HUSTLING, BUSTLING, THRIVING BOGALUSA

¶THERE ARE MANY THINGS TO CONSIDER WHEN YOU START IN TO TELL IN ORDER SUCH AS WAS GIVEN IN F. H. GOODYEAR TO W. H. ALLISON IN 1906, JUST FIVE YEARS AGO. IT WAS THEN "BOGALUSA THE BUSTLING LUMBERING TOWN IN THE WOODS" TOWN IN WHICH MEN WILL BE GLAD TO BRING THEIR FAMILIES TO LIVE. A TOWN OF SCHOOLS AND CHURCHES, OF HIGH STILTS AND BOARDWALKS. ONLY WITH THIS ORDER, BUT IT WAS GIVEN TO A MAN WHO, WITH THE HELP OF MEN INSPIRED BY HIM BROUGHT TO PASS THE BOLDEST DREAMS OF MR. GOODYEAR. WHO IN HIS LIFETIME SAW BOGALUSA GROW A HAPPY AND CONTENTED COMMUNITY AND THE LARGEST AND BEST EQUIPPED LUMBERING PLANT IN THE WORLD.

¶BOGALUSA IS A CITY OF 12000 PEOPLE. ITS MUNICIPAL AFFAIRS ARE CONDUCTED WITH THE OPERATIONS OF THE GREAT SOUTHERN LUMBER COMPANY AS A MODEL. IT OWNS AND OPERATES THE LARGEST SAWMILL IN THE WORLD, WITH A CAPACITY OF ONE MILLION BOARD FEET OF SOUTHERN YELLOW PINE EVERY WORKING DAY. IT HAS NEVER BEEN AND NEEDS NO LABOR TROUBLE IN BOGALUSA. NEVER HAS THERE EVER BEEN THE PROBLEM OF THE MEN RESPONSIBLE FOR THE COMPANY'S POLICY TO PUT MEN BEFORE DOLLARS. NO ONE WHO KNOWS THE COMPANY SHOULD MISCONCEIVE THE REASON WHY IT HAS ALWAYS MAINTAINED ITS STORE ORDER SYSTEM WHICH HAD BEEN ABANDONED BY ALL THE OTHER LUMBER COMPANIES IN THE SOUTH. IT IS NOT BECAUSE IT NEEDS THE PROFITS FROM ITS OPERATIONS AND ANNOUNCING THAT EMPLOYEES MUST BE PAID IN CASH AS often AS DESIRED EVERY DAY OR TWICE A DAY IS A BIG WORD TO THE EMPLOYEES FEEL THAT IT SHOWS AS EARNEST DESIRE ON THE PART OF THE COMPANY TO DEAL FAIRLY WITH THEM. WHILE THE MERCHANTS SUFFER A GREAT DEAL BY THE COMPANY BY ITS ACTION HAS PLACED ITS COMMUNITY ON A SOUND BASIS WITH THEM AND SACRIFICED A GREAT MONEY MAKING ASSET.

¶MORALLY BOGALUSA IS ONE OF THE CLEANEST CITIES OF ITS SIZE IN THE SOUTH. THIS CONDITION HAS BEEN BROUGHT ABOUT BY A GREAT DEAL OF THE WORK AND INFLUENCE OF THE YOUNG MEN'S CHRISTIAN ASSOCIATION IN WHOSE CHARGE A BOARDING HOUSE WAS PLACED SEVERAL YEARS AGO. A MAGNIFICENT BUILDING HAS BEEN ERECTED BY FRANK H. GOODYEAR, A SON OF THE FOUNDER OF BOGALUSA, TO WHOM MUCH PRAISE HAS ALREADY BEEN MADE. YOUNG MR. GOODYEAR ERECTED THIS BEAUTIFUL BUILDING AS A MONUMENT TO THE MEMORY OF HIS FATHER. AS A LASTING TRIBUTE TO HIS FATHER'S INTEREST IN THE WELFARE OF THE CLEAN YOUNG MEN OF BOGALUSA.

