De Ridder — Sportsman’s Paradise

Life in DeRidder and Beauregard Parish where vast tracts of green forests combine with the clean sweep of the grassy uplands can be exciting. Once the home of the South’s thickest stands of virgin timber, the area has been largely exhausted since the boom and bust days of the early 20th century. Sophisticated wildlife reservations and the great second generation woodlands of today make for excellent hunting in lakes and streams in all directions. For consistently good fishing, there is the Sabine River, Anacoco Creek, Forge Lake, Brushy Lake, Hickory, Becks, Beulah, and Whiskey Chitto Creeks, numerous feeder streams, and more than 260 well-marked farms points in the parish.

DeRidder has a long tradition of outdoor activities. Nature has not forgotten the boat launch and the water skier either. They can cut loose for long lengths of upshifting speed on Bundick’s and Leesville Lake.

Hunting is good, especially ducks. Deer are common along the Bobo River on the west side of Beauregard, and the east side has been stocked with some deer and wild turkey.

People like to read newspaper advertisements — surveys show 95% of people want their newspapers to contain advertising.

Now—40% more power for 90% of your jobs. The #1 selling import truck

Drive a Datsun...

GRAY SALES AND SERVICE
902 East First Street
DE RIDDER, LOUISIANA

USED CARS

BUY SELL TRADE
ON THE SPOT FINANCING
SEE US FIRST

KITE BROS.
PONTIAC-BUICK-OLDS, INC.
463-5564
HWY. 171 N. — LEESVILLE HWY.
DE RIDDER, LA.

SERVICE BY
HIXSON ... THE
PERFECT TRIBUTE
ASSOCIATED WITH
MAGNOLIA LIFE
INSURANCE CO.

Arthur M. Smith — The manager of public affairs of the $10 million dollar Boise Southern company. Arthur M. Smith began his career with an avid interest in forestry. "I was fascinated by trees," he said. After attending Yale Forestry School, Mr. Smith began to be more interested in trees in relation to people. "I found you cannot be interested in trees without dealing with the people who grow them, cut them and live around them. Somehow my interest changed from trees and people to trees. I began speaking to 4-H Clubs, civic organizations and gave demonstrations or exhibits in classrooms on how valuable trees are to any community. This interest in people has lead me to public relations and the marketing of products in community projects and urban renewal projects.

Varied Crop Harvested

From the dense forests of 90
DeRidder area come pines, pines, pines, and the ever present pine straw, which are cut out of the north by the millions each year and used as raw materials for making many different kinds of indoor and outdoor products used by the United States. The Croixville Chemical Plant at DeRidder.

Hixson Flower Shop — "Flowers With A Personal Touch"

Dial 463-6211

HIXSON FUNERAL HOME
Fine and Port St.
DeRidder, LA. NYLON FRIEZE COVERED
LESS THAN 2% of the rural people come within sight of DeRidder's electrifying when Beauregard Electric was founded in 1914. Both towns and rural progress was being stifled because power companies refused to serve beyond the cities. Using recoverable IRA loan funds, the Co-op launched a new concept in the power business service based upon need, whether profitable or not. The first lines were energized October 28, 1914, to serve 452 members. Beauregard Electric has proved that people can own their electric service facilities and that competition is good for everybody.

Today, Beauregard Electric is a ten million dollar business with 2,800 miles of service, serving 16,000 member-owners. Averaging out 6 customers per mile of line, the Co-op provides good service and reasonable rates. Today, every rural home, farm and business which needs electricity service can get it at competitive rates.

Beauregard Electric's employees are local folks, mostly natives of this area and trained by the Co-op. There are 75 full-time employees with an annual payroll of approximately $1,000,000. This money is spent with local businesses. Beauregard Electric also spends an average of $300,000 a year for materials, supplies and repairs, much of which is purchased in the service area. This does not include hundreds of thousands of dollars spent by our members for appliances and electric equipment all helping to make local business boom.

Beauregard Parish History

Beauregard Parish is located in what was once the part of Opelousas Parish. The city of Opelousas was created in 1805 as the county seat of the Territory of Orleans. The boundaries of Beauregard Parish were established in 1836 to create Louisiana Territory.

