

FIRST PAPER MILL IN SOUTH TO MAKE PULP FROM YELLOW PINE IS LOCATED IN BOGALUSA

About ten years ago, when visiting the mills established here by the Great Southern Lumber Company, Colonel George R. Wright was impressed with the immense quantity of unavoidable waste material incident to the operations of even the greatest and best organized mill in the world. Believing that this refuse could be

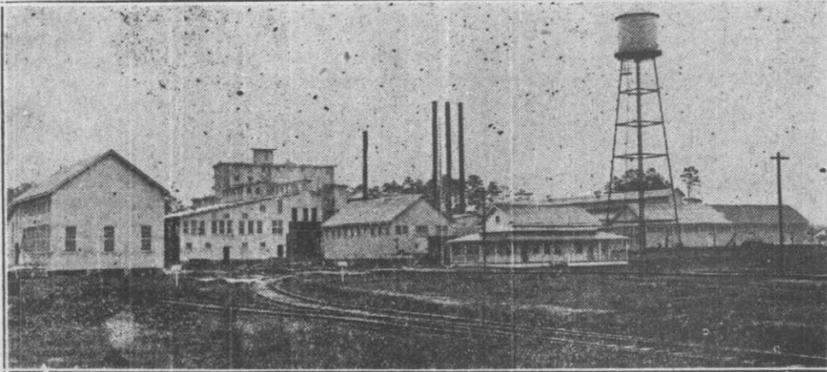
of manufacturing, the output was improved and the capacity of the mills greatly increased, until they have become a very important factor in supplying the fibre board needs of the country.

R. J. Cullen, the general manager of the company, is an expert in paper production from wood pulp, with a

the quality and capacity.

The substitution of crude oil in place of wood fuel is now in contemplation.

With the business world finding more and more uses for fibre board containers, an unlimited supply of raw material near at hand, with a plant thoroughly equipped and organ-



turned into a marketable product in the form of wood pulp for paper, he undertook the development of a plan that finally resulted in bringing to Bogalusa an enterprise that is on a parity with the other immense industries of the city, organizing the Louisiana Fibre Board Company, with which he has been identified from the beginning as president.

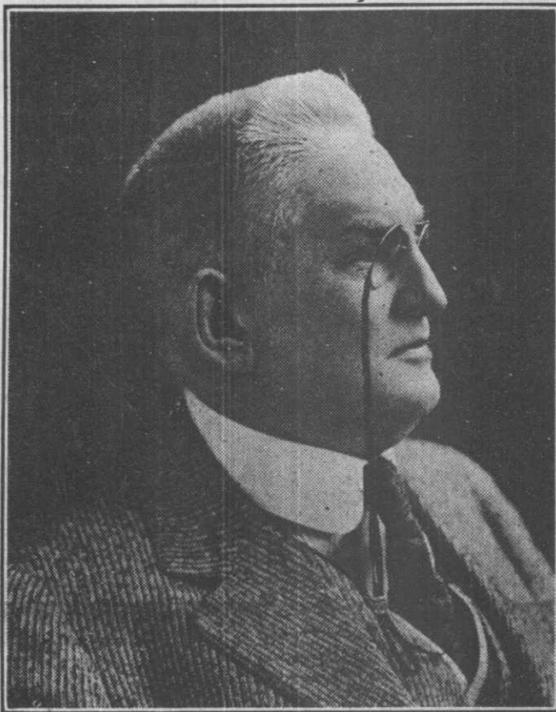
To Colonel Wright the credit is given for the inception of the industry and its establishment in this city, meeting and overcoming many discouraging obstacles, not the least of which were the trade conditions incident to the great war. It was necessary to practically blaze a trail in the development of this plant, as the refuse of the Louisiana yellow pine required special machinery and treatment. The success of the Louisiana Fibre Board Company has demonstrated the practical possibilities of the methods used and has induced other mills to be installed to make use of an unlimited supply of material furnished by the immense areas of yellow pine in the South.

