

Texas

THE HOUSTON POST

Sunday

MAGAZINE

JULY 9, 1967



Lufkin Livingston Nacogdoches Diboll East but not least a special issue



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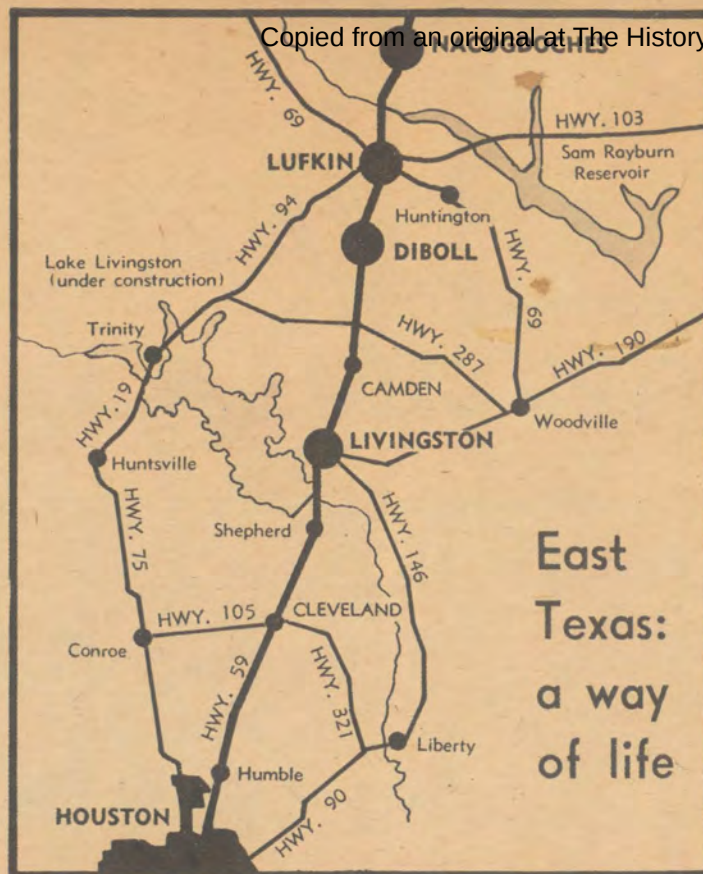
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TEXAS MAGAZINE, SUNDAY, JULY 9, 1967



East
Texas:
a way
of life

A TALL, lean East Texan whose words come out as if
filtered through molasses wrote this special issue.

When he was finished, I asked him to sum up the subject
in a paragraph. He wrote:

"This central section of East Texas is only an hour away
from Houston by highway. But by tradition, its way of life
remains an era away from that of the city.

"In the place of skyscrapers, there are towering pine trees;
in the place of the Gulf, there are dozens of quiet lakes; in
the place of nightclubs, there are churches.

"The Pineywoods, Houston's country cousin, remains a place
where the heritage of the past and the progress of the present
have found compatibility."

The issue deals with four communities in Central East
Texas—Lufkin, Livingston, Nacogdoches and Diboll. If any-
one is qualified to report and interpret and speculate on them,
it's Murray. He was born in Lufkin and grew up there. He
went to school first at North Texas State University in Den-
ton, then at Stephen F. Austin in Nacogdoches. Before he
became Texas Magazine's East Texas bureau, he was city
editor of the Lufkin News.

Armed with this background, he and photographer Sam
Pierson spent days poking through the pines, and what they
found might well be revealing to casual transients who per-
haps can't see the area's true nature for the trees.

Van Hetherly

Next week: Murray and Pierson take you to the last of
the East Texas logging towns, to the state's only school of
forestry and to the towers manned by forest firemen.

THE COVER

There is much more to this
chunk of East Texas than wild
flowers and tall trees. The cover
collage, from left, shows a lum-
berman felling a tree with power
saw, a pond used only by ducks
now because of advances in
the paper industry, the historical
Old Stone Fort, excavation for
massive Lake Livingston, and two Stephen F. Austin Col-
lege students saying good night by the light of the moon
and a street light.



Van Hetherly, Editor
Martin Dreyer, Assistant Editor
Richard Stanley, Reporter
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On a night when it's sizzling...
you might put some strips of cooked chicken in a bowl
of cool greens along with some onion rings...crunchy
celery...chunks of pimiento...cooked Italian green beans
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(Who else but Kraft could teach all that blue cheese
to pour like liquid velvet?)

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this delicious may be habit forming!



Discover the wide wonderful world of pour-on
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KRAFT

TEXAS MAGAZINE, SUNDAY, JULY 9, 1967

camera captures area's moods,
panorama
mores and industrial motives



Working molten metal at Lufkin foundry
Raising the Lake Livingston dam, below



Timber tower at paper mill



Heading for the old fishing hole

Photos by Sam Pierson
Texas Magazine Staff



Studying area insects at Stephen F. Austin College

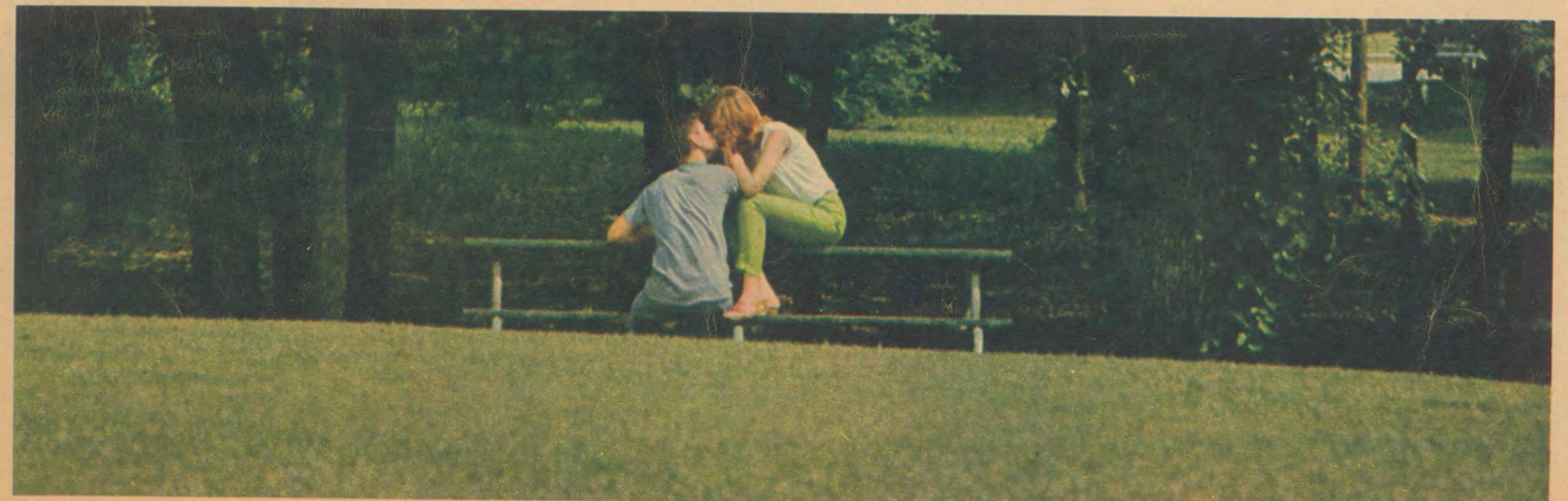


Tribal finery at Alabama-Coushatta reservation



Cruising down the Angelina River

Extracurricular activity, below, at Stephen F. Austin



LUFKIN

LUFKIN, which industrialization has made the largest city in Central East Texas, is quiet, clean and technically dry.

