

DP,11/17/67

27" x 42" Official Texas Historical Marker (without post)  
Gregg County

**RUSH**

Location: Exterior brick wall  
Longview Publishing Co.  
office building

NOTED TEXAS LEADER, DEVELOPER, CONSERVATIONIST\*\*\*  
CARL L. ESTES\*  
(1896-1967)\*\*\*

1629

ONE OF AMERICA'S GIANTS OF JOURNALISM. NEWSBOY,  
REPORTER, ADVERTISING MANAGER, FOREIGN CORRESPONDENT,  
EDITOR-PUBLISHER. BORN IN NEW MARKET, TENN.; CAME TO  
TEXAS IN YOUTH. FOUNDED COMMERCE "EAST TEXAN", 1919.  
WORKED FOR DENISON "HERALD" AND TYLER "COURIER-TIMES"  
BEFORE HIS 1934 FOUNDING OF "TEXAS OIL JOURNAL" AND  
PURCHASE, "LONGVIEW" DAILY NEWS AND "MORNING JOURNAL".  
ERECTED THIS BUILDING, 1935. PUBLISHED ANNUAL SPECIAL  
EDITIONS OF 314 TO 624 PAGES. ESTES SOON BECAME THE  
MOST POWERFUL VOICE FOR EAST TEXAS.

FILE COPY - DO NOT REMOVE

DYNAMIC, FORCEFUL, PHILANTHROPIC--FIRM BUT FAIR--  
HE DEVOTED HIS KEEN ABILITIES AND SHOWMAN'S TALENTS  
TO CONSERVING FOR HUMAN BETTERMENT THE VAST WEALTH  
OF THE EAST TEXAS OIL FIELD (LARGEST IN THE WORLD  
WHEN IT WAS DISCOVERED IN THE 1930'S). HE FOUGHT "HOT  
OIL" RUNNERS WHO RISKED FUTURE OF ENTIRE GREAT FIELD  
FOR SAKE OF IMMEDIATE PROFITS. HE PROMOTED HIGHWAY  
AND AIR TRAVEL FACILITIES, EXPANDED EDUCATIONAL AND  
MEDICAL RESOURCES, AND LAND AND WATER CONSERVATION.

HIS WORK ATTRACTED INTO EAST TEXAS MANUFACTURERS  
WHOSE PAYROLLS AND INVESTMENTS POURED INTO ECONOMY  
OF THE AREA HUNDREDS OF MILLIONS OF DOLLARS.

HE WAS INTERNATIONALLY KNOWN AND RESPECTED. FOUGHT  
IN WORLD WARS I AND II. MARRIED MARGARET McLEOD.\*\*

OUTSTANDING TEXAS NEWSPAPER PUBLISHERS SERIES, 1967\*\*\* NO. 1\*\*\*

\*3/4" lettering  
\*\*1/2" lettering  
\*\*\*1/4" lettering

**RUSH**  
**RECEIVED**  
READY FOR

NOV 20 1967

SOUTHWELL ORDER  
TEXAS HISTORICAL FOUNDATION

APPROVED  
11-20-67  
T.L.

# New Longview Publisher No Stranger to Duties

Special to Times Herald

**LONGVIEW**—When Mrs. Carl L. Estes became publisher of the Longview Daily News and Longview Morning Journal several days ago, she had a built-in background of more than 23 years experience not only in newspaper operation and management but in several other fields.

She now fills the three vacancies created by the death of her husband on May 29. The widely known publisher and industrial developer died of a heart attack at his vacation home in La Jolla, Calif.

Mrs. Estes was elected chairman and chief executive officer of the Longview News Co., Inc., this week, and was at the same time named by the board of directors as publisher of the corporation's newspapers.

Because of her husband's leadership in the realm of journalism, industrialization and politics at state and national levels, the News and the Journal have become two of the best-known semi-metropolitan newspapers in the United States.

**AS A CHILD**, Mrs. Estes' ambition was to be an engineer, but this dream did not materialize. Also at an early age she got "the feel" of industry through travel and association, but later turned to art.

Mrs. Estes, the former Margaret McLeod, was born in Philadelphia, and grew up in northern New Jersey. Her parents were the late Mr. and Mrs. Robert H. McLeod. Her father was a well-known industrialist and banker.

As a child, her favorite Saturday afternoon hobby was to go to her father's manufacturing plant where rubber was produced for all kinds of industrial uses. She liked to see the boxcars of lamp black for black rubber, the cars of talcum powder to keep the rubber from being sticky. She was fascinated by the smoky-smelling "hams" of rubber as they arrived from plantations of South America and the various islands, and was intrigued with the ovens where

rubber was baked like bread. The laboratory with its multifarious test tubes and large quantities of acids and chemicals captured her imagination.

Mrs. Estes worked closely with her husband in selling the advantages of Longview to such industrial giants as R. G. LeTourneau, Inc., Texas Eastman Co., Trailmobile, Screw and Bolt Corp. of America, Resistol Rough Hat Corp., ITT Marlow Pump Division, and numerous others. She also was at his side during the negotiations between Texas investors and the federal government for the Lone Star Steel Co., plant. The couple traveled more than 100,000 miles in the interest of securing new plants. They were in California for that purpose when Mr. Estes was stricken.

MRS. ESTES went through Morristown (N.J.) high school with the idea of majoring in mathematics or going into the field of science. However, she became fascinated by her art courses and was graduated from New Jersey College for Women with a B. A. degree in art.

She has used her art training most in designing and decorating the various houses in which she and Mr. Estes lived in both Pennsylvania and Texas.