The Fibre Board Company has employed a force of several hundred men for years, paying in salaries a sum that has run into the hundreds of thousands of dollars, much of which is expended with Bogalusa business men, hence contributing in a great measure to the general prosperity this community has enjoyed.

G. H. Wood was vice-president and general manager of this company for two years, and during his regime, by the installation of special machinery and developing of a new process

record of successful operation in former fields. Under his management the cost of manufacture has been greatly decreased while improving

ized along the most advanced lines, this industry should place Bogalusa in the van of all wood pulp-making centers.



COLONEL GEORGE R. WRIGHT

COZY CORNER IS POPULAR PLACE AND ONLY BEST IS SERVED PATRONS

In some lines of retail business there is a current belief that "location is everything." Hence with a salesroom located at the busy corner in the Tate building, opposite the depot, an attractive display of stock, courteous treatment and a talent for good merchandising, the success of this enterprise was an assured fact

this department, depend on its being served in an attractive and palatable form and that only the purest fruit syrups are used. The ice cream in all flavors is the best obtainable, and should you be accompanied by a friend, tables are at hand for a chat while the order is being prepared. It is really surprising what a great



SCENE IN COZY CORNER

from the start.

The "Cozy Corner" store, of which Mr. P. E. Toney is proprietor, has all of these qualifications, carrying just such a line of refreshments and miscellany as the discriminating patronage require. The most striking feature as one steps inside the store, is the beautiful marble soda fountain, which proclaims its cleanliness and creates a desire for some of the appetizing and refreshing contents which are dispensed therefrom. Whatever may be your choice from

variety of healthful refreshments can be served from this fountain.

Other sections of the store are equally well stocked, including such leading lines as the Fuerst and Kraemer and Jacobs Candy Company candies, both in the various-sized boxes and in bulk—always fresh; also a fine selection of stationery, school supplies and toilet requisites, together with all the popular brands of cigars and tobaccos.

G. F. Poole Is Expert Undertaker

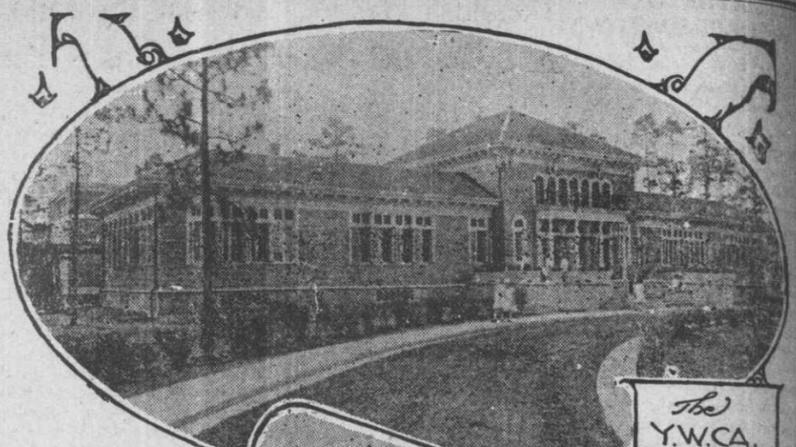
A decade in the business retrospect of Bogalusa means much more than the same length of time in the majority of Southern cities and anyone with this number of years in the community is entitled to be considered one of its pioneers.

After about four years of practical experience in the undertaking business, Mr. Poole moved to this city and established himself in the north section, combining a general livery with the undertaking and embalming work. The rapid expansion of Bogalusa has required a corresponding increase in equipment and additional housing facilities, until today the large property extends from Austin to Memphis streets, with the office at 116 Austin street. One of the plans to be considered for the near future will be a new and modern structure, with chapel and all the features of the most up-to-date establishments found in the large cities.

Mr. Poole has a considerable number of horse-drawn and motor vehicles, being able to meet all the requirements in this line, not only of the city, but the country hereabouts. The stock carried of caskets and supplies is very large and at a range of prices to satisfy all.

