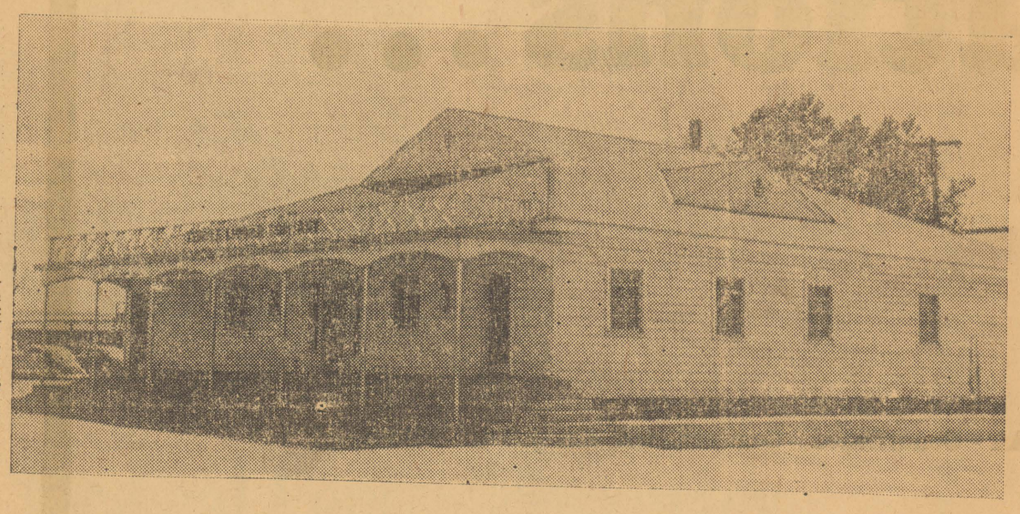
Copied from an original at The History Center, Diboll, Texas. www.TheHistoryCenterOnline.com 2019:010

Sabine County Reporter

A NEWSPAPER DEDICATED TO COMMUNITY GROWTH

SIXTY-EIGHTH YEAR— 37th WEEK | HEMPHILL, SABINE COUNTY, TEXAS FRIDAY, OCTOBER 19, 1951 | $2.00 PER YEAR

PINELAND IN PICTURES - a few of its places and people



Above—Headquarters in Pineland is the office of the Temple Lumber Co. shown above. Built in 1948 it houses offices of company executives and part of the administrative personnel employed at Pineland. Air conditioned throughout this modern office interior is trimmed with native wood paneling.



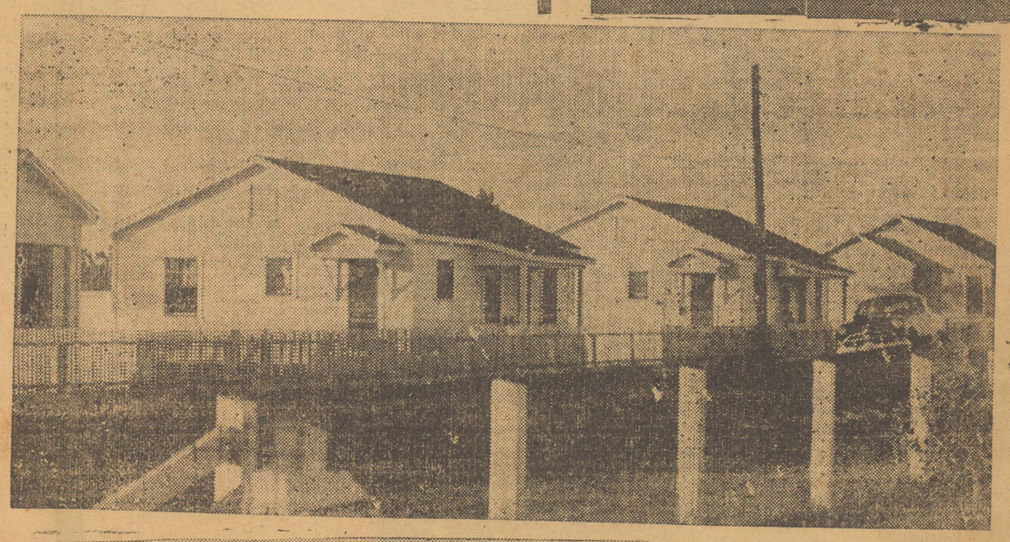
Right—Part of the administrative force of Temple's Headquarters office gather before entrance to exhibit new company flag which will be raised the first time Thursday afternoon. Pictured is center row is E. G Prud'homme, Vice President and general manager of Temple Lumber Co.