At Estes Farms, an East Texas showplace on State 149 (a large segment of which has been named Estes Parkway in honor of her husband) Mr. and Mrs. Estes started raising Santa Gertrudis cattle many years ago, and had one of the earliest herds in this area. There also can be found quarter horses, white German Shepherds and many kinds of poultry which her husband loved — white guineas, turkeys, pea fowl, mallard ducks and even a wild snow goose, "which adopted us."

Estes loved the land. He liked to improve the soil, conserve water, and see crops grow. He was not as fond of animals as his wife is, and he would often jokingly tell friends "her cows are eating my grass."

Mrs. Estes is a member of the Clan MacLeod, an organiza-

tion of descendants of the Scottish Clan MacLeod from the Isle of Skye, in the Hebrides off the northern shore of Scotland. A few years ago she attended a Clan Parliament at Dunvegan Castle, where the chief of the Clan has resided about 1100 years.

**BEING SO BUSY** with her husband's projects, Mrs. Estes has never had much time for women's clubs, but has done some work for the Red Cross drive, the Methodist Church proportionate giving program, and the Gregg County Tuberculosis Association.

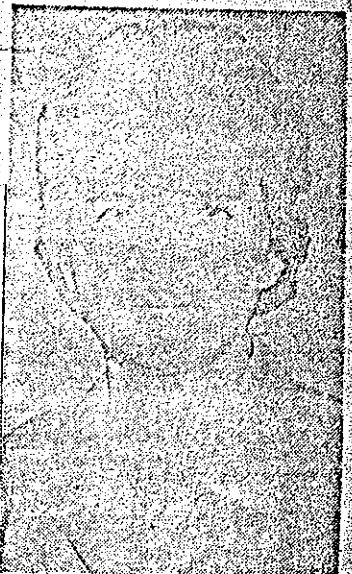
She joined the Navy in World War II because she felt that she was not being very useful to her country teaching art and also, her brother was missing in Asia and she thought she should be doing her part. She ended up in Naval Intelligence, where she met Commander Estes, who was then executive officer of the Willow Grove (Pa.) Naval Air Station.

When her husband was aboard an aircraft carrier in the Pacific theater, Mrs. Estes returned to Longview to serve as publisher until his return in 1945.

Since that time she has been executive vice president and has been closely identified with the management and editorial teams of the two newspapers.

Mrs. Estes said, "Whatever I know about the newspaper business, I learned from my husband. I had a 23-year course in his philosophy of service to his community and area through the newspapers.

"While no one can hope to do what he did, we have many examples and precepts which he left us which will guide us in the days ahead."



MRS. CARL L. ESTES  
Heads Longview Papers

1629

# Historical Marker Honori

By S. A. PARKER

President Lyndon B. Johnson, Governor John B. Connally and other national and state dignitaries Friday joined with industrialists, business leaders and others from throughout Texas and the Southwest in paying tribute to Carl L. Estes at the dedication of an official Texas Historical Marker honoring the late publisher of The Longview Daily News and Longview Morning Journal.

"Carl Estes left his mark on Texas, and that's a lot to say for any man," President Johnson told the large crowd, assembled in front of the News-Journal building for the dedication ceremony. He was speaking by long distance telephone direct from the White House in Washington.

"Carl Estes left the imprint of his energy and his vision in the things that really endure—in the thriving factories, great dams, in the roads and the schools of his own countryside," the President said.

"He was first and last a newspaperman—always fearless, always outspoken and fervent.

"Carl Estes put the power of the press to work for the good of his community, and the people he loved.

"This marker will tell our children of a man with vision. But we who knew him best, we who learned from him, we who saw what he did with our own eyes for the good people of Texas that he loved—we need no reminder.

"Carl Estes' mark is not only on the State of Texas that he loved—it is in the hearts of all of us who loved him."

Governor Connally's message: "An official historical marker is a fitting tribute to my friend Carl Estes, because his devotion to the progress of Longview and all of Texas resulted in significant contributions, the impact of which will continue to be felt in the decades ahead. He was unselfish in his commitment to the future, and for this he will be long remembered."

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## The Weather

NORTHEAST TEXAS — Considerable cloudiness and scattered light rain today. Colder by sundown. High Friday, 70 at 3 p.m.; low, 33 at 7 a.m. Wind early today, southeast at 8 m.p.h.; barometer, 29.82.

# Longview Morning

→ "East Texas' Largest and Most Complete N

VOL. 53—NO. 291



LONGVIEW, TEXAS, SATURDAY MORNING, DECEMBER 9, 1967

# CRASH IN PERU FATAL



**MARKER UNVEILED**—The Texas State Historical Survey Marker honoring the late Carl L. Estes is unveiled by Mrs. Estes and F. Lee Lawrence, president of the Texas Historical Foundation. The marker is the first in a series

for "Outstanding Texas Newspaper Publishers." It was dedicated by John Ben Shepperd of Odessa, extreme left, who is immediate past president of the Texas Historical Survey Committee. (STAFF PHOTO).

## 2 Americans Are Listed Among Dead

LIMA, Peru (UPI)—A Faucett Airlines DC4 crashed into the side of a mountain in the jungles of Huanuco Friday, killing 66 persons including two Americans.

The two Americans were identified as Evelyn Craig, 47, and Joseph Newman, 69. No home towns were immediately available. A spokesman for Faucett said Newman listed his profession as an "executive."

The plane was on a regularly scheduled flight from Lima to Tingo Maria with a stop in Huanuco. Shortly after it left Huanuco on the last leg of the flight, the control tower lost contact with the pilot.

A search was organized when the plane was overdue at Tingo Maria and several hours later another plane spotted the wreckage at the base of a mountain in the jungle area in east Peru.

Huanuco is the capital of the province by the same name. It is located about 156 miles north-east of the capital city of Lima.