With over fourteen years' experience as funeral director, a practical knowledge of every phase of the business, a members of the Louisiana State Funeral Directors' Association, owning the large property and building necessary to the many requirements of his work, and an extensive acquaintance, Mr. Poole can be numbered among the representative men of the parish and one to be depended on to assist any movement for the general good.

Mrs. J. H. Slaughter spent the week-end with New Orleans friends.



The Y.W.C.A. BUILDING.

TYPICAL BOGALUSA RESIDENCE Built thru Bogalusa Building and Loan Assn.



LOBBY of the Y.M.C.A.

No Dental Office Is More Modern

This city is fortunate in numbering among its professional men Dr. Clave E. Gill, dentist, with suite of offices in the Washington Bank and Trust Company building. A graduate of a school of dental surgery of widest renown, a skillful operator, with years of practical experience, yet Dr. Gill is alert to take advantage of any improvements or mechanical devices which are of proven usefulness in order to give his clientele the benefit of the latest methods in dental surgery, a profession that has made wonderful strides forward in the past decade.

About two years ago the work of the office throughout was greatly improved by installing new electric operated equipment, which represents the last word in modern dental surgery. All tools, and even the air used when drying cavities, being automatically sterilized, insuring absolutely against chances of inoculation from imperfect sterilization.

With a determination shown to give clients the very best service possible, a personal skill in operating



DR. CLAVE E. GILL

second to none, coupled with a reputation for fair treatment and promptness, it is little wonder that Dr. Gill finds few spare moments.

Yet so enthusiastic is he on the subject of Bogalusa and its people, that any project which is for the betterment of conditions and advancement of the city and vicinity and is sure to have his co-operation, frequently making sacrifices of valuable time and energy to help along the movement.

ALWAYS BELIEVED IN BOGALUSA; SEES GREATER THINGS FOR FUTURE

Back in the days when the site of the present modern city of Bogalusa was a group of heavy forest tracts, 1905 to be more definite, A. M. Cesario came from Mississippi and started in business here. His special-

of his energies and time to watching the building of a wonder city is evidenced by the record of much work turned out at his shop, which was enlarged and time-saving machinery added as the increasing trade



ty was blacksmith, horseshoer and wheelwright, which in those days included wagon-making as a matter of course, with an emphasis on first-class work in each department.

Locating in what is now Northwest Bogalusa, he has had an opportunity enjoyed by few other business men here of view the rapid unrolling of the panorama that has pictured the building of a modern manufacturing city in but a few years. That he did not devote all

quired, until today his is the leading establishment of its kind in the vicinity.

Honesty and hard work, giving patrons the advantage of his expert supervision and a square deal have won a host of friends and very wide circle of business acquaintances.

Mr. Cesario has considerable property holding and is a man who can always be depended on to boost for Bogalusa and Washington parish.

HARRELL GROCERY CREDIT TO THE CITY

Although a resident of Bogalusa for eight years or more, B. B. Harrell may be considered one of the latest recruits to the business life of the community, having opened a store on Columbia avenue, near Fourth, February 8.

Here will be found a very complete line of staple and fancy groceries, fruits, vegetables, butter, eggs, feedstuff, cigars, tobaccos, soft drinks and such miscellany as the trade in this vicinity may require, new lines being added as the demand warrants.

Mr. Harrell has a very wide acquaintance in the city, having been

a member of the police force for about three years and coming to Bogalusa when the site of the present city was beginning to emerge from the primeval pine forest.

Fresh country produce will be a specialty, buying direct from the farmers, and Mr. Harrell is prepared to supply all table requirements, including meats (smoked and cured), live poultry, a fine grade of fresh parched and ground pure coffee and will make deliveries anywhere in the city, giving the most careful attention to orders by phone or messenger.

He is a Louisianian by birth and a firm believer in the great business future of this city and Washington parish.