¶NOT LESS THAN HER HUSBAND'S WAS THE INTEREST TAKEN BY MRS. F. H. GOODYEAR IN THE WELFARE OF THE PEOPLE OF BOGALUSA. IN FACT HER IDEAS AND PLANS WERE KEENLY APPRECIATED BY HER HUSBAND AND BY THE MAN ASSOCIATED WITH HIM AND WERE LARGELY USED IN THE DEVELOPMENT OF THE TOWN AND ITS GENERAL LIVING CONDITIONS. MRS. GOODYEAR DIED TWO YEARS AGO, AND HER SON AND DAUGHTER, MR. F. H. GOODYEAR AND MRS. CHARLES M. DANIELS, DECIDED THAT IT WOULD BE MOST APPROPRIATE TO ERECT A YOUNG WOMEN'S CHRISTIAN ASSOCIATION BUILDING IN HER MEMORY. THEY HAVE CARRIED OUT THIS PLAN, AND THE BUILDING HAS JUST BEEN COMPLETED, AT A COST OF $50,000, APPROXIMATELY THE SAME AMOUNT AS SPENT ON THE Y. M. C. A. BUILDING. THESE TWO FINE BUILDINGS STAND NEAR EACH OTHER AND REFLECT IN A STRIKING WAY THE LIVES AND WORKS OF THESE TWO GOOD PEOPLE WHO PRACTICED SO WELL PHILANTHROPY WITHOUT CHARITY.

¶IT WAS EARLY REALIZED THAT IF BOGALUSA WERE TO BE A PERMANENT CITY, SOME OTHER INDUSTRY MUST BE DEVELOPED BESIDES THAT OF LUMBERING, BECAUSE THE LIFE OF A LUMBER PLANT MUST BE MEASURED BY THE AMOUNT OF STUMPAGE BEHIND IT. THE GREAT SOUTHERN LUMBER COMPANY WILL BE OPERATING ITS SAWMILL [illegible] MAKING BUT BLOCKS [illegible] THE FARM [illegible] BOGALUSA WILL BE [illegible] PLANT STAFF [illegible] AND OTHER [illegible] THESE PAPER [illegible] AWAY OF THE TOWN IN CARS FROM THEIR [illegible] FULLY ONE- [illegible] BE USED FOR AGRI- [illegible] GROWN TO OPEN [illegible] FOREVER.

¶ [illegible] BEAUTIFUL IN EVERY WAY. THERE [illegible] THAT PART OF THE CITY AND FOUR GRADED [illegible] SCHOOLS. THESE ARE SCHOOLS FOR [illegible] TEACHERS. THERE IS A GOOD GRADE [illegible] EMPLOYED TEACHERS. ALL OF THESE SCHOOLS [illegible] MONTHS OF THE YEAR.

¶ [illegible] WITH CHURCHES OF VARIOUS DENOMINATIONS. THE [illegible] ALREADY WHILE THE METHODISTS FEEL THAT THEY HAVE OUTGROWN THEIR PRESENT BUILDING AND ARE GOING TO ERECT ANOTHER VERY SOON. THE PRESBYTERIANS WHILE THEY HAVE A CHURCH BUILDING ARE IN THE SAME POSITION AS THE METHODISTS AND PLAN ON BUILDING A FINE CHURCH TO TAKE CARE OF THEIR MEMBERS IN ANOTHER PART OF TOWN, SO THAT THEY WILL SOON HAVE TWO ACTIVE CONGREGATIONS.

¶THE NEGROES, TOO, HAVE SEVERAL NICE CHURCHES THAT REFLECT THE ADVANCEMENT OF THEIR RACE IN BOGALUSA.

¶IT WILL THUS BE SEEN THAT BOGALUSA IS PREPARING TO TAKE CARE OF THE EDUCATIONAL AND SPIRITUAL NEEDS OF A CITIZENSHIP NUMBERING MANY THOUSANDS, WHICH IS SURE TO FOLLOW THE MANY NEW ENTERPRISES THAT ARE CONTINUALLY SPRINGING UP.

¶BOGALUSA, THEN, HAS CEASED TO BE ONLY A LUMBER MANUFACTURING CITY, AND HAS BECOME THE LARGEST PAPER MAKING CENTER SOUTH OF NEW YORK STATE. WITH THIS GROWTH SHE HAS DEVELOPED ALONG CIVIC AND EDUCATIONAL LINES CORRESPONDINGLY. THIS ALL INSURES HER PERMANENCY AS A CITY AND ADDS ENCOURAGEMENT TO THE WELCOME SHE EXTENDS TO THE WHOLE WORLD TO COME TO BOGALUSA AND HELP MAKE HER A CITY OF 50,000 PEOPLE BY 1925!