The area, in the Andes mountain range, has become a fast growing timber industry region and has attracted European and American investors.

The Faucett spokesman said two Belgians and three Italians were also on board the plane and there was a possibility five

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## President Johnson, Governor Connally Pay Tribute To Publisher

# Historical Marker Honoring Carl Estes Dedicated

By S. A. PARKER

President Lyndon B. Johnson, Governor John B. Connally and other national and state dignitaries today joined with industrialists, business leaders and others from throughout Texas and the Southwest in paying tribute to Carl L. Estes at the dedication of an official Texas Historical Marker honoring the publisher of The Longview Daily News and Longview Morning Journal.

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"He was first and last a newspaperman—always fearless, always outspoken and fervent.

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Governor Connally's message: "An official historical marker is a fitting tribute to my friend Carl Estes, because his devotion to the progress of Longview and all of Texas resulted in significant contributions, the impact of which will continue to be felt in the decades ahead. He was unselfish in his commitment to the future, and for this he will be long remembered."

The marker, permanently mounted on the East Methvin Street entrance side of the building and plant which Publisher Estes built and expanded several times, was unveiled by Mrs. Carl Estes and F. Lee Lawrence of Tyler, president of the Texas Historical Foundation.

The marker, No. 1 in the Outstanding Texas Newspaper Publishers Series, was sponsored by the Texas State Historical Survey Committee, the Texas Historical Foundation, the Gregg County Historical Survey Committee, the Texas Daily Newspaper Association and the Texas Press Association.

Speakers on the program were L. D. Webster of Dallas, vice president of the Lone Star Steel Company; Aubrey McAlister, publisher of the Bonham Favorite and past president of the Texas Press Association, who spoke in behalf of the publishing industry of the state; John Ben Shepperd of Odessa, immediate past president of the Texas State Histori-

cal Survey Committee; and Joe E. Estes of Dallas, U.S. district judge and brother of the late publisher.

"An official Texas State marker belongs here, and I am privileged to dedicate it," Shepperd said.

Among those sending messages, in addition to President Johnson and Governor Connally, were U.S. Senator John Tower and U.S. Representative Ray Roberts.

Said Senator Tower: "Mrs. Tower and I regret that the press of business as we near the end of the congressional session will force me to remain in Washington during the day Friday. We would like very much to be with you, as our respect and admiration for Carl Estes are profound. However, Carl Estes was a man who never left the job when there was work to be done, and I think he would understand why I can't be away today. Please extend my congratulations to all his friends who have made this historical marker possible."

Congressman Roberts sent the following telegram: "I am highly pleased about this deserved historical marker tribute to a great Texan and outstanding newspaperman whose contribution to his state and region will live forever in the hearts of his fellowmen. Deeply regret I cannot be with you personally today."

Friends far and near gathered in front of The News-Journal to pay homage to Mr. Estes, whose distinguished career as a publisher and industrial developer made him a state and national legend in his time, and to hear memorials to him as the plaque recording his achievements for posterity was unveiled.

The entire block of East Methvin between Green and First Street was draped with flags furnished by the American Legion and Veterans of Foreign Wars. Flags also were placed at the side of the marker and the speakers' platform.

The National Anthem was played by the Longview High School Band.

Dr. Derwood Blackwell, pastor of the First Methodist Church, gave the invocation and benediction.

Fred Erisman, prominent Longview attorney, served as master of ceremonies, extended the welcome and introduced guests.

### The Weather

SOUTHEAST TEXAS — Considerable cloudiness and scattered light rain today. Colder this afternoon. High Friday, 70 at 3 p.m.; low, 38 at 7 a.m. Windy early today, southeast at 10 a.m.; barometer, 29.82.

## Longview Morning Journal

→ "East Texas' Largest and Most Complete Morning Newspaper" ←

53—NO. 291



LONGVIEW, TEXAS, SATURDAY MORNING, DECEMBER 9, 1967



24 PAGES

5 CENTS

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Fred Erisman, prominent Longview attorney, served as master of ceremonies, extended the welcome and introduced guests.

In his opening remarks, Erisman said: "Meeting this morning as shareholders in the 'Bank of Friendship' in which Carl Estes was a principal stockholder, we pause to commemorate his service in the United States Army and the Navy of his country in two wars . . .

"Carl Estes was never silent when there was a need to be heard—he was ever vocal in the cause of Longview and East Texas.

"It is therefore entirely appropriate that the Texas Historical Survey Committee, Texas Historical Foundation, Gregg County Historical Survey Committee, Texas Press Association and Texas Daily Newspaper Association should select this means to perpetuate for posterity his 'footprints' upon the 'sands' of East Texas.

"We welcome these friends who have come our way to share in this long-to-be-remembered event."

Other tributes:

★ ★ ★

L. D. WEBSTER: "As we gather here to unveil a plain, metallic marker dedicated to the memory of  
(See MEMORIAL, Page 2-A.)

# orning Journal

Complete Morning Newspaper" ←

9, 1967

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24 PAGES

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# ITAL FOR 66

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CARL LEWIS ESTES  
(1896 - 1967)

His work perpetuated for posterity

## Vietnamese Trap 2 Red Battalions

SAIGON (AP) — South Vietnamese forces trapped two Viet Cong battalions deep in the Mekong Delta Friday and killed 365 of the enemy in the biggest battle this year in the canal-laced

delta, government headquarters reported Saturday.

After the South Vietnamese forged a ring of men and armored columns around the Viet Cong, U.S. fighter-bombers, helicopter gunships and artillery pounded the enemy positions.

The 365 enemy were reported killed in a day of savage fighting Friday in Chuong Thien

FIRST IN 53 YEARS

## MEMORIAL---

(Continued from Page 1.)