Its inhabitants, about 21,000, are mostly church-goers. Although bootlegging exists, it isn't organized and liquor is legally restricted to private clubs. The nearest taverns are 12 miles to the west in Trinity County.

Teenagers find their fun at movies, school dances and a teen club where an off-duty officer is hired to make sure the drinks are soft although the music isn't.

Why the emphasis on the contemporary booze scene? Because it was the shouts of drunks that heralded the city's birth.

A railroad, destined to open up East Texas to Houston commerce, was to have gone through the county seat of Homer in the 1880s.

Those plans were changed when the construction engineer angrily discovered that the town had jailed his railroad crew during a drinking spree.

The railroad swung northward, and the town of Lufkin was born as the midway stopover between Houston and Shreveport.

Today, Homer is a near ghost town, and Lufkin thrives as the county seat and the center of industry.

The downtown section grew up around the railroad, and now a new artery of transportation is again shifting commerce, this time away from the town's center.

Four-lane Timberland Drive, built to steer through-traffic along U.S. 59 away from the downtown area, has also steered business away.

Construction of shopping centers, discount houses, restaurants, and supermarkets along the highway has turned the bypass into a business section.

Faced with the fact that their area, though not dying, was looking sickly, downtown merchants formed Downtown, Inc., to help swing the trade back.

Store fronts have been remodeled, a free parking lot has been constructed and the city is now looking to the federal government for funds to help dress up the downtown area.

The project, which probably will be too expensive to be financed by the city alone, calls for underground utility lines, improved sidewalks and off-street parking.

Lufkin, although benefiting from the tourist trade around Sam Rayburn Reservoir, remains a good town to work in but not to play in.

A community concerts program which brings in nationally known cultural attractions, and a community theater which features local talent, provide entertainment.

A new city zoo, opened in June—the only one between Houston and Tyler—will help fill the recreation void. But most citizens travel to Houston, Shreveport and Dallas in pursuit of pleasure.

Others look for it just 12 miles away at Trinity County's oasis of beer taverns.

With no organized gambling or prostitution, Lufkin has few major crimes.

But because the city is on the main route to Trinity County, law enforcement officers have to contend with a large number of drunks and DWI's.

And although Lufkin has been dry for 30 years, drunkenness, which brought the town into being, has remained to plague it.



A rail crew went on a drinking spree, Homer lawmen jailed the revelers — and lost the railroad that was to nurture Lufkin's growth

Downtown Lufkin, top photos, lost business when a new highway bypassed it, but merchants have built a free parking lot and are dressing up their stores to lure the shoppers back from new bypass shopping districts. Left, an oasis of taverns 12 miles away in Trinity County quenches Lufkin's thirst. Below, teens perform their tribal dances in closely supervised Lufkin club



By Joe Murray

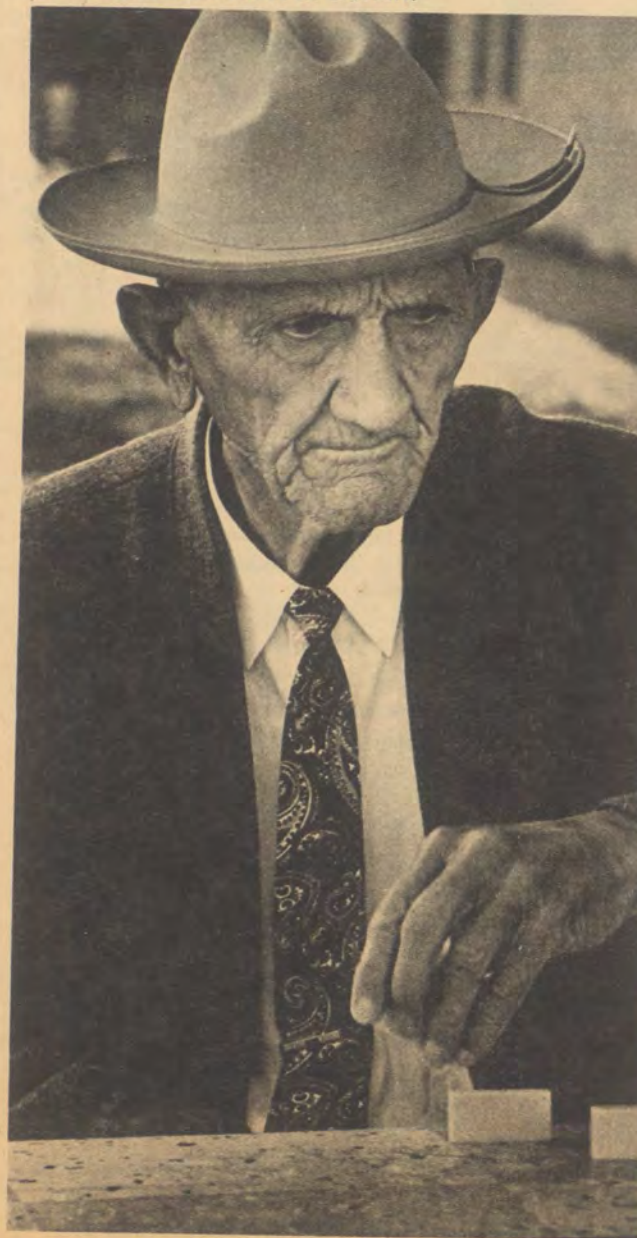
Texas Magazine Staff

Photos by Sam Pierson

Texas Magazine Staff



William Benjamin Walker, who contributes poetry to the Lufkin News, contemplates his next play during the regular domino game on the courthouse lawn at Lufkin.



Tourists flock to Texas' largest man-made reservoir

SAM RAYBURN Reservoir, which has flooded 115,000 acres of timberland to form Texas' largest man-made lake, is now bringing another deluge to East Texas, this time in the form of tourists.

Lufkin already has erected billboards billing the town as "Gateway to Sam Rayburn," but the attention is not on the gateway but on the roadway.

Like most counties, Angelina has a difficult time scraping together funds to purchase right-of-way as its part of financing state highway construction.

Now, because more access roads are needed into the dam area, the problem is acute.

"We have the money for three, maybe four miles of reservoir roads a year," County Judge O. L. Hubbard said. "That is not enough." Hubbard (pictured above) hopes federal funds will be made available for access roads.

"Many people don't realize how much this reservoir will mean to Angelina County," Hubbard said. "Tourists are coming here for vacations, people are building houses, others are coming here to retire."

Aside from lack of road funds the county's financial picture has brightened recently for the first time in a long, long time.

For the last two years, the county has ended the year in the black and with a surplus. It has been on a cash basis since 1964.

Hubbard, longtime businessman and rancher in Angelina County—and now in his second term as judge—said it took a lot of little things to get the county out of the red.

"We started taking bids on everything we could," Hubbard said. "If we didn't have the money, we didn't buy it."

"And that takes us right back to roads. When we have more money, we can have more roads."