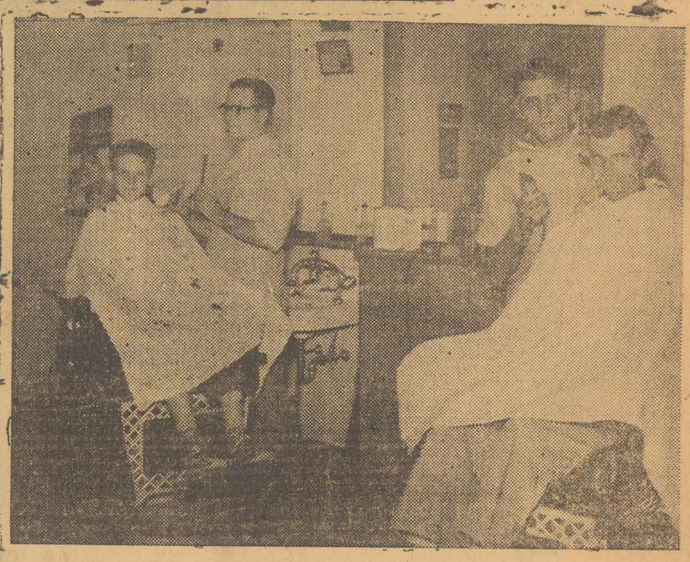
Left—Responsible for the Pineland Citizens of tomorrow are members of the excellent school faculty at Pineland Public Schools. Top row, left to right—Paul Perkins, Eddison Martin (Janitor), H. K. Love, K. T. Franks, B. A. Reid, Charles Nicks, Mrs. Tera Dickerson, Mrs. Harry Morris. Bottom row, left to right—Herman King, Mrs. Scurlock, Mrs Winnie Luker, Mrs. Atrella Marshburn, Mrs. Agnes Sanford, Mrs. Abbie Powell, Mrs. B. A. Reid, Miss Ruby King and M[illegible] Black.



Right—The modern clinic of Temple Lumber Co. is equipped to handle every type of emergency or illness. A capable staff headed by Dr. T. R. Jones is in attendance or on call at all times. Equipped with latest type X-ray and dio-thermy machines, modern treatment rooms and "big hospital" laboratory facilities the Temple Clinic is responsible for the high standards of general health in Pineland.



Left—A small section of newly developed North Pineland. Two and three bed room homes with modern kitchens asd all conveniences are available to Temple employees at a nominal rental. Several homes in this section are privately owned and built to the owner's design.





Left — One of the early land marks of Pineland this picture of the old general commissary was snapped just before wrecking crew shown on canopy started demolition of the building.



Above—The new Pineland Center Barber Shop with old faces. Lige King operator of the shop has spent his lifetime with Sabine County people.

Left—Another landmark soon to be demolished is the old post office building which has stood since 1910. Wrecking of this building scheduled for late November of this year.

Copied from an original at The History Center, Diboll, Texas. www.TheHistoryCenterOnline.com 2019:010

Congratulations . . .

We are proud for the people of the Pineland are! Your Air Conditioned Comfort was our job in building of' Pineland's Shopping Center.

It was our pleasure to install all of the air-condition ducts in all of the buildings in the Center.

Whether you work or shop in these buildings, we know you will enjoy every minute spent there.

EAST TEXAS BLOWPIPE & SHEETMETAL COMPANY

JASPAR, TEXAS "AIR-CONDITIONING" PHONE 723



(A TEMPLE PRODUCT—PRODUCED BY OSCAR PATE)

We extend our sincere congratulations to Temple Lumber Company and the people of Pineland and surrounding area upon the completion of Pineland Shopping Center! This building program is natural to your good taste of beauty. ....

OSCAR P. PATE

Producer of Poles & Piling "If It's Poles or Piling, We Have Them" Hemphill, Texas

Copied from an original at The History Center, Diboll, Texas. www.TheHistoryCenterOnline.com 2019:010

Congratulations . . .