Carl Estes, it is well that we reflect upon the fact that no symbol made of any precious metal in any size could enhance the value of, or even remotely encompass the wide range of accomplishments provided for—and unselfishly given to—the people of East Texas by this supereminent man.

"In this simplicity of his basic virtues—courage, integrity, and love for his compatriots—this marker is appropriate. In the wider realm of his physical accomplishments, no indicant save the rays of the eternal sun could possibly touch upon all of the works of Carl Estes, builder of a better tomorrow.

"In the fabulous development of our nation and our state, it is significant to note that the leading cities of our Republic out-stripped all others only when there was present among the several necessary ingredients a strong, out-spoken, far-sighted newspaper publisher.

"In the early days of our building, our country knew the ink-scented spurs of Horace Greeley, of Charles Dana and William Randolph Hearst, of Joseph Pulitzer and William Allen White.

"The Lone Star State was no less fortunate in having such men as Jesse Jones and Governor Hobby, Amon Carter, and George Dealey and Edwin Kiest . . . and yes, Carl Estes, all of them giants among giants.

"Colonel Estes had a simple credo in his love for Texas and the United States. He believed that to be a good American a Texan first had to be a good Texan. He believed that anything less than a great American was something considerably less than a great Texan. He lived this credo every day of his life.

"As we approach another joyous yuletide season, it is fitting that we pause and in the meek humility of gratefulness, give thanks to the Supreme Architect of the Universe for having placed among us a dynamic leader, a relentless pursuer of the truth, a talented genius who never lost the common touch.

"A simple plaque bears the name of Carl Estes. A more impressive marker is the intangible imprint he left on the hearts of his fellowman, the hallmark he engraved forever on the hills of his beloved East Texas where the ever-lengthening shadows of his work are cast by the structures of progress he brought into being.

"Carl Estes . . . crown prince of journalism, great American, great Texan . . . our friend."

\* \* \*

AUBREY McALISTER: "I am honored to have been asked to represent the Texas Press Association and the newspaper industry here today to pay tribute to a fellow newspaperman.

"My only regret is a feeling of inadequacy to the occasion, because few of us have, or ever will reach the high standards of excellence that Carl Estes brought to the newspaper profession in Texas.

"But inadequate as they may be, my few words will be from the heart, because I had a tremendous personal respect and admiration for this man whose achievements will go on living, not only in the confines of the community he and his newspapers served for 30-odd years, but for all of Texas as well.

"And I can tell you here today that this feeling is shared widely by the hundreds of other newspaper people of Texas. Many of us not only admired him, but, maybe a little secretively, we envied him. He possessed the skills, the knowledge, the dedication and the ability to achieve what so many of us would like to have.

"You folks here in Longview knew him as a neighbor, a friend, and in so many worthwhile causes, a benefactor. While maybe no man can be pointed to in a community as accomplishing single-handedly such things that have come to Longview, I would like to think that Carl Estes as a newspaper-

man had a strong hand in the fine things you see around you today in your community—your growth, your industrial development, your cultural and educational leadership, and the many others that make Longview stand out as a giant among the cities and towns of Texas.

"It has been said that a community is a reflection of its newspapers. Likewise, a newspaper is a reflection of the individual who controls its policies and its energies. A newspaper can be a tremendous vehicle for good or an awesome force for destructiveness. It can often stymie the growth of a community. The man who controls its destinies is the one who decides which way it shall go.

"Carl Estes chose to be a builder and that choice was reflected in the newspapers he published. This community is a reflection of that choice.

"Newspaper people generally, are just people. But Carl Estes was a rare personality among us. He was a newspaperman from head to foot. He traveled the newspaper road all the way—from newsboy to influential publisher.

"He possessed a great ability to dream, and an even greater ability to turn those dreams into reality. There are many of us in the newspaper business who can dream, but few who have the ability to turn those dreams into reality—few who can be a Carl Estes.

"He was a man of great journalistic energy, and he translated that energy into a dedication for community-spirited newspapering. He accentuated the positive, using the columns of his newspaper to build.

"He was too busy building to have any time for tearing down.

"Longview has been the greatest recipient of the dedication of Carl Estes as a newspaperman, a dedication that often went far and beyond the ordinary call of duty. But all of Texas, and East Texas in particular, will benefit from his efforts and his leadership in growth and progress for many, many years to come.

"He stood at the top in the newspaper profession and all of us have benefitted immeasurably from the examples he set.

"Carl was a benefactor to the Press of Texas in many ways. In 1965 when the Texas Press Association launched its campaign for funds to build a new and modern headquarters building in Austin, he was quick to envision its benefits to newspapers of the state. He saw it, principally, as something that would strengthen the profession to which he had devoted his life.

"He was the first to contribute to the fund—a sizeable contribution, too—that gave the campaign a tremendous boost toward the groundbreaking for the new building that is to come soon. A plaque honoring him will hang in the new building's 'Hall of Honor.'

"While he devoted his own talents, energies and money to his community and Texas newspapers, he also made available the talents of his own newspaper staff—such people as Syril Parker, Ellie Hopkins, Mrs. Lee and others. Ellie is now serving as a valuable member of the board of directors of the 600-member Texas Press Association and is a past president of the North and East Texas Regional Press Association.

"Surely, Carl's years of accomplishment must have been inspired greatly by a devoted wife and a fine newspaperwoman in her own right who is now so capably assuming direction of these fine newspapers in Longview. The best wishes of newspaper people of Texas are hers—just as they have been through the years for Margaret and Carl.

"And, so, this marker being dedicated to the memory of Carl Estes today is more than just a tribute. It is a permanent reminder of a great life that has touched so very many of us—and has left us with far more than just a memory.