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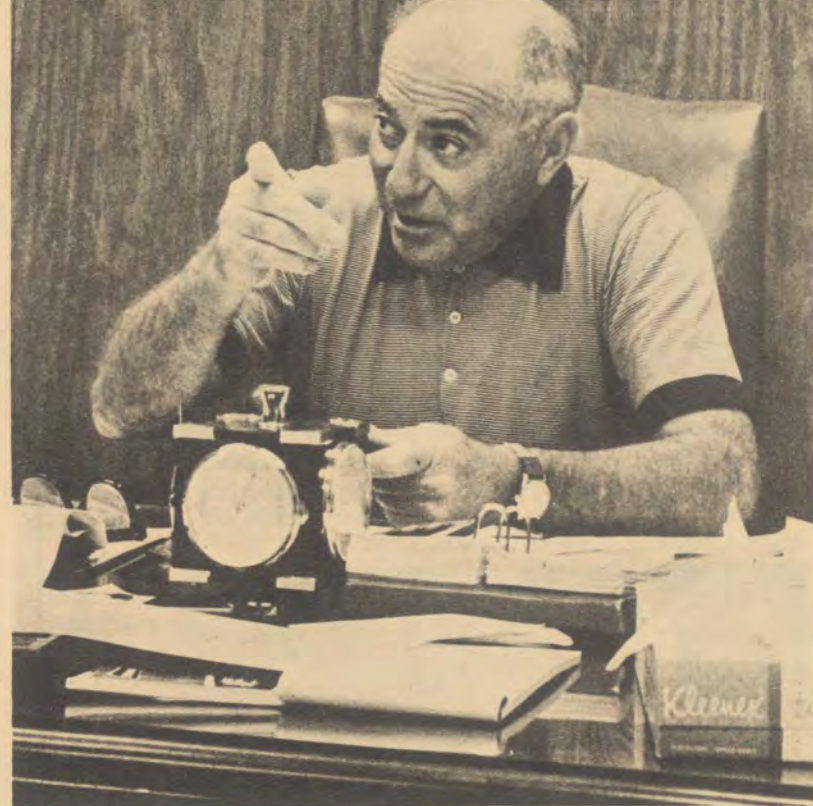
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South Houston

The changing face of the lumber industry



E. L. Kurth Jr.: Family firms have faded.

THE FOREST products industry of East Texas was founded and then flourished through the enterprise of individuals.

German-born J. H. Kurth Sr. established Angelina County Lumber Co. in 1883 and saw it make fortunes for the families of himself and his two partners, S. H. Henderson Sr. and Sam Wiener. One of Kurth's sons, E. L. Sr., heading the company after his father died, became one of the South's leading industrialists and played a founding role in Southland Paper Mills, Inc.

When he died, the days of individual leadership began to die also.

It's the same story for the old lumber interests throughout the south, says his son, E. L. Kurth Jr. of Keltys.

Three years ago, the families of Kurth, Henderson and Wiener sold Angelina County Lumber Co. to Owens-Illinois, Inc., of Toledo, Ohio, which needed its timber holdings to feed a new paper mill in Orange.

The sale, Kurth said, was brought on not by a decrease in the demand for

business, but by an increase in the demands of government.

"Through the years, family-owned companies become widows' and orphans' organizations with nobody in control anymore," he said. "It's very hard, tax-wise, to hold on to the property."

"The families are forced to sell in order to raise the inheritance tax."

Kurth predicted that two other large companies in Texas would sell within the next five years.

"It's been the pattern since World War II," he said. "You have a \$50 million investment with a 1½ percent return."

"A large company can come in and make a big offer, and it's hard to turn it down."

In addition to the Keltys holdings, the Kurth family sold its stock in Southland Paper Mills, Inc., to St. Regis Paper Co. of New York this year.

When Owens-Illinois bought the Keltys company, the sawmill was closed but the company plywood plant continued operation.

"It didn't cause unemployment," Kurth said, "because there was already a labor shortage."

"The government's give-away programs are hurting the labor supply. You have to bid for skilled labor, and common labor can't be found."

"The labor problem was getting bad before I sold out, and now it's critical."

Kurth, whose grandfather saw the lumber industry begin and whose father saw it develop, now sees it at its peak.

"The forest products industry is filled, all spoken for," he said. "I can't see it getting any bigger."

Kurth pointed out that Sam Rayburn Reservoir took 160,000 timber acres out of use and construction of Rockland dam is now being considered.

He doesn't see the tourism which the reservoir has brought being a lasting influence on the economy.

"The popularity will die out, the people will move on to another lake," he said. "Besides, you can't substitute tourists for basic raw materials."

What everyone should know about Corns and Calluses

By INA LEE

Yesterday at the offices of a foremost New York foot specialist, I experienced what may prove to be the answer to the foot problems of millions. I was shown a quick, easy way to relieve tired aching, itching feet — even feet tortured with corns and calluses!

As a reporter, I'm on my own feet about 12 hours a day. For years I've suffered — not only from recurring athlete's foot, and that tired, aching feeling so familiar to salesmen, postmen, policemen, teachers and others who must stand on their feet for their livelihood . . . I tried everything from specially made \$45 shoes to all kinds of foot powders, creams and salves — all too skeptical when I was assured in a doctor's office that in a few minutes I would be relieved of all the foot miseries that had been plaguing me for years. I just couldn't believe it — but here is what actually happened!

In just 20 minutes, the itching misery of my athlete's foot had vanished. My corns were softened and dead skin washed away. So were my calluses!

In fact, my feet felt simply wonderful — and that is why I am writing this article — so that others will be helped as I have been! For this doctor's simple method is now being made available to the public for home use!

Anyone Can Use It

PART 1. For the first part of this 3-way method the doctor had me place my sore, tired feet in a basin of hot water. To this water he added a green powder containing Potassium, Iron, Magnesium, Lithium, Iodides and other medicinal minerals (similar to those found in the waters of famous natural spas). Almost immediately I began to feel a new and wonderful sensation. All the pressure and the heavy feeling in my legs seemed to float away. My feet felt as though they had no weight at all. My foot and leg muscles seemed to relax. I could actually feel soreness and pain disappearing.

"The perspiration, the dirt and the odors so common to your feet is now being cleansed from your pores," the doctor informed me. "The hot mineral solution is easing surface tensions, stimulating circulation and sending a fresh supply of new blood to your feet. This helps cleanse out the pores that soap and water cannot reach."

I could see dry, dead scaly tissue being flaked away. I touched the hardened surfaces of my feet and found that they were now soft and

smooth. I could feel corns and calluses softened and loosened.

PART 2. After about 15 minutes the doctor had me remove my feet from the bath. Then, while they were still moist, he began to massage them with a special volcanic lava stone which he had already soaked in the Foottherapy bath. It felt as if my feet were being gently caressed with wool. In just 3 or 4 minutes this volcanic stone began to buff away the dead skin of corns and calluses that had bothered me for years. Best of all, one particularly painful corn on my little toe, which I had to have cut off at least once a year, was gradually being buffed away. It was as if I had grown a new pair of feet.