The history of the area begins in the latter part of the eighteenth century when the land between the rivers known as the Mississippi River and the Atchafalaya River was inhabited by the Choctaw tribe.

Power for Progress

SLEMO

With lower rates and service reliability

HOKS

Style Clothing For Your Family

Modern Shoe Department featuring Thom McAn, Shoes for the men and boys and Red Cross, Cobble, and Socialite for the ladies. Serving DeRidder area since 1947.

HOKS

Ph: 463-843

115 N. Washington
DeRidder

CHAMPION'S JEWELRY STORE

Watches Diamonds Silverware Gifts

463-7026

107 S. Washington Ave.

WELCOME TO DE RIDDER FROM...

BIG STAR SUPER MARKET

GOLD STAMPS

ALTAR AT ST. JOSEPH'S CHURCH - The Altar of St. Joseph's Church, DeRidder, was dedicated by the Rev. Marcello in memory of their deceased parents. The crucifix behind the altar was donated by the Gouvernail family in memory of their deceased parents. The crucifix behind the altar was donated by the Gouvernail family in memory of their deceased parents.
DeRidder — Modern As Tomorrow

by Lester Stanley & Evon LeJeune

West Brothers Story

DeRidder — From its birth in 1921, West Brothers has been an aggressive Christian oriented company blessed with sound and continuous growth.

West Brothers is a chain of 42 retail department stores extending from the ultra-modern shopping center in DeRidder, which is known as the 29 store, to other stores located throughout southeast Louisiana, Mississippi, Alabama, and Florida. The national 50,000 sq. ft store is located in Lake Worth, Florida.

The chain headquarters is located in DeRidder where an ultra-modern office building and warehouse is presently under construction. The new office and warehouse is being built on 25 acres of land west of DeRidder.

"As modern as tomorrow" describes the West Brothers organization which utilizes a 390 IBM computer, an advertising department which supports a professional advertising and printing department, an administrative department which prepares and communicates with world markets through direct mail and broadcast advertising. The unique selling point of West Brothers is its ability to deliver quality merchandise at a price the customer can afford?

The Company has a well-established retail outlet in all areas of the United States and it is the intention of the Company to continue this growth.

Libraries Serves Big Area

The development of the improved pasture lands has been a great increase in the number of beef and dairy cattle. Local and state agencies, through various projects, have increased the pastures 25,000 to 50,000 lbs. in milk.

Pastures Improved

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THE PUBLIC LIBRARY SYSTEM serves Beauregard Parish, with locations in DeRidder and Merryville, with bookmobile service throughout the parish.

We've Never Announced a car at this Time Before

PARK TERRACE SHOPPING CENTER — For shoppers on the west side of DeRidder, the Park Terrace Shopping Center with West Gibson Stores and several other convenience centers provides a boon to the economy of the city.

Mistakes on Beauregard Parish

LOCATION — DeRidder and the other towns in Beauregard Parish are noted for their beauty and their historical antecedents.

M-LECT MAGNETOSI LAWN ENGINES CHAIN TILLERS MOWERS SAWS

Library Serves Big Area

The public library system serves Beauregard Parish, with locations in DeRidder and Merryville, with bookmobile service throughout the parish.

EAST VILLAGE SHOPPING CENTER — The progress in the city of DeRidder has been marked by the new shopping centers springing up in and around the city. The East Village Shopping Center, housing Sears, and several other stores are located on the northeast side of the city.

MOBILE HOMES OF DISTINCTION

EXTENDS CENTURY SERVICE ON Mobile Homes

PARK TERRACE SHOPPING CENTER — For shoppers on the west side of DeRidder, the Park Terrace Shopping Center with West Gibson Stores and several other convenience centers provides a boon to the economy of the city.

N. L. L. R. E. (SOUTHWEST LOUISIANA REGISTER)

We’ve Never Announced a car at this Time Before

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NEARLY AN IMMEDIATE SERVICE CENTER

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