"I can tell you that Carl Estes sat high in the saddle of Texas newspapering and it is fitting and proper that the first marker in a series to be erected

by the Texas standing ne name."

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by the Texas Historical Survey Committee to outstanding newspapers of Texas be here in Carl's name."

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**JOHN BEN SHEPPERD:** "Texas is undergoing a healthy renaissance . . . a period of rededication . . . a time of analysis and evaluation of the ingredients of greatness . . . and during such a period of self-examination, we should pay attention to what is significant in the religious, economic, social, educational, political, communications, cultural and intellectual development of our state.

"The Texas State Historical Survey Committee—a state agency—250-County Historical Survey Committees—of which Gregg County Committee, capably led by Mrs. Paul Belding, is one of the best—and their private affiliate, the Texas Historical Foundation under the inspired leadership of Lee Lawrence of Tyler . . . are conducting aggressive and comprehensive historical preservation and marking programs.

"These are signs of growing up and of becoming mature.

"Texas needs this maturity. A well planned historical preservation crusade with high standards of accuracy and good taste plays a major role in the thinking and planning for a richer and more meaningful life for Texans.

"The depth of the program is significant . . . not only is the outstanding soldier, statesman, politician and businessman recognized but so is the scholar, artist, author, teacher, minister and the leaders of the great professions—including journalists.

"Facts are being presented that show the real Texas with its rich intellectual, cultural and literary background and heritage.

"No contributions have been greater to our continued well-being than have those of Texas newspapers.

"In Texas, as in no other place, we have seen proven time and time again that freedom cannot long endure where newspapers are not its self-appointed guardians.

"Down through the pages of Texas' great history, giants of journalism have courageously, objectively and wisely used the power of the press in such a way as to enable generations of Texans to separate the false from the true . . . see through the subterfuges of demagogues and quacks in high places . . . and to become a people—too wise to be fooled—too good to be corrupted—too proud to be abased—and too strong to be misgoverned.

"A study of the great newspapers and the men who have run them makes one proud to be a Texan. Their great contributions to progress are legend as has been their fight to preserve and keep sharp our tools of freedom.

"So . . . I am pleased that the State of Texas is recording and commemorating for posterity those places, events and contributions of individuals that have enabled our state to be founded and maintained on sound and fundamental principles protected for generations yet unborn by a free and unfettered press.

"Official Texas Historical Markers have been awarded to record for future generations contributions and individual accomplishments of great newspapermen and women, the history of great newspapers and their legacy to the journalistic heritage of the community, region, state and nation.

"The Official Marker we dedicate today commemorating the varied, significant and lasting contributions of Carl L. Estes qualifies under all these exacting criteria.

"Practically all of the markers awarded under this recognition program have been to much earlier events and to individuals who have been gone much longer than has Commander Estes.

"Rarely does a great personality move across the stage of life with such force and impact that history is ready to evaluate, assess and testify as to the meaningful marks he made while he yet lives or shortly thereafter.

"Yet, such a man was Carl Estes. There is no doubt but that his state and contemporaries should pay tribute and accord this recognition without delay. There is no need to wait for future historians, reviewing the events of the last 50 to 100 years to conclude what we know in our minds and hearts today . . . that Carl Estes was a great man and that few men have exercised greater influence, been a greater decision-maker or had a greater capacity for warmth, kindness, friendship and loyalty.

"We also bear witness today that the consequences of his unselfish service and his great influence on the thinking of his fellow man through his publications, by his personal leadership and example

will continue to bear constructive and lasting fruits on the economic, political and cultural life of this area, Texas and the nation for many years to come.

"So it is only fitting and proper that this story of superior, unprecedented and unmatched accomplishments should be recorded while the facts are in focus and they may be evaluated in proper perspective.

"We applaud the decision of a grateful state and of perceptive leaders to make this the Number One Official Texas Historical Marker in the new Outstanding Texas Newspaper Publishers Series. This is as it should be.

"I am also privileged to be here because Carl Estes was my friend and benefactor. Many times during my early career he helped me financially, with advice and counsel and by publicity and editorial support. I shall always be grateful for his great source of strength and inspiration.

"Yes, an Official Texas Historical Marker belongs here and I am privileged to dedicate it . . . and to commend its addition to those others over Texas that are preserving and recording great deeds, great events and the contributions of great men."

\* \* \*

**JUDGE JOE E. ESTES:** "For Carl and our mother and father, who, I feel, are looking down on this occasion with appreciation, and for his wife and our family, I wish to thank the sponsors . . . The Texas State Historical Survey Committee, the Texas Historical Foundation, the Gregg County Historical Survey Committee, the Texas Press Association, and the Texas Daily Newspaper Association for placing this memorial marker for Carl.

"Many of us here today remember the unforgettable reception for Carl in Longview 34 years ago when he raised his Texas-size banner proclaiming 'United we stick; divided we are stuck.'

"Carl's spirit — of unity and loyalty to his family, his friends, his community and his country — was and remains Titanic. It led him to obtain a waiver of disability incurred in World War I so that he could serve in World War II in which he was awarded the Purple Heart, and commendation for distinguished service.

"One of Carl's talismanic expressions was 'Game fish swim upstream.' Despite the handicap of a frail body, and with the help of his good wife, Margaret, he devoted his enormous energy toward the future building of Texas and the nation.

"Carl had an abiding faith — in himself, in his fellow man, in the American way of life and in God.

"It is the lesson of history that a man's claim to immortality lies within the life he lives. Carl will be remembered for his precepts of integrity of purpose, unity and loyalty — qualities vital to our very existence in these troubled times.