TO

THE CITIZENS OF SABINE COUNTY

THE TEMPLE LUMBER COMPANY

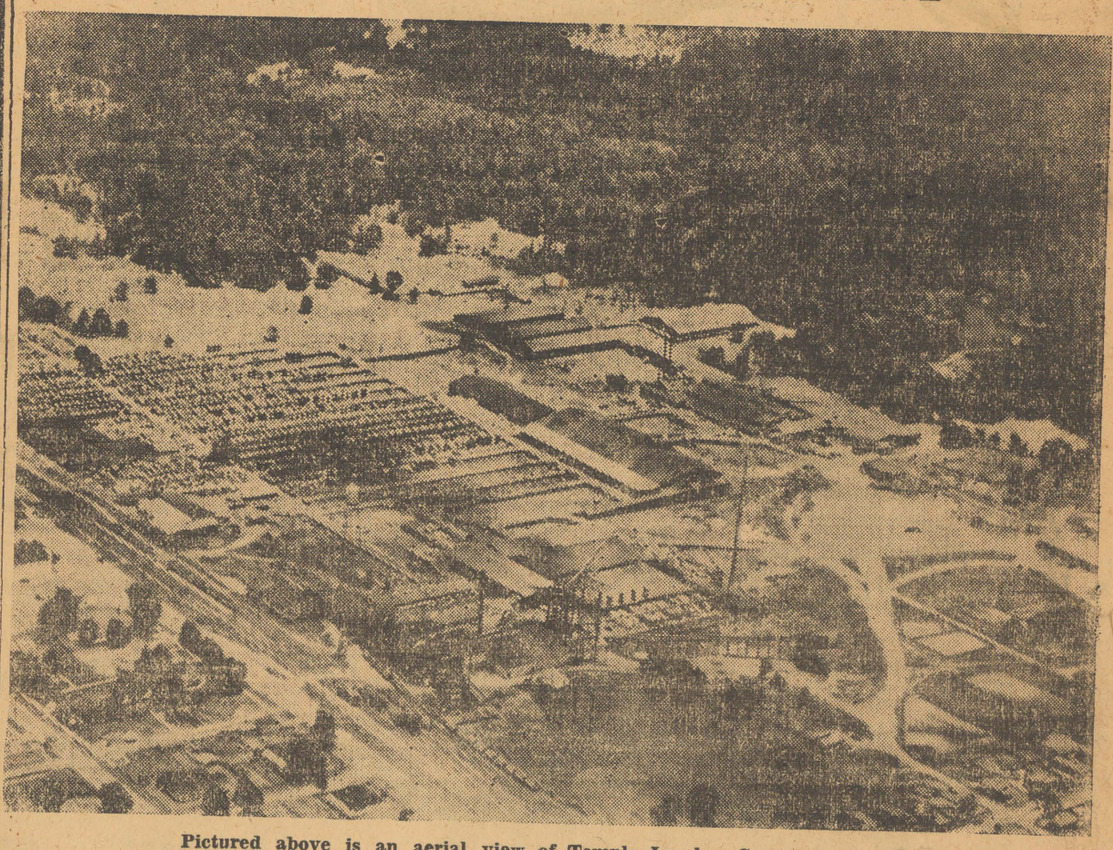
and its employees
on the New and Modern

PINELAND
SHOPPING CENTER

We are proud to have designed, engineered and constructed this outstanding project in your progressive community.

TEMPLE ASSOCIATES
GENERAL CONTRACTORS
DIBOLL, TEXAS

TEMPLE PINELAND PLANT



Pictured above is an aerial view of Temple Lumber Company sawmill and woodworking plant at Pineland. The demension plant at rear right is said to be one of the most deversified in the entire South.

Accidents Few On Center Construction

Most larger contractors and all insurance actuaries figure accidents averages as part of the building operation. Temple Associates and their sub-contractors responsible for the construction of the new Pineland Shopping Center, however, have almost disproved this theory on the Pineland job.

A survey made upon completion of the work showed very few man days lost because of accidents of any nature, fewer serious accidents than in 90% of construction and no fatal accidents on the entire job.

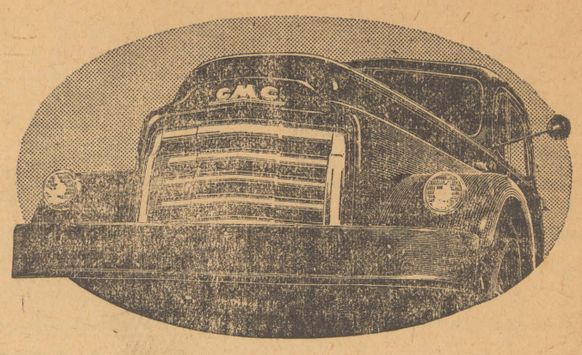
Credit for the high safety record is given by Sam Thomas, construction superintendent, to the safety-consciousness of foremen on the job and the wholehearted cooperation of individual workmen in seeing that all safety precautions were employed throughout the construction of the project.

