offices McShan, Jasper and Homer.

Two Retail Lumber Yards Operated By W. S. Martin Lumber Company at Port Arthur, Southeast Texas!

Port Arthur.—In addition to the huge lumber manufacturing operations carried on in Jasper county, East Texas; and, environs, as well as elsewhere, it is interesting to note in passing that Mr. Martin also operates two retail lumber yards here in Port Arthur for the convenience of the trade and the accommodation of the public in general. The manufacturing end of Mr. Martin's business is conducted entirely separate from his retail strides, but in each and every department of his mammouth building material business efficiency and team work are to be observed from the smallest to largest detail, it is pointed out. The W. S. Martin Lumber Company is recognized and appreciated as one of the invaluable lumber manufacturing assets thruout East and Southeast Texas; and, environs; and, over in the wholesale and retail branches of their enormous business, no stone is left unturned, it is declared, where the company, and its employes, may be of largest possible service to its customers and the public, it is assured. Just here, thanks and appreciation, please, to the entire Martin organization because of its magnificent co-operation and participation in helping to make of this newspaper publicity advertising effort the excellent success it enjoys; and, more particularly because of the stride that has been made to help more widely publicize the natural and potential resources of East Texas as a whole; and, its environs. A greater, more progressive and prosperous East and Northeast Texas area is in store, it is hoped and believed because of this application and attention toward more widely placing this sector of the Lone Star State in the national show window, so to speak! Commendation and congratulations to each and everyone connected or associated with the W. S. Martin Lumber Company, an organization that is meritoriously helpful and constructive in its service to the public at large, it is believed!

W. S. MARTIN LUMBER COMPANY A MAJOR OPERATION IN EAST AND SOUTHEAST TEXAS ENVIRONS WITH CONTEMPLATION EXTENSIVE EXPANSION PROGRAM, INCLUDING BIGGER MILL, DRY KILNS AND MORE MODERN MACHINERY IN HIS SECTOR, ASSERTS MANAGER STEPHENS

Manager Stephens Says he Regards the Time and Place as Opportune for This New and Progressive Development on the Part of His Company, and That he Will Perform as Never Before to Help Put it Thru in a Large and Constructive Way, he Assures

McShan, Homer and Jasper.—A big expansion program is in the offing for W. S. Martin Lumber Company, E. A. Stephens, manager, in this immediate sector of East Texas; and, environs, announces Mr. Stephens. He states that a bigger mill is in contemplation to replace present 25,000 to 30,000-capacity saw mill; and, that in all likelihood similar fate may, or will overtake the present Planer, which carries equal capacity with that of the saw mill, Mr. Stephens states. Other modern improvements would include the latest dry kiln system and modern machinery thruout the plant, according to Mr. Stephens, who is known to be an enthusiastic when it comes to manufacturing good lumber; and, also doing what he may, and can to help carry his community onward and upward in a worth while constructive development way. In addition to being pleased with the outlook for the realization of the contemplated expansion program in the manufacturing of lumber end of his business, Mr. Stephens is also vitally interested, it is known, in present strides toward future public development thruout East Texas; and, its environs. To that end, and on behalf of his company he has subscribed generously of his support and influence toward the definite success of this huge newspaper publicity advertising effort. Thruout the years that Mr. Stephens has been in this Texas area, he has been favorably regarded and appreciated as a community wheel horse when it comes to helping put the best foot forward in this East Texas area. His son, Claude, associated with his father in the conduct of local operations, is also a live wire, and it is believed a magnificent future is in store for him.

Northwest Jasper County, East Texas; and, Environs Believes W. S. Martin Lumber Company Operations Are Its Largest With 65 to 75-Men Employed at Plant and in Woods

Wholesale and Retail Business Conducted by Active Martin Company; and, Locally Claude Stephens, son of Manager Stephens is Office Manager and Assistant General Manager, it is Announced

McShan, Jasper and Homer.—W.S. Martin Lumber Company is proud of the favorable and somewhat enviable position it occupies here in the Northwest sector of Jasper county, East Texas; and, environs because it affords the ownership and management large opportunities to better serve the community at large, and at same time produce a finer grade of lumber, it is believed. Manager E. A. Stephens is well pleased with the set up, he says, and especially so in light of the fact that promising major expansion program developments are definitely in the offing. Carrying 65 to 75 men on the pay roll at plant and in the woods establishes quite a favorable pay roll position for the community as a whole, and the Martin Company is appreciated for this splendid community co-operation, it is known. Wholesale and retail business is conducted out of the operations of the Martin Company, Claude Stephens, 27, son of Manager Stephens being the efficient and popular office manager and assistant general manager here, it is announced. Progressively and actively this is another case of where Father and Son are carrying on a major way for their superiors; and, in so doing here's best of luck, good health and even more progressive strides for each of them as time comes along. In the lumber manufacturing world, it is known of all men hereabouts that the Stephens angle and connection is a happy one for both themselves and the able company they represent, it is affirmed.

Carrying 10 to 15-Million Feet Standing Timber, W. S. Martin Lbr. Co., Thru Its Manager, E. A. Stephens, Announces It Is In Market for More Good Timber

Yard Inventories Usually Run From 600,000 to 1,000,000 Feet of Lumber, Reports Mr. Stephens; and, that the Fee and Timber Right Acres Run Some 4,000 and 6,000-Acres Growing Timber, Establishing the Martin Industry as One of the Larger East Texas; and, Environs Operations

McShan, Jasper, and Homer.—After all is said and done, it must be, and is, admitted that W. S. Martin Lumber Company is not only one of the larger and more progressive timber operators in East and Southeast Texas; and, Environs, but in actuality is the kind of operating company that stamps itself as a definite community asset here and elsewhere. That's the estimate in which it is held locally, and generally, it is known. E. A. Stephens, progressive local manager is happy over the future outlook for good business to come from timber manufacturing in this environ; and, to that end while reporting possession of some 10,000,000 to 15,000,000 feet of standing timber, he announces that his company is constantly in the market for additional tracts of good timber; and, negotiations to the end of purchase are invited, he states. in addition to the standing timber, Mr. Stephens reports that his local yard inventory usually runs around 600,000 to 1,000,000 feet of lumber. To give you a further idea as to the enormous timber holdings of the W. S. Martin Lumber Company, according to Manager Stephens in land acres these holdings are spread over some 10,000 acres, about 4,000 acres of which are owned in fee and the remainder, or 6,000 acres represent timber rights. Wholesale and retail operations are conducted by the W. S. Martin Lbr. Co.



Left to right E. A. Stephens and his son, Claude Stephens, General Manager and Assistant General Manager respectively of W. S. Martin Lumber Company, McShan, Jasper, Homer and Port Arthur, Texas.

SOIL CONSERVATION, ADEQUATE DRAINAGE; IMPROVED ROADS AND BRIDGES; LOWER TAXES AND CHEAPER POWER ABLY

ADVOCATED

By E. A. Stephens, Manager W. S. Martin Lumber Company, Saw Mill and Planer Operators Jasper County, East Texas; Plus

CORDIAL

Welcome On Behalf Desirable New People, Money, and Industry; Also Stressing Importance of Increased Farm Production, Including Livestock, Milk, Meat and Eggs for Both Man and Beast

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

H. D. BEARD LUMBER CO., OWNED AND OPERATED BY H. D. BEARD, 45, TWO SONS, MELVIN BEARD; H. D. BEARD JR.; AND, MRS. VERLA (HOLLIS) SNELL, SCORES TRIUMPHANTLY IN LUMBER MANUFACTURE

Each Owning a Fourth Interest in Profitable business, Father; Sons and Daughter, Working Together Like Trojans, So to Speak, Not Only to Make Money but to be Able to Render Good Service on Behalf of Both God and Humanity, They Assure

Natives of Broadus, San Augustine County, the Beards Are Numbered Among the More Progressive and Prosperous Citizenship of East Texas; and, Environs, and Admittedly They Conduct Prosperous and Progressive Lumber Manufacturing Activity, Observation and Information Establish

Cutting Both Pine and Hardwood Lumber, the Beards Announce That Their Mill Carries a Daily Capacity of 18,000-Feet of Lumber; and, That They Are Constantly Adding Machinery to Help Meeting the Constant Increase in Demands on Them by Their Ever Growing Customers

Concord and Zavalla.—This part of Texas is known to be happy and proud to claim the citizenship and business activity of the H. D. Beard lumber manufacturing family, representing as they do the best interests in all walks of life, it is meritoriously said of them, and each of them. Mr. Beard and his wife, Mrs. Mary Beard enjoy a large and interesting family of children: Melvin Beard, (Mrs. Ava) who served 3 years with Uncle Sam's forces in Germany during World War No. 2; H. D. Beard Jr. (Mrs. Audrey), who served two years in these United States as a member of Uncle Sam's forces during the same war period; Mrs. Verla (Hollis) Snell, whose husband was held prisoner of war in Germany before being released to return to the States. He served 4 years and 9 months overseas, the army of occupation having claimed his last service; Wallace Beard, at home; Miss Lennie Vee Beard, at home; Dorman Beard, at home; Miss Winnie Beard, at home; Carl, Bennie, Jerry and Dewey Beard, also at home. Parents of Mr. Beard: Bennie Beard, deceased, and Mrs. Annie Beard, living. Parents of Mrs. Beard: Ben and Mrs. Sallie Roberts, both living. Both Mr. and Mrs. Beard are natives of Broadus, San Augustine county, East Texas; and, environs. Coming into this territory, the Beards first established themselves at Zavalla, and it was not until Jan. 1, 1946 that they moved their residence to the Concord community, where the present saw mill operations are conducted. Mr. Beard says he began his timber experience in his boyhood at Broadus. He also engaged himself actively as planter and livestockman, 8 years ago progressing upward in the timber business by working for the other fellow. A year later, or just 7 years ago, Mr. Beard proudly announces that he entered the lumber business on his own account, having bought out the man for whom he was working, the latter having also resided at Broadus, he says. In the fall of 1945, Mr. Beard says he sold out, but re-established himself and his family in the lumber manufacturing business here at Concord in January 1946; and, from that time onward and upward they have been enjoying a profitable and progressive business, it is affirmed. The H. D. Beard Lumber Company saw mill carries a daily capacity of 18,000 feet of lumber, which is sold at wholesale. The concern is known to be constantly adding new machinery to help meet the increasing demands of the trade, only recently a new edger having been installed.

Beards Say They Came From Bottom Up and That's Excellent Reason Why They Strive to Stay on Top

Concord and Zavalla. — Buying logs at the mill in addition to their own woods activity is a stride with the H. D. Beard Lumber Company owners and operators that will not down. So-o, Mr. Beard says having come from the bottom up in the long struggling years that are now behind them, it is perfectly natural for himself, two sons and daughter, who own the business in quarterly equals, to maintain a stride so as possible that will more nearly guarantee them opportunity of remaining on top, each of them having found and realize that they may better serve both God and man in such a situation rather than be or comparable to a position that may be less favorable. There's magic in being out of the basement, the Beards having ascertained that they may and do succeed business on the top shelf as well or better than down below. It is a new way of looking at it, thinking about it, or however you may care to consider it, but the Beards have tried both sides of life, they declare, and the present upward and onward way of progress and service is far more pleasing and preferable to them, establishing as it does new goals for others to set and seek, this commentator believes and encourages.



H. D. Beard Jr., associated with his father, H. D. Beard, Sr., with other members of family in ownership and operation of H. D. Beard Lumber Company at Concord and Zavalla, Texas.

Realizing That Better Lumber Is Order of Day, Beards Announce They're Striving to Improve It

Concord and Zavalla.—Good lumber, actually better lumber is the order of the day, affirm the owners and operators of H. D. Beard Lumber Company; and, to maintain such a status constantly in their lumber manufacturing strides, each and every member of the four-way firm of Beards are known to be actively trying to substantially improve every foot of lumber they produce each and every business day of the week, month and year, it is declared. You but have to visit their operating plant and observe this to be the undisputed fact. In reality, the Beards are striving to set new records on this improved lumber program; and, to that end they are to be commended and congratulated.

H. D. BEARD LUMBER COMPANY IS PARTNERSHIP BETWEEN HIMSELF, TWO SONS; AND, ONE DAUGHTER, EACH OF THEM HOLDING A ONE-FOURTH INTEREST IN BUSINESS, HE SAYS

Looking With Rosy Outlook on a Bright Future for All East Texas; and, Environs, the Beards Have Equipped Themselves to Really Achieve and Accomplish in Their Line of Business, Constantly Adding New Machinery, it is Made Known

Concord and Zavalla.—Here's how the interesting partnership stacks up in the ownership and operation of H. D. Beard Lumber Company, it being a closed family activity, it will be noted and is quite interesting. Mr. Beard, the father owns a one-fourth interest in the business; Melvin Beard, his eldest son owns a one-fourth interest; his second son, H. D. Beard, Jr. owns a fourth interest; and, his lovely daughter, Mrs. Verla (Hollis) Snell, owns a fourth interest, the four-quarter-ownership-interests making up the pleasing whole in this deservedly successful family business operation, it is affirmed. Looking with rosy outlook on a bright and promising future for all of East Texas; and, Environs, the Beards are going all out in their progressive program of good lumber manufacturing, their entire output being sold at wholesale, it is announced. Both pine and hardwood lumber is serviced by the Beards, and they propose that when better lumber is made they will manufacture it. That's the spirit, plus commendation and congratulation to each and everyone of this happy family business relationship; and, as the years come along it is believed that each and every succeeding year will show a handsome increase in their business volume, opines this commentator.

Devoting All of Their Time to Lumber Manufacturing, H. D. Beard Family Setting New Paces and Strides

Concord and Zavalla.—It's an inspiration as well as healthy diversion to come out here and visit with the Beards of the H. D. Beard Lumber Company, that is if you may find either, or all of them at leisure long enough to make of your coming interesting and helpful. But being the Beards, each and all of them do take time out long enough to courteously meet you and make you feel at home. They devote all of their time to the manufacture of good lumber, they happily and proudly admit, but each and all of them are ready, willing and able to set new paces and establish quickened strides whereby they may improve not only their own business but at same time contribute toward the progress and prosperity of their community at large. That's the constructive Beard way of doing things, it is made known; and, as the world moves along so will the Beards in every good and constructive way, it is believed. Anyway, these good folk are generous subcribers of their support and influence toward the success of this Special Edition, a whole page having been allotted to them and their interest in East Texas future development, not only as to this immediate sector but the environs as a whole, progressively and interestedly do they acquit themselves. More power, good health and good luck to the Beards, each and everyone of them.



Right to left H. D. Beard Sr., head of H. D. Beard Lumber Company; Mrs. Verla Snell, daughter of Mr. Beard; and, another of his sons, Concord and Zavalla, Texas

Mrs. Verla Beard (Hollus) Snell, Lovely Daughter of H. D. Beard, Enjoys Unusual Experience as Practical Operator of Lumber Stride

It is Made Known That While Her Two Brother-Partners Were in World War 2, She Actively Donned Her Overalls and Actively Worked Right Along Side of Her Father and Other Employes to Help Make the Grade While They Were Gone, Her Present Duties Mostly Being in Office

Zavalla and Concord.—You can find a human interest story most anywhere in East Texas; and, Environs, but assuredly none more interesting than when we find our splendid young women donning their overalls, where necessary and help to carry on the work formerly performed by men. But here's another case where Mrs. Verla (Hollis) Snell, lovely daughter of H. D. Beard, head of H. D. Beard Lumber Company to do just that. The occasion came about when her two brother partners, Melvin and H. D. Jr. had to go to war. While they were fighting for our country, Miss Verla rendered conspicuous and yeoman service at her father's saw mill, it is now made known. Necessity having been the mother of invention during those trying years, Miss Verla donned her overalls and worked right along with her father and other employes, day in and day out performing this service in order that supply of lumber might be ready for essential purposes. On return of her brothers from war, Miss Verla went back in the office regularly as office manager, bookkeeper and cashier. Prior to this relief she had to do her mill work and rush to keep up with the office and other requirements. Almost super-human was, and is this young lady; but, everyone admires and loves her for it.

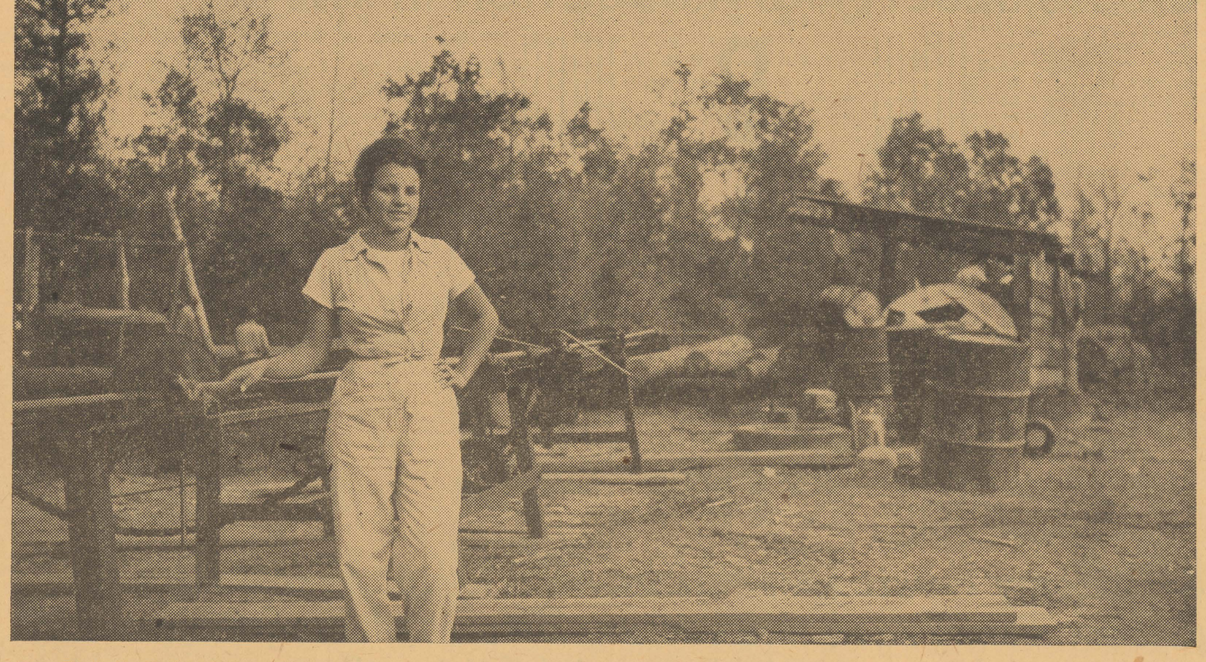
Selling Exclusively at Wholesale, H. D. Beard Lumber Co. Making Strides All Its Own to Set New High Service Records

Concord and Zavalla. — H. D. Beard Lumber Company, successfully operating in this favored East Texas area; and, environs, thru its owners and operators declare the firm is not just in business to make money for Mr. Beard, his two sons and daughter, but to actually render a meritorious service to their customers and the public as a whole. They know that by placing only good lumber on the market they are first protecting their own business, serving their customer, or customers, well and that the ultimate consumer will have no complaint. In that way the Beards feel that they are more or less endeavoring to live up to the Golden Rule way of doing business, and they like it better that way; hence, the Beard motto of serving each and everyone so as not to lessen their opportunity of scoring high service records. Bully to the Beards, and more power to 'em. Selling exclusively at wholesale is the rule of H. D. Beard Lumber Company, there being no deviation from this policy it is affirmed by them.

H. D. Beard Lumber Company Always in Market for Good Timber Tracts, Maintaining an Average of 1,000,000-Feet of Standing Timber Plus Yard Inventory of 50 to 100,000-Feet

Carrying 80-Acres in Fee at Their Home Place, Mr. Beard Reports Holding Some 1500-Acres Timber Rights and It is to This Latter Possession That an Increase is Desired Now and Always, he Affirms on Behalf of His Company

Concord and Zavalla.—To achieve and accomplish in the manufacture of lumber it goes without saying that an ample supply of good timber is an essential requisite. On this behalf, H. D. Beard Lumber Company carries 80-acres in fee at their home place, and possess some 1500-acres timber rights, but this acreage is not enough, the owners declare; and, for this reason they announce that they are now and always in the market for additional tracks of good timber, be it fee or rights. Whichever, it may be if you have available timber tracts for sale you are invited to contact the Beards via U. S. mail, Zavalla, Texas, or see them in person at Concord, a few miles away. You'll be given a cordial welcome, and receive the kindest and best of hospitable attention while in the presence of each and all of the Beards. They made this a rule of their lives, courtesy and understanding being one of their outstanding traits both in business and society, it may be well said of them, and each of them. The Beards usually carry 1,000,000 feet or more of timber on the stump, but they say this is not enough; hence, their invitation to getting in touch with you with the view of opening negotiations toward a purchase of available timber tracts. Yard inventories usually run from 50,000 to 100,000 feet of lumber, it is made known at the Beard plant and yards.



Mrs. Verla Snell, daughter of Mr. and Mrs. H. D. Beard, of Concord and Zavalla, Texas, where the Beards and Mrs. Snell own and operate the H. D. Beard Lumber Company, one of the active timber manufacturing concerns in its sector of East Texas. Mrs. Snell is an unusual young woman in the fact that besides being office manager, bookkeeper and cashier for the organization, she is also a practical saw mill operator and often, while her brothers were in World War No. 2, she is known to have stepped right out on the yard, directed operations and actually did considerable of the lumber manufacturing herself, working right along with her father and others who kept the mill humming. She's really wonderful and very popular with her friends and acquaintances, it is known.

Lest We Forget, Point Out H. D. Beard, Two Sons; and, Daughter, Lumber Manufacturers

PRESENT DAY

Opportunities Are Far Greater Now For Young People in East Texas; and, Environs

THAN EVER BEFORE

Declares Progressive Folk Who Affirm That "Great is the Power of Cash" When Properly Used in Business Administration or Community Building In This Part of the South Especially, the Beards Definitely Opine

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

VERNON C. SMITH LUMBER COMPANY, VERNON C. SMITH 28, OWNER AND OPERATOR IS RATED AS AN ACTIVE TIMBER MANUFACTURING CONCERN IN BURKEVILLE, TEXAS LUMBER MANUFACTURING AREA

Native of Fort Neches, Texas, Mr. Smith First Sojourned to DeQuincy, La., Thence to Sour Lake; Tex.; then, to Beaumont, Texas; and, Finally to Burkeville, Where he is Known to Have Made a Stride That is Nothing Short of Enviable, Friends and Neighbors Affirm

Before Entering Lumber Manufacturing, Mr. Smith Says he Tried his Hand First Working in Timber After School, Following Which he Worked on an Oil Lease at Sour Lake; and, During World War No. 2, he Made Himself Active in the Ship Yards at Orange and Beaumont

Mr. Smith States That After the War he Elected to Continue in Essential Work, And on April 1, 1946 he Established His Saw Mill at Burkeville, Doing a Wholesale Lumber Manufacturing Business, Records Disclose

Burkeville.—This sector of Newton county, East Texas; and, environs is considered fortunate in the possession of Vernon C. Smith, 28, owner and operator Vernon C. Smith Lumber Company, doing a wholesale lumber manufacturing business; and, due to the successful operation of this young man, it is believed that Burkeville and other Newton county communities have profited immeasurably in many ways.

Young Smith is a son of Joe and Mrs. Bertha Smith, both living. He is married, his lovely wife being Mrs. Lola Smith, whose parents are Dosty Lyons, living, and the lamented Mrs. Lula Smith. Mrs. Smith is a native of De Quincy, La., and Mr. Smith is a native son of Fort Neches, Texas. Before taking up saw mill and timber manufacturing interests in Texas, Mr. Smith says he sojourned for a while in De Quincy, La., that having been the happiest and best move, he affirms, because it was there that he met the lovely Lola Lyons, their marriage having followed a beautiful and inspiring courtship, it is related. Returning to Texas, Mr. Smith engaged for some time working at a Sour Lake oil lease. The World War 2 then came on and for several years he contributed of his time and effort working at the Consolidated Ship yards at Orange, Texas; and, the Penn. Ship Yards in Beaumont, Texas. After the war, Mr. Smith decided he preferred to continue in some essential industrial capacity, so on April 1, 1946 he established his 12,000-daily capacity saw mill here at Burkeville, he states. In the civic and religious life of Burkeville and Newton county, Mr. and Mrs. Smith are known to be and are appreciated as good loyal friends and workers, it is affirmed.

Demeanor and Work Results Prove Up Admirably, Vernon C. Smith Saw Mill Operations, Declared

Burkeville. — Elsewhere on this page reference has been made to the magnificent team work carried on as between employer and employes of Vernon C. Smith Lumber Company; and, here may it be said, that on observation and information demeanor and work on the part of faithful employes of this concern make it possible for Mr. Smith to announce that the arrangement is delivering the goods and proving up admirably both for himself and his men. Team work like that is what in any industry, or business, as well as in professional life, civic and religious undertakings, but particularly in the saw mill business, says Mr. Smith it is necessary to do team work and co-ordinate efforts constantly. That's why we hope we are succeeding to some extent, he commented and trust to improve our public service as the years come along, he continued.

Mr. Smith says he contemplates installing a Planer later on; and, that he favors public development thruout the whole of East Texas, civic and religious progress activities occupying first interest with him, he insists. He does principally contract sawing, it is announced.

Turning Out Grade of Lumber That Meets Specifications and Demands Met By Vernon C. Smith

Burkeville. — Squaring to the above reputation, Vernon C. Smith, owner and operator Vernon C. Smith Lumber Company maintains that he intends and expects to measure up to that splendid endorsement of his saw mill operations so long as he continues such business. Turning out a good product, seeing to it that it meets every demand, requirement and specification of the trade is Mr. Smith's job, and responsibility, he declares; and, anything short of that, he points out would never be pleasing to him. Hence, may it be said of this young man, 'the trade is proud of him personally and is not unmindful of the good lumber manufacturing service he has rendered.'

It Is Happy and Contented Organization Saw Mill Workers Employed by Vernon C. Smith Lumber Co.

Burkeville.—Vernon C. Smith, owner and operator of saw mill operations bearing his name is not unmindful of the pleasingly happy and contented employment relations existing between himself and his workers. Realizing he will not be able to deliver goods without their untiring efforts and whole hearted co-operation, Mr. Smith tries to do everything humanly possible for the human comfort and safety of those on his pay roll; and, in turn, may it be said also, that the employes of Mr. Smith esteem it both a privilege and a pleasure to be loyal and good workers for their young 'Boss,' as some of his men affectionately regard him. With a fine relation like that, there can be nothing more nor less than the most desirable results in efficient management and labor relations, be it advisedly said.



Vernon C. Smith, owner and operator Vernon C. Smith Lumber Company, Burkeville, Texas enjoys the enviable distinction of being one of the youngest and most active saw mill operators in his sector of East Texas, and all of his friends wish for this young industrialist not only continued business prosperity but good health, good luck and a happier life in every good and constructive way, it is declared. Mr. Smith is shown in the above picture.

PROGRESSIVE PUBLIC DEVELOPMENT PROGRAMS ADVOCATED IN THIS SPECIAL EDITION ENJOY ENDORSEMENT AND ACTIVE SUPPORT VERNON C. SMITH, OWNER AND OPERATOR VERNON C. SMITH LUMBER COMPANY, ONE OF THE ACTIVE EAST TEXAS WHOLESALE MANUFACTURERS OF LUMBER

Cheaper Power, Lower Taxes, Better Road and Adequate Drainage; Soil Conservation and Improvement Bridges; Better Churches and Schools; Increased Production of All Farm Products, Including Livestock, Et Cetera Deserve to Succeed in Opinion Mr. Smith

Burkeville.—This special edition enjoys hundreds of representative Sponsors thruout an area of some twenty East Texas counties, or more; and, their environs, but it is doubtful if any of them are any more interested and progressively enthusiastic on behalf of the timely public development programs advocated than is Vernon C. Smith, 28, owner and operator Vernon C. Smith Lumber Company. This publicity advertising effort enjoys not only the supoprt and influence of this young man for best success, but he is known to be a fine booster, worker and putter for practically all worth while undertakings for the good of Newton and all other counties thruout East Texas. Particularly is this true of Mr. Smith and his good wife, Mrs. Lola Smith, it is assured, when it comes to the success of civic and religious movements for the good of their community; and, its people, it is known. In the matter of cheaper power, lower taxes, better roads and adequate drainage; improved churches and schools; soil conservation and better bridges; and, an increase in all farm and livestock productions, including milk, meat and eggs, Mr. Smith is appreciated as an all-out friend and supporter both in participation and co-operation toward cordially inviting desirable new people, money and industry to this sector of the Lone Star State of Texas, it is assured. In his opinion there is no better place on earth than his locality for the reception of progressive and prosperous people.

Full Page of Publicity Advertising is Underwritten by Progressive Vernon C. Smith, Owner and Operator of Vernon C. Smith Lumber Company, Burkeville, Texas

Declaring That he is Anxious and Desirous of Having a Part in More Widely Publicizing the Natural and Potential Resources of Newton County, East Texas; And, Environs, Mr. Smith Goes All Out for His Community, and Its People

Burkeville.—Down in Alabama there is a United States Congressman, Hon. Frank Boykin, by name, of Mobile, who affirms that "everything was made for love;" and, now here in Burkeville, Newton county, East Texas; and, environs, it has remained for none other than the wide awake and progressive young Vernon C. Smith, owner and operator Vernon C. Smith Lumber Company, friend and supporter of civic and religious efforts, to take the lead and advanced step toward helping to more widely publicize the natural and potential resources of this admittedly fine region of East Texas. On this behalf, he has underwritten a full page of publicity advertising in this Special Edition. This co-operation and participation on the part of Mr. Smith along with other able and progressive Sponsors has made it possible for the management to produce this huge newspaper publicity advertising effort not only for Newton but some eighteen or twenty other East Texas counties, making upward of twenty counties, thruout this area who have contributed generously of their support and influence—thru and via representative Sponsors — to the outstanding success of this enterprise. Thanks and apreciation to each and everyone of you from the management!

Saw Mill Operated by Vernon C. Smith at Burkeville Carries Daily Rated Capacity 12,000-Feet Lumber, Distributed by Mr. Smith at Wholesale, he Says

Employing 12 to 15 Men, Mr. Smith Makes Possible Quite a Substantial Pay Roll for His Community; and, as the Years Come Along it Goes Without Saying That He Will Continue to Progress and Prosper

Burkeville.—Out here in this Newton county, East Texas area; and, its environs, unquestionable the outstanding lumber manufacturing industry in the Burkeville sector is the Vernon C. Smith Lumber Company, observation and information sustain. Native Texan, Mr. Smith carries a just and pardonable pride in his native state; and, to help make of his community a happier and better place in which to live and do business, good lumber manufacturing is known to be a hobby with Mr. Smith. His plant carries a rated daily capacity of 12,000-feet. It is portable and he is in position to move his mill when and where best advantage and service present themselves, he states. Employing 12 to 15-men, Mr. Smith is definitely furnishing quite a nice and substantial pay roll for his community, all of which, no doubt, is appreciated not only by his employees, but by those whom they may patronize. Mr. Smith likes to make money, he admits, but be it said to his credit that he is more immensely pleased when he may be helping someone else to enjoy life and be progressive and prosperous than to 'hog' it all himself, it is openly commented as to the standing and reputation of this young man in his community, it is ascertained. Maintaining his saw mill operation at top production is just like one big happy family, commented Mr. Smith in recognition of the very satisfactory relations existing between himself and his employes. "We are always busy," said Mr. Smith, "but we also have time to take out for the promotion of the public welfare," he assured. Commendation and congratulations, Mr. Smith!

DEVELOPMENT NATURAL AND POTENTIAL RESOURCES OF EAST TEXAS; AND, ENVIRONS CALLS FOR

TEAM WORK

ON THE PART OF EACH AND ALL OF US FOR SPEEDIEST AND BEST RESULTS INVOLVING TIMBER, LIVESTOCK AND AGRICULTURAL PRODUCTION IN THE

OPINION

Progressive Citizenry Newton and Other Able Counties Making Up This Important Texas Area, Advocating Success of Progressive Programs Advanced in This Special Edition, Says Vernon C. Smith Lumber Manufacturer