"These wonderful sponsors, to whom we are grateful, know full well 'the mills of the gods grind slowly but exceeding fine' and that all that is and has been, is but a prologue of what will come."

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**Today In Capital**

**\$38 Million**

**In Unclaimed Postal Savings**

WASHINGTON (AP) — The government wishes 600,000 Americans who socked away their spare cash in postal savings accounts would please come around and collect.

The postal savings system was abolished June 30 but not everyone got the word. Post Office Department and Treasury Department figures Thursday showed \$38 million in unclaimed deposits.

WASHINGTON (AP) — The Veterans Administration says it is constantly stepping up its facilities for combating the often fatal lung disease emphysema.

**PT Represented At Seminar SFA**

C. F. Kuykendall and Harold Neal represented Pine Tree High School at the annual principal-counselor-freshman seminar at Stephen F. Austin State College Dec. 4.

Discussion of problems freshmen are facing in transition from high school to college was the purpose of the seminar. Principals and counselors will endeavor to do what they can to make this transition less difficult.

The 1967 graduates who are freshmen at SFA had few complaints and seem to be well satisfied, according to the high school counselor.

Pine Tree graduates who are SFA freshmen are Elaine Stacha, Mike Morgan, Patricia Justice, Jacki Craig, Nancy Carr, Susan Boggs, Ginger Bates and Nancy Barnes.

After the session with the freshmen, counselors and principals had a general meeting to discuss the students' problems.



**PARTICIPANTS**—Pictured with Mrs. Carl L. Estes are participants in the Texas State Historical Survey Marker ceremony which honored her late husband. From left to right are Fred Erisman, master of ceremonies; John Ben Shepperd of Odessa, immediate past president of the Texas Historical Sur-

vey Committee who dedicated the marker; Mrs. Estes; L. D. Webster of Dallas, vice president of Lone Star Steel Company; U. S. District Judge Joe E. Estes of Dallas; and Aubrey McAlister of Bonham, past president of the Texas Press Association. (STAFF PHOTO).

## Tyler Firms Get Priority For Project

WASHINGTON — Congressman Ray Roberts announced here Friday that he has asked the General Services Administration to give priority to Tyler area companies in selecting an architect-engineering firm for the Tyler Federal Center project.

"I have contacted Mr. John M. McGree, regional administrator for GSA in Fort Worth, and requested that priority on the choice of the architect-engineering contractor be given to firms in the Tyler area," Roberts said.

"This is a project including the Federal Courthouse and the Tyler Post Office, and I feel that local firms should be given first consideration, the choice of the firm is up to GSA, not me, but I would like to see an area firm get the job," Rep. Roberts said.

A spokesman here for the GSA said his agency has received funds for site and planning of the Tyler building, but that because of the budget freeze "we will be slowed a little in that we are not allowed to proceed at the optimum rate."

The GSA official added that the agency is continuing to develop its plans for the project.

The Tyler center is expected to cost \$2,279,000. It was one of the six projects not included in the President's budget which made it through a cost-conscious Congress this year.