Cut-Over Land For Sale

Easy Terms

SOUTHWESTERN SETTLEMENT and DEVELOPMENT CORP.

See E. J. Eddy, Jasper, Texas



What's the fastest-growing line of trucks in America?

LOOK around you—in cities, on farms, at terminals and loading docks—*wherever goods are moved on wheels.*

More and more, the pay load's packed on a GMC.

You see those letters on medium and heavy Diesels, the most economical workers in their field. For GMC means first in Diesel power.

You see gasoline-powered GMC's front-running the highways of America—pace-setting delivery of the necessities of peace and war.

You see nimble bantamweights of the family—the highest-powered ½- to 2-tonners made—outpulling, outhauling every other truck in their class.

Ever wonder why GMC is gaining a greater percentage of the industry than any other truck-maker?

Ask the truck drivers themselves.

See the confident way they talk of the power plants, the broad-shouldered chassis—the way a GMC handles.

Ask about the tons they've hauled, the miles they've logged—the nip-and-tuck schedules they've licked time and again.

Ask these cost-wary haulers why they've made GMC the fastest-growing fleet in the land.

They'll tell you it's because GMC is the finest motor truck made.

If you'll come in, we'll show you why we think they're right.

GMC
GASOLINE & DIESEL TRUCKS
½ TO 20 TONS
GM GENERAL MOTORS

Lassiter GMC Truck Company
Highway 96 South Bronson, Texas
You'll do better on a used truck with your GMC dealer

Congratulations

On behalf of the people of Hemphill, we wish to Congratulate Temple Lumber Company upon the opening of the Shopping Center of Pineland. It symbolizes the progressiveness of the company. It is commendable in any corporation to show such interest in its employees and the public welfare.

Again Congratulations From Hemphill.

HEMPHILL CITY COUNCIL

Copied from an original at The History Center, Diboll, Texas. www.TheHistoryCenterOnline.com 2019:010



You are Cordially Invited to attend the

Formal Opening

of Pineland's Shopping Center's

Temple dry goods store

Friday & Saturday, October 19-20

Featuring All Of Fall's Most Important Fashions In Ladies, Mens & Childrens Wear

SPECIAL FRIDAY & SATURDAY
SHEER NYLON HOSE

In Favorite Fall Shades
Regular $1.35

99c

EAST TEXAS' FINEST AND MOST COMPLETE INFANTS & CHIALDRENS' DEPARTMENT

We believe we're answering a real need in the community with this big new department devoted exclusively to childrens wear. You'll enjoy shopping in this conveniently arranged section where all childrens goods is grouped together. Wont you come and see?

"TOM SAWYER" . . . the best in boys' wear comes to Sabine County.

Sport Coats

Solid color and blazer stripes in man fashions of soft corduroy. 6 to 12. By Tom Sawyer.

8.95 . . . $10.95

Boys Slacks

Sturdy long wearing corduroy tailored to hold shape and look right by Tom Sawyer. 6 to 12.

$5.50

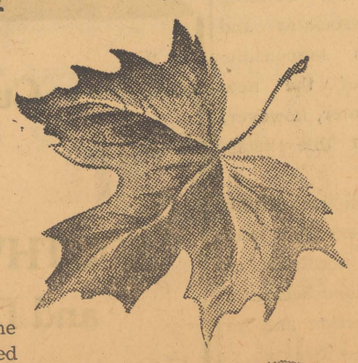
Tom Sawyer Shirts, solids and fancy.....$1.95



Boys Wool Jackets

Big plaids for little boys in warm heavy wool with zipper front.

3.95





Boys' Jackets

Corduroy jackets and combinations that your boy will like.

$2. 25 . . . $3.95

Attend Our Fall Fashion Show

Friday Evening
October 19

Seven-thirty O'clock

Outdoor Promonade
In Parking Area





Boys' 2 to 6 yrs. Corduroy Suits

Cute and practical your boy will love these and you'll appreciate their practicability.

$6.95

GIRLS DRESSES

FASHIONED TO DANCE THEIR WAY INTO YOUR LITTLE GIRLS HEART!

"Sugar and spice" really describes these. You'll just have to came see them. Every color and fabric. Sizes 2 to 12.

1.95 & 2.95

GIRLS COATS

She'll be "snug as a bug" and twice as cute in one of these darling new numbers. Sizes 2 to 12. Choice of colors and styles.

10.95

LITTLE MEN'S 2 to 6 SUITS, $4.95

BOYS' or GIRLS' 2 to 6 PAJAMAS

White flannelette with big red poka dots! Cute? Just you come and see! You'll need them soon.

1.95

FASHION FOR FALL . . Man Style

ALL WOOL SUITS

Hand tailored at all important points these long wearing clear worsted suits are outstanding—not only in style but value too! Wanted grays and browns in popular sizes. Single and double breasted models.

39.95

SPORT COATS

Practical coats that look good in any company! All wool and tailored to hang properly. Worn with slacks any number of combinations are possible. Popular sizes.

24.50

HAT

Quality felts in new fall colors. Snap or regular brim. Wide and narrow band.

$7.50 . . . $10

SLACKS

Name your color, name your style, name your weave. It's here in your size.

$7.45



ARROW SHIRTS

New fall styles by Arrow in solid colors and a wide assortment of fashion right patterns.

3.95

ARROW TIES

Colorful or conservative _ bold designs or solid colors_your preference is here in the color you want!

$1.50

ARROW SHORTS AND UNDERSHIRTS $1.00 .. $1.50

COMPLETE NEW SHOE SECTION

We really believe we have one of the most attractive shoe sections in East Texas. And we have the most complete and attractive stock of men's, womens and childrens shoes we've ever carried.

COATS — that call to fall

Just right in weight for South Texast these gabardines, coverts and light wool coats will make you wish for the crisp weather for which they're made.

15.95 to 31.95

BAGS

Colors to compliment your Fall outfit in square, pouch and novelty shapes.

$2.95

SKIRTS

Sweeping new fashions_these full skirts are fall darlings.

$2.95 .. $3.95



BLOUSES

Looking for the blouse to "make" your suit or skirt? They're here in your color.

$1.95 . . . $3.95

LADIES SUITS

Fashion takes a practical turn in these lovely new styles that you'll be praud to own. Cut to hang properly they look more expensive than they are!

16.95 19.95

Topper Coats

Cute and youthful but oh so useful! In bright or dark colors. One belongs in every wardrobe. Warm too!

$10.95

SEW A SEAM TO FASHION ON FALL'S MOST GLAMOROUS FABRICS

You'll enjoy sewing a fine seam on fabrics selected from this large selection of yard goods. Silks, woolens, rayons and cottons. Light-weights, heavy-weights, medium_weights. Crepes, poplins, corduroys, tweeds, novelty weaves by the score. One of the largest assortments in the East Texas area is here for your selection.

Velvet-Soft Corduroys that answer Fall's Color Call

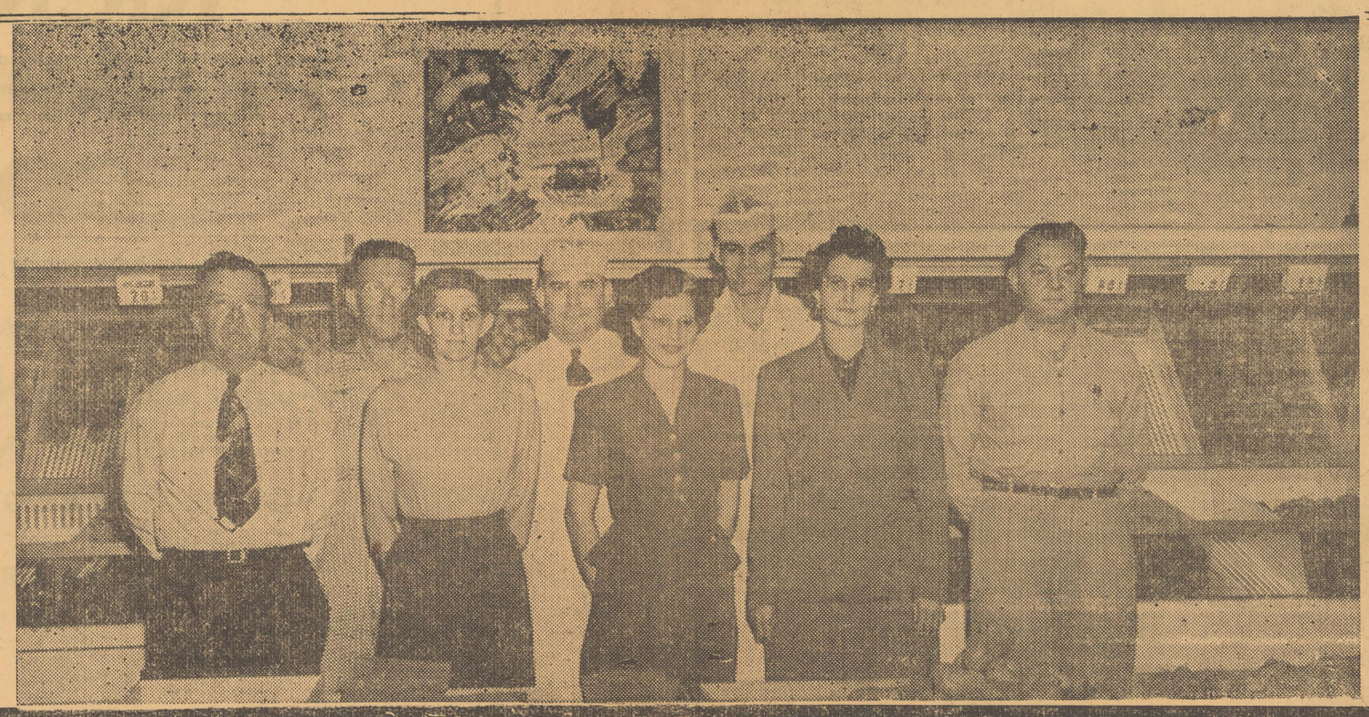
$1.69 . . $1.95 yd.

Copied from an original at The History Center, Diboll, Texas. www.TheHistoryCenterOnline.com 2019:010

Formal Opening Day Specials Good For Friday and Saturday

TEMPLE FOOD MARKET -:- Pineland Shopping Center

• PINTO BEANS 2 lbs. 19c •



Cudahy's Pioneer End Sliced BACON 21c lb. Cello Pkg.

FLOUR BEWLEY'S BEST 25 lb. SACK $1.89

SUNSHINE KRISPY CRACKERS, 1 Pound Box 27c

SUNSHINE VANILLA WAFERS, 4½ Oz. Box 16c

GEBHARDT'S HOT TAMALES, No. 303 Can 15c

BLACKBURN'S SYRUP, ½ Gallon Jar 55c

"HOMEFOLK" CROWDER PEAS, No. 300 Cas—2 cans 25c

"TEXSUN" Grapefruit or Orange Juice, 46 Oz. Can 25c

"TEXSUN" Grapefruit or Orange Juice, No. 2 Can 11c

JACK MACKEREL, 2 Cans 31c

DOLE PINEAPPLE JUICE, No. 2 Can 15c

CRUSTENE SHORTENING, 3 Pound Carton 87c

CRISCO, 3 Pound Can 98c

"Pink Beautv" PINK SALMON, No. 1 Tall Can 59c

½ Gallon Jar .....

Libby's Sour Pickles 59c

TIDE, CHEER, OXYDOL' DUZ' Large Size 31c

TIDE' CHEER, OXYDOL, DUZ, Giant Size 82c

"BAMA" STRAWBERRY PRESERVES, 12 Oz. Jar 31c

QUALITY MEAT BARGAINS

ARMOURS BANNER

Sliced Bacon TRAY PAK, Lb. 49c

VEAL CHOP STEAKS' Good And Tender, Pound 59c

SOUTHERN MAID OLEO' In Quarters, Pound 25c

PAN SAUSAGE' Good And Fresh, Pound 49c

No. 1 CLEAR SIDES, Pound

Dry Salt Bacon 29c

SKINLESS WEINERS' ..... Pound 45c

VEAL SHOULDER ROAST, SQUARE CUT, Pound 59c

Ready to Eat

Picnic Hams Swift's. Cudahy's, Armour's, Pound, ... 49c

GARDEN FRESH PRODUCE

BANANAS 2 lbs. 25c

CABBAGE, SOLID HEAD, 2 lbs. 15c

YELLOW ONIONS. 2 Pounds 9c

LETTUCE, LARGE SOLID HEAD 10c

GRAPES, TOKAY OR SEEDLESS, LB. 12c

ORANGES, CALIFORNIA, DOZEN 40c

TOMATOES, FANCY, CTN. 15c

YAMS, 2 LBS. 12c

A Basket Of Groceries Will Be Given Away Each