Athlete's Foot, Unpleasant Odors

PART 3. The third and final step of this doctor's treatment is a medicated cream designed to correct athlete's foot, prevent sweating and remove unpleasant foot odors. It contains a tested drug which is now being used in hospitals to help combat fungi, dangerous bacteria and relieve skin rashes. As the doctor rubbed this cream into my skin, I felt a cooling, mint-like sensation. Itching between the toes disappeared. A special combination of natural oils helps lubricate the entire skin surface, leaving a soothing, protective, invisible film to help guard against reinfection of the area.

"Even though we have gotten such wonderful results from just one application," said the doctor, "you must remember that the secret of well being, pain-free feet is constant care and attention. Your shoes must be fitted correctly and your feet must receive the proper hygiene. That's why you'll find that if you use this simple medicated method every day after work, your feet will not only continue their remarkable improvement but will feel healthy, rested and cool, even after your toughest working day."

Nothing Else Like It

If you suffer from tired feet, aching feet due to foot fatigue, you can now rinse away those aches and pains with nature's own medicated minerals. You can even aid painful, stubborn corns and calluses without "razor blade" surgery, and if your feet are cracked, itching, sore from fungus infections . . . perspire excessively . . . give off unpleasant odors . . . you can relieve these conditions practically overnight!

(Advertisement)

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FOOTHERAPY a new therma-mineral bath to BATHE AWAY CORNS* and CALLUSES* foot aches, odors, tiredness and athlete's foot in minutes



If you are one of the millions who suffer the misery of these chronic foot conditions, FOOTHERAPY, a doctor's simple 3-way treatment, is the quick, easy method to relieve tired, aching, itching feet—even feet tortured with corns and calluses! Even more important, you can give your feet daily hygienic care — right in your own home — that will keep them strong, impart a feeling of well-being, inhibit the growth of bacteria.

How It Works...

- First**, you bathe your feet in the Foottherapy Mineral Bath. This acts to reduce skin tension, open up the pores and soften the tough, hardened skin of corns and calluses.
- Second**, with the Foottherapy Lava Stone, you gently massage your corns and calluses. They buff away in 3 to 5 minutes . . . and you feel as though you had a brand new pair of feet!
- Third**, you apply Foottherapy Medicated Balm between your toes, or wherever you are bothered by excessive perspiration, foot odors, ringworm, etc. This medicated balm contains a tested drug which effectively relieves discomforts from painful itching and other distressing symptoms of athlete's foot.



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TEXAS MAGAZINE, SUNDAY, JULY 9, 1967



Southland's
Wortham



Texas Foundries'
Bradshaw



Lufkin Foundry's
Poland

INDUSTRY

Lufkin laid its foundation
on a bedrock of lumber, then
added iron, steel and paper



These missile nose cones,
being used in Vietnam, are
made by Texas Foundries.

LUFKIN'S ECONOMIC structure was built on a foundation of lumber, but additions of iron, steel and paper have kept it going.

The area's industrial development began in 1883 when German-born J. H. Kurth Sr. founded Angelina County Lumber Co. at Keltys.

The sawmill was closed down in 1963 as a preliminary step in the company's sale to Owens-Illinois, Inc., of Toledo, Ohio, which needed its timber holdings.

Today, Lufkin's three leading industries are Lufkin Foundry and Machine Co., Texas Foundries, Inc., and Southland Paper Mills, Inc.

Lufkin Foundry was organized in 1902 as a repair shop for sawmill equipment.

Today the foundry, with 2100 workers, is Angelina County's largest employer and produces oil field pumping units, commercial and marine gears and truck trailers.

The company is planning to move its trailer division to a 400-acre tract southeast of Lufkin where its present capacity of 2000 trailers a year can be doubled.

Since March, Robert Poland has been president, replacing W. W. Trout who was named to the newly created post of chairman of the board.

Trout had been president of the company since the death of his father, W. C., in 1948.

Texas Foundries, Inc., organized in 1938, had its first spurt of growth during World War II.

Now it is filling needs of the Vietnam War with the production of small missile nose cones.

Founded to produce malleable castings, the foundry since has added a machine shop, a steel division and includes stainless steel in its line.

Company president R. S. Bradshaw Jr. said a ductile iron foundry will be added within 2-2½ years.

The company begun with 155 employees, now has 1050.

Southland Paper Mills, Inc., was founded in 1940 by the late E. L. Kurth Sr., son of the man who established the Keltys mill.

Twenty years later, the coming of another new industry—tourism on Sam Rayburn Reservoir—marked the beginning of the end for expansion of the Lufkin mill.

Because Southland's waste water eventually flows into the reservoir, the industry has been criticized as a water polluter.

In a continuing effort to eliminate the pollution problem, Southland this spring opened a \$2.5 million effluent treatment plant. However, the plant—while conditioning the waste so that it is not harmful to wildlife—cannot remove the dark color which turns the water brown.

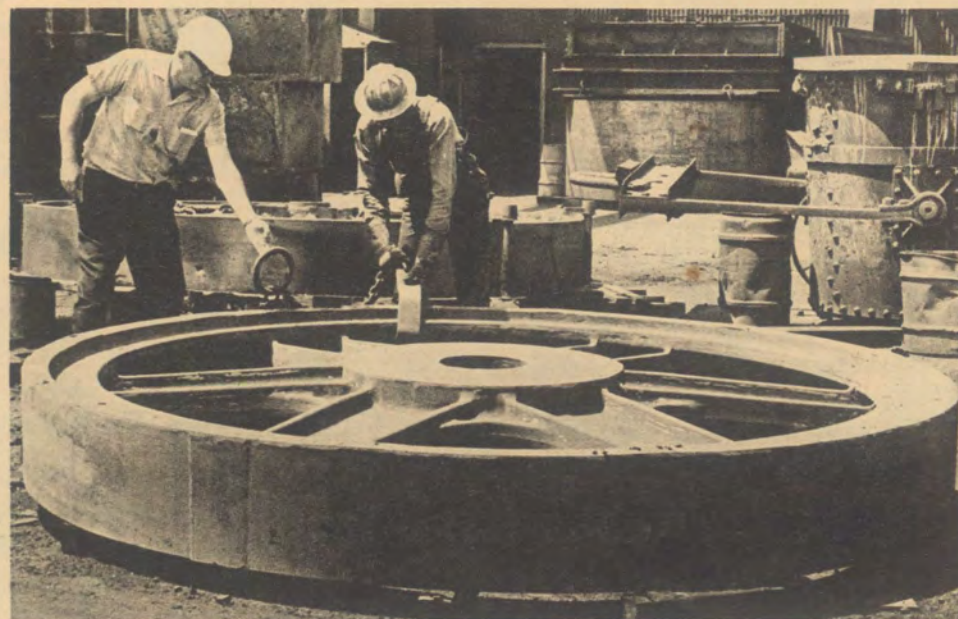
R. W. Wortham Jr., company president since Kurth's death in 1960, said the Lufkin plant cannot be expanded as long as the pollution problem exists.

When Southland decided to double its size, therefore, it picked Sheldon as a site for its new mill, which will include another multi-million dollar effluent treatment plant. Transportation facilities and timber supply were key factors in choosing Sheldon, Wortham says.

"Unfortunately, science has not yet found a practical way to remove the harmless color from the water," Wortham said.

The company, grown from 155 employees to 1000 since its beginning, now produces Kraft paper along with newsprint and will open the Sheldon mill this summer.

Although the Keltys lumber industry is gone, the Lufkin area thrives through the companies that grew up around the first sawmill.



Workmen handle huge gear built by Lufkin Foundry

Roles of newsprint surround Southland Paper employee.



Southland, faced with criticism as a water polluter, spent \$2.5 million to build a huge effluent treatment plant. It purifies the water but leaves it with a dark brownish hue, which is harmless but still a problem.



COSTUME BY ANNE KLEIN FOR HALLORY



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Something old something new

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Tear into a terrific cocktail tonight!

BAR-TENDER'S Dry Cocktail Mix. Measured for a perfect-tasting cocktail every time!

You can serve a Whisky Sour, Daiquiri or Collins that tastes and is as good as those from your favorite cocktail lounge. So easy! Just mix BAR-TENDER'S and the amount of Rum, Whisky, Vodka you prefer, ice, and shake. 12 individual packets to a package. Thrifty. No guess. No waste. Never spoils. Tear into one tonight!



Modern storefronts, relics of Texas antiquity, traffic buzzing by a boy riding horseback on the sidewalk, a thriving state college—these are some of the ingredients that make up Nacogdoches. Above, visitors poke into the old Adolphus Sterne home behind a museum that was once Nacogdoches University. And at left, a scene from the Fredonia Hotel, one of Texas' finest.

TAKE SOME Spanish explorers, add a mission and then mix in settlers.

Over a period of 250 years, throw in a lot of history, farmers, businessmen and bankers, a smidgen of industry, 8000 college students and then top it off with a convention once a week.

The result of the recipe is Nacogdoches.

Nacogdoches has a heritage rich enough to pay off in tourist dividends, and its past alone is enough to insure the town future.

Nacogdoches' economic structure, with Stephen F. Austin State College as its keystone, has many supports.

SFA, Texas' fastest growing college for the past two years, brought 6800 students to Nacogdoches last fall, and no one will guess how much money the students brought with them.

Technically, Nacogdoches and the county have an agricultural economy. The combination of poultry, dairy, beef and other farm fields totaled an income of \$30 million in 1966.

Farming has sparked some industry, such as feed and fertilizer manufacturers, but actually industry, is one of the things Nacogdoches lacks.

The town itself is a pleasant blend of the present and the past.

In the downtown area, brick streets intersect with four-lane thoroughfares. At the college, a new science building is being constructed at the backdoor of the historical Old Stone Fort. At the courthouse, a historical marker tells the tourist the new building sits on the site of an ancient Spanish cemetery.

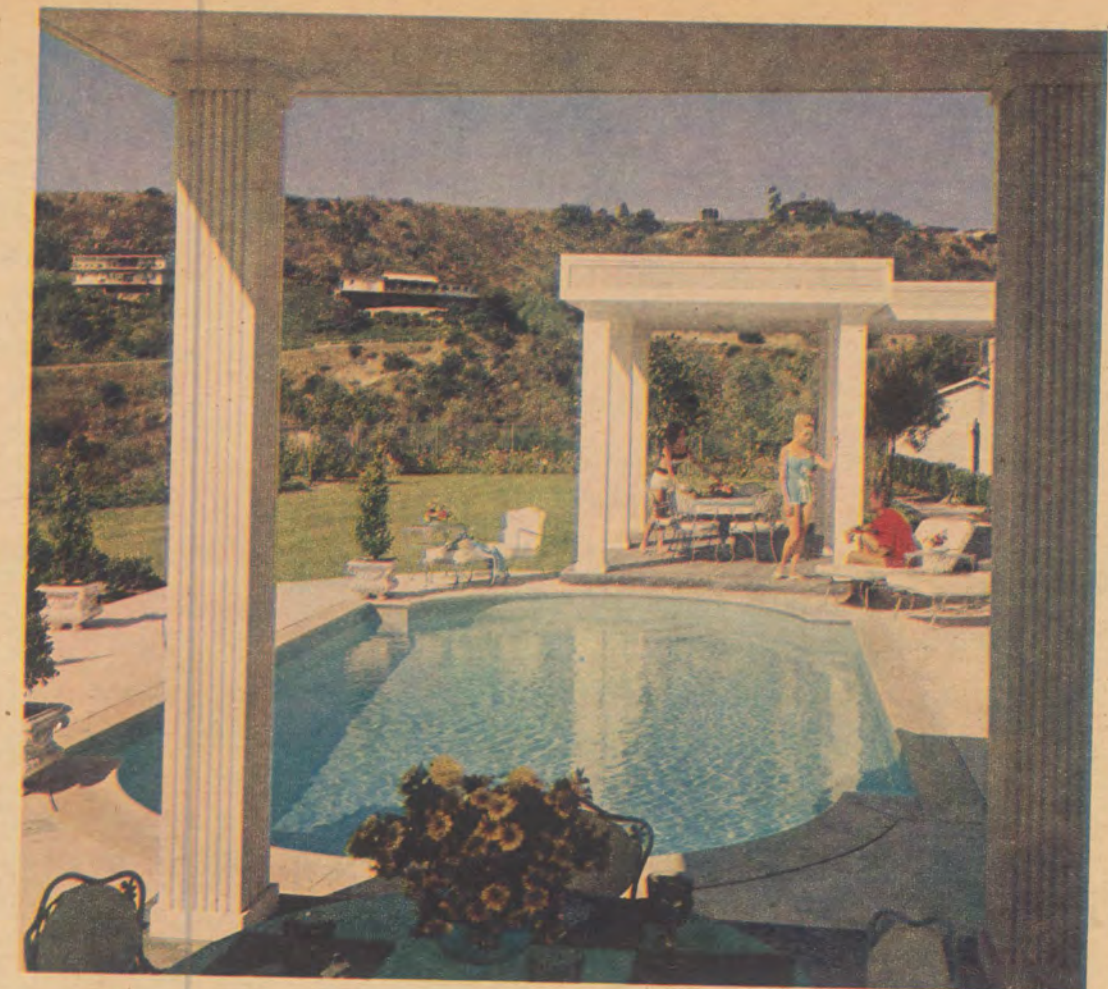
In addition to the Old Stone Fort built in 1779, Nacogdoches has the Nacogdoches University (now a museum) founded in 1845, the Adolphus Sterne home built in 1828, Oak Grove Cemetery where four of the signers of the Texas Constitution are buried and Old North Church established in 1838.

Twelve years ago, the city got together to build a new attraction for tourists.

The Hotel Fredonia, financed by 1200 stockholders as a community project, has the finest accommodations between Shreveport and Houston.

With six stories, a motel section, 114 rooms and a heated pool, the hotel has made Nacogdoches the convention city of East Texas.

Nacogdoches has 52 conventions a year, attracting everyone from Arabian horse show enthusiasts to fox hunters.



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16.6 cu. ft. big. Model FPD-17TAL

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Roomy 126-lb. size freezer.
Never defrost again!
100% Frost-Proof
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Boom college



SFA's lush wooded campus attracts many students, but that's just a fringe benefit to a solid academic program. It's Texas' fastest-growing college, and students from Harris County outnumber all others. Two Houstonians enrolled there—Jay Mitchim and Sandy Wayne—relax above on a patch of campus greenery. College President Ralph Steen, top photo, says growing pains are lessening. One big help will be the 10-story, twin-tower dormitory pictured, now under construction. Right, a student engages in a bit of extracurricular art work during the annual spring street carnival.



Stephen F. Austin outgrows its old 'small school' label

WHEN JERRY MADDEN graduated from Jones High in Houston three years ago, he wanted to attend a small college so that he could be recognized as an individual.

He selected Stephen F. Austin State College in Nacogdoches which had an enrollment of 3200.

A pre-dental major, he planned to attend SFA for a couple of years and by then he would be ready for a larger college.

Madden, 21, is a junior now and he is attending a much larger college. But all he changed was his mind about leaving SFA.

Stephen F. Austin, began in 1923 as a teachers' college, has been Texas' fastest growing college for the last two years. It had 6800 students last fall, and 8000 are expected for this year.

College president Ralph Steen says the growing pains are beginning to subside.

"The growth rate has about evened off," he said. "We jumped by 1500 in 1965, 1200 last year and now it looks like about 1200 more for this fall."

Dormitory space has been one of the big problems for the school.

Last fall, about 40 percent of the students were housed in off-campus apartments.

By September, the college's new 10-story, twin tower dormitory, with facilities for 750 students, will be ready.

In addition, classroom space will be increased with the partial completion of a new science building this fall. The building's facilities will be in full use by February, 1968.

Another new dorm is also to be completed in 1968.

As with most problems, money is going a long way in helping the situation.

The college, with a \$2.9 million budget this year, will receive \$5.2 million for the coming year. Because of this increase, 84 new teachers are being added to the staff, bringing the total to 330, which Dr. Steen calls adequate.

SFA is changing in more ways than just in size.

The college has grown scholastically as well. Its strongest fields are science, liberal arts, teacher education and forestry.

In the past few years, it has changed from a college for East Texans to a school for metropolitan youths.

Harris County has 1200 students at SFA, more than any county in the state.

With its pine trees and wooded areas, the campus is one of the most beautiful in the state. Most students from Houston say the beauty of the campus is what brought them to Nacogdoches.

Most of the same students complain that the area doesn't offer much in the way of activities.

If SFA was closer to a metropolitan area, it would probably be a suitcase school.

But because it's more than 100 miles to Shreveport or Houston, students usually stay on campus and make their own fun.

Besides the dances and sports events, SFA offers plays, Broadway musicals and even a rodeo in which the college professors get in the act.

In the spring, the campus closes off its main thoroughfares for a street carnival which ends with an outdoor dance.

"It's probably best that we don't have the gobs of shows here like we do in Houston," said Chris Williams, 21, daughter of Mr. and Mrs. F. E. Williams of Houston. "We have more time to study."

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TEXAS MAGAZINE, SUNDAY, JULY 9, 1967

Nacogdoches County

Swift growth, red ink

NACOGDOCHES County's government is \$50,000 to \$80,000 in debt, but the county judge isn't embarrassed to talk about it.

"It isn't like we had four flat tires in the middle of Death Valley," said County Judge George Middlebrook. "It's more like we have one low tire and are looking for a service station."

The judge pegs progress as the cause of the problem.

"We've had tremendous growth, and it's taken us by surprise," he said. "No one thought it would come so quickly."

Nacogdoches, with its border touching the headwaters of Sam Rayburn Reservoir, is bringing in permanent residents along with the influx of tourists.

The population is expanding with the in-



Busy street scene reflects expanding population of the city which, says County Judge George Middlebrook, top, "took us by surprise."

creased enrollment at Stephen F. Austin State College and the growing number of senior citizens who are attracted to Nacogdoches for retirement.

Along with the normal growth rate, the situation has caught the county government unprepared.

Middlebrook, now in his first term as county judge, sees a bright future ahead.

"To be any amount in debt is never to be desired," he said, "but for a county that has a base in agriculture, industry and commerce, we have a healthy situation from the standpoint of potential."

The commissioners court presently is trying to continue to supply services as usual while looking for ways to cut costs and increase revenue.

The county is taking a close look at the tax roll to make certain no property is unlisted and none is under evaluated.

"If all other methods fail to balance the budget," Middlebrook said, "we will consider asking the people for authority to raise the tax rate or make an across-the-board raise in evaluation."

"But, I'm not worried that we won't be able to wipe out the deficit."

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TEXAS MAGAZINE, SUNDAY, JULY 9, 1967

Livingston looks to lake for flow of tourist dollars



Livingston merchants are painting up and fixing up and subdivisions are displacing forests around Livingston. Already profiting from the tourist lure of Sam Rayburn Reservoir, the town expects new prosperity when Lake Livingston is completed. Young County Judge Peyton Walters, above, has young ideas for Livingston's future. Facing page, from left, dam workman breaks for lunch, heavy machinery gouges crater where pines once towered and work progresses on the hole through which 4000 cubic feet of water will flow south toward Houston.



IN EAST TEXAS, "company" can mean either visitors or industry. In Livingston, it means both.

Flanked by tourist development at Lake Livingston and the Alabama-Coushatta Indian Reservation, the town knows that company's a-comin' in the form of tourists. And tourism is seen as Livingston's major industry.

Livingston, a friendly little city of 4000, has long been the place where tourists pass through on the way to where they are going to spend money.

And industry, or rather the lack of it, has become a joke that folks in Livingston tell on themselves.

"We have a lot to offer the people of Houston," says County Judge Peyton Walters. "Just look at all this clean air, untouched by industry's pollution."

While the people wouldn't mind a little pollution if it meant industry, they are now concentrating on bringing tourists in.

"Sam Rayburn Reservoir is pulling in tourists hand over fist," Walters said. "Our traffic has tripled, and who knows what

will happen when Lake Livingston is completed."

Walters, 32 and in his first year as county judge, is a young man with young ideas for the future of his community.

He thinks the town is on the brink of a new era of prosperity, an era which the county must prepare for.

The town: Already sprucing up, it may be on boom's brink

Downtown stores are getting a face-lifting with paint and repairs, office buildings are being remodeled and housing subdivisions are springing up as fast as trees can be cut down.

To Walters, the subdivisions will be Polk County's major industry, but there are problems along with progress and prosperity.

Polk County is made up of 75 percent timberland which gives a low return in revenue on the tax rolls. Thousands and thousands of acres were lost from the tax rolls with the construction of Lake Livingston which will spread water over what was once woodland.

"By necessity, we will have to re-evaluate our remaining property to take up the slack," he said. "Right now subdivision lots are selling for \$3000 to \$8000 and are listed on the tax rolls for \$50."

In an effort to attract tourists, the county is working on plans to get funds from the state to construct 14 miles of scenic roads along the shore of the reservoir.

The project would cost about \$300,000 and Walters said it can't be done by the county. "We just don't have that kind of money."

Walters, a surveyor by profession, has prepared a map showing what Polk County could derive from the lake. The map shows an airport, a junior college, recreation facilities and industry.

"It's gotten a few laughs," he said, "and that's about as far as it's gone."

HIGH UPON A HILL where a few trees remain, a cow lazily munches a yellow ribbon from a stake and then saunters through the blistering summer sun toward a small pond.

In the distance, the clank and groan of machinery drift upward from the barren valley. The cow turns, blinks and then moves on toward the watering hole.

Time was when there were no yellow ribbons and no barren land. And the only sound of machines in this remote section of East Texas was the clattering of a farmer's pickup truck along the dirt road.

And, except in the driest of summers, the quiet stock ponds and the peaceful flow of the winding Trinity River gave all the water needed.

Now, a giant new watering hole is needed, one that is changing the course of the river, the face of the land and the lives of the people.

Lake Livingston, more than one-third complete, will spread the river out over 83,000 acres of the Pineywoods with the water needed to quench the thirst of Houston's industry.

The dam construction site, located just a few miles off U.S. 59 south of Livingston, is a 2500-acre oasis of activity in the quiet forestland.

Men and their machines, moving slightly

ahead of schedule because of good weather, next month will begin pouring the concrete for the spillway.

To prepare the foundation for the 2.5-mile-long dam, almost 2 million yards of dirt have been moved and replaced with impervious clay which will give the structure a leak-proof and solid base.

The dam: Houston, too, stands to benefit after its completion in 1968

To do this job, 2500 persons already have been involved at different times since construction began in May, 1966. Two hundred employees, working on two 10-hour shifts, are now on the payroll.

Get back far enough to view the panorama of construction progress and the earth-moving machines look like large ants dashing about a mammoth mound.

Get close enough to see the man at the con-

trols and it looks like a factory on wheels. One of the cranes, the largest used in dam construction, has a bucket with a capacity of eight cubic yards.

Taking shape is the outlet works structure where reservoir water will be released downstream. Its spout will send out 4000 cubic feet of water per second south toward Houston.

Mattox Rogers, field engineer for Forrest and Cotton, Inc., of Dallas, consulting engineers, expects the dam to be closed in December, 1968. Houston should begin benefiting from the reservoir within a year after that.

The lake is a joint project of the City of Houston and the Trinity River Authority. Along with Forrest and Cotton, the construction has involved Brown and Root, Inc., of Houston, design engineers, and Markham and Brown Co. and Associates and Whittle Construction Co., both of Dallas, construction contractors.

When filled, the reservoir will stretch 50 miles up the Trinity with a shoreline that touches Polk, Walker, Trinity and San Jacinto counties.

Although ahead of schedule, the project is not without its problems.

"It's the cows," Rogers said. "They keep eating the flags off our survey stakes."

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Signs proclaiming lake-side property for sale now sprout like weeds around Livingston.

ALL BARNEY WIGGINS wanted out of life was a good piece of rich black bottomland where he could raise cotton. He got it, too, the hard way—making the payments from the \$50 a month he was receiving while in the Navy.

And when he returned to Polk County he was no longer just a poor tenant farmer who had quit school after the eighth grade. He was a property owner. With their infant son lying on a blanket they had spread among the briars and bushes, Wiggins and his wife cleared the land themselves. And when they stopped to rest, he would tell her that the land would be theirs until the day they died. And then it would belong to their children, and then their children's children.

Barney Wiggins, who had 12 crop failures in 11 years, today drives a new Fleetwood Cadillac, wears a big diamond ring and doesn't give a hoot about who owns that bottomland.

Wiggins is selling the land as fast as he can. Not for \$35 an acre that he paid for it back in 1950, but for \$6000 an acre. They don't call it bottomland anymore. It's lake-front lots on Lake Livingston.

Subdivisions are big business in Polk County now, and there is hardly a fence post or tree that doesn't have a developer's sign nailed to it.

Wiggins, who got into the business seven years ago and since then has developed 22 subdivisions in the area, says he doesn't mind the competition, "but I don't like the way some of the boys do it."

He points to a newspaper advertisement offering a lot for a very low price. "That's just a come-on," he said. "The fellow told me he'd sell a lot for that price. But it would be ten-foot by ten-foot."

Wiggins says 90 percent of the people are honest. "Some of their prices are high as a cat's back, but they're not dishonest." In his newspaper ads, Wiggins likes to use "testimonials." For example:

"I bought some land from Wiggins Land Co. and it wasn't three days until my hair started falling out and my ulcer started acting up and some stock I bought hit a new low."

Wiggins, who wears a wide-brim western hat and tucks his britches legs inside his boots so the tops will show, likes to make fun of the fact that he failed as a farmer, and he refuses to take his success seriously.

"The way I figure," he said, "I could be stripped naked and run out of town and I still wouldn't be no worse off than when I started."

A flop as a farmer, now he's found a new
money crop



Barney Wiggins bought his bottomland for \$35 an acre, paid it out from his skimpy Navy pay. Today its price tag is \$6000 an acre.

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Diboll, the town that timber built

Temple industries nourished Diboll and the lumber industry nourished Temple Industries. Now TI, which was once expected to die along with other small sawmill operations, has diversified into a wide range of business interests. Meanwhile, back at the mill, a workman wrestles a log, right, onto a chute leading to a debarker. Below right, chips are salvaged to manufacture molded wood products; nothing is wasted. Below left, finished lumber is stored and ready for shipment.



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SULFODENE is a scientific liquid medication developed by famous veterinary scientist, Dr. A.C. Merrick. SULFODENE works fast to clear fungus infection, stop fungus itch and heal itch-sores (often called mange, eczema, hot spots). So soothing, the most frenzied itching is relieved almost instantly. Biting

and scratching is stopped in minutes. SULFODENE medication quickly promotes healing. Open sores heal over. Scales disappear and hair grows back. Used by kennels and leading veterinarians. For dogs and cats. Get SULFODENE today! At all drug stores and leading pet shops.



Executives in Temple hierarchy: Arthur Temple Jr., president; Temple Webber, board chairman; and Joe Denman, executive vice president.

BY THE EARLY 1900s, men who had seen the lumber industry brought into being in East Texas were sadly predicting its decline and demise.

The Pineywoods, although abundant with virgin timber, would be stripped down to prairies; the sawmill ponds, choked with logs waiting to be turned into lumber, would be empty; the burning sawdust piles, miniature mountains of waste products, would be a thing of the past.

The best advice a young man could get in those days was to seek another field, one that had a longer life expectancy.

Southern Pine Lumber Co., founded as a small circular sawmill by T. L. L. Temple in 1894, was one of the mills predicted to die young.

Today, Southern Pine Lumber Co. is no more, ducks swim undisturbed in the old sawmill pond and there hasn't been a burning sawdust pile in Diboll for more than a decade.

But the lumber industry is booming bigger than its most optimistic organizers ever dreamed. And Diboll, born a sawmill village, has ridden a wave of industrialization and thrives today as healthy as the company which refused to die.

Through the use of forestry management practices, begun in the 1920s, the East Texas Pineywoods were preserved to give a perpetual cutting.

Through the use of technology and diversification, the Diboll company outgrew its name and since 1963 has been known as Temple Industries.

Its diverse interests throughout the state include a gypsum plant, luxury hotels, high rise apartments, mortgage and loan companies, railroads and mines.

The company's sawmills at Diboll and Pineland, along with its allied industries in the state, employ more than 2500.

Through the use of mammoth machinery, logs can be stock-piled and then picked up as needed by giant mechanical claws and sent into the mill. The sawmill pond is left for the ducks.

Joe C. Denman, Temple Industries' executive vice-president, explained the company's diversification program.

Sawdust, bark, chips and slabs—once burned as waste products—now are utilized for by-products.

Slabs, the edging cut away from saw logs, are used for the manufacture of broom handles.

Chips and dry shavings go into the making of wood flour from which molded wood products such as toilet seats are made.

Sawdust goes to the fiberboard plant, and bark is used for manufacturing an earth supplement for use in gardens.

From Temple's plywood plant, the first to manufacture plywood from southern yellow pine, fence posts are a by-product.

After the cutting machine strips away the wood in sheets, what is left is a small cylinder perfect for a fence post.

Temple Industries includes plants for wood treating and the manufacture of particleboard, furniture, ceiling tile and laminated beams.

W. Temple Webber, who was told as a young man that there would be no place for him in the declining lumber industry, is chairman of the board of Temple Industries.

He tells young men that they haven't seen anything yet. "There will be more diversification and more growth," he said. "You can't stand still. You grow or you go backward."

Company president Arthur Temple Jr., whose grandfather founded the company, adds: "We have just laid the predicate for far more dramatic things."

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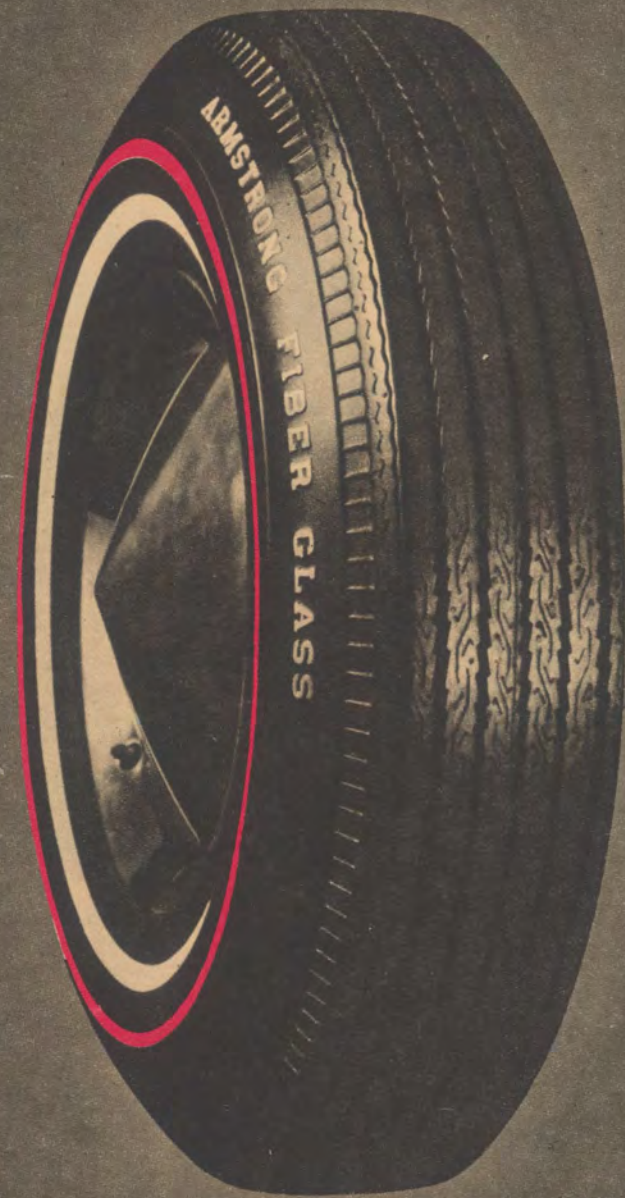
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Some called
 its methods
 socialistic,
 but Diboll
 shrugged off
 criticism
 to wage a . . .



Little remains of
 Diboll's former
 shantytown—only the
 shacks above and the
 row of outhouses at
 right. Most have been
 replaced by modern
 housing complexes
 built with the aid of
 federal financing and
 the efforts of the
 Diboll Housing
 Commission.



war
 on
 slums

PRIDE runs deep in Diboll.

It goes past U.S. 59 where the visitor can see a new city hall, a modern shopping center and a fine library.

Pride goes deeper than the new home additions, the modern schools and the paved streets.

It reaches into the slums. Rather, what used to be the slums.

Along the back streets of Diboll, rows of boarded up outhouses stand as markers where the town's poor lived in shacks.

Some shacks remain, heated by wood-burning stoves and serviced by a cold-water faucet. But these are becoming fewer.

In their place, modern brick public housing complexes have been built through the efforts of the Diboll Housing Commission and financing of the federal government.

There are 174 such units, most of them duplexes and all complete with cooking ranges, refrigerators and central heating.

Construction of 80 more units was recently approved by the government.

As with any other major project in Diboll, Temple Industries was involved. "The company has been the catalyst, but it was the people of the town that did the job," said Arthur Temple Jr., president of TI.

Diboll feels that it has whipped its housing problem for the underprivileged, but some of

the town's neighbors have criticized its methods as socialistic.

Diboll argues that the job was too big for private enterprise.

The slums were left over from the early era of the town when it was strictly a company town.

The shacks were company-owned and rented to employees for a few dollars a month. When a man was too sick to work, his rent was taken care of.

"We have worked toward getting away from the ways of a company town," said W. Temple Webber, TI board chairman. "We want the employee to take on the responsibility of his own house, and, if we can, let the company get out of the real estate business."

In addition, 14 FHA homes have been built for sale to employees who cannot afford to buy a house through conventional channels.

About 350 people now occupy the public housing units. Collection on rental during a recent month was 97 percent.

Rent, based on a man's income and number of dependents, varies from \$35 to \$70 a month.

For many of the occupants, it is the first time in their lives they have had decent housing and they are happy. Others look back to the time when all they had was a shack but it cost only \$6 or \$12 for rent.

Last summer, 2,000,000
dogs wore Sentry® Collars.
Instead of fleas.

Just buckle it on
 and fleas are gone.



The Sentry Collar for Dogs works!
 It's guaranteed to start killing fleas the moment you put it on. And it keeps killing them for three full months. Or your money back.
 Ticks take a little longer, but will usually be dead in 1 to 5 days.
 That's what veterinarians, breeders, boarders, handlers, and millions of dog owners tell us.
 Sergeant's® Sentry Collar for Dogs, the only collar proven by 2,000,000 dogs, is now at drug and pet counters.
 Shouldn't your dog be wearing one?
 Instead of fleas?

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EVERY PIECE PRICED FOR A ONE-DAY SELL-OUT!

**King and Queen
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44. each piece

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Save on Simmons! Sealy! Stearns & Foster!

All the most wanted styles and constructions!

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Most wanted styles and construction:

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| • Extra firm | • Firm | • Medium firm |
| • 837 cotton muslin pocketed coils | • Foam rubber | • Smooth-top |
| • Orthopedic-types | • Button tufted | • Big 80" lengths |
| • Luxury quilted | | • Hotel-motel types |

Look at the most wanted features:

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| • Imported cotton damask covers | • Offset coil units |
| • Celacloud acetate padding | • Crush-proof borders |
| • Striped and floral cotton tickings | • Quality construction |

A spectacular event that includes a roundup of mattresses from the bedding industry's top manufacturers. A sale so enormous . . . huge sections of our bedding departments are devoted exclusively to it! You're sure to find exactly the type of mattress you want. Every piece in this group only 44.00. Some sold in sets only, some are 80" long, twin or full sizes in this group.

Matching box springs: twin, full or extra long, Reg. 59.95 to 79.50 each . . . **44.00**

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