## Markets

DOW JONES AVERAGES  
NEW YORK (UPI) — Dow

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## Markets

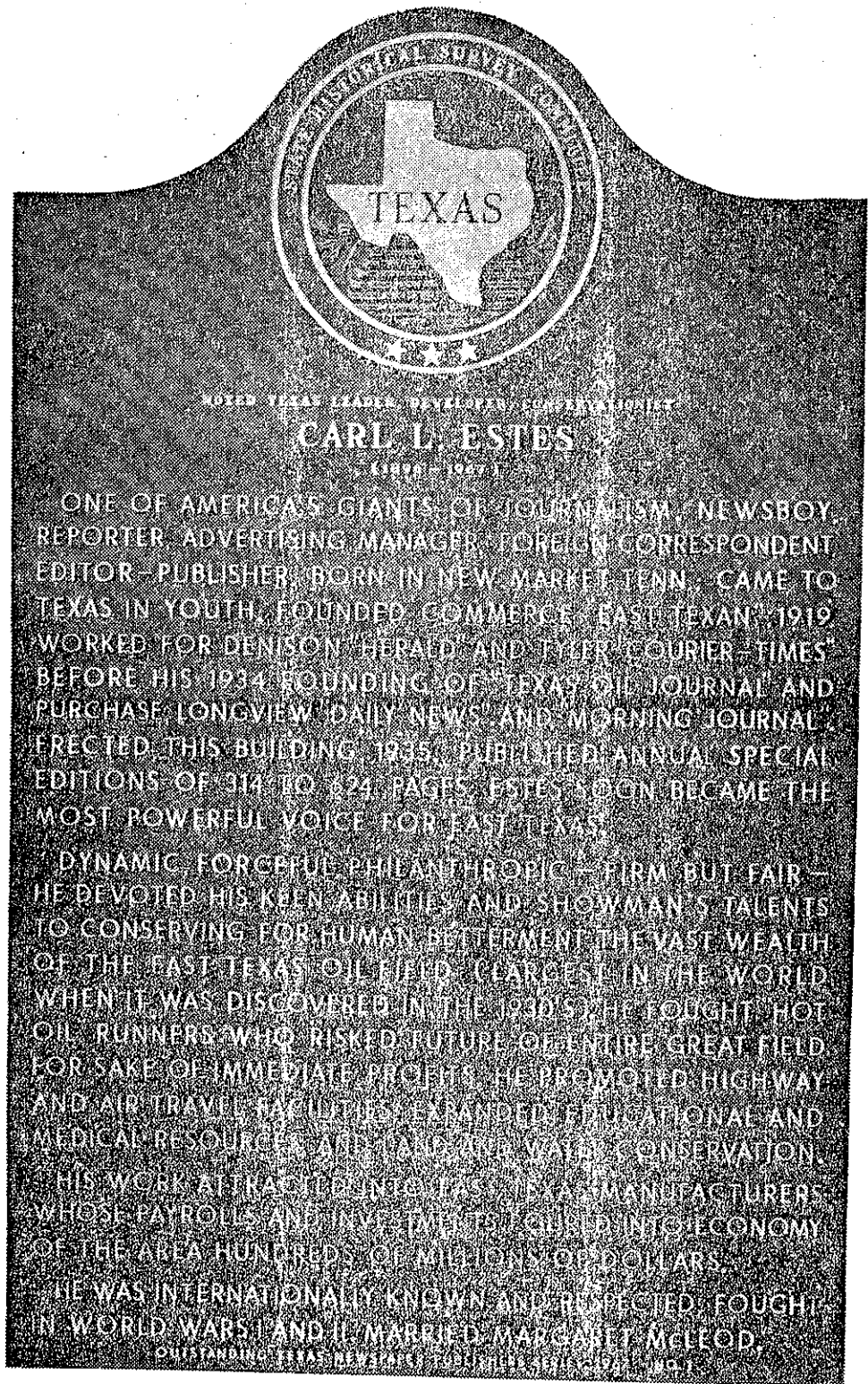
### DOW JONES AVERAGES

NEW YORK (UPI) — Dow Jones closing range of averages:

Stocks:	High	Low	Close
30 Indus	895.92	883.55	887.25
20 Rails	236.49	233.30	234.51
15 Utils	125.61	123.91	124.90
65 Stocks	312.97	308.69	310.25

Net change: 30 Indus., off 4.97; 20 Rails, off 0.59; 15 Utils., up 0.51; 65 Stocks, off 1.01.

Transactions in stocks used in averages Friday: Industrials 739,600, Railroads 117,200, Utili-



Photographic reproduction of the Official State Historical Marker honoring Carl L. Estes which was unveiled during a dedication ceremony Friday morning.

## Vietnamese--

(Continued From Page 1)  
Vietnamese marines reported killing 235 Viet Cong troops in an 11-hour battle.

## U.S. Opposed

## To Propaganda

## Stage--

(Continued From Page 1)  
and set between portraits of George and Martha Washington

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rom Page 1)  
George Reck-  
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(Continue From Page 1)  
Most firms held back on the increase in hot rolled sheets because the pressure from imports is greater on that product.

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gift has been made for the historic Howard House at Henderson by Mrs. Arwin H. Blanke, Fort Worth, believed to be the only living descendant of the Howard brothers who built the handsome three - storied building on South Main Street, and her husband, when they visited the old home at Henderson last weekend. Their gift toward the restoration work was a \$500 contribution, the second helpful contribution they have made to the project.

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Owens headquar-  
Tyler.

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AN EAST TEXAN WAS given high honor at the Grand Lodge of Texas, Masonic Order, annual session in Waco Thursday. He was Joe W. Steed of Mount Pleasant who was elected as Grand Junior Warden of the century - old Texas Grand Lodge. This places him fourth in line for advancement to the post of Grand Master. For many decades the Texas Masons have advanced their four top officials in order. Installed Thursday night as Grand Master was J. W. Chandler of Houston. Another Mount Pleasant man, Arthur Craig, was appointed Senior Steward.

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RESTORATION

**Many Guests Here From Out-Of-Town**

Representatives of the state of Texas and officials of business, industrial, financial and publishing firms were in Longview Friday for the dedication of an Official State Historical Marker honoring Carl L. Estes, late publisher of The Longview Daily News and The Longview Morning Journal.

ror, Mr. and Mrs. James Bass of the Mount Vernon Optic Herald, William Woody of the Marshall News Messenger, Neal Clark of the Gladewater Mirror, Gordon Fulcher of the Atlanta Citizen, James Smith of the Panola Watchman, Bob Johnson and Clayton Hickerson of the Associated Press, William C. Payette of United Press International, and J. W. Stalsworth, vice president, Texas Daily Press League and Dallas manager.

Out - of - town guests introduced at the marker program by Judge Fred Erisman, master of ceremonies, were:

Members of the Estes family — Judge and Mrs. Joe E. Estes of Dallas, Miss Mary Lou Estes of Dallas, Mr. and Mrs. Carl L. Estes II of Houston and Neal Estes Jr. of Commerce.

From Dallas, R. A. Malone and Mr. and Mrs. Charles A. Freet.

From Fort Worth, Mr. and Mrs. Beeman Fisher.

Representatives of the Texas State Historical Survey Committee and the Texas Historical Foundation: F. Lee Lawrence of Tyler and Howard Coghlan of Longview.

Tyler representatives were Dr. and Mrs. Howard Coats, Ralph Johnson and H. H. Potts.

From Austin, Homer Garrison Jr., director of the Texas Department of Public Safety.

Members of the Texas Daily Newspaper Association and the Texas Press Association: Bert Honea of the Fort Worth Star Telegram, John L. Schoellkopf of the Dallas Times Herald, Douglas Attaway of the Shreveport Journal, Mr. and Mrs. Charles K. Devall of the Kilgore News Herald, Mr. and Mrs. Russell Laschinger of the Gilmer Mir-

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**Markets**

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Transactions in stocks used in averages Friday: Industrials 739,600, Railroads 117,200, Utilities 158,100, Total 1,014,900.

Bonds:	Close	Chg.
40 Bonds	75.08	off 0.07
10 1st Rails	63.52	off 0.08
10 2nd Rails	75.45	off 0.42
10 Utils	78.96	up 0.03
10 Indus	82.41	up 0.18

Dow Jones commodity futures Index (1924-26 average equals 100): closed at 144.68.

