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SMITH'S DAIRY, WALTER E. SMITH, 34; J. LANIER SMITH, 32; THEIR MOTHER, MRS. PEARL SMITH, WIDOW OF WALTER SMITH, OWNERS, AN OUTSTANDING DAIRY UNIT IN THE JASPER COUNTY SECTOR

Modern Dairy Plant Having Its Beginning in 1925, Became Smith's Dairy in 1941, Presently Carrying A Dairy Herd Dry and Fresh Running 90 to 100 Cows; and, Maintaining 65 to 85 Regular Milk Producers, These Progressive Young Dairymen Affirm on Behalf of Both Themselves and Their Mother, it is Affirmed

Exclusively Dairymen, the Smith Brothers Devote all of Their Time to the Production of Grade-A Milk, They State, Conducting Both a Wholesale and Retail Distribution of Their Milk Products in Jasper and Elsewhere, it is Announced; and, a Steady Growth in Volume of Business, is Noted, it is Also Stated

Beech Grove, Out a Few Miles From the Jasper County Capital City is the Home of Smith's Dairy, the Plant Conservatively Representing a Replacement Investment Value Upward $40,000.00 to $50,000.00, it is Believed, Say the Smith Brothers, Each of Whom During World War No. 2 Put in an Average of 18 Hours Work Daily at Their Dairy, it is Pointed Out

Beech Grove and Jasper. — Chips off the old block, Messrs. Walter E. Smith, 34; and, J. Lanier Smith, 32, sons of Walter Smith, deceased; and, Mrs. Pearl Smith, living, definitely represent two of the most active young businessmen, dairymen and farmers in this immediate East Texas; and, Environs area, facts and figures disclose. In association with their Mother, Mrs. Pearl Smith, these young men and their Mother own and operate Smith's Dairy at Beech Grove, a few miles out from Jasper, with a record that definitely gives them first place in the local wholesale and retail distribution of Grade-A milk, it is affirmed. Regular retail routes are maintained in Jasper, the very best service and quality products being guaranteed by the owners of Smith's Dairy at all times, it is attested by patrons and friends, it is pointed out. The foundation of Smith's Dairy had its beginning back in 1925 when Walter Smith, now deceased, father of these young men first established this dairy, which in 1941 became Smith's Dairy. The lamented father of these young men; and, husband, of Mrs. Pearl Smith, their Mother, was a pioneer in the introduction of goo ddairying in this part of Texas, it is known. He was also a farmer and livestockman, the old home place carrying 215-acres of land still being in the possession of Mrs. Smith and her children, records reflect. These lands are used for pasture and livestock production, it is observed. Smith Brothers say the property is not for sale but they would consider leasing their mother-earth holdings for prospective oil development. Walter E. Smith is married, his wife being Mrs Louise Smith. They have one handsome little son, 1 1/2 years old at this writing. He is a native of Maryville; and, his wife came from Hill county, Texas. J. Lanier Smith is also married, his wife being Mrs. Nell Smith. Two children bless this union: Jimmie Smith, 4; and, Miss Judie Smith, 5. Lanier is a native son; and, his wife is a product of Jasper. Albert Smith, deceased; and, Mrs. Edna Smith, living were the parents of Mrs. Smith. The Smith Brothers came to Beech Grove with their parents in 1916. Smith's Dairy had its origin in 1941 after the passing of its founder, who operated individualy during his life time, it is stated. The boys received their training in the dairy business under their father, they proudly admit. Jasper, capital city of Jasper county, East Texas; and, Environs furnishes the wholesale and retail markets for the Smith products plus a steady increase in business volume reflected, it is established. Exclusively dairying represents the activity of the Smith boys, each of whom averaged 18-hours work every day during World War No. 2, often these daily hours having been stretched into 20-hours out of each and every 24 for 7-days per week, they make known. These hours included deliveries, of course, the young men point out. For past 4 years, and continuously from here on out, a marked development and expansion program obtains at Smith's Dairy, it is observed and learned from information, the combined replacement investment easily approaching $40,000.00 to $50,000 and/or more, it is believed. Four units of electric milkers are employed at Smith's Dairy, it is announced; and, that 65 to 85 regular milk producers appear in their herd of dry and fresh cows running from 125 to 130 cows, it is declared. Two Registered Jersey males, and also some Registered cows appear in the Jersey Dairy Herd at Smith's Dairy, it is observed. An average of 150-gallons milk production daily is maintained on the average at Smith's Dairy, records disclose. Smith Brothers announce that they are gradually building their production herd up to 150-head Jerseys. Active in the civic, religious and general public development life in this Lone Star State area, the Smith Bros. on behalf of themselves and their Mother, Mrs. Pearl Smith, have underwritten this page to help boost and work for the general progress and prosperity of not only Jasper county but the whole of East Texas; and, Environs, it is appreciated. Each of these young men are definite enthusiasts in their advocacy and work on behalf of the ultimate realization of progressiive programs emphasized in this Special edition; and, especially so in their relation to the best possible development of all natural and potential resources, chief among which, in their opinion, includes good dairying, indeed and infact comparatively a quickened and new industry for this part of the South. It is the one food industry in which we should all be interested and encourage to the 'nth degree, it is emphasized by friends and well wishers of Smith's Dairy, it is fittingly recognnized, attest many who know of the sterling qualities of Walter and Lanier Smith.



Walter and Lanier Smith, brothers, owners and operators Smith's Dairy at Beech Grove a few miles out from Jasper, Jasper county, East Texas; and, Environs rated as major operators in their particular classification for the territory they serve, it is affirmed.

Lounging Barn 50x100 Feet, Costing Upward $10,000.00; and, Accommodating 100 Milk Cows, An Outstanding Improvement on Smith's Dairy Development

$2,500.00 Recently Spent by Smith Bros. and Their Mother, Mrs. Pearl Smith to Complete This Building, it is Announced, Each of Them Traditionally Carrying Onward and Upward Program Started by Their Lamented Father and Husband, Walter Smith, it is Known

Beech Grove and Jasper. — Smith's Dairy operations are distinctly and inspirationally encouraging to the dairy industry as a whole thruout East Texas; and, Environs, it may be observed and appreciated by a visit to this modern plant at Beech Grove, a few miles from Jasper. Originally founded by the now lamented Walter Smith in 1925, the instant industry became Smith's Dairy. in 1941, as recorded elsewhere on this page; and, today is definitely established, recognized and appreciated as one of the outstanding business units of its kind in this East Texas area; and, environs. Here, there and almost everywhere on the Smith Dairy site may be observed modern improvements, one right after the other, this Commentator observed. Among the outstanding improvement units is the 50x100-feet lounging barn for milk cows on ground floor; and, hay loft above. Costing upward $10,000.00, Smith Bros. (Walter and Lanier) on behalf of themselves and their Mother, Mrs. Pearl Smith associate partner with her sons in the operation of Smith's Dairy, announce that they recently spent $2,500.00 completing this particular building. Other building improvements on the place are to the point of efficient usefulness; and, as time comes along they propose to keep abreast of the years, capitalizing on the experience of yesteryears, it is manifested on the part of these energetic and enthusiastic working young dairymen. Gradually building up to a production herd of 150-cows, comparable to their present daily average 150-gallons milk from 65 to 85-cows out of their herd of 125 to 130 cows, dry and fresh, Smith Bros. believe their opportunity is excellent for forward stride, traditionally keeping in line with the healthy program of advancement, progress and prosperity initiated by their lamented father, Walter Smith, who was husband of their Mother, Mrs. Pearl Smith. Hence, their constant zealous efforts to improve and expand, it is observed. In the recent investment expenditures an efficient processing room at the dairy was included, it is noted. Pasteurizing milk at Smith's Dairy is a specialty, it is announced. A big feat within the Smith Daiiry, its owners proudly acclaim, is the fact, they affirm, that their milk product is never exposed from the time it leaves the cow to consumer, additional reference to this feature of their dairying appearing elsewhere on this page.

Smith Bros. on Behalf of Themselves and Their Mother Express Belief They Possess Modern and Efficient Dairy

Beech Grove and Jasper.—Walter E. Smith; J. Lanier Smith; and, their Mother, Mrs. Pearl Smith, owners and operators of Smith's Dairy have cause to be justly proud of what they believe to be one of the nicest, best, modern and efficient dairy production units in Jasper county, East Texas; and, Environs, be it said to their credit. As reflected elsewhere on this page, Smith's Dairy is located on a 215-acre tract of land at Beech Grove, a few miles out from Jasper, the latter city being the capital of Jasper county; furnishing the wholesale and retail market for their dairy products, which represent an average of 150-gallons milk daily, with a steady volume increase anticipated, they indicate. Presently 65 to 85 milkers appear from their Jersey herd of from 125 to 130 head, dry and fresh cows. Augmentation via gradual growth expects to carry production ability up to 150-milkers daily, thereby substantially increasing if not doubling present output, it is hoped. Grade-A milk with adequate pasteurizing facilities enhance the popularity of Smith's Dairy products, it is appreciated; and, an outstanding feature in the production of their milk comes in the fact that it is never exposed from the time it leaves the cows until it reaches the consumer, so perfect is the handling system employed by the Smiths, it is pointed out. In passing, therefore, it may be regarded as a fact that Smith's Dairy produces and delivers strictly sanitary milk, a most important essential to the consuming public! Expansion programs are always in order at Smith's Dairy, where for the past 4-years a substantial improvement program has been in progress. The industry's milking parlor is said to be ideal, the electric milkers (4-units) carrying the fresh milk directly to the DeLaval type F-combine, said to be the last work in efficiency, attest friends, patrons and the public, it may be invited. Owning its own water system, Smiith's Dairy is adequately equipped in most every way, it is believed to serve its patrons and the public generally, friends and neighbors are known to voice expressions of approval, commendation and congratulations!



In the above picture top is shown the beautiful ranch home erected by the parents of Messrs. Walter and Lanier Smith, the latter two young men, who are shown in the center of this picture, being the enterprising owners and operators of Smith's Dairy at Beech Grove, Texas. A partial view of their rich Jersey cattle herd is shown at the bottom in above picture. Smith Bros. do both a wholesale and retail business, they report, while patrons along their retail routes are known to be high in their praise of both quality and service, it is assured.

IN 20 YEARS TEXAS MOVES FROM 30TH. TO 9TH. PLACE IN BIG DAIRY INDUSTRY; AND, SMITH'S DAIRY AT BEECH GROVE NEAR JASPER IS KNOWN TO HAVE PLAYED A CONSPICUOUS PART IN THAT SPLENDID PROGRESS, THANKS TO WALTER AND LANIER SMITH; AND, THEIR MOTHER, MRS. PEARL SMITH

Producing Average 150-Gallons Grade-A Milk Daily, Owners of Smith's Dairy are Known to be Constantly Imroving and Expanding Their Dairy, Which Presently, it is Believed, Represents a Replacement Investment Valuation Approximating $40,000.00 to $50,000.00 and-or More, Possibly

In 1946 Texas Made 25,396,000 lbs Butter; and, 13,669,000 Pounds of Cheddar Cheese, Statistics Indicate; While Here in Jasper and Other East Texas; and, Environs Counties Substantial Strides Maintain for Enlarged Dairy Production, Comment Smith Brothers

Beech Grove and Jasper. — Definitely Smith's Dairy, owned and operated by Walter E. and J. Lanier Smith; and, their Mother, Mrs. Pearl Smith is the recognized and outstanding dairy producing industry in this immediate sector of the Lone Star State of Texas. Commenting on their operations, Smith Brothers modestly estimate that their dairy plant and other possessions easily represent a replacement investment valuation at from $40,000.00 to $50,000.00 and/or more possibly, they indicate. Significantly these young men are hard workers. They are everlastingly and always at their work, it is known; and, quite naturally their Mother, Mrs. Pearl Smith must be and is proud of her fine sons. Maintaining both wholesale and retail distribution outlets on behalf of their dairy products, these young men and Mrs. Smith are constantly contributing substantially not only to the improvement of their own dairy herd and properties, but on behalf of the industry as a whole thruout Jasper county and all East Texas as a whole, it is affirmed. Maintaining a present daily average milk production of 150-gallons, Messrs Smith Brothers; and, their Mother are known to be actively expanding so as to take care of an even larger volume of business. Meanwhile, however, let's take a peep into statistics and see what kind of progress the dairy industry has made in the past 20-years. In support of that information, we introduce Jack Rutledge, Associated Press Staff writer, who says, among other things on behalf of the dairy industry as a whole:"

"In the past 20 years Texas has moved from the 30th place to 9th place in the value of dairy products in the country. Texas ranks sixth in the production of ice cream, over 30,000,000 gallons consumed in 1946.

Bryan Blalock of Marshall, president of the Texas Dairy Products Institute, touring the state made on an average of a speech every other day in June. He says the Texas dairy industry is a hundred million dollar industry and brings out these points that may surprise a lot of Texans:

Twenty years ago there were no evaporated, powdered milk or cheese plants in Texas. Now, Texas produces all six of the major products of the dairy industry—fluid (bottle milk) ice cream, butter, evaporated (can) milk, cheese and powdered milk.

In 1946 there were 418,000 farms in Texas. Of these, 338,000 owned 1,400,000 milk cows valued at $138,000,000. These cows produced four billion 352 million pounds of milk, or two billion 50 million quarts. The producers received in cash $100,000,000 for the milk.

Northeast Texas has turned rapidly to dairying in the past 20 years. (By Northeast Texas is meant east from Dallas through Tyler, Marshall to the Louisiana line and north of Dallas to the Rer River through Gainesville but not including the city of Dallas).

Twenty years ago less than 100 farmers in the area sold milk. One week recently 13,000 farmers sold milk daily. It was gathered on 300 milk routes that traveled an average of 100 miles each or a total of 300,000 miles daily.

The 138,000 farmers daily sold 1,300,000 pounds of milk and received about $60,000 a day or $1,800,000 per month. The annual milk business in the area is a $20,000,000 project. From moo to you is big business.

The milk in the area goes to plants in Marshall, Sulphur Springs, Paris, Tyler, Winnsboro, Mt. Pleasant, Bonham, Greenville, Sherman, McKinney, Denton, Gainsville and Denison.

Last year Texas made 25,396,000 pounds of butter, 13,669,000 pounds of cheddar cheese."

And, if you please, the Smith Bros. take the position that if Northeast Texas can do all that (making reference to Mr. Rutledge's deductions above) assuredly East Texas; and, Environs have equal opportunity and via the right kind of preserverence we may do as well if not better from Marshall to Beaumont, they attest. Any way, that's just the kind of stride they are known to be employing; hence, the deserved commendation and congratulations attending them, and each of them, including their Mother, Mrs. Pearl Smith.

9,000-Bale Hay Storage Capacity Above 50x100-Feet Lounging Barn for Milk Cows at Smith Dairy Industry

Beech Grove and Jasper.—There are so many useful accommodations at Smith's Dairy operating at Beech Grove and enjoying both wholesale and retail distribution in Jasper that space may be inadequate to accommodate reference to each and all of them; hence, the general word success attends the operation as a whole, may it be stated without hope of reward and/or fear of contradiction. Other articles on this page reflect various and sundry operations prosecuted by the Smith Dairy organization; and, among other accommodations, let it be heralded that above the 50x100-ft. lounging barn for their dairy cows, a hay loft accommodating 9,000-bales of hay serves splendidly the purpose for which it was provided, it is observed. Dirgressing somewhat from the usual recognitions paid to the Smiths, happily it may be, and is, pointed out that the Smith brothers (Walter and Lanier))in partnership association with their Mother, Mrs. Pearl Smith, are designated as being among the more progressive and prosperous young business men in this Texas environ. Standing four square for cheaper power, lower taxes, adequate drainage, better roads and soil conservation, these young gentlemen affirm their friendship on behalf of churches, schools and general public develoment; going all out, as they do, on behalf of increased production of all farm products, including milk, meat, eggs and all food products for both man and beast. They are also known to be enthusiastic good friends and supporters of efforts being inaugurated here and elsewhere to help encourage the location of desirable new people, money and industry. A new day dawned for this part of Texas, it is comented when the Smith brothers came along; and, more power to them and each of them, including their Mother, Mrs. Pearl Smith; and, each and all members of their respective families; for, indeed and in fact, Walter and Lanier rate as community assets definitely so, it is established.

Inviting New People, Industry, and Money

TO TEXAS

A Good Place for Good People to Live Good!

Say the Owners of SMITH'S DAIRY

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H. F. HOLCOMB, 52, OWNER AND OPERATOR H. F. HOLCOMB LUMBER CO.; H. F. HOLCOMB GEN. STORE; H. F. HOLCOMB RANCH; BANK STOCKHOLDER AND DIRECTOR; DEFINITELY IS OUTSTANDING CITIZEN

Mr. Holcomb as Lumber Manufacturer, Merchant, Ranchman; Banker, Civic and Religious Leader is Known to Wield Substantial Influence for Good Thruout His Beulah, Holcomb Store and Rusk Sectors of Cherokee County, East; Texas and, Environs, Come the Expressions of Appreciation From Many Areas, it is Found

General Farming is Prosecuted by Mr. Holcomb, Who Says he Usually Carries 75 to 100 Head Cattle on his Ranch; and That, of Course, as all Farmers Should, he Does Not Overlook Importance of Ample Meat Hogs and Poultry, it May be, and is Said to His Credit

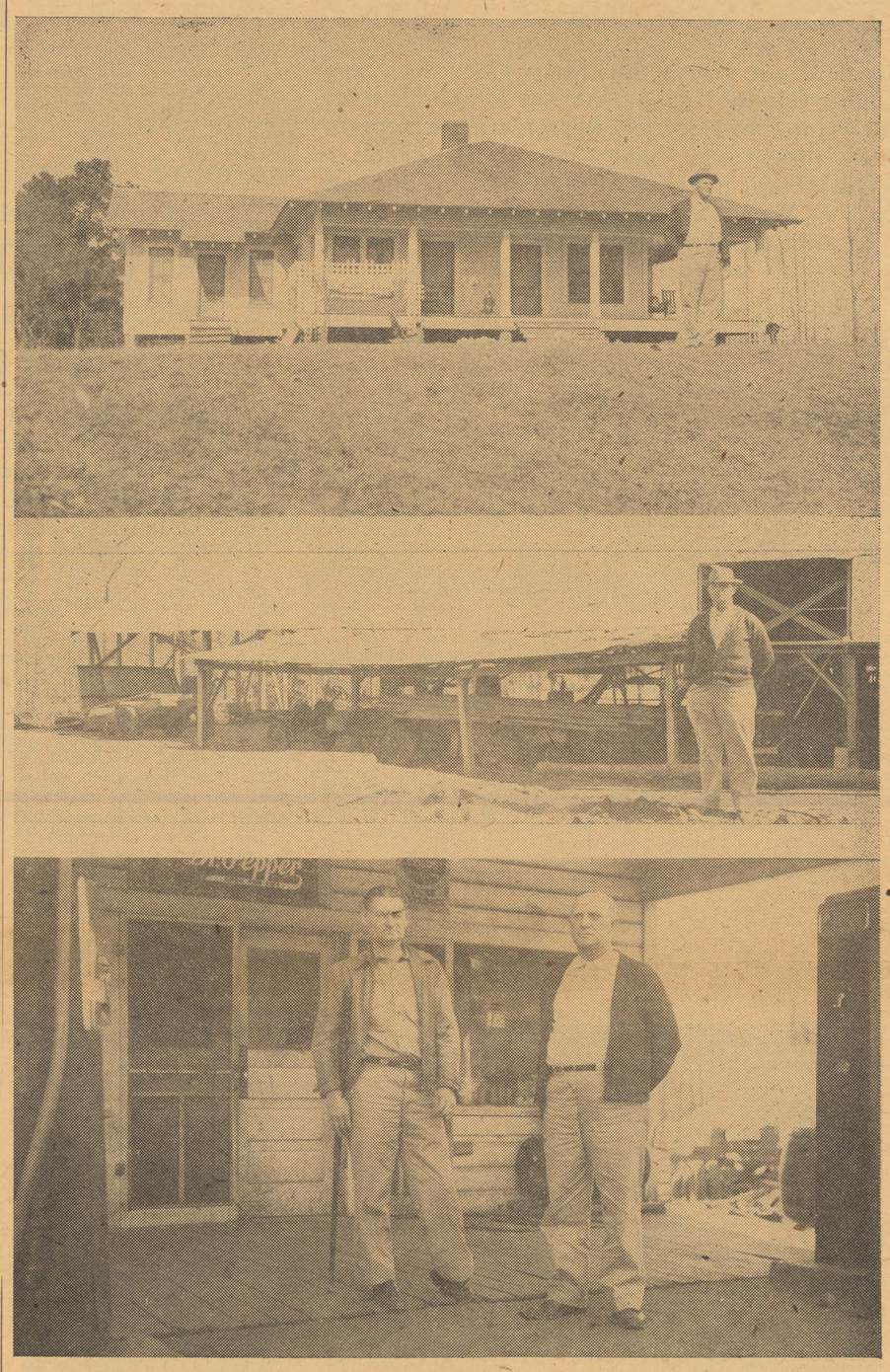
Native Son of Beulah and Holcomb Store Community of Cherokee County Mr. Holcomb Says he is Happy and Proud to Say he is Still Living in That Blessed Part of the Lone Star State of Texas, Always Being Ready, Willing and Able to Serve His Community; and, Its People, he Affirms

Beulah, Holcomb Store and Rusk. — H. F. Holcomb, 52, native son of Beulah and Holcomb Store community west of Rusk, Cherokee county, East Texas; and, Environs enjoys the enviable distinction of living and doing business in the same community where he was born in 1895, he declares. His wife, Mrs. Norene Holcomb is also a native of Cherokee county. Mr. and Mrs. Holcomb have four children: Emmett C. (Mrs. Martha Ray) Holcomb; Miss Mamie Frances Holcomb, valued employe Farmers & Merchants Bank, Rusk, where her father is a substantial stockholder and director; Misses Helen and Mary Jane Holcomb. There is one grand son: Richard Carlton Holcomb, 6-months of age at this writing. Parents: Chas. F. Holcomb, an old pioneer timberman, deceased; and, Mrs. Mamie Holcomb, also deceased. Parents of Mrs. Holcomb: M. E. and Mrs. Eugenia Coleman, both living. Mr. Holcomb points out that his family ancestry dates back easily more than 100-years. Raised on a farm, Mr. Holcomb says it is perfectly natural for him to continue that activity as a part of his general operations, which include ownership and operation of H. F. Holcomb Lumber Company; H. F. Holcomb general store; H. F. Holcomb ranch; and, H. F. Holcomb plantation, saying nothing for his substantial identification with other business enterprises among these finding him to be a substantial stockholder and director in the Farmers & Merchants State Bank at Rusk, county seat of Cherokee county, Texas. Personally owning 165-acres farm and ranch lands; 600-acres in fe and rights timber lands, Mr. Holcomb announces that all told he carries upward 200-acres land in his general crops production; and, that his ranch lands are ample to accommodate his general herds of cattle, approximating in number 75 to 100-head, he states. In the livestock division of his business operations, Mr. Holcomb says he is mostly a producer of cattle; and, that both the local and general markets are patronized in their sale. In his possesion are also 800-estate acres over which he presides, he states. The H. F. Holcomb Store is located at Beulah. General crops are produced by Mr. Holcomb, who says his ranch herds represent business side lines; and, that by no means does he overlook having ample meat hogs and poultry to take care of home needs, a thing each and every good farmer should always keep foremost in his most needed possession, may it be said. The H. F. Holcomb Lumber Company carries sawmill capacity of 18,000 to 20,000-feet rough lumber daily; and, planer mill capacity of 25,000 to 30,000-feet daily capacity finished lumber, Mr. Holcomb announces. He also says that his lumber industry was established in 1920, or 27-years ago; and, that his general store was opened in 1946.

General merchandise and service station, the latter featuring Texaco products handled at the Holcomb store enjoy extensive patronage, it is revealed. H. C. Bingham, who has been with Mr. Holcomb for 6 years is store manager and bookkeeper. Mr. Holcomb states that he absorbs the output of a few auxiliary sawmills; and, that he also buys logs and contract timber delivered to his Beulah operations.

Carrying substantial timber tracts, Mr. Holcomb invites opportunity at all times to participaate in available timber purchase negotiations. His yard lumber inventory is held at between 300,000 and 500,000-feet, states. Cutting both pine and hardwood, Mr. Holcomb says he enjoys splendid patronage and is modernly equipped to take care of expansion program in lumber manufacturing as, if and when such demand overtakes him, he affirms. In World War No. 1, as in World War No. 2, Mr. Holcomb is known to have acquitted himself nobly and well, it is patriotically said of him. Serving now as a school director, Mr. Holcomb enjoys a magnificent record as friend and supporter of all worthy civic religious and public development strides on behalf of his community; and, its people, this effort on his part also extending beyond his Cherokee county borders, it is honorably declared of him. Mr. Holcomb states that his land holdings are partially leased for prospective oil development; and, that he would consider leasing the remainder of his mother-earth properties for such undertaking, he announces. Along with other East Texas; and, Environs Sponsors, Mr. Holcomb has subscribed generously of his support and influence to help make of this Special edition the fine success it enjoys and; assures that he now and always desires to stand up and be counted as favoring the progressive future public development programs herein advocated. Continue your stride, Mr. Holcomb; plus, commendation and congratulations on past, present and future achievements and accomplishments!





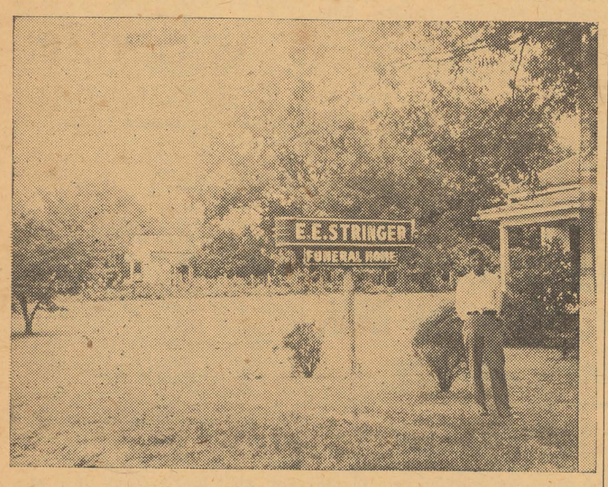
In above picture may be observed three separate logging scenes at the sawmill of H. F. (Harvey) Holcomb, lumber manufacturer, merchant, planter and livestockman Holcomb's Store and Beulah, Texas.

Top above: Lovely home H. F. (Harvey) Holcomb, who is standing at right front porch; center: Mr. Holcomb standing near his sawmill; and, bottom: Right to left Mr. Holcomb and H. C. Bingham, store manager and bookkeeper for Mr. Holcomb, Beulah and Holcomb Store, Texas.

MAYOR J. O. STRINGER, 28, BELIEVED TO BE ONE YOUNGEST OF CHIEF EXECUTIVE OFFICERS IN THESE UNITED STATES OWNS E. E. STRINGER FUNERAL HOME AT NEWTON, TEXAS

Up Until Now, Mayor Stringer Enjoys the Unique and Enviable Distinction of Having Been Able to Operate the City of Newton Without Taxation and-or Privilege Licenses, he States

Newton. — Mayor J. O. Stringer, 28, son of Mayor and Mrs. E. E. Stringer, of Kirbyville, Jasper county, Texas, is the progressive and popular Chief Executive officer of the City of Newton, Newton county, East Texas; and, Environs; and, in his local business relations, the young Mayor is owner and operator of the E. E. Stringer Funeral Home in Newton county, records establish. This plant, it is revealed, represents an investment of between $40,000.00 and $50,000.00, the 24-hour daily ambulance service said to be the last word in efficiency, it is declared. All equipment, hearses, et cetera are modern, it is observed; and, the Funeral Home is pleasingly adapted and suited to the needs for which it is used, observation and information establish. Native of Liberty county, Texas, Mayor Stringer says he sojourned about East Texas for several years and located in Newton back in 1940, when he took over the management of his father's business in Newton county; and, after returning from the No. 2 World War, in which he served with the U.S.N.R. in the South Pacific, he says he bought the business from his father in 1945 and is now sole owner for Newton county; and, environs. At the age of 21-years, the Mayor recalls that he was elected a member of the Newton Board of Aldermen. Later he moved to Kirbyville, where he spent 9 months; and, in 1942 he entered the service of Uncle Sam. At the age of 28 in 1947, he was elected Mayor of Newton. Be is said with distinction, Mayor Stringer thus far has been operating his town and/or city of Newton without taxation or collection of privilege license, he states. However, it is opined that in addition to the usual employment of bond issues, the progress and prosperity of Newton is going to ultimately call for new revenue to help carry on a number of improvement programs, citizens and taxpayers point out. But, thus far the position of the young Mayor is believed to have been without general precedent; and, certainly is a most unique and enviable operation for any municipality, it is pointed out. At the time Mr. Stringer was elected Alderman, he was believed then to have been the youngest man on record, assuredly so it is though insofar as Texas is concerned, to have held such a position; and, it is likewise true, it is pointed out that he is not only now the youngest Mayor in Texas and/or the South, but one of the youngest Chief Executive officers in the whole of these United States with the possible exception of a young Mayor in Wisconsin, where it is said one is serving at age 24. In addition to his Newton county ownership of E. E. Stringer Funeral Home, established by his father, Mayor Stringer is Vice President of Sabine Neches Life Ins. Co., of Kirbyville; and, his burial policies, he says are cleared via East Texas Burial Association, and adjunct owned by his father, Mayor Stringer of Kirbyville, where the latter also owns the Sabine Neches Ins. Co., the son states. Territory of Newton county, East Texas; and, Environs including part of West Louisiana is served by the young Mayor of Newton. He is not only Mayor of Newton, but is also President of Newton Business Men's Club; a member of Lions Club; a Master Mason, and active in the civic, religious and general public development life of this favored sector of the Lone Star State of Texas, it is known. By many of his friends, Mayor Stringer is designated, recognized and appreciated as a human dynamo, it is affirmed. His Funeral service takes care of everything from the smallest infant to the most elaborate of adult funerals, says Mayor Stringer. Aside from his business, Mayor Stringer insists that Newton has good churches, good schools, good water, good climate; and, that the City of Newton owns its own water plant, lights and sewer system; and, don't forget, points out the young Mayor, thus far without city taxes, a most unusual and happy situation! Mrs. Frances Stringer, wife of the young Mayor is a native of Newton county. She is the daughter of Mr. and Mrs. H. C. Hopkins, both living. Mayor and Mrs. Stringer have one living child, Miss Ann Stringer, 2. On May 21, 1947 they lost their little son, J. O. Stringer, Jr., 3-months old at the time of his passing, it is announced. As Owner-Manager of E. E. Stringer Funeral Home in Newton, Mayor Stringer is recognized and appreciated as a definite community asset; and, in the instant effort to help publicize more widely the natural and potential resources of Newton county, East Texas; and, Environs he has subscribed both of his support and influence. More power to you, Mayor!

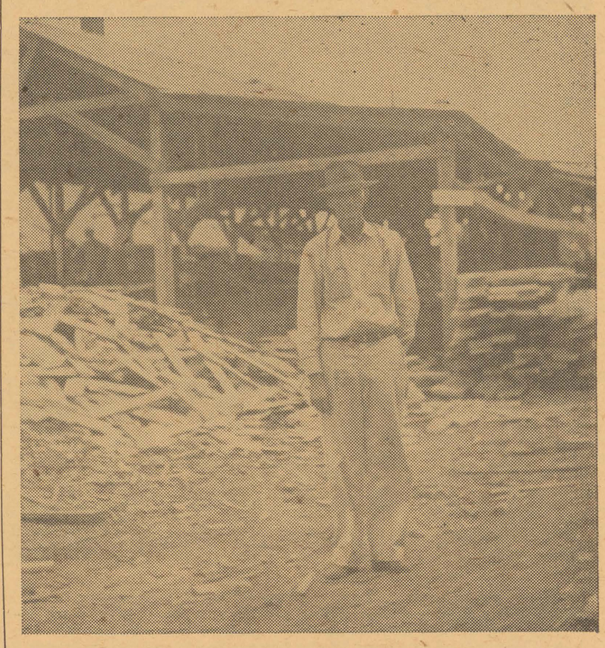


Mayor J. O. Stringer, 28, owner E. E. Stringer Funeral Home for Newton, Newton county, Texas, popular and progressive East Texas business man, it is affirmed.

O. D. (OSCAR DAVID AND - OR DOC) LANKFORD, 50, PROGRESSIVE REDLAND AND LUFKIN LUMBER MANUFACTURER, WITH A RECORD OF MORE THAN 30 YEARS ACCOMPANY HIM

His Redland Mill Operated Under Contract Lease, While He Leases And Takes Over Operation 15,000-Feet Daily Capacity Both At Planer And Sawmill In Lufkin, He Announces

Redland and Lufkin—O. D. (Oscar David and/or Doc) Lankford, 50, (Mrs. Ida; Miss Faye; and, Jerry, 12) native son of Redland, on Feb. 18, 1946 branched out a bit in his Redland saw mill operations, leased and took over his 15-000-feet daily capacity mill in Lufkin, where his leased Planer he says, also carries similar daily capacity of 15,000 feet dressed lumber to help accomodate his wholesale outlet, he affirms. His Redland mill with 5,000-feet daily capacity, he points out is operated under contract lease agreement, which he hopes may prove to be satisfactory to all parties concerned; and, that his Lufkin operations may turn out to be everything but disappointing. In other words after some 30-years in the operation of sawmillls, Mr. Lankford says he decided it was time, if he ever expected to make such a stride, to undertake operations on a large scale; and, to do that he gravitated to Lufkin. His daughter is 19; and, son 12, he states: Jim Vachiel and Mrs. Martha Lankford, both deceased, his lamented father having been an old pioneer in the timber business, he relates. Parents of his wife: Chuck Reynolds, deceased; and, Mrs. Hattie Reynolds, living. Mrs. Lankford is a native of Angelina county, Mr. Lankford reports. In his boyhood Mr. Lankford says he began working for others in the timber business; and, operated saw mills for more than 30-years, including his own activities at Redland, located a few miles out from Lufkin up to 1946; and, then he launched out on his present campaign to do things in a bigger and better way, he hoped and believed. Some ties are cut at his Redland mill, it is ascertained; and, in addition to his own output at Lufkin, at this writing Mr. Lankford says he absorbs the output of auxiliary mills, all of which, he points out, now find him carrying a direct and indirect pay roll that provide for a set-up something like this, i. e., 20 to 25 direct employes; and, 15 to 20 indirect employes, giving him a combined total of from 35 to 45 direct and indirect fellows on his pay roll. Always in the market to negotiate purchase of additional timber tracts, as well as individual logs and contract timber at his skids, invites Mr. Lankford, who as a pioneer timber man says he's having some grief but in the main is extracting a lot of fun and advanced business experienced under his new program of operation; and, here's wishing for you, Mr. Doc everything good in the business! Cutting both pine and hardwood lumber, Mr. Lankford says he carries upward 1,000,000-feet standing timber in the counties of Angelina, Houston, Trinity and adjoining East Texas counties; and, Environs. On behalf of this Special Edition, Mr. Lankford is going along with the rest of us boosting, working and putting for the general public development as it comes along out there in future; and, enthuusiastically endorses all worth while civic and religious undertakings in each and every community, he affirms.



Partial view saw mill operations O. D. (Doc) Lankford, Lufkin, Texas. Mr. Lankford is standing in above picture. His home is at Redland.

DAVID L. BARTON, 56, ACTIVE LUMBER MANUFACTURER, IN TENEHA AND PAXTON SECTORS SHELBY COUNTY, EAST TEXAS; AND, ENVIRONS, WITH FOUR SONS AS ASSOCIATES

During World War No. 2, His Son, Elmer Barton, Served With U. S. N., Japan; And, Bruce Barton, Was With Uncle Sam's Army In Europe, Records Reveal

Teneha and Paxton. — David L. Barton & Sons, Ray; Elmer; Bruce; and, D. L. Barton Jr., represent active lumber manufacturers, planters and livestockmen in this Shelby county area of East Texas; and, Environs, it is observed. Specialty with these gentlemen is the building and selling of houses, it is announced, only recently 8 of these modern structures having been used as aids toward relieving the housing shortage, it is affirmed. Mr. Barton is a native of Louisiana; and, his wife, Mrs. Eva L. Barton is a native of Paxton. They have 6-children and 5-grand children, their children being Ray (Mrs. Lila Bell) Barton, Teneha; Mrs. Velva (C. A.) Bass, Houston; Elmer (Mrs. Elwanda) Barton, who served with the U. S. N., Japan during World War No. 2, Teneha; Bruce (Mrs. Oweta) Barton, who was with Uncle Sam's Army in Europe during that same memorable conflict, Teneha; Mrs. Bobbie Ruth (Derwood) Calcausia), Houston; and, D. L. Barton, Jr., Teneha. Parents of Mr. Barton: T. J. and Mrs. Louisa Barton, both deceased. Parents of his wife: Mr. and Mrs. M. L. Thompson, both deceased. Coming here in 1911, Mr. Barton is known to have made good as a planter and livestockman on his 165-acre farm, where he features Jersey cattle and also carries meat hogs, and poultry, it is observed. It was back in his boyhood, Mr. Barton recalls when he began his timber experience; but, it was not until 1945 he says that he started manufacturing lumber. He and his sons operate a portable mill, the output going at both wholesale and retail, it is announced. Employing 12-men, Mr. Barton says their mill carries daily capacity 5,000 to 6,000-feet rough lumber, but that he and his boys pride themselves in being able to make good lumber. Three trucks are employed in the Barton operations, it is made known; and, that not only contract timber is purchased, but that logs also find ready cash market at the Barton skids. Mr. Barton says he and his sons are in the market to buy good timber tracts; and, invite negotiations to that end, they state. In his public relations, Mr. Barton says he has served as school trustee, road overseer; and, for 17-years as Public Cotton Weigher. He states that his lands are partially leased via prospective oil development. In the civic, religious and general public development stride, the Barton families are known to be good friends and supporters. This is another team of father and sons; and, may every success attend them, and each of them in great abundance! Yes, of course, Mr. Barton and his sons are actively supporting the instant effort to boost and work for the future progress and prosperity of this entire Texas area, it is assured.



Right to left, Dave Barton and his son, owners and operators Barton Lumber Co., Paxton and Teneha, Texas.

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W. C. JONES LUMBER CO., W. C. (SMOKEY) JONES, 37, OWNER AND OPERATOR AT HENDERSON, RUSK COUNTY, MADE PROGRESSIVE STRIDE BEFORE MR. JONES DISPOSED OF HIS PROPERTY, IT IS KNOWN

Native Nash, Texas, Recognized and Appreciated as One of the Progressive and Successfully Alert Young Business Men of East Texas, Attest The Friends and Neighbors of Mr. Jones, Who Operated 1 Truck Carrying 16,000-17,000 Ft. Lumber at One Haul, He Says

Appreciating the Importance of Helping to Publicize More Widely Natural and Potential Resources Rusk County, East Texas; and, Environs, Mr. Jones Is Known to Have Been of Inestimable Value To His Community; and, Its People, it is Pointed Out

During Operation of His Modern Planer Mill Near Henderson, Mr. Jones Says he Produced 30,000 to 40,000 Feet Dressed Lumber Daily; and, Absorbed Output 4 to 5 Mills; and, Employed 75 to 100 Men

Henderson. — W. C. (Smokey) Jones, 37, progressive young timberman and planer mill operator is known to have made an enviable record as a producer of good lumber while he was operating in Rusk county. Mr. Jones is said to have recently disposed of his huge planer mill operations near Henderson; and, on that behalf he is known to enjoy the confidence of his friends and the public, it is attested; and, it is declared he has the best wishes of all for a bright and prosperous future here and/or elsewhere, it is declared. Native of Nash, Texas, Mr. Jones came to Henderson in 1942 after having sojourned at other points for a number of years, he stated. His wife, Mrs. Selma Jones is a native of Oklahoma. They have three children: Misses Wanda Rita and Barbara Ann Jones; and, Walter Ronald Jones. Parents: Walter B. and Mrs. Annie Jones, both living. Parents of Mrs. Jones: Mr. and Mrs. F. M. Baker, both living in Stockton, California. The parents of Mr. Jones reside at Leggett, Texas. After leaving Nash, Mr. Jones says he first moved to Harlton, Harrison county, Texas; and, from there he moved to Oklahoma City; and, later to Tulsa, Oklahoma for a few years. Coming back to his Lone Star State of Texas, Mr. Jones says he stopped for a while at Garrison, next to Kilgore; and, to Henderson in 1942. Having started his timber experience at Harlton, Texas, Mr. Jones announced that he began manufacturing lumber on his own account in 1945. The Henderson plant operated by Mr. Jones was known as W. C. (Smokey) Jones Lumber Company, W. C. (Smokey) Jones, owner and operator. It carried a daily capacity of from 30,000 to 40,000 feet dressed lumber, Mr. Jones reported; and, that during its operation he absorbed the output of from 4 to 5 mills; and, employed directly and indirectly 75 to 100 men, he affirms. He featured fine lumber and sold his output within Texas, records establish. At the time of his operations, Mr. Jones said he was constantly in the market to purchase additional timber; and, that his yard lumber inventory usually invoiced one half million (500,000) feet lumber; and, that his holdings in the woods approximately from 1,000,000 to 2,000,000 feet standing timber. A feature of no small interest had to do with the ownership and operation of one big truck employed by Mr. Jones that easily delivered from 16,000 to 17,000 feet lumber at one haul, he recalls. In the instant effort to help publicize more widely the natural and potential resources of Rusk County, East Texas; and, Environs, Mr. Jones subscribed liberally of his support and influence. He made it clear that he actively endorsed the progressive programs herein advocated; and, that he favored cheaper power, lower taxes, better roads and adequate drainage; improved churches and schools; increased production of all farm products, including milk, meat and eggs; soil conservation and protection of forests vs. fires; selective timber cutting; and, a cordial invitation to desirable new people, money and industry thruout the whole of East Texas; and, Environs, he assured. More power to you Mr. Jones; and, may your stride thru life continue actively on behalf of civic, religious and general public development progress, attended also by good health, happiness, progress and prosperity for yourself, loved ones and friends!



Young man standing out front in above picture is none other than W. C. (Smokey) Jones, popular and progressive owner and operator W. C. Jones Lumber Company, Henderson, Texas. Mr. Jones says he is constantly moving similar truck loads of lumber from his plant to the markets similar to above exhibit.

J. F. (BUD) McNEIL LUMBER CO., J. F. (BUD) McNEIL, 35, OWNER AND OPERATOR, FRANKSTON, HAS A SAWMILL DAILY CAPACITY ANNOUNCED AS 5,000 TO 6,000 FEET LUMBER; PLANER 10,000 FT. DAILY

Mr. McNeil, Native of Grapeland, Says Except for Few Years Away From Home he Has Resided in and About Frankston Since Boyhood; and, That He is Always Happy and Glad When He May Be Able to Help Advance Best Interest of His Community; and, its People

At the Age of 12, Mr. McNeil Says he Began His Experience in the Timber World; and, That in 1940 he Established His Sawmill, Followed in 1944 by Installation His Planer Operations

Having Recently Purchased Additional 100 Acres Land Back of His New Home, Which he says he Erected in 1946, Mr. McNeil Announces That he Will Feature White Face Cattle on His Ranch and Farm

Frankston. — J. F. (Bud) McNeil Lumber Company, J. F. (Bud) McNeil, 35, owner and operator rates daily capacity of 5,000 to 6,000 feet rough lumber daily as to its sawmill, states Mr. McNeil, who also makes known that his planer mill carries a daily capacity of 10,000 feet dressed lumber. Employing 6 men, Mr. McNeil says he usually carries around 100,000 feet standing timber; and, that he is always in the market to purchase additional tracts of timber. Logs and contract timber delivered at his skids also find ready cash market, he invites. Native of Grapeland, Mr. McNeil says he came to Frankston, Anderson county, East Texas; and, Environs sector in his childhood and that at the age of 12 he began his experience in the timber world. In 1940, Mr. McNeil says he established his sawmill; and, that in 1944 he installed his planer mill. His wife, Mrs. Dallas McNeil is a native of Frankston. Parents: John and Mrs. Etta McNeil, both living. Parents of Mrs. McNeil: J. L. Henderson, living; and, Mrs. Leola Henderson, deceased. Except for a few years absence, Mr. McNeil affirms that he has resided in and about Frankston since his early boyhood; and, that he is always happy and glad when he may be of assistance in helping to advance his community; and, its people, he declares. Employing two trucks, Mr. McNeil says he does both a wholesale and retail lumber business. In his lumber operations, Mr. McNeil states that he also absorbs the output of auxiliary and/or other sawmills in addition to his own production. Having spent practically all of his life in timber and lumber manufacturing, Mr. McNeil says he recently acquired by purchase 100-acres of land lying back of his pretty new home, which he says he erected in 1946; and that he proposes to develope his new mother-earth holdings into farm and ranch production. White face cattle may predominate, he announces, on his ranch; and, that general crops may be produced on his tillable lands. Having made his own way in life thus far, comments Mr. McNeil, he ambitiously hopes and intends to improve his stride in every good and constructive way, he affirms. Civic, religious and general public development efforts hereabouts have first claim on his time and talents, he insists; and, that in the commercial world he craves to suceed by honestly and faithfully carrying out his business obligations via the route of the Golden Rule, he maintains. In the instant effort to help publicize more widely the natural and potential resources of Anderson county, East Texas; and, Environs, Mr. McNeil has subscribed his support and influence, stressing as he does the importance of improved churches and schools; cheaper power, lower taxes, better roads and adequate drainage; soil conservation and protection of our forests vs. fires; increased production all farm products, including livestock, milk, meat and eggs; plus location desirable new people, money and industry, he points out. Friends and neighbors of Mr. McNeil attest that he is the kind of young man who believes in the square deal; peace, progress and prosperity; and, that folk at home, as well as abroad, should know how to live and do happily and constructively. Illustrating the appraisal of Mr. McNeil, it is opined, under caption: "THE RUSSIA THAT WAS AND IS" via editorial comment by the esteemed Tyler Courier-Times:

"We are beginning to play European politics in a realistic way. We believe that we will gain more for the cause of world freedom that way than the plan of giving all and asking no questions which course we pursued the past few years.

"We stopped credit to Hungary when the Russian Communists recently took over the government there. We also have refused to permit Russian-Hungarian planes to cross our zones in Germany and Austria, since Hungary has never permitted our planes to land in that country.

"We are giving aid to the non-Communists regime in Italy. But we also are praising the reconstruction work that the Italians are doing on their own and are restricting our loans and gifts for that country to helping provide the means for the Italians to work out their own destiny.

"Far too much of the money, supplies and military equipment we have sent to Europe has been used in the military struggles of the various factions for supremacy. Far too much of it has ultimately aided Russia in her present domination of most of the Continent of Europe.

"There are those who say we cannot from the sidelines stop this tremendous movement. Be that as it may, we can refuse to add fuel to it. And the Russians do very little constructive. They merely tear up and loot the countries and put them behind the Iron Wall of hunger and want and persecution, where they become lost to the society of democratic nations.

If we refuse to give Russia anything either directly or indirectly through her satelite nations, the flame of world revolution will die out for want of fuel. Her slave labor produces only on propaganda sheets.

"Russia, just like the United States, can be destroyed only from within—and the Soviet Government will ultimately destroy itself. We must make the United States stable within and strong outside. Then we have nothing to fear from Russia. For a time we subscribed to a theory that the world could do nothing without Russian co-operation. Well, we will not get Russian co-operation, that was demonstrated all during and since the war. And we, for one, have enough faith in the Eternal Rightness of Things to believe that one nation cannot destroy this world. If that had been possible, our world would have gone up in smoke a thousand years ago. out Russia—and maybe it won't be so bad, after all."

"We will have to get along with-



J. F. (Bud) McNeil, owner and operator J. F. McNeil Lumber Company, Frankston, Texas, is shown standing in the above picture. Mr. McNeil is one of the younger saw mill operators in his sector of East Texas;and, Environs. He operates a portable mill, and also maintains a planer near his new home out from Frankston.



Pretty new home Mr. and Mrs. J. F. (Bud) McNeil, Frankston, Anderson county, East Texas; and, Environs. Mrs. Dallas McNeil, wife of Mr. McNeil is shown standing at the front porch entrance to the McNeil home.

COY GRIMES, 37, SAWMILL OPERATOR; RANCHMAN AND PLANTER; ANNOUNCES HE IS RETIRING FROM JERSEY CATTLE BUSINESS AND WILL EMBARK INTO MULE BUSINESS, USUALLY CARRYING 12 TO 20 HEAD FOR DRAFT PURPOSES; ALSO, FEATURING TOMATO CROPS!

Raised on Farm and Still There, Mr. Grimes States That he Owns and Operates 456 Acres Land Near Jacksonville Employed by Him in the Production of General Crops and Livestock; and, he Sees Bright Future for Cherokee County and All East Texas; and Environs, he Says

An Enthusiast for Cheaper Power, Lower Taxes, Better Roads and Adequate Drainage; Improved Churches and Schools; and, All of the Progressive Programs Herein Avocated, Mr. Grimes Says He's One Native Son Who's All Out for the Home Community and the Great State of Texas

Jacksonville. — Coy Grimes, 37, native son of the Jacksonville area; born and raised on the farm, and still there with 456 acres on which he produces general crops and livestock, Mr. Grimes lets it be known that he is one native son who is first, last and all the time for the home community and the great State of Texas, he affirms. Mrs. Clyde Grimes, wife of Mr. Grimes is the daughter of the lamented W. W. Lindsey; and, Mrs. Eva Lindsey, living. Parents of Mr. Grimes: R. A. and Mrs. Mary Grimes, both living. Mr. and Mrs. Grimes are the parents of two children: Thomas Edwin (Mrs. Ethel Lee) Grimes; and, Miss Mary Evelyn Grimes. Veteran of Warld War No. 2, Field Artillery, Mr. Grimes is one of the better known young men of this Cherokee county, East Texas; and, Environs area, where he is known to have made an enviable reputation as a livestockman and planter. In the latter agricultural stride, besides producing general crops and livestock, this good year 1947 Mr. Grimes specializes in tomatoes, having enjoyed good production, he reports from 14 acres of that delicious fruit. In his livestock division heretofore, Mr. Grimes has devoted much of his time on his ranch to Jersey cattle, usually carrying 35 to 65 head, his herd possessing two Registered males, he says, but presently he announces that he is getting out of, or rather retiring from cattle ranching and expects to go into draft mule power in a big way, starting, however, he makes known with from 12 to 20 draft mules; and, proposes to expand as business justifies. Mr. Grimes says his swine herd usually tops around 15 fine hogs; and, that invariably he and his family really live at home; and, by the way he owns and occupies a lovely place with his family out on their farm-ranch, it possessing practically all modern conveniences, he reports, including bath, sewer, et cetera—and, above all, of course, good water. His 465 acres in general crops and livestock production is said to be one of the better units of its kind in this Jacksonville sector of the Cherokee county area of East Texas; and, Environs. He says he would lease his place for prospective oil development, and invites negotiations to that end.

Having come from the bottom up, Mr. Grimes says he gets a kick out of being able to add to his accumulations now and then, just as he's presently considering the purchase of another 50 acres of Mother earth, he points out. Starting in the manufacture of timber into lumber business back in 1932, Mr. Grimes says he believes his records will bear him out in his statement that he has made good in that field of activity; and, that his present mill carries a daily capacity of 10,000 feet rough lumber, which he says he clears at wholesale via John A. O'Byrne Lumber Company, Jacksonville, who is also represented in this Special Edition, it is known. Some retail business is also done by Mr. Grimes, he reports; and, later on he contemplates installing a planer so he may dress and finish out his own lumber. Carrying an estimated 500,000 feet standing timber, Mr. Grimes says he invites opportunity to purchase additional timber tracts, fee or rights ;and, he maintains a cash market at his skids for the purchase of individual logs and contract timber. In the sale of his livestock, Mr. Grimes says he has been patronizing the local markets. In his transportation division, Mr. Grimes says he carries a fleet of 3 new trucks and a new pickup in addition to 2 automobiles; and, that his farm is operated by both tractor and mule power. And, oh yes, by the way, Mr. Grimes desires to take this opportunity to express publicly a word of appreciation on the part of his loyal employes who have never given him any labor trouble and he says he does not expect any in the future, especially so since well get along get out there just like one big family—be it at the mill, on the ranch or the farm. You can't beat a combination like that, and while Mr. Grimes is complimenting his employes, this Commentator having seen a number of them, feels and believes the feeling is mutual. Mr. Grimes has subscribed liberally of his support and influence toward the success of this Special Edition; and, he says he is happy and glad to back the progressive programs therein advocated on behalf of Jacksonville, Cherokee county, East Texas; and, the Great State of Texas as a whole!



Coy Grimes, progressive young lumber manufacturer; mule man; ranchman and planter, featuring tomatoes, Jacksonville, Texas.

Newby Lumber Company, J. H. (Hogg) Newby, 56, Owner And Operator, Is One Of The Better Known Portable Saw Mill Operators In His Sector East Texas

Mr. Newby Says While John Henry Is His Given Name, He Was Early Given The Nick-Name of 'HOGG' After Governor Hogg, A Former Texas Governor; And, That He Really Knows How To Make Good Lumber, He Affirms

Westbrook, Liberty and Newton. — It remains for none other than the popular and well known J. H. (Hogg) Newby, 56, to be the active sawmill operator at Westbrook about 4 miles north of Liberty, which is located on the Newton-Burkville highway; and Newton, where his banking, Post Office and other activities are carried on, he maintains. Mr. Newby is a native of within 6 miles south of Hughes Springs in Cass couny, East Texas; and, Evirons, records establish; and, his wife, Mrs. Oda Newby is a native of LaFayette, Upshur county, Texas, he says. They have 5 children and 3 grand children, their children being: John (Mrs. Imogene) Newby; Mrs. Ruth (Charlie) Boyd; Mrs. Mary Faye (George) Ozan; Samuel Jennings Newby; and, Mrs. Sue (Ray Milton) Miller. Parents: Sam and Mrs. Mary Tom Newby, both deceased.

(Continued on Page 102)

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C. F. HILTON, 37, CHAMPION PULPWOOD CONTRACTOR, DEFINITELY MAJOR OPERATOR HIS BUSINESS CLASSIFICATION THRUOUT THE GREAT LONE STAR STATE'S RICHEST TIMBER BELT, IT IS AFFIRMED

Maintaining Business Headquarters in Jasper, Texas, Where He and His Two Sons, C. F. Hilton Jr. and Robert Lee Hilton, Own and Operate Bar-H--Ranch, Home of Famous Pedigreed and Commercial Brahman Cattle, Mr. Hilton, A Native of Onalaska, Polk County, Texas Carries a Family Ancestry Dating Back 125 to 150 Years, He States

Carrying Upward 25,000 Acres Fee And Timber Rights Lands, Mr. Hilton Announces That in His Employment of Selective Timber Cutting He Does Not Permit Any Tree to be Cut That Measures Below 9"; and, That he Always Plans to Have A New Crop of Merchantable Timber Coming Along Each and Every Five Years, Furnishing Ready and Continuous Cash Market for Additional Timber, He Affirms

At Age 16, Mr. Hilton Started His Timber Experience in the Employ of One of His Uncles, the Lamented S. B. Townley; and, for the Past 11 Years he Has Been a Major Operator, it is Disclosed, There Being Direct and Indirect 300 to 500 Men; and, 65 to 70 Big Trucks Serving in His Giant East Texas Timber Organization, it is Known

Jasper.. — It has remained for C. F. Hilton, 37, native son of Onalaska, Polk county, East Texas; and, Environs, to become one of the outstanding and successful major timber operators and ranchmen in the Lone Star State with headquarters in Jasper, Jasper county. Mr. Hilton as Champion Pulpwood Contractor; and, senior member with his two sons, C. F. Hilton Jr., 14, and Robert Lee Hilton, 8, in ownership Bar —H— Ranch, home of Brahman cattle, definitely is one of the busiest young men in this part of the South, measuring his stride both as to achievement and accomplishment, it is pointed out. His wife, Mrs. Aline Hilton is a native of Corrigan, Texas. They have two son, C. F. Hilton Jr. and Robert Lee Hilton, but be it said to the credit of these young gentlemen that they are a team worth while whether you praise them individually and/or collectively, it is observed and appreciated. Parents: Walter Carson and Mrs. Pixie Ola Hilton, both deceased. Parents of Mrs. Hilton: Ed Watson, living; and Mrs. Marjorie Watson, deceased. With an ancestry dating back 125 to 150-years, the family of Mr. Hilton unquestionably must have had an important part in the early building of Texas, it is admitted. "Carl Feagin," given name of Mr. Hilton finds him usually designated and affectionately referred to by his friends and the public either as 'C. F.,' or just plain Carl. In other words, notwithstanding his huge possesions and triumph in the business world, Mr. Hilton says he prefers to be known and associated with as 'just one of the boys.' Business offices (palatial suite))are maintained at No. 203, Texas Theatre building, West Side Square, Jasper with Telephone Uo. 472 and Post Office Box No. 630 for business, private and public convenience, it is noted. His father, the lamented Walter Carson Hilton was a pioneer ranchman and planter, he having resided about 4-miles from the place settled by his Grand Father, the lamented Oliver Hilton, the latter a native of South Carolina, later being raised in Mississippi, thence to Texas as one of the pioneer settlers of the Great Lone Star State of Texas, it is established. Mr. Hilton acquired his education in the schools of Livingston, Texas; and, at age of 16 he began his timber experience with one of his uncles, the lamented S. B. Townley. Later he worked a short time with Shell Pipe Line Corp; and, then associated himself with another uncle, C. Y. Townley at Huntsville. Ten years had passed; and, at age 26 and/or on Dec. 10, 1936 while at Huntsville he became contract pulpwood producer for The Champion Paper & Fibre Co., of Houston. At that time he handled only 3 or 4 cars of pulpwood per week comparable to his present huge handling of 100-car loads and more for like period, he states. And, mind you, Mr. Hilton stepped into this major pulpwood production and delivery within just 11-years of time, thereby reaching his present age of 37 years; and, he's still going strong, facts and figures disclose, Giving you an inside peep at the immensity of Mr. Hilton's operations, it may be said that directly and indirectly from 300 to 500-men are on his pay rolls; and, that from 65 to 70-big trucks are required to take care of his transportation plus the service of two or more railroads. His gigantic timber strides are maintained in the counties of Jasper, Newton, Orange and Hardin in Texas, his expansion program finding contemplation that should and will carry his operations into the State of Louisiana, he announces. Concentration points are maintained at at nearest railroad tracks at Jasper, Center and Newton, principal loading objectives, about 50 per cent of railroad car loadings developing thereabouts, reportedly it is established. Mr. Hilton admittedly is one of if not the largest individual pulpwood contractors in this part of the South. After working at Huntsville, he went to Waverly for a while; back to the Walker county capital; and, then here in May 1942. Owning and enjoying a lovely home in Jasper, Mr. Hilton is one of its constructive, enterprising and leading citizens and taxpayers, it is attested by those who know him best. Identified with practically every progressive movement in this splendid Texas area, Mr. Hilton is Chairman of Jasper County Democratic Executive Committee; a Director in the Jasper Chamber of Commerce; a Director of the Texas Forestry Association; and, is active in the civic, religious and general public development life, it is known. Raised on a farm; and, presently owning a farm in Polk county, Texas, Mr. Hilton says he would consider selling 206-acres of his farm lands; and, that he would also lease his mother earth holdings vs. prospective oil development. During his father's life time, the latter ran quite a few cattle, Mr. Hilton recalls, the number of head usually running 400 to 600-head. "That's where I really got my start," tenderly reminisced Mr. Hilton, who says he left school while in the 9th. grade and actually did his first timber work with staves. That was in 1925, he recalls; and, with his uncle, S. B. Townley, as first related above in the earlier part of this article. Next he went to cross ties, poles and piling with his uncle, C. Y. Townley, also referred to above. But, says he: 'It was pulpwood from thereon out.' On another page in this Special edition; and, to which Mr. Hilton has contributed generously of his support and influence to help publicize more widely the vast natural and potential resources of this area, appears information of more than passing interest anent his building of Bar—H—Ranch, owned and operated by himself and two sons, C. F. Hilton Jr., Manager; and, Robert Lee Hilton. The Hiltons pride themselves in possessing what they believe to be some of the best of famed pedigreed and commercial Brahman cattle. Mr. Hilton has two brothers: B. W. Hilton, Center; and, Howard Hilton, Livingston. Timber holdings in fe and rights carried by Mr. Hilton represent upward 25,000-acres, he states and/or a cutting of 4-years or more; plus employment selective cutting with no tree to be cut measuring less than 9," Mr. Hilton says he believes he has a fresh timber crop coming along each and every 5 years. He states that he is now re-cutting some land that he worked over 5 years ago. Geo. C. Osburn, formerly of Huntsville and now here, is office manager and bookkeeper for Mr. Hilton whose brother, B. W. Hilton is manager of the northern division of his operations with designated base at Center; and, Ed Mabry is woods superintendent for the southern division, it is stated. Mr. Hilton says he adheres strictly to company rules in the cutting of pulpwood as outlined elsewhere on this page.



C. F. Hilton, Champion Pulpwood Contractor; and, Senior partner with his two sons, C. F. Hilton Jr., and Robert Lee Hilton in ownership and operation Bar H Brahman Ranch, Jasper, Texas; and, bottom, Mr. Hilton and his office manager and bookkeeper, Geo. C. Osburn.

Pulp Wood—and How to Best Cut and Market and Improve This Invaluable East Texas Timber Product — Emphasized By C. F. Hilton, Champion Pulpwood Contractor

He Tells You How to Purchase; How to Measure; Informs You as to Number of Trees and Sticks Needed to Make Given Unit; Marking Trees for Cutting; and, General Information as to Specifications

Jasper. — Just like going thru school from the Kindergarten, Grammar, High School, College and rounding out with finished education via University is an able treatise on Pulp-Wood issued by C. F. Hilton, Champion Pulpwood Contractor; and, published in full below because of the wealth of invaluable information it affords both the laymen and the woodsmen in general. Under the main caption: "PULP WOOD," Mr. Hilton clearly defines and sets out under sundry heading just how to purchase; measure; estimate and mark trees for cutting. But, immediately to the point and in high praise of Mr. Hilton has to say, with commendation to him and congratulations to you, this Commentator presents Mr. Hilton's message in full. It is both timely and interesting, we opine. Says he:

Information on how to best cut and market pulp wood and improve the growth of your timber in East Texas.

These facts are taken from information obtained from The Southern Pulpwood Conservation Association, Texas Forest Service, U. S. Forest Service and from actual experience of the writer and contractor.

PULP WOOD IS PURCHASED IN THREE GENERAL WAYS

1. Direct purchase of wood delivered at the mill:

No mills depend entirely on direct purchases of pulpwood at the mill. Such purchases are often uncertain and are usually supplementary to regular purchases made under other methods. Where an open market at the mill exists it allows timberland owners to cut and haul their own wood at times convenient to them. It allows farmers to engage in pulpwood operations during slack periods on the farm. Since the slack period occurs on most farms at the same time, the market is often flooded with wood at such times and the delivered price is reduced accordingly. Truck hauls of more than 30 miles, however, are seldom profitable.

2. Purchase through agents on the producing territory:

Company agents at various points arrange for wood purchases delivered at designated shipping points. By coordinating their shipments agents can often keep a steady supply of wood coming to the mill. The agents are simply wood buyers.

3. Purchase through company contractors:

Owing to the necessity of having definite and regular pulpwood paper companies have developed shipments, most of the pulp and paper companies have developed the contractor system. Although the details of the set-up vary from company to company, the general plan is as follows: A woods department or wood procurement department is organized and placed in charge of an experienced wood buyer. It is his responsibility to see that regular shipments of wood come to the mill at a specified cost per cord or unit to the company. The wood buyer in turn organizes the territory and assigns definite areas and wood quotas to each of a number of contractors. These contractors arrange for purchases of standing timber or stumpage; they also operate cutting, hauling and loading crews which handle the wood from the stump to the mill or to the railroad car. Certain contractors in turn let portions of the job to wood producers. The contractor sometimes examines titles, or has them examined, locates boundary lines, handle the pay rolls, and in turn receives a fixed price for all wood he delivers. The margin between operating costs—including the price paid for stumpage—represents the contractor's profit. Contractors also buy from farmers and others, wood cut and piled along roads or at siding. The forest cuttings practice may be thus controlled by the contractor. The writer occupies the place of Independent Company contractor for the Champion Paper & Fiber Company, Pasadena, Texas. This is their method of securing their wood.

SELL BY MEASURE

Pulpwood purchases on the basis of standing timber may be either on lump sum basis or on the number of cords of wood actually cut, based on actual measurement. If the lump sum purchase is based on a fair and accurate estimate basis, otherwise the timberland owner stands a good chance of selling his wood for far less than it's worth. It is strongly recommended that stumpage or wood be sold only on a cord or unit measure basis.

There are many factors affecting pulpwood stumpage prices, the chief ones are:

1. The species, size of trees, stand per acre and cost of logging.
2. The distance to the shipping point and to the mill.
3. The railroad shipping distance and freight rates.
4. Competition between mills and with other users of timber.
5. Quality and quantity of labor available.

The standard cords consists of a rick of wood measuring 4 feet wide by 4 feet high by 8 feet long, containing 128 cubic feet. A cord of four foot wood will contain approximately 90 cubic feet of solid wood. Although the standard cord is the approved and commonly accepted basis of measuring fuelwood, the common practice of cutting pulpwood 5 feet long has given rise to the "long cord" or "unit."

A "unit" of 5 foot wood is (5 feet wide by 4 feet high by 8 feet long) 160 cubic feet or 1 1/4 standard cords. A "unit" of 5 foot wood will contain approximately 113 cubic feet of solid wood.

Pulpwood is cut into 5 foot lengths for ease of handling and loading on trucks and railroad cars. The cost of cutting and handling in the woods is also reduced by using 5 foot lengths, instead of 4 foot lengths. This method of measure is used by contractor in buying wood from producers stacked on yards at shipping points.

NUMBER OF TREES AND STICKS NEEDED TO MAKE A UNIT OF 5 FOOT WOOD

The number of sticks or pieces of pulpwood required to make a 5 foot unit of 160 cubic feet, depends upon the diameter of the sticks. A unit of wood composed of pieces six inches in diameter and five feet in length has 109 sticks in it. However, if the pieces are twelve inches in diameter, only 30 sticks are needed to make a unit. The average number of pieces to the unit is from 80 to 90 pieces of good average wood. It takes nearly three times as many sticks from 7-inch trees to make a unit as it does from 12-inch trees.

Time studies show that it takes nearly twice as long to cut a unit of wood from 6-inch trees as it does from trees 12 inches in diameter.

The cost of cutting, penning, handling and hauling are greater for small-size sticks than for large-size ones.

It is not only more costly to produce pulpwood from small size timber, but it is also uneconomical and poor forest practice to cut trees yielding only small sticks unless they should come out because of crook or other defect, or for thinning or forest improvement cuttings.

It takes 7 1/2 trees measuring 10 inches in diameter at breast height to make a unit which will contain 113 cubic feet of solid wood, or 160 cubic feet of standard measure.

MARKING TREES FOR CUTTING

Pulpwood affords a market of a timber product which if cut wisely makes it possible to improve both the growth and the quality of the stand. Repeated light cuttings as thinnings should mean a sustained yield of timber and a sustained income to the farmer.

Pulpwood can often be cut from dense young stands so as to improve the stand by removing crooked, injured, diseased or suppressed trees, thereby making room for increased growth on the remaining trees. It is most unwise, and uneconomical to clear-cut young stands when they are growing at a fast and profitable rate, even though most of the trees may be of pulpwood size. It is most always well to leave a good stocking of trees on the land, thereby assuring more frequent cuts, greater growth per acre and a steady source of income. This is the selective system of cutting and in most cases is considered by foresters and lumber and pulpwood companies practicing forestry on their own lands as the most profitable, certain and satisfactory method of cutting timber. It tends to build up the woodland, both in volume and quality, and enables the landowner to draw on it at almost any time for funds to pay operating expenses, taxes, for educational purposes, medical bills or other needs.

Clear cutting or leaving only seed trees means that from ten to fifteen years will elapse before another cutting can be made. Meanwhile taxes and costs of fire protection and management must be met every year. Frequent selective cuttings at intervals of from 3 to 10 years, taking out only part of the stand at each cutting, will yield more wood and more cash returns in the long run. The owner will be able to take advantage of a possible future rise in prices which is apt to result if the drain on our forests continues to exceed the replacement by growth.

SPECIFICATIONS

All wood must be cut from sound live trees. Timber damaged by fire will not be accepted. Wood may be cut from green timber left behind logging operations. However, such wood must conform in all respects to these specifications.

All wood must be cut five (5) feet in length, ends sawed and not chopped. No wood under four (4) inches in diameter at small end will be accepted. Wood from four (4) inches to fourteen (14) inches to eighteen (18) inches may be split in half. Wood over eighteen (18) inches in diameter must be quartered.

All knots and limbs must be trimmed off close to the stick. Wood cut from timber with an excessive number of knots will be rejected. Reasonably straight wood is required. Badly crooked sticks and large unsplit crotches (forks) will be rejected.

Burned, charred, doty and rotten wood, old cat faces (turpentine faces), and wood containing nails, metal or wire will be rejected.

In closing the Contractor wishes to state that in the interest of the public welfare and for the protection of our local pulpwood and pulp industries, Contractor urges your compliance with the rules for cutting pulpwood recently approved by the Southern Pulpwood Conservation Association, as follows:

1. Cut no trees under eight (8) inches diameter, outside bark, twelve (12) inches above the ground, except defective or damage trees. Cut stumps as low as possible not over six (6) inches high to conserve your timber.

2. Unless the area is already well stocked with yong growth, leave not less than four (4) seed trees per acre, well distributed over the area. A seed tree is a thrifty tree, not less than eight (8) inches in diameter, breast high, with a well formed crown. Seed tree tags will be furnished to producers or timber owners by the contractor upon request.

3. Whenever possible, defective, badly formed, or damaged trees, worked out turpentine trees, and tops of trees cut for sawlogs should be worked into pulpwood.

4. Cuttings for pulpwood should not be made on the same area more often than once in five (5) years, except when necessary to salvage timber damaged by storms, insects or otherwise.

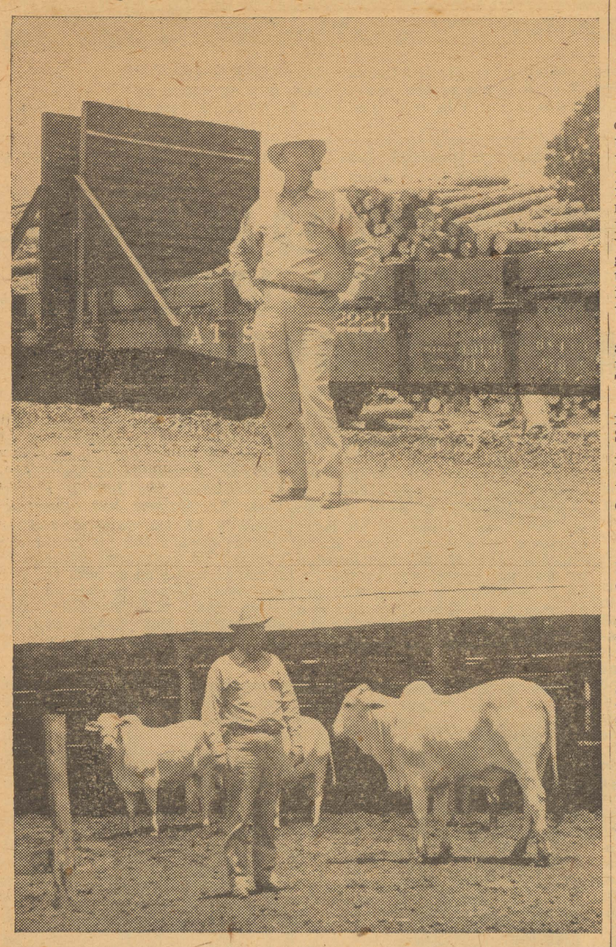
Unless trees are cut today with concern for the future, and timberlands are protected from fire, our forest industries will be short lived and the money from their pay rolls will cease to flow in our local towns and villages.

The STATE FORESTER has offered his assistance and may be consulted for approval of any modification of the rules which may be necessary to meet the requirements of special conditions.

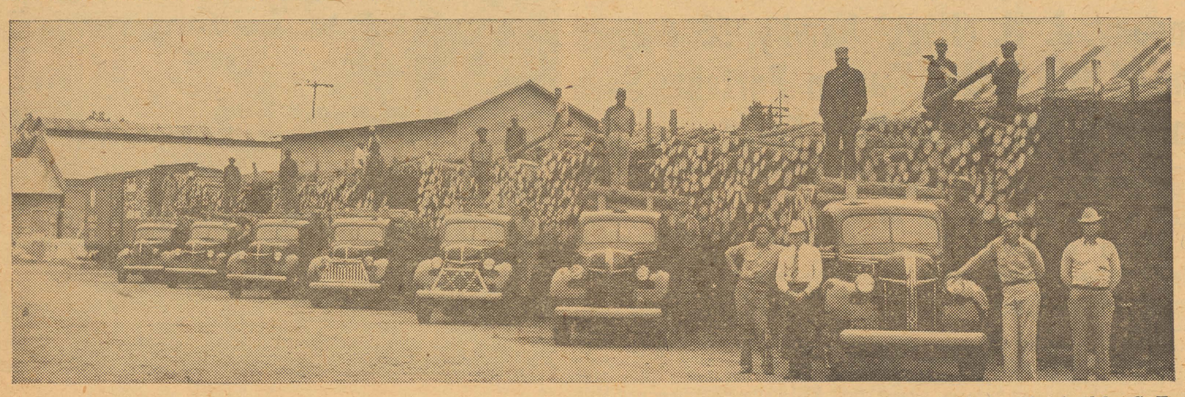
Grow timber as a crop. Cut selectively, leave seed trees and most important protect it from fire.

For prices and information write or see—

C. F. Hilton,
P. O. Box 630,
Telephone No. 472,
Jasper, Texas,
Independent Contractor for
The Champion Paper & Fiber Co.,
Pasadena, Texas.



Top picture finds C. F. Hilton standing by freight train being loaded out with Champion pulpwood at Jasper, Texas; and, in bottom picture, Mr. Hilton may be observed with some of the fine Brahman cattle handled by himself and sons, C. F. Hilton Jr. and Robert Lee Hilton from their Bar H Brahman Ranch.



Pictured above is a pulpwood loading scene at Jasper, Texas, one of the more important loading concentration points maintained by C. F. Hilton, Champion Pulpwood Contractor, who employs 65 to 70 trucks in his fleet; and, ships upward 100 cars pulpwood weekly, he affirms. Mr. Hilton, native of Polk county, Texas, resides in Jasper, where he and his two sons, Masters C. F. Hilton Jr., 14. and, Robert Lee Hilton, 8, own and operate the Bar H Brahman Ranch in addition to Mr. Hilton's extensive pulpwood contracting activities.

All Pulpwood Contractors and Wood Cutters Are Impressed With Champion Cutting Rules

Jasper.—Stressing the importance of company rules being strictly carried out as to timber cutting and other rules, C. F. Hilton, Champion Pulpwood Contractor points to 'Cutting Rules', that should and must be strictly observed by both Pulpwood Contractors and Wood Cutters; Says, Mr. Hilton as to these; and, we quote directly from The Champion Paper and Fibre Company:

"1. Cut no trees under eight (8) inches diameter, outside bark, 12 inches above the ground, except defective or damaged trees.

"2. Unless the area is already well stocked with young growth, leave not less than four (4) seed trees per acre, well distributed over the area. A seed tree is a thrifty tree, not less than eight (8) inches in diameter, breast high, with a well formed crown.

"3. Wherever possible, defective, badly formed, or damaged trees, worked-out turpentine trees, and tops of trees cut for sawlogs should be worked into pulpwood.

"4. Cuttings for pulpwood should not be made on the same area more often than once in five (5) years, except when necessary to salvage timber damaged by storms, insects or otherwise.

"Unless trees are cut today with concern for the future, and timberlands are protected from fire, our forest industries will be short lived. Therefore it is very important that the above rules be immediately applied on all pulpwood operations and that you exert your influence to the utmost to secure their observance by all wood cutters under your supervision.

"The STATE FORESTER has offered his assistance and may be consulted for approval of any modification of the rules which may be necessary to meet the requirements of special conditions."

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BAR-H--RANCH, HOME OF FAMOUS PEDIGREED AND COMMERCIAL BRAHMAN CATTLE, OWNED AND OPERATED BY C. F. HILTON, 37; HIS TWO SONS, C. F. HILTON, JR., 14, MANAGER; ROBERT LEE HILTON, 8

Observation and General Information Justify Above Declaration, it is Believed; and, it is Known that C. F. Hilton Jr. at 14 is One of the Youngest and Ablest for One His Age In the Cattle Business, it is Affirmed; This Young Man Also Being Treasurer Local FFA; And, Active at Cattle Shows and FFA Meets, it is Said

Mr. Hilton, Who is Further Prominently Identified as Being Champion Pulpwood Contractor, States That Bar-H-Ranch Was First Established in 1945 at That Time Featuring White Face Cattle, Which Were Discontinued in January 1947; and, at That Time the Brahman Herd Which Was Established in 1946 Got Under Way Anent its Expansion Program

The 1946 Registered and Commercial 67 Head Herd of Brahmans Now Stands at From 150 and 200 Head With an Active Production and Selling Program Being Constantly Carried on, Affirm the Hiltons, the Young Manager Having Recently Refused $1,500 for a 9 Day Old Registered Brahman Bull, it is Known

Jasper. — A new livestock industry that is known to be bringing fame and fortune to its owners is identified and designated as Bar-H Ranch, the home of famous Registered and Commercial herds of Brahman cattle. C. F. Hilton, 37, well known and successful Champion Pulpwood Contractor, on behalf of whom another full page appears herein as to his pulpwood operations; and, his two sons, C. F. Hilton, Jr., 14; and, Robert Lee Hilton, 8, are the owners and operators of Bar-H-Ranch, which is accepted, designated and recognized as one of the really valuable livestock industries for this splendid East Texas area; and, Environs, it is declared. First established in 1945 to handle White Face cattle, this particular breed of livestock was discontinued in January 1947 in order that the Owners might devote more of their time and attention to the building of their Registered and Commercial herds of Brahman cattle, it is announced. Brahmans were introduced by the Hiltons in May, 1946, the initial herd representing some 67 head, it is stated, comparable to present herds ranging from 150 to 200 head, notwithstanding a constant production and sales record. The Hiltons say they marketed most of their White Face (Hereford) cattle in St. Joseph, Mo.; but, the majority of their Brahman sales are cleared thru Jasper Livestock Commission Company, about whom a story appears elsewhere in this Special Edition; and, to which Mr. Hinton has underwritten two pages, one for his pulpwood business and the instant page in the interest of Bar-H-Ranch; and, if you, please, both pages for the general good and betterment of East Texas as a whole; and, Environs, it is hoped and believed. Family history of Mr. Hilton appears on his pulpwood page; and, on down thru the corridors of time for more than a century and beyond, it may be noted that the Hilton ancestry played an important part in the early progress of Texas. As made known in his pulpwood page, Mr. Hilton is one of the major pulpwood contractors here and/or elsewhere; and, along with his young sons in the Brahman cattle production field, it may be prophesied that these gentlemen in their future expansion programs will set strides that may establish definite ambitious programs and strides for others to cope with them. Commendation and congratulations attend Messrs. Hilton and Sons in the success they have already scored in the Brahman cattle business, Jasper being the home of this livestock production industry; and, the Hiltons also own and occupy a lovely home here. C. F. Hilton Jr. 14 is manager of this big Brahman cattle industry. He is also local treasurer of FFA; and, he is known to be exceedingly active in cattle shows and FFA meets. Recently, young Hilton says he refused an offer of $1,500.00 for one of his 9 day old Registered Brahman bulls, this statement to emphasize the importance and approximate value placed upon these outstanding young Brahman specimens. His Registered bulls run anywhere from $500.00 to $5000.00 it is stated. As a young business executive at the young age of 14, it is believed that C. F. Hilton Jr. is on the threshold of a magnificent and/or great career, believe friends and relatives; and, here's best of luck, every good wish; commendation and congratulations to that end, attests this Commentator who has had occasion to observe this young gentleman and the business-like manner in which he goes about his work and conducts his business. George Rhymes is Foreman of Bar-H-Ranch; and, Abner Hardaway, colored, who, Mr. Hilton says has been following him from place to place and/or since 1925 is maintenance and general utility service man about the ranch, it is announced by him. Young Brahman bulls from Bar-H-Ranch are sold in the majority of instances to local people for improvement of other cattle herds, the Hiltons invite. Five (5) Registered stock males are maintained in the Hilton production herds, it is observed.

Starting From Bottom Up, C. F. Hilton Enjoys Distinction Being Able to Finance Operations

Jasper.—In addition to having won distinction and success as an able Champion Pulpwood contractor, C. F. Hilton, as senior member of C. F. Hilton & Sons, C. F. Hilton Jr. and Robert Lee Hilton, owners and operators Bar-H-Ranch home of famous Registered and Commercial Brahman cattle, also enjoys having made his way up from the bottom. As reflected in two pages appearing in this Special Edition anent the varied operations of Mr. Hilton, he has made his way from the humble workman in timber to the day when he is able to finance his own operations in gigantic stride. Besides he started on borrowed money his other achievements and accomplishments, Mr. Hilton recalls that comparable to his present comfortable position in the financial world, it is known; and, he prides himself in the fact that his good name is admittedly his best asset. In a word, Mr. Hilton is not only a business success; definitely he is a natural born leader among men, say many of his friends, who are known to appreciate his fine participation and co-operation at all times in helping to promote worthy civic, religious and general public development efforts, it is affirmed.



Messrs C. F. Hilton; and, his two sons, C. F. Hilton Jr., and Robert Lee Hilton, owners and operators Bar H Brahman Ranch, Jasper, Texas may be observed in above picture. Top exhibits these gentlemen by one of their cattle trucks; and, bottom scene reflects some of their fine Brahman cattle, it is pointed out.

Registered and commercial herds of Brahman cattle are featured at the Bar H Brahman Ranch, Jasper, Texas, where this outstandidng livestock industry is owned and operated by C. F. Hilton and his two sons, C. F. Hilton, Jr., and Robert Lee Hilton. The Hiltons are known to have builded quite favorable records both as breeders and dealers in fine Brahman cattle, it is affirmed.

C. F. HILTON & SONS' BAR-H-RANCH AT JASPER, EAST TEXAS; AND, ENVIRONS WITH 150 TO 200 HEAD REGISTERED AND COMMERCIAL BRAHMAN CATTLE AKIN, IT IS BELIEVED, TO SCIENCE AND INDUSTRY AS GROUP PLANS BETTER USE OF SOUTH'S VAST WEALTH! !

For Past 11 Years Mr. Hilton Says in June of Each and Every Year he Has Enjoyed Visiting People and Operations in Other States, Thereby Gaining Wealth of Information That Helps Him in Many Ways Here in East Texas; and, Environs

Mr. Hilton Says When he Wears Himself Down in His Huge Pulpwood Business, He Lights Out for His Bar-H-Ranch, the Home of Registered and Commercial Brahman Cattle Produced by Himself and Sons, C. F. Hilton, Jr.; and, Robert Lee Hilton

Jasper. —— C. F. (Carl Feagin) Hilton, Champion Pulpwood Contractor; and, head of Bar-H-Ranch, owned by himself and sons, C. F. Hilton, Jr.; and, Robert Lee Hilton, is just about one of the busiest men in his fields of activity to be located anywhere, it is believed; but, says Mr. Hilton he's always ready, willing and able to take time out to help promote the better interests of his community; and, its people. On another page just opposite hereof) may be learned more of this unusual man's interest and progressive activity in the civic, religious and general public development strides of not only Jasper, but the whole of East Texas; and, Environs, extending over into Louisiana; and, other states, it is happily said of him. With an eye to business; and, a keen interest in everything that is good as against everything that is bad, Mr. Hilton is recognized and appreciated as being the kind of fellow who might appropriately be appraised as a man worth his weight in gold to this or any other community, attest both friends and the public, it is affirmed. Bar-H-Ranch is a business proposition; but, it is more than that it is pointed out, i. e., owned and operated by the Hiltons both to make money and to help others to get on the high road of progress and prosperity. And, that they are doing just that, this Commentator along with others unreservedly opines that every time the Hiltons make a sale or sales of their Registered Brahman bulls for the improvement of other cattle herds they are rendering a distinct public service. Hilton's Bar-H-Ranch Brahmans are being sold locally and generally. Not so long ago a purchaser came down from Minnesota, bought three Brahmans from the Hiltons; and, reports are that he is doing well with them up there in that cold weather, emphasizing the fact, as it does, that the fame of Bar-H-Ranch Brahmans is spreading thruout these United States, where at one time, it may be recalled that not more than 2,500 head of these cattle prevailed comparable to a tremendous increase in herds and possessions of Brahman cattle now thruout the country, it is maintained. Hence, the progress and prosperity enjoyed by the Hiltons in the magnificent operation of their production record at their Bar-H-Ranch, it may be well pointed out. In his production of Brahman cattle, Mr. Hilton sees to it that no cross breeds interfere; and, that in both his Registered and Commercial Brahmans, the buying public may be assured and guaranteed, he says, that nothing short of the very best are served from the ranch of himself and sons. He's just that particular in the Brahman cattle industry, says he, as obtains with him in his personal buying of pulpwood timber lands in fe or rights; and, that he's always in the market for additional pulpwood whether it be in the woods, cut by the farmers and/or delivered to one or more of his concentration loading points. This same strict adherence to successful business operation, it is clared, attends the operation and conduct of the Hiltons' Bar-H-Ranch, the home of Registered and Commercial Brahman cattle. Only recently they ran 33 head of their Brahmans thru the ring at Jasper Livestock Commission Company, it is recorded. But more directly to the point of this particular story about Mr. Hilton, his sons and Bar-H-Ranch, let us invite your attention specifically to what we are trying to say, when we doubly impress upon you the undeniable fact that both as a Champion Pulpwood Contractor and Brahman cattle producer, Mr. Hilton is genuinely and definitely what this Commentator considers to be the last word attending efficient success in his individual and collective strides. In support of the fact that Mr. Hilton, in our opinion, is playing a big role in the agricultural and industrial success of Texas; as well as other parts of the South, we deem it not out of place to quote here a recent Associated Press dispatch from Atlanta, Ga., appearing in The Houston Post and other papers stressing "Science and Industry" under an appropriate caption from Houston: "Group Plans Better Use of South's Vast Wealth." The article in question and/or point was written byBem Price. Said Mr. Price; and, we quote: "A good many southerners recently were jolted rudely out of their dreams of magnolias, hoopskirts and the "old manse."

The jolt came from an exclusively southern organization, the Southern Association of Science and Industry, and, perhaps, was all the rougher for that fact.

Under the chairmanship of Thomas C. Boushall, president of the Bank of Virginia at Richmond, an S. A. S. I. committee said:

Southerners are somewhat given to platitudinous observation rather than specific and dynamic action.

In southern programs, the south is experiencing a multiplicity of mediocrity rather than achievement in any degree of single greatness.

A loyalty to the traditions of the south interferes with southern zeal to solve southern problems.

Southerners are concerned with state loyalties above regional accomplishments.

A narrowness of view and selfishness of purpose both are tending to defeat the elevation of the south as a whole.

With that indictment, Baushall's committee went on to say:

"We find that the 15 southern states have a population equal to that of Great Britain. Few people realize that we are three times as numerous as Canadians. Are we not then, 40 million strong, equally capable of organizing our economic and social resources?"

What is the Southern Association of Science and Industry and who belongs to it?

Well, the S. A. S. I. is an organization with headquarters in Richmond, Va., which is seeking to mobilize the best brains in the south for an all-out attack on southern problems.

Already the roster of its general staff reads like a "Who's Who" of southern leaders in education, industry and agriculture — men such as Dr. George D. Palmer, professor of organic chemistry at the University of Alabama.

Others are Homer Page, vice president of the South Carolina Power company, Charleston, S. C.; Dr. Howard Odum of the University of North Carolina, Chapel Hill; Milton H. Fies, consulting engineer, of Birmingham, Ala.; N. C. McGown, president of United Gas company Shreveport, La.; Lloyd C. Bird, president of Phipps & Bird, Inc., Richmond, and Thomas W. Martin, president of the Alabama Power. These are but a few and the recruiting has just begun.

The S. A. S. I. is patterned after the New England council and is financed by contributions from individuals, industrial corporations and associations.

Although the physical setup is not new, the underlying principle is. S. A. S. I. is predicated upon the belief that the South as a region is comparable to the man who mounted his horse and tried to ride off in all directions at once.

On this premise the S. A. S. I. proposes to enlist the efforts of the individuals and each of the 500 to 600 organizations, public and private, whose aims are listed on the masthead of their stationery under the general term "Southern improvement."

The idea is to make a concerted attack on the problems left by generations of single crop farming, soil and human erosion, an inadequate educational system, lack of risk capital for exploitation of natural resources and a relatively anemic industrial establishment.

As its initial objectives the S. A. S. I. proposes to fight along these lines:

1. Improve education in the South so that its boys and girls can get adequate training in research and science in southern institutions.

2. Create an appreciation by southerners of the opportunities and resources offered by the South.

3. Inventory southern resources.

Right now S. A. S. I. is hammering away at step three as the key to its campaign. It says that "the ablest staff the South can produce has been marshaled for this task."

Part of the staff, a committee on industrial progress headed by M. L. Wilson of Atlanta, already has submitted a partial report. This report said:

"Last year was the greatest year of industrial development which the South has ever known. The number of new industries make a well diversified line of products, a number of which were not made in the South before.

"In 1935 the 17 Southern states (Maryland to Texas) had 34,143 industrial plants. This total increased to 44,779 by 1945. The number of employes in this same period increased from 1,563,000 to 3,103,000. The value of products from these plants increased from $7,500,000,000 to $20,600,000,000."

Research, the committee continued, is now being carried out by nearly every state university in the South and, in addition, recent years have seen private research labs come into being—the Southern Research Intitute at Birmingham, the Institute of Textile Technology at Charlottesville, Va., and the Herty foundation at Savannah among others.

The S. A. S. I., however, is not limiting its field of endeavor exclusively to industry. It is well aware that the South still is predominantly agricultural.

A committee under Dean Paul Chapman of the University of Georgia school of agriculture re-

(Continued on Page 104)

"Miss Snow," Registered name for this magnificent Brahman heifer shown at top; and, "Pete Manso," Registered name for this outstanding Brahman bull (bottom) serving and helping to make famous Bar H Brahman Ranch, C. F. Hilton & Sons, owners, Jasper, Jasper county, East Texas; and, Environs, it is proclaimed. Messrs Hilton & Sons enjoy the reputation of possessing one of the finest herds of Registered and commercial Brahman cattle in their Texas area, it is declared.

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POSTMASTER EVERETT E. SMITH, 37, PROGRESSIVE GENERAL MERCHANT AT MAGNOLIA SPRINGS, JASPER COUNTY, EAST TEXAS, COMES OF A NOTABLE FAMILY, SOME LIVING NOW NEAR CENTURY

Above Interesting Information Given Out By Prominent Young Business Man, Native of Magnolia Springs Area, Where Mr. Smith Says he has Lived All of His Life Thus Far; and, Assures That He Has No Idea of Departing Therefrom, so Wonderful is His Community as to Citizenship and General Possessions

Mr. Smith Says That He Became Postmaster at Magnolia Springs in 1943 and, That After Having Enjoyed Mercantile Experience From 1928 to 1944, he Purchased His Present Successful Business in the Latter Year, he States

Old Magnolia is Located 2 Miles South, Where 2 Magnolia Trees Bowed Over the Springs, Enlightens Mr. Smith, Whose Store is Known to be the Popular Meeting Place for Both Friends and the Public, it is Affirmed

Magnolia Springs. — Postmaster Everett E. Smith, 37, is the progressive general merchant at this Jasper county, East Texas; and, Environs, active trading center, it is pointed out; and, it may be said also that Mr. Smith's store is definitely the popular meeting point for both friends and the public in his sector of Jasper county; and, environs, friends and neighbors attest. Native son of Magnolia Springs and having resided here all of his life thus far, naturally Mr. Smith takes a pride in the progress and prosperity of his community; and, its people, facts and figures disclose. His wife Mrs. Hattie Smith is a native of Tyler county, Texas. Mr. and Mrs. Smith are the proud and happy parents of two interesting children: Miss Nelda Smith, 13; and, Miss Wilma Smith, 4. Parents: Frank and Mrs. Minnie Smith, both living. Parents of Mrs. Smith: Will Boothe, who passed away in 1938; and, Mrs. Ida Boothe, living. Booster and worker for the progress and general upbuilding of his native community of Magnolia Springs, Postmaster Smith is known to enjoy his legion of friends by his acquaintances. Active in the civic, religious and general public development area of his Jasper county area of Texas, besides being a good and successful business man, as well as popular and efficient Postmaster at Magnolia Springs, Mr. Smith says he is a member of the Baptist Church, where his father is Chairman of the Board of Deacons. Mr. Smith's father is a planter and livestockman and is also a native of this community, it is learned. The elder Smith is 64 years young, it is announced. Raised on the farm, Mr. Smith says he began his mercantile experience in 1928, continuing this activity up until 1944, when he says he purchased his present general store. He became Postmaster here October 8, 1943, records reveal. Handling general merchandise and doing both a cash and credit business, Mr. Smith is known to have made his way up from the bottom; and, personally he assures that he is never happier than when he may be of service unto the glory of God and the well being of mankind. In his youth, Mr. Smith states that he taught school for 2 years. His business patronage comes from thruout the Magnolia Springs area, including portions of both Jasper and Tyler counties, Texas, Mr. Smith states; and, that he is appreciative of the liberal patronage accorded him by both friends and the public, he assures. Mr. Smith is actively supporting the instant newspaper publicity advertising effort on behalf of Magnolia Springs, Jasper county, East Texas; and, Environs, emphasizing as he does that in his opinion now is the time to go forward in the future prospective realization of the progressive programs advocated in this Special Edition; and, to which Mr. Smith has subscribed liberally of his support and influence, it is known. Sustaining his position that the Smith family ancestry dates back more than 100 years, Mr. Smith points to the fact that his grand father, Uncle Rube Smith, native of Alabama, presently is living at 92 years young. Mr. Smith has one sister, Mrs. Lida (Bevis) Skinner, Kirbyville, Texas, their children being Verlon (U.S.N.); Carlo; Misses LaVerne and Janette Skinner. Conducting his store on the department store order, Mr. Smith maintains good stock of merchandise, featuring nearly everything his patrons may need or want, it is observed, including the Brently & Kelly line of farm implements, he announces. Back to the Smith family ancestry, Mr. Smith says his great grand father lived to be 98; and, that two of his uncles, Messrs Dave and Jim Smith scored age records of 94 and 93 respectively. Making reference to a bit of Magnolia Springs history, Mr. Smith says that Old Magnolia Springs was located just 2 miles south of the present Magnolia Springs, and that in its days local historians identify it as having been the spot where two magnolia trees bowed over the springs, he reports. Keep your stride, Mr. Smith—your friends are justly proud of you, it may be pointed out, especially so since you affirm that your wonderful community is possessed with such fine people and other attractions that make it desirable that you continue to remain and serve your friends and the public hereabouts, it is affirmed.

Less Labor

It is estimated that farmers today are using less than two-thirds as much labor per unit of product as they did in 1920.



Postmaster Everette E. Smith, Magnolia Springs, Texas is admittedly the progressive merchant and community leader in his Jasper county area of East Texas; and, Environs, friends and neighbors attest.

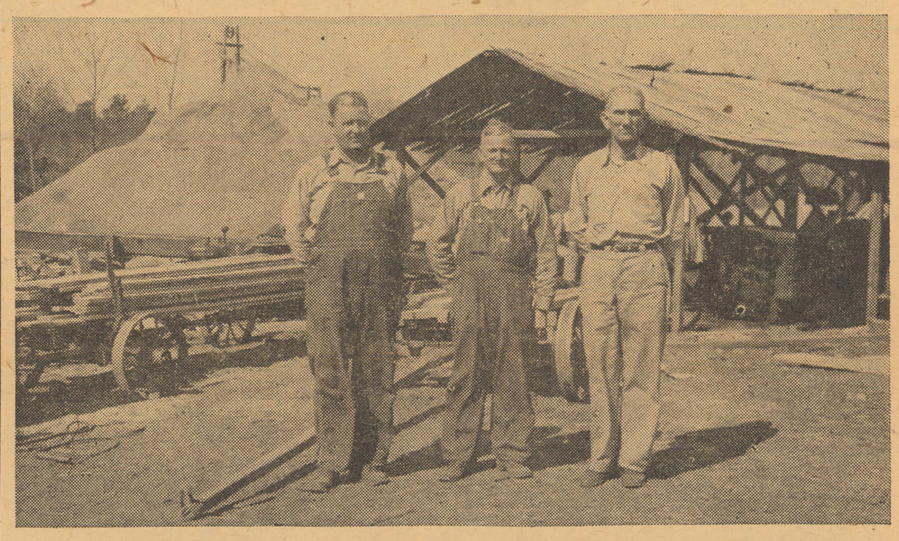
FLAT FORK LUMBER CO., C. R. HENDRIX, 44; CHAS. W. MORTON, 50; AND, H. C. PARKER, 74, OWNERS AND OPERATORS AT FLAT FORK, REPRESENTS ONE OF THE MORE PROGRESSIVE OPERATIONS THERE

Messrs Hendrix, Morton and Parker are Each Natives of Shelby County; and, it is Known That Each of These Citizens and Taxpayers Stands Four Square for the Largest and Best Possible Future Public Development in This Favored Texas Area, it is Pointed Out

Employing 16 Men Plus Contract Operators, Flat Fork Lumber Company Enjoys a Daily Capacity 10,000 Feet Lumber Daily, Reports Mr. Hendrix, Who is General Manager; and, That Production is Sold Wholesale at the Plant

Horace G. Roberson, Checker, Bookkeeper and Office Manager for Flat Fork Lumber Company, Joins With His Employers in Boosting and Working for Future Development all Shelby County Area of Lone Star State, it is Affirmed

Flat Fork. — This favored Shelby county area of East Texas; and, Environs, considers itself particularly fortunate in the presence of Messrs. C. R. Hendrix, 44, Chas. W. Morton, 50; and, H. C. Parker, 74 as owners and operators of Flat Fork Lumber Company, whose plant enjoys a daily output of some 10,000 feet rough lumber daily, reports Mr. Hendrix, who is General Manager and Woods Superintendent. Mr. Morton is mill Superintendent, while Mr. Parker enjoys general association in the extensive operations of the company, it is declared. Teneha is home for some of the owners, while Flat Fork claims the others, it is manifest. All three of these excellent gentlemen, and this statement is made advisably, are natives of Shelby county; an quite naturally, therefore, each and everyone of them are interested and enthusiastically so on behalf of future public development of this entire Shelby county area of the Lone Stat State of Texas, it is pointed out. It is a new experience for Mr. Hendrix, he says to be in the timber and lumber manufacturing business; but, as for both Mr. Morton and Mr. Parker, they are old timers as woodsmen and its products,, it is established. Horace G. Roberson, checker, bookkeeper and office manager is also known to be an enthusiast along with his employers when it comes to helping publicize more widely the wonderful natural and potential resources of East Texas; and, Environs. Present owners purchased their present sawmill outfit here in 1946; and, modernized it in 1947, it is affirmed. Besides contract operators, 16-men are employed in company operations, it is stated. Carrying 3 to 5-months standing timber cutting. Gen. Mgr. Hendrix says he and his associates invite opportunity to purchase additional timber tracts, fe or rights; and, that they also buy logs and contract timber delivered at their skids here in Flat Fork, which is on the main highway from Teneha to Center, it is observed. Presently the entire production of Flat Fork Lumber Company is sold at wholesale here at the plant in Flat Fork, it it made known. Later on, installation of planer services may be considered by the owners, it is announced. In the civic, religious and general public development life of this Texas area, Messrs Hendrix, Morton and Parker; and, also Mr. Roberson, are known to be good friends and supporters. Looking with rosy outlook on a very bright future for Shelby county, East Texas; and, Environs, owners of Flat Fork Lumber Company are known to be ardent supporters and friends of the instant effort to help publicize more widely the natural and potential resources hereabouts; and, that they are anxious to do everything they can, it is declared, to help make of this a happier and better part of Texas in which to live and do business. More power to you, Gentlemen; and, thanks for your liberal co-operation and participation along with other able Sponsors in making of this huge newspaper publicity advertising effort the success it enjoys.



Messrs. Hendrix, Morton and Roberts of Flat Fork Lumber Company, Flat Fork, Texas, where the lumber manufacturing operations of this company are prosecuted. H. C. Parker is also a member of the firm.

ROACH LUMBER CO., T. J. (THOS.) ROACH, 62, OWNER AND OPERATOR, PIONEER LUMBER MANUFACTUING ORGANIZATION AT MAYDELLE AND RUSK, CHEROKEE COUNTY, EAST TEXAS; AND, ENVIRONS

Mr. Roach, 42 Years a Pioneer Manufacturer of Good Lumber, he Says, Makes it an Easy Matter for Him to Serve His Trade With a Production That Has Kept Him Busy Practically All of the Time Thruout the Long, Happy Years he Has Served His Customers

Native of Maydelle, Where His Wife, Mrs. Katie Roach Was Also Born, Mr. Roach Says Quite Naturally he is Heartily in Favor of and Enthusiastically Endorses the Progressive Programs Advocated in This Special Edition, and to Which he Has Subscribed His Support and Influence

Starting His First Sawmill at Maydelle, Mr. Roach Says he Has Cut Timber Thruout Many East Texas Counties, Including Cherokee, Anderson, Angelina, Houston and Nacogdoches, he Says

Maydelle and Rusk. — Here we are dealing with an old pioneer in the timber and lumber manufacturing world, reference being made to none other than the popular and beloved Thos. J. Roach, 62, owner and operator Roach Lumber Company, which saw its beginning back there 42 years ago. That was in 1905, recalls Mr. Roach who says he established his first mill at his native home community of Maydelle, Cherokee county, East Texas; and, Environs; and, that his wife, Mrs. Katie Roach was also born at Maydelle. Mr. and Mrs. Roach are the parents of four children: Mrs. Kathleen (Robert) Durrett; J. T. (Mrs. Mildred) Roach; Mrs. Gwendolyn (Clifton) Taylor; and Mrs. Maude (Travis) Bean. There are 5 grand children: Lenda Beth Durrett, 13; Tommie Roach 5; and, Cookie Roach, 1; Lenda Kay Dean, 6; and, Timothy Taylor, 7 months at this writing. Parents: Thomas Jefferson and Mrs. Kate Roach, both deceased. Parents of Mrs. Roach: J. R. and Mrs. Sallie Sherman, both deceased. Mr. Roach says he and his family have lived in Cherokee county all of their lives thus far; and, that he is happy to possess the old Roach home place. At the age of 18 years, Mr. Roach says he began his timber experience and went right into the manufacture of lumber the same year and/or in 1905, just 42 years ago, he reminisces. After establishing his first sawmill at Maydelle, Mr. Roach says he cut timber thruout Cherokee county; and, that he branched out in his operations to include Angelina, Anderson, Rusk, Hauston and Nacogdoches counties, East Texas; and, Environs, millions and millions of feet good lumber production being to his credit, he comments. In his Maydelle sawmill operations, Mr. Roach says he operated with steam power but, in recent years he has devoted his time and attention to the successful operation of portable sawmills; and, it is known that he has been very successful, attest friends and neighbors. Roach Lumber Company produces 12,000 to 15,000 feet rough lumber daily, reports Mr. Roach, who also states that his entire production is sold at wholesale. Employing 25 men at his plant and in the woods, Mr. Roach announces that he is always in the market to purchase additional timber tracts, fe or rights; and, that in his public relations, he has served 23 years as a school trustee; and, is still going strong. Mr. Roach says he has also been precinct chairman 20 years; and, that in all civic, religious and general public development strides he is in line with the progressive programs advocated in this Special Edition, to which he has subscribed of his support and influence. As an active pioneer timberman and lumber manufacturer, Mr. Roach is believed to be one of the better known men in his business stride hereabouts. He does not hesitate to recognize and express appreciation of his son, J. T. Roach, whom he declares to be a 'main spring' in and about his lumber manufacturing operations. Mr. Roach also takes opportunity to express a word of appreciation on behalf of each and all of his loyal employes; and, that when better lumber may be made he'll be found in their pitching to come forward with it. Continued success to you, Mr. Roach plus thanks and appreciation for your invaluable assistance along with others in helping to make of this newspaper publicity advertising effort it enjoys in Cherokee county and thruout the whole of East Texas; and, Environs, the management acknowledges.



T. J. (Tom) Roach, veteran pioneer in the lumber manufacturing business may be observed standing above at one of his portable sawmill operations near Rusk, Texas. He lives at Maydelle, Texas.

NEWBY LUMBER CO., J. H. (HOGG) NEWBY

(Continued from Page 99)

Parents of his wife: Asa and Mrs. Susie Jennings, both deceased. Mr. Newby says he moved to Newton county in 1918; and, for 29 years, more or less, he has been active in the piney-woods sectors of East Texas; and, Environs. At the age of 13 years, he recalls that he started working in Texas timber. That was 43 years ago, he reminisces; and, that in 1921, or 26 years ago he began manufacturing lumber, it is ascertained. Establishing his first mill east of Burkeville, Mr. Newby had the unusual experience of operating with water power; and, that for a long while it was known as the water mill. Next he moved to Nonwier; and, after operating for a while there, Hemphill became his next "Set". Then he returned to Burkeville, he goes along and established a steam mill. But having an urge to go back to his "first love," for a season he says he again tried his 'water mill,' followed by his building a new mill east of Burkeville. Believing better opportunity for the moment presented itself, Mr. Newby says he tried out the Roganville sector. Next he took a long jump, he recalls and landed at Haywood in Smith county; and, returned to Newton county in August 1946 and erected his mill out here at Westbrook, he announces. He and his family also live here, as they did with him at his various other locations in the yesteryears, he states. Cutting both pine and hardwood lumber at a speed of 5,000 to 6,000 feet rough lumber daily, Mr. Newby says he sells his output at wholesale; and, employs directly and indirectly from 10 to 15 men. Carrying an estimated half million (500,000) feet standing timber, Mr. Newby says he's always in the market for more timber; and, that he also buys individual logs and contract timber delivered to his mill skids. His yard lumber inventory for his wholesale customer usually runs 50,000 to 75,000 feet, Mr. Newby points out; and, that he really believes he knows how a make good lumber. Two trucks and two teams serve to accommodate a portion of Mr. Newby's operations, he states; and, also via explanation that while his given name is John Henry, he was nick-named early in life as 'Hogg' in recognition of the then Governor Hogg of Texas, he comments. In the civic, religious and general public development life hereabouts, Mr. Newby and his family are appreciated as being sincere good friends and supporters, friends and neighbors attest. Mr. Newby is also participating and co-operating as one of the good Sponsors of this Special Edition; and, he affirms that he endorses the progressive programs therein advocated.



J. H. (Hogg) Newby, owner and operator Newby Lumber Company, Westbrook, Liberty and Newton, Texas.

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TOURILA & SON LUMBER COMPANY, A. J. TOURILA, 61; AND, A. J. TOURILA, JR., OWNERS, OPERATORS REPORT GOOD BUSINESS, DECLARING THEY STAND FOUR SQUARE FOR CONSTRUCTIVE DEVELOPMENT

Native of Finland, Mr. Tourila, Senior Partner With His Son, Says He Went to Sea at Age 10 and for 10 to 12 Years Remained There, Coming To America in 1908; to Texas 30 Years Ago, or 1917; and, for 24 Years Has Been Resident of Newton County

A. J. Tourila Jr. During World War No. 2 Served With Uncle Sam's Navy; and, Returning Home, he Affirms it Was Quite the Nice Thing to Join up With his Father in the Manufacture of Good Lumber

Salem. — This Newton county sector of East Texas; and, Environs is proud to have amongst its citizens and taxpayers the Tourila & Son Lumber Company, owned and operated by Father and Son, Messrs. A. J. Tourila, 61; and, A. J. Tourila, Jr., 20, it is attested by friends and neighbors.The Senior Tourila is a native of Finland, and he prides himself, he assures, in being able to live up to the high estimate held for him by friends and neighbors, who appraise him as being an 'honest man', it is stated by them and appreciated both by Mr. Tourila and his family, it is known. Mr. Tourila's family is made up of himself and wife, Mrs. Addie Pearl Tourila, and three children: Mrs. Elsie T. Bonds, Salem; Miss Helen Tourila (Dallas), she having enjoyed a part of the recent summer with her parents and family here in Salem; and, A. J. Tourila, Jr., also resident of Salem. There is one grand son: Arthur Malden Bonds, 5. Parents: Mr. and Mrs. John Tourila, who have not been heard from back in Finland for more than 40 years, their son regrettably announces. Parents of Mrs. Tourila: J. B. Reed, living; and Mrs. Reed, deceased. During World War No. 2, A. J. Jr., served with Uncle Sam's Navy; and, as reflected in one of the headlines to this story, he assures that it was, and is, quite the natural thing to have joined up with his father in the manufacture of good lumber on his return home. Mr. Tourila states that when but 10 years of age he went to sea for some 10 to 12-years, followed by his happy landing in America in 1908. He sojourned about the country and located in Texas in 1917, or 30-years ago, he makes known; and, located in Newton county, Texas 24-years ago. During those years, Mr. Tourila says he has spent his time building up a reputation for rugged honesty; since co-operation with the public in community affairs; genuine friendship for schools, churches and general public development; and that in the instant effort to help publicize more widely the natural and potential resources of Newton county, East Texas; and, Environs he's 100-per cent strong for the success of this Special edition, to which he is known to have subscribed his support and influence. At the age of 22, Mr. Tourila says he launched into the timber working field; and, it was not until 1947 when he embarked into the actual manufacture of lumber on his own account. Cutting both pine and hardwood; and, some ties, Mr. Tourila says his plant rates 10,-000 to 12,000-feet daily capacity. Employing 10 to 15 men at plant and in the woods, Mr. Tourila on behalf of himself and son invite opportunity to purchase additional timber lands so as to augment their present standing timber holdings, he reports. Principally a wholesale business is prosecuted by the Tourilas, who state that they do avail themselves of some retail business. Every success to this Father and Son, plus good health, happiness, peace, progress and prosperity now and always!

Painting Over Wallpaper

When painting old wallpaper with emulsion paint, first test a small area for "bleeding through" if the paper has designs which are fairly colorful or is of a deep tint. At the same time make sure that any loose places in the wallpaper are firmly pasted down, so that the surface will be firm and smooth for painting. Failure to observe this simple precaution may result in the equivalent of blisters or cracks in the finished paint job.



A. J. Tourila, Sr. and son, A. J. Tourila, Jr., left, to right in center; with Mr. Tourila's two daughters, Mrs. Elsie T. Bonds, extreme right; and, Miss Helen Tourila extreme left. Mr. Tourila's grand son is enjoying himself sitting on one of his grand father and uncle's pine logs at their sawmill, Salem and Call, Texas.

HUNTINGTON LUMBER CO., R. G. BATEMAN, 39, PROGRESSIVE YOUNG OWNER FROM MEMPHIS, SHELBY COUNTY, TENN., STANDS TOPS IN EAST TEXAS LUMBER MANUFACTURING WORLD, RECORD SCORES

Coming To Huntington, Angelina County Sector East Texas; And Environs In 1945 Christmas He Started His Lumber Career At Huntington, With Unique Record Of Success, It Is Said Of Mr. Bateman

Coming to Huntington, Angelina County Sector East Texas; and, Environs in 1945 Christmas he Started out His Lumber Career at Huntington, With Unique Record of Success, it is Said of Mr. Bateman

Huntington.—R. G. Bateman, 39, native Memphis, Shelby county, Tennessee is one of the newcomers who admittedly has made good in this part of the Lone Star State of Texas, facts and figures disclose. It was in the good Christmas time of 1945 when Mr. Bateman was first attracted to the immediate locality and invested his money in the sawmill business, he recalls. At that time he took J. W. Jones in as associate partner; and, then Dec. 4, 1946 he bought him out and continued the Huntington Lumber Company as sole owner and operator. Capacity of his sawmill is 20,000-feet rough lumber daily; and, his modern Planer rated at 40,000-feet dressed lumber for like period. Outputs from 4-auxiliary sawmills are absorbed by Mr. Bateman, he states; and, that he carries from 65 to 70 men on his pay roll both as to plant and woods operations, including those employed directly by himself and others operating indirectly for him via the auxiliary sawmills, it is pointed out. Before coming to Texas to engage in the manufacture of lumber, as well as timber business in general, Mr. Bateman says he operated as machinist for the Frisco railroad out of Memphis for 9 years; and, that he is definitely one of the better known machinist operators in railroad, sawmill and other activities where the services of good machinists are required, may be best appreciated when it is realized and considered that Mr. Bateman has served in such capacity all the way from Memphis to the West Coast back to Orange, Texas; and, that he has erected sawmills from California to Canada; and, from Canada to Mexico, thereby establishing Mr. Bateman as a man of most unusual experience and acquaintance. He knows machinery; and, if you may observe him about his Huntington Lumber Co. operations you'll agree that he also knows the lumber manufacturing business. His product is sold at wholesale, states Mr. Bateman who owns upward 700-acres timber rights and estimates that he carries around 1,500,000-feet standing timber; and, a yard lumber inventory usually approximating 200,000-feet, he makes known. The friend of civic and religious progress, as well as community wide development thruout the whole of East Texas; and, Environs, Mr. Bateman has subscribed liberally of his support in the instant effort to help publicize more widely the rich natural and potential resources of this entire Texas region, it is Known. Always in the market to purchase available timber tracts, Mr. Bateman invites you to contact him personally at his mill; or, communicate with him via U. S. Mail, Huntington, Texas should you have available timber for sale. He says he is also interested in the purchase of individual logs and contract timber supplies delivered at his skids in Huntington. Mrs. Agnes Bateman, his wife, is a native of Alabama. They have one daughter, Miss Bonita Kay Bateman. Parents. Chas. A. and Mrs. Della Bateman, both deceased. Parents of Mrs. Bateman: Mr. and Mrs. J. J. White, both living in Phoenix, Arizona.

Erosion Progressively

Central America and Colombia once were the sites of highly developed civilizations. Students believe that there was no sharp break between the old and later Maya empires but a gradual emigration northward as erosion progressively ruined their agricultural lands. The jungle has reclaimed what once were flourishing regions with dense populations.

Ancient Popcorn

Popcorn was cultivated as far back as 400 A.D. In North America popcorn was raised some 1,500 years ago by the "Basket-Makers," Indians living in the southwest corner of Colorado.



Right above, R. G. Bateman, owner and operator Huntington Lumber Company, Angelina, Texas. Mr. Jones, standing at left was a former partner with Mr. Bateman, who is regarded by his friends and the trade as one of its good lumber manufacturers, it is pointed out.

A. A. (JACK) McMAHON, 67, RANCHMAN; AND, RETIRED GENERAL MERCHANT, SAWMILL OPERATOR, GINNER CARRIES UPWARD 3,000 ACRES LAND PARTIALLY LEASED PROSPECTIVE OIL DEVELOPMENT

In His Yesteryears, Mr. McMahon Says He Handled as Many as 1,000 to 1,500 Head of Cattle on His Ranch, but In Recent Years He Has Sold His Herds Down to Below 400 Head; but, is Always Active as Buyer, Seller and Producer, He Says

Native of 4 Miles South of Burkeville, Newton County, East Texas; and, Environs, Mr. McMahon Says he Built the First Water Powered Sawmill Near Burkeville; Formerly Plowed a Steer, and Leases Upward 10,000 Acres Land in Addition to His Own Properties

Newton and Burkeville. — A. A. (Jack) McMahon, 67, enjoys the enviable distinction of being one of the better known and more active native sons for one his age in this entire part of the Lone Star State of Texas,it is pointed out. Native of 4 miles south of Burkeville, Newton county, East Texas; and, Environs, Mr. McMahon is known to have made his way upward and onward from the bottom rung of the ladder, so to speak. From boyhood until now, and with many more useful years of activity unto his credit, Mr. McMahon is the type of man who has found great joy in keeping busy and serving well in no matter whatever field of endeavor he may have found his stride, it is attested. Mrs. Clara McMahon, beloved wife of Mr. McMahon passed away in 1944; and, in paying deserved and just tribute to her tender memory, Mr. McMahon says his wife was not only a good woman, but that she inspired and worked along with him from the rugged pioneer days of the past on up to the time when she passed away, he feelingly spoke of his beloved companion of years gone by. Mr. McMahon and his wife were parents of the following children: Mrs. Alyne (J. B., 42) Stout, Celburne, Texas, her husband being railroad maintenance engineer from Ft. Worth to Galveston, Texas; Tomball (Mrs. Eula Lee) McMahon, 33, who succeeded his father as representative of Magnolia Petroleum Company on Jan. 1, 1945 when the business turned over to him after his father had served 27 years, it is established; Sam (Mrs. Juanita) McMahon, 30, progressive young lumber manufacturer; Barney (Mrs. Alyne) McMahon, 36, head of the pulpwood production department for Calciu Paper Company; Mrs. Ella Mae (Prof. Newton, 30) Barnett, 28; and, whose husband is head of the Engineering Department at the Tennessee Junior College, Marten, Tenn. There are 8 grand children: Miss Romiglenn Stout, 12; Mike and Jack McMahon, 5 and 2; Jim Tom McMahon, 3 months of age at this writing; and, Miss Gaydelle McMahon, 6; Sam McMahon Jr., 7; Jon and Miss Lynne Barnett, 8 and 6. Parents: J. P. and Mrs. Margaret McMahon, both deceased. Parents of the lamented Mrs. McMahon: W. H. and Mrs. Ada Dickerson, both deceased. The beloved and deceased wife of Mr. McMahon was a native of Burkville sector of Newton county; and, during her life time, Mrs. McMahon was active in the civic, religious and social life of Newton county, as have been and/or now other members of the McMahon family, it is known. Raised on a farm, Mr. McMahon came to Newton in 1914, starting out as farmer and cattle producer, records establish. He next became a general merchant, at one time having conducted three stores, owning and operating them at Newton, Burkeville and Weargate. After upward of a quarter of a century (25 years, or more) service to the public, Mr. McMahon says he retired from his mercantile activities, as he did also from his sawmill operations and cotton ginning strides. Mr. McMahon still owns a cotton gin at Burkeville, where he built and operated the first water powered sawmill in the long yesterday years, he reminisces that was in 1906, he says. At the beginning of his mercantile operations, Mr Mahon recalls that he got under way by borrowing $4,000 from his father, the now lamented J. P. McMahon. After 4 or 5 months operation, he says his store and contents burned to the ground. Only partial insurance was carried, he states; but, his misfortune did not keep him down, it is manfest and/or established, for records disclose that Mr. McMahon buckled on the girdle just a little forward and progressed as tho nothing had ever happened, it is declared. Years passed, and in the course of time Mr. McMahon had accumulated no small fortune in the possession of this world's goods, it is pointed out. Carrying upward 3,000 acres of land of his own; and, leasing upward 10,000 acres other lands for his ranching accommodations, Mr. McMahon has been recognized for many, many years as a leading ranchman in his Newton county, Texas area, where at one time he handled upward 1,000 to 1,500 head cattle annually, it is ascertained. Presently he has sold down his herds to below 400 head, Mr. McMahon comments, but he still likes the game and only knows how to play it by the rules of good business, square dealing and an appreciation of the other fellow's viewpoint, it is said of him. His own lands are partially leased for prospective oil development; and, he invites that he would consider similar treatment on behalf of his remaining acres. Thruout the years, and continuing now, Mr. McMahon says he strives to build up his lands thru modern pasture improvements, et cetera. Mr. McMahon and his family are known to be ardent friends and supporters of churches, schools and general public development as advocated in this Special Edition, which enjoys the support and influence of Mr. McMahon. Owning and occupying a lovely home on the Newton and Burkeville highway, the McMahon family is one of the better known and appreciated hereabouts, it is appraised. One of the earlier pioneer timber efforts on the part of Mr. McMahon, he recalls had to do with the floating of logs on Aabine river to Orange. He also served in the banking business at Burkeville in his yesterdays; and, as further proof of his early pioneering stride, like this Commentator, he plowed steers both single and double; split rails; and, did just about evertyhing employed in the school of pioneer citizenship, it may be said of Mr. McMahon.



Mr. and Mrs. A. A. (Jack) McMahon, Newton and Burkeville, Newton county, East Texas; and, Environs, where Mr. McMahon is ranchman; retired merchant, saw mill and gin operator. Mrs. McMahon is deceased.

R. W. PATRICK, 38, GENERAL MERCHANDISE, SAYS IN 10 AND ONE HALF YEARS HE HAS GROWN FROM $1,600.00 STOCK TO $16,000.00 STOCK, PLUS $4,000.00 PROPERTY IMPROVEMENTS HERE

Native Son Rusk County, East Texas; and, Environs Comes Forward With This Stride, Featuring Hacker's Best Flour; and, Lone Star Feeds and Fertilizers at His General Store in New Prospect, He Declares

New Prospect. — No use saying miracles do not happen any more, accepting the remarkable progress and prosperity wrought by R. W. (Rudolph) Patrick, 38, who gives 'hard work and everlastingly at it' as the chief cause for his admittedly successful stride, he declares. Announcing that when he started out on his business career 10½ years ago, Mr. Patrick states that at that time he had $35.00 cash in his pocket; and, that he was $400.00 in debt. He resolved to change his status; and, he did just that it appears. During those 126 months, Mr. Patrick is believed to have set a record for one his age and opportunity; for, says he, enough money was earned to pay him out of debt, establish nice cash balance on hand and in bank, enabling him to purchase his present properties, decidedly improve them; and, enjoy a stock turn-over which he believes in 1947 will represent a figure between $130,000.000 and $150,000.00, he states. Starting with a $1,600.00 stock of merchandise here at New Prospect, comparable to his reported present day inventory of $16,000.00 (or 10-times his initial stock), Mr. Patrick says he is ready, willing and able to sell his customers and the public good merchandise on both a cash and credit basis, he affirms. And, while he has been building his stock of merchandise, Mr. Patrick says he has also spent upward $4,000.00 improving his building properties, these including his store and warehouses; and, a lovely home. Native of the Patrick community down near Brachfield in Rusk county, East Texas; and, Environs, this enterprising young man states that he came to New Prospect (on Henderson-Marshall Highway) in October 1944; and during these some 3 years, he and Mrs. Patrick have enjoyed making new friends and rewarding their customers and the public with the very best service possible. In addition to staple and fancy groceries, Mr. Patrick says he features Hacker's Best Flour; Lone Star Feeds and Fertilizers; General merchandise, including dry goods, shoes, clothing and Sledge's work clothes. Kelly's farm implements are served by Mr. Patrick, whose market is said to be one of the best in this area. Service station and school supplies identify other services rendered by Mr. Patrick, who affirms that he stands four square for the ultimate succes of the progressive public development programs advocated in this Special edition; and, to which he has subscribed his support and influence. That Mr. Patrick actually came up from the bottom, as reflected in the earlier part of this story, savors of encouragement to others to go and do likewise, it may be stressed. He admits that it required lots of hard work, many sleepless nights but he was happy in the knowledge that he was making headway as the years came along, so much so that today he proudly, and yet modestly continues his climb up the ladder of success, friends and neighbors attest. Carrying an immense stock of merchandise for a community the size of the one Mr. Patrick serves, it is almost unbelieveable to observe the huge reserve stocks of surplus merchandise, feeds and fertilizers in his warehouses. Success begets success, urges Mr. Patrick just as do fair dealing and square dealing with the public bring new friends and customers, he maintains. And, don't forget, he invites, Texas products are featured at the Patrick service station, he reminds you. The preparatory years for Mr. Patrick's present day programs and prosperity equipped him both physically and mentally to carry onward and upward as he is now functioning, it is declared. He insists that one reason, and perhaps the main reason, he some times thinks, having to do with his ability to serve his customers at a 'live and let live' price, he purchases nearly all of his goods directly from the manufacturers, he says: Texas products are featured at the Patrick Service Station. In the civic, religious and general public development stride of New Prospect and Rusk county, Mr. and Mrs. Patrick are active, it is known. Mrs. Martha Patrick, wife of Mr. Patrick is a native of Shilo, Texas. They have two children: Miss Patsie Ruth Patrick, 8; and James Clinton Patrick, 9. Parents: John Patrick, living; and, Mrs. Effie Patrick, deceased. Parents of Mrs. Patrick: Jim Threadgill, deceased; and, Mrs. Patrick Threadgill, living.

Radio a Fast Travel

A studio audience will hear a radio program after it has been heard by a listener half way around the world, if the listener is close to the radio.



R. W. Patrick, owner R. W. Patrick General Merchandise and Service Station, New Prospect, Rusk county, Texas.

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

SAN AUGUSTINE LUMBER CO., G. U. (GLENN URDEN) CHOATE, 42, GEN. MGR., VILLAGE MILLS, HARDIN COUNTY, WITH COMBINED DAILY SAWMILL CAPACITY 60,000-75,000 FT.; PLANER 30,000-60,000 FT.

New 90,000-Feet Dry Kiln Lumber Accomodation Said To Be Last Word In Efficiency Employed By This Company At Its Village Mills, Texas, Operations, It Is Observed

Carrying Approximately 4,500,000 Feet Standing Timber; and, Yard Lumber Inventory of Some 500,-000 Feet, Mr. Choate, Native Cushing, Texas, says he Does Both Wholesale and Retail Business

Village Mills.—One of the outstanding East Texas lumber manufacturing institutions is the San Augustine Lumber Company, G. U. (Glenn Urden) Choate, 42, General Manager located here in this Village Mills, Hardin county, East Texas; and, Environs area, it may be observed and is pointed out. Mr. Choate, a native of Cushing, Texas; and, until recently Wholesale Lumber Jobber at Nacogdoches, Texas came with the local company only a few monhs ago, but to his credit, it is affirmed, he has almost completely revolutionized operations for his company here. He has discontinued operation of the company sawmill at Village Mills and has moved it out into the woods not only as an economy measure but to enhance the progress of quickened lumber manufacturing so as to help speed the rough lumber to his big planer to Village mills, where the product is finished and sent on its way via both the wholesale and retail markets of his trade territory, it is made known. Four other sawmills augment his rough lumber daily capacity to around 60,000 to 75,000-feet, he states; and, his modern planer with 30,000 to 60,000-feet daily capacity, depending on both dimensions and kind of lumber, hurriedly finishes the lumber and makes it ready for both shipment and use. Modern new dry kiln affords 90,000-feet lumber daily capacity, says Mr. Choate. Native of Cushing, Texas, Mr. Choate says his family moved to Southwest Oklahoma when he was but about 1 1/2 years of age. In 1917, he recalls the Choate family moved to Hardin county, East Texas; and, Environs; and, from Hardin county they moved to Jefferson, Marion county, Texas; and, with their next move to Nacogdoches, Nacogdoches county, Texas, where he and his family maintain their home; but in May 1947, he took over as General Manager of local operations for San Augustine Lumber Company at Village Mills and as matter of convenience spends the week days here and enjoys the week-ends with his family in Nacogdoches, he reports. Mr. Choate and his wife, Mrs. Nelia Choate are the parents of three charming daughters: Mrs. Bettie (Alvis) Powers, 20; Misses Jimmie Ruth, 18; and, Wilda Merle Choate, 15. Parents: R. Eston Choate, deceased; and Mrs. Flora Choate, living. Parents of Mrs. Choate: L. A. and Mrs. Ella Pattillo, both living. Enjoying a practical education, acquired over a period of some 30-years, says Mr. Choate; and, during which time has gotten a real kick out of life, starting from the time when he lived in a log cabin until now, he affirms that while the roads in the yesteryears were rugged ones, they equipped him to participate and co-operate in a more elaborate life of service in the present and future years, he affirms. Mr. Choate says there's no doubt about it, i. e. "he actually came up the hard way; and, it was from the bottom up," he insists. Prior to coming to Village Mills, Mr. Choate says he was a wholesale lumber jobber in Nacogdoches via Texas, Louisiana and Arkansas; and, that he had bought lumber all the way from Louisiana to Cotton Plant, Arkansas. In the civic and religious life of their community, Mr. Choate and his family are esteemed and appreciated as active good friends and supporters, it is attested. And, this goes for the whole of East Texas, including Hardin county; and, Environs, declares Mr. Choate. Business headquarters are maintained by Mr. Choate in Village Mills. He is definitely one of the better known young lumbermen in East Texas, it is pointed out; and, during the war he was active as planter and livestockman, having relinquished all such holdings and activities, he states, in order to devote all of his time now to the management and operation of San Augustine Lumber Company. And emphasizing his enthusiasm on behalf of local operations, Mr. Choate announces that he has also closed out his automobile repair shop at San Augustine, as well as all other business activities in order that he may now go all out in the manufacture of good lumber. In other fields of activity, Mr. Choate says he has had experiences in the railroad; oil fields; freight lines, et cetera, including Automobile dealership service in Southwest Oklahoma. After taking charge of the San Augustine Lumber Company, which had its origin in San Augustine, he states, he undertook to modernize and otherwise improve the service of his company here at Village Mills; and, that he as done so in a marked degree may be observed generally speaking, it is observed and ascertained from information. As stated above the sawmill has been moved to the woods, where upward 4,500,000-ft. standing timber is carried, Mr. Choate announces; but that presently he isn't in the market for any additional timber and/or until the market becomes more favorable. That is to say, Mr. Choate states that he believes the price of standing timber is too high for the manufacturer to handle, but when the time is ripe he'll be in there again with the bells on purchasing via fe or rights holdings, he declares. Robert B. Prince, who has been with the company since 1941 continues with the set-up under Mr. Choate, it is stated. Mr. Prince is office manager, bookkeeper and general assistant, it is recorded. All together Mr. Choate says his company mill, plus four auxiliary mills gives his Village Mills operations the benefit of a fleet of five separate sawmills; and, that these may be augmented as to number as time comes along. While the sawmills are distributed conveniently thruout the rich standing timber acreage, the Planer operations are conducted here at Village Mills, the business headquarters for local lumber manufacturing; and, that directly and indirectly 125-men are carried on company pay rolls, announces Mr. Choate, who has subscribed liberally of support and influence to help publicize more widely the natural and potential resources of Hardin county, East Texas; and, Environs, it is known.

More Churches – Better Schools

Better Roads – Adequate Drainage

Help Make

TEXAS

The BEST SPOT in the World to Live!



Above scenes represent activities at Village Mills, Texas operations San Augustine Lumber Company, G. U. Choate, Manager. Top picture represents huge dry-kiln and bottom view presents part of planer mill operations. Mr. Choate appears in both top and bottom views.

EAST TEXAS COMPRESS & WAREHOUSE CO., E. W. MUCKLEROY, 44, GEN. MGR., WITH HEADQUARTERS IN TENEHA PLUS WAREHOUSE ACCOMMODATIONS AT SAN AUGUSTINE, CENTER AND NACOGDOCHES

In Peak Years, Mr. Muckleroy Says His Company Has Handled Upward 100,000 Bales Cotton Annually; and, With Favorable Conditions Presently Favoring the Cotton Farmer, he Definitely Believes the Fleecy Staple is Coming Back to East Texas and West Louisiana in the Coming Good Year 1948

Having Entered the tomato Shed Business in 1946, Mr. Muckleroy Says His Company Shipped 31 Cars of Tomatoes Out of Teneha From the 1947 Crops; and, That as Future Years Come Along he and His Company Will Continue to Help Sustain That Splendid Market and Production

Teneha, San Augustine, Center and Nacogdoches. — East Texas Compress & Warehouse Co., E. W. Muckleroy, Secretary-Treasurer and General Manager is definitely recognized and appreciated as an indispensible asset to we farmers thruout East Texas and West Louisiana, it is affirmed by many who are cognizant of the great and splendid service this fine organization has rendered in other years, it is pointed out. And, the good part of it now is, comes in the announcement by Mr. Muckleroy on behalf of himself and associates that they stand ready, willing and able to co-operate with good farmers here and elsewhere to the end that a magnificent crop of cotton may be produced in 1948. Said he: "With Government surplus cotton gone; the cotton dealers short and the producer without available cotton, there can be but one answer and that is 1948 should be a banner cotton crop production period with attendant abundant prices." Mr. Muckleroy is not only a native Texan, he having been born at North Church Community, Nacogdoches county, East Texas; and, Environs, but he says he be believes in his area of Texas and also its people. Hence, he declares with diversification of crops from here on out, Mr. Muckleroy is of the definite opinion that the East Texas and West Louisiana farmers are again, again and again on the threshold of coming back into their own. This is true, he affirms not only as to timber, dairying, livestock, agricultural products, et cetera, but assuredly so as to tomatoes, potatoes, beans, peas, hay, corn, peppers, cabbage and all other food products that may be produced in such enormous quantities if we farmers and the public generally will but grasp their opportunities and go forward, energetically so with a new, fresh and envigorated food production program, along with cotton, et cetera to the end of a matchless progress and prosperity, he declares. Just here, may it be said that Mr. Muckleroy is true blue in that while the rest of us have been going thru a wave of prosperity for many years, he has bided his time in the midst of what might be termed for him nothing short of a depression for the simple reason that labor sought other climes, resulting in many of his industrial operations being brought to a temporary stand still and/or until the new condition now upon us came about. It is here, believes Mr. Muckleroy and he does not hesitate to encourage we farmers generally, he recommends and invites to buckle on the girdle just a little tighter and go to it in a big way from here on out in the production of both cotton and food products thruout East Texas and West Louisiana! Official personnel of Mr. Muckleroy's corporation is made up as follows: Ashford Jones, president, Shreveport, La.; Roland Jones, vice president, Beaumont, Texas; E. W. Muckleroy, secretary treasurer and general manager, Teneha, Texas. Local superintendents are maintained as follows: F. B. Taylor, Teneha; Arch Blue, San Augustine; E. J. Oliver, Center; and, Lee Murphy, Nacogdoches. Warehouse accommodations with 5,000-bales units each are maintained at Teneha, Center, Nacogdoches and San Augustine, while the big 40,000 to 50,000-bales cotton compress is located here in Teneha, Shelby county, East Texas; and, Environs, including West Louisiana. In peak years, Mr. Muckleroy says the distribution of cotton handled by his four warehouses, carried as follows: Teneha 75,000 bales; San Augustine 8,000 to 10,000 bales; Center 10,000-bales; and, Nacogdoches 10,000 to 12,000 bales. "The time has come for us to duplicate that record," believes Mr. Muckleroy who 'invites the progressive cotton farmers to join him to that end,' he affirms. Mr. Muckleroy says he came with East Texas Compress & Warehouse Company. Later all of the units were purchased and merged into the one big unit as now constituted and operated, he announces. Combined pay rolls carried by the company during seasonable operations easily goes above 100-people, he reveals. Confidentially believing that by 1948 the cotton crop will again be normal thruout this East Texas and West Louisiana area, Mr. Muckleroy states that he and his company are faithfully preparing for that kind of future in their business and operations. The Teneha warehouse carries flat capacity 5,000-bales cotton; and, 7,500-bales compressed cotton, he states. By adopting and prosecuting crop production programs such as Mr. Muckleroy has outlined, it goes without saying that we farmers would have money coming each and every month, the simple process of right kind of crop diversification best telling the story of what needs to be done, it is assured. It was back in 1895 with the original service strides of this big company got underway; and, in 1929 the Teneha organization came about, records establish. At the Center warehouse of the company, Mr. Muckleroy says a general wholesale and retail feed business is also conducted. In 1946, Mr. Muckleroy and his company embarked into the 'tomato shed business;' and, in 1947 shipped out 31-cars of tomatoes.. Personally, Mr. Muckleroy is a very busy man but he always has time to take out when it comes to helping boost, work and encourage larger and better development for this area; and, its people, it is attested. He is known to be an enthusiast along that line; hence, in the instant effort to buoy up and help accelerate the progress and prosperity of East Texas; and, Environs in the proposed future development of its natural and potential resources he has contributed liberally of support and influence to help make of this Special Edition the outstanding success it enjoys, it is known. He personally owns 100-acres land, producing general crops and livestock thereon, carrying 60 to 100 head East Texas cattle. His land is available for prospective oil development leases, he invites. Mrs. Bernice Willis Muckleroy, wife of Mr. Muckleroy is a native of Pittsburg, Cass county, Texas. Mr. and Mrs. Muckleroy are the proud and happy parents of three children: Misses Natalya Ann, 13; and, Mary Karen,11; and Roland Eugene Muckleroy, 12. Parents: Matt Muckleroy, deceased; and, Mrs. Fannie Muckleroy, living. Parents of Mrs. Muckleroy: Mr. Willis, deceased; and Mrs. Allie Lightfoot, living. After his college days, Mr. Muckleroy entered the timber and lumber manufacturing business in Anderson county; followed for a time with Magnolia Petroleum Co., at Beaumont; and, in 1928 with the San Augustine Division as his present corporation ownership. In 1931 he came to Teneha and took over all charge here and also for Center, Nacogdoches and San Augustine. Active in the civic, religious and general public development life hereabouts, Mr. Muckleroy has been a member of the Teneha School Board, presently being its President. J. H. Fears, secretary-treasurer of the same Board with Mr. Muckleroy has underwritten a page in this Special Edition, your attention to it being invited, this Commentator suggests. Looking with a rosy outlook on a bright future for East Texas and West Louisiana, Mr. Muckleroy says he does not hesitate to go on record as believing that business is going to be good in most lines for a good many years; but, to keep it that way and at same time enhance favorable opportunities each and all of us must put our shoulders to the wheel and help push the community load over the hill, he points out. "Back to the soil; and, deal kindly with mother-earth," says Mr. Muckleroy is the one sure way of winning in a great big way in the production of cotton, food, livestock, et cetera along with the manifold blessings God has provided each and all of us who will first try to help ourselves, our communities; and, our people, he opines. Commendation and congratulations, Mr. Muckleroy on your magnificent stride both as a good citizen and constructive business man!

C. F. Hilton, Champion Pulpwood Contractor and Head Bar-H-Ranch Owned by Himself and Sons Says he's Seen Much of U. S. But East Texas For Him!

Looking With Rosy Optimism on Bright Future for Jasper, East Texas; and, Environs, Mr. Hilton Admits That he Likes to Fish and Hunt as, if and When he May Have Spare Time

(Continued from Page 101)

Jasper. — Pulpwood and Brahman cattle plus a happier and better East Texas; and, Environs, embrace some of the 'Must' items on C. F. Hilton's program building for future public development here abouts. Naturally Mr. Hilton undoubtedly, and no doubt does, live pulpwood, Brahman cattle; and, coveted opportunities where he may be of service both to God and man in his admittedly desirable sector of the Lone Star State, he acclaims. On the better part of two pages underwritten in this edition by Mr. Hilton are given information anent the various strides of this unusually busy and successful man; and, just here we desire to give you his impression as to his part of the South. In a word, Mr. Hilton, Champion Pulpwood Contractor; and, head of Bar-H-Ranch with his sons, C. F. Hilton Jr. and Robert Lee Hilton, famed for its fine Registered and Commercial Brahman cattle, says he does not hesitate to express the view that he looks with rosy optimism on a very bright future for all East Texas; and, Environs. Admittedly one of the busiest young business men in this part of the South, Mr. Hilton says he really covets and loves opportunities whereby he may be of assistance toward making of this entire area a happier and better place in which to live and do business. Support and influence accorded by Mr. Hilton in so many ways are known to have aided in a material way many of the substantial community undertakings hereabouts, it is declared; and, as the years come along it will be to find Mr. Hilton still out there in the lead working unto the glory of God and the well being of man, point out many of his friends and well wishers, it is affirmed. As, if and when he may find the time, Mr. Hilton says he likes to hunt and fish; but, that business and public service always come first with him, pleasure being held remotely except as opportunity presents itself for appropriate enjoyment, he declares. More power to you, Mr. Hilton; your friends and the public are proud of you, definitely so, be it said commendably and congratulatory in your honor! Mr. Hilton says he has seen much of these United States, but that he would not swap East Texas; and, Environs for anything he has seen. Hence, Mr. Hilton's unswerving loyalty to this Texas area; and, its people, he welcomes! And, along with it all, Mr. Hilton is cooperating zealously and actively toward making of the instant effort to help publicize more widely the natural and potential resources of this Lone Star State area; welcoming, too, he invites, the location of desirable new people and industry as advocated in this Special Edition.

Conservation Of Soil And Growing Timber Crops Means Life Or Death For Great Many Undertakings In East Texas, As Elsewhere, Earnestly Comment The Youngs

The Youngs Believe the Earth is the Greatst and Best Beauty Shop; and, That it Should be Protected From Soil Erosion, Forest Fires and Everything Else That Mars Its Beauty, the City, Not Farm, Most Endangered, it is Argued

(Continued from Page 46)

Young, Fairfield and Oakwood.—Mother earth is our best beauty shop, it is believed, earnestly so declare Messrs. Roger Young Sr. and Jr., well known and successful ranchmen, planters and hardwood timbermen and lumber manufacturers, it is pointed out. Messrs. Young earnestly plead for the protection of East Texas timber crops; and, that each and all of us here in Texas see to it that our lands are adequatedly saved from soil erosion. On this behalf and in this progressive direction it is known that the Youngs do not stop short of practicing exactly what they preach along this line. They have, and are definitely demonstrating that it pays to treat the soil kindly and that timber crops need to be encouraged. Indeed and fact, declare the Youngs we need to conserve our soil; and, to protect our timber forests at all costs, while we are also growing new timber crops and keeping our soil in best condition for favorable production results. And, that the Youngs are absolutely right, and correct in the position they take along this line, it is of interest to point to a recent Father and Son Banquet in Memphis, Tennessee, where the importance of soil conservation was stressed. And that soil conservation is a life and death matter for every inhabitant of the earth was made clear to those present, reported The Memphis Commercial Appeal. The occasion was under the auspices of the Memphis Chapter of the Friends of the Land. Primarily such effort is vastly of more importance to the city, than farm, it is believed; the Forum was attended by many; and, soil erosion was checked, continued out Memphis contemporary in its report of that gathering; and, that the readers of this page made possible by the Youngs, and believing that it may be of incalculable benefit to any and all who may appropriate and put the suggestions into practice, this commentator invites your attention to the remainder of the story, which says:

"The grim truth of such a contention was vividly brought out by Ollie E. Fink of Columbus, Ohio, executive secretary of the Friends of the Land, who made the principal address.

"Conservation of the soil is primarily the interest of the city dweller, not for the farmer," Mr. Fink declared. He proved this seeming contradiction by explaining the dependence of the city dwellers upon the farmers, without whose surplus products no city could exist.

Relating the problem of soil conservation to the international situation, Mr. Fink said the number of available acres necessary to provide an adequate diet for the world's peoples is already far in excess of the number of acres of such land now available. "Divide the number of productive acres in the world by the number of people there are to feed and the answer is inevitably hunger," he said. "And how much worse will the situation become if soil conservation is neglected?"

The better to impress women in his audience, Mr. Fink pointed out that good soil, not the beauty shop in town, is the real source of good looks. "True beauty is much more a question of getting the right foods than it is of getting expert beauty treatments," he declared.

For the most part, however, the speaker addressed his remarks to the youths in audience, upon whose good judgment the matter of soil conservation will depend in the future.

Ernest Schumacher, president of the Memphis Chapter of the Friends of the Land, served as master of ceremonies. William B. Pollard, head of the Federal Reserve Bank here, introduced Mr. Fink. Mr. Pollard was introduced by Norfleet Turner, president of the First National Bank.

A forum during the afternoon attracted about 400 persons from 17 counties in the Mid-South. Edmund Orgill, past president of the Memphis Chamber of Commerce, extended the welcome, and Edward J. Meeman, editor of the Memphis Press-Scimitar was master of ceremonies.

J. W. Sargent of Spartanburg, S. C., assistant regional conservator of the Department of Agriculture, spoke on the connection between good land and good health. If a cow's milk is to be nutritious, the animal must obtain its forage from land containing proper minerals and other chemicals. Farmers should keep these vital ingredients from washing from their soil, he said.

During the forum each farmer and his son told of their experiences in obtaining large yields from their soil.

Bobby Walker of Independence, Miss., a 4-H prize winner, told how soil erosion on his family's 1275 acre farm had been curtailed by proper terracing.

"We've set out 4000 pine trees on the place," said Bobby. "In 20 years I'll have a fortune."

A. P. Adams of Coahoma County, Miss., said the chief worry of farmers in his area is drainage.

"We have plenty of erosion even in the flat Delta land," Mr. Adams said.

J. B. Fletcher, Forrest City, Ark., banker, declared the business people of St. Francis County are "behind the farmers 100 per cent." His thoughts were echoed by other bankers and business men present.

And now, if you please, surely if such a program as the above is considered worth while in Tennessee, Arkansas, Mississippi, Missouri, and other states; surely, it could be of no less value here in East Texas; and, Environs. Therefore, commendation and congratulations to Messrs. Roger Young Sr. and Jr., on because of their progressive and prosperous stride as builders of their area of Texas; and, may others find it profitable to follow their lead, it is suggested.

C. F. HILTON & SONS' BAR-H—RANCH

(Continued from Page 101)

cently submitted a preliminary report which found a need for:

1. Increased use of power and improved farm machinery.

2. Establishment of efficiency standards in operating family-size farms.

3. Specifications for establishing and operating agricultural industries end services:

The first two points are more or less self-evident. On the third the committee observed:

"No major cotton growing state ever has provided enough employment opportunities to insure jobs for all members of its labor force; the South's net loss from intersectional migration is now around 3,-000,000. No field for employment offers opportunity for expansion so great as agricultural industries and services which are essential for maximum production and efficient marketing of products of diversified farming."

In this connection, the Sasi committee proposed research on the development of agricultural processing and chemurgic plants.

Why the South's continual harping on its problems? Well, the region has been compared to the boy sitting atop a pile of gold. He was potentially wealthy, but since he couldn't eat or spend it, he was starving to death.

The South is potentially rich, but since it can't get its gold to market it remains poor. In this region there is one-third of the mineral riches of the United States, one-fith the bituminous coal, two-thirds of the oil, two-thirds of the natural gas, one-half the marble, 97 per cent of the phosphates, 99 per cent of the sulphur, 40 per cent of the forests, 100 per cent of the turpentine and resin, and so much iron ore and salt that the amount is estimated, not in tons but in cubic miles.

In addition, the South has 50 per cent of the nation's farms on which is produced 90 per cent of the cotton, 100 per cent of the cane sugar, 87 per cent of the rice, 100 per cent of the peanuts, 30 per cent of the soybeans, 66 per cent of the tobacco, 48 per cent of the citrus fruits and 94 per cent of the sweet potatoes.

For all its wealth, the South still has the lowest per capita income of any section of the nation—less than $1000 annually.

The S. A. S. I. proposes to develop more and better industries through research to utilize this natural, but unexploited wealth. In doing so, it believes the income of the individual will increase. And, as the individual becomes wealthier, the region will become richer and more able to provide schools, roads, and expanded public services.

In brief, the S. A. S. I. is aiming for a completely revitalized South."