**STANDARD-POOR INDEX**

NEW YORK (UPI) — Standard & Poor's closing stock indexes (1941-43 average equals 10)

	425	20	55	500
Friday	104.08	43.77	64.33	95.42
Thursday	104.24	43.71	64.13	95.53
Week ago	102.95	43.64	64.47	94.50
Month ago	100.42	43.02	62.92	92.21
Year ago	87.49	41.68	68.74	82.14
High 1967	106.15	51.46	72.59	97.59
Low 1967	85.31	41.35	62.21	80.38

**UPI MARKET INDICATOR**

Friday closing net price change of all NYSE stocks traded, computed by Quotron Service, was unchanged from previous day's close.

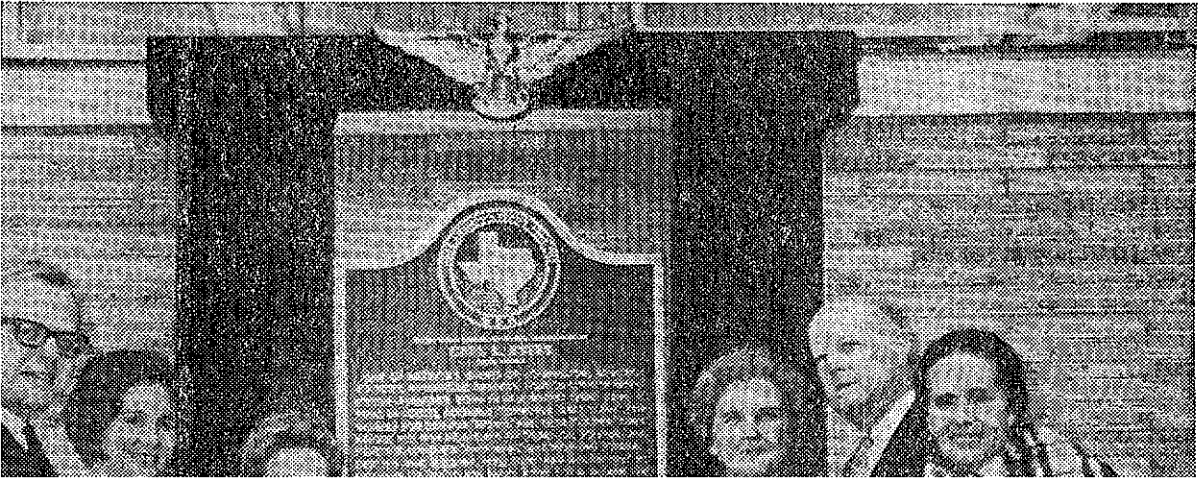
Using April 1, 1966 prices as a 100 base, the Indicator closed Friday at 112.70.

	Issues	Volume
Advances	587	4,830,000
Declines	662	5,010,000
Unchanged	225	870,000
Total	1,474	10,710,000

**NEW YORK STOCKS**

by The Associated Press

731 American Airlines	30	29%	29%
69 American Can	49%	49%	49%
417 American Motors	13%	12%	13%
912 American T&T	50	49%	49%
132 Atchison T&SF	27	26%	26%
105 Bethlehem Steel	32%	32%	32%
121 Borden	31%	30%	30%
57 Caterpillar Trac	43%	42%	42%
304 Chrysler	57	56%	56%
5 Coca Cola	139	138%	138%
43 Continental Oil	75%	75%	75%
39 Dow Chemical	89%	89	89
105 DuPont	148	147	147%
63 Eastman Kodak	147%	146	146%
116 El Paso NG	21%	21%	21%
33 Firestone	52%	51%	51%
167 Ford Motors	54%	53%	53%
436 General Electric	103	100	100



Department of New Boston as district chief of game wardens. He is Ronald Owens and his district is to include Morris, Cass Bowie, Red River, Lamar Delta, Hopkins, Franklin, Titus, Marion, Harrison, Upshur and Camp counties. Owens headquarters will be in Tyler.

★ ★ ★  
**WATER POLLUTION RE-**search will be conducted at the Stephen F. Austin State College Department of Forestry under a \$50,000 appropriation and the research is to be done in cooperation with the Texas Water Quality Board.

★ ★ ★  
**ANOTHER RESTORATION**

★ ★ ★  
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 From Austin, Homer Garrison Jr., director of the Texas Department of Public Safety.  
 Others were: Mr. and Mrs. Sam Schwieger of Shreveport, H. A. Bridge and Nathan Goldberg of Marshall, Mr. and Mrs. Lloyd Schenck of Lufkin, Dwight Beasley of San Augustine, Dwight L. Moody and Mayo Lanagan of Lone Star, Ralph Greene of Gladewater, Mrs. Ray Greene of Gilmer, Walter Hussman of Camden, Ark., and Richard Bentley of Texarkana.

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179	RC
48	Re
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76	Re
172	Se
257	Sc
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**ESTES FAMILY INTRODUCED**—Members of the Estes family who were introduced at the marker ceremony, from left: Carl Estes II and wife of Houston, Mrs. Joe E. Estes of Dal-

las, Mrs. Carl Estes, U. S. District Judge Joe E. Estes, and Miss Mary Lou Estes of Dallas.

Margaret V. Davis  
400 Sewell Court  
Irving, Texas 75038

February 18, 2001

Dear Norman,

While cleaning off my desk for the first time since Christmas, I found these photos which I had planned to send you. I'm sorry to be so long doing it.

Ellie Hopkins took them and his wife sent me the slides. If you would like any more, any different size or the slides to keep in your files, I will send them. I don't need them.

I hope all is well with you. We are O.K., I think.

Sincerely,  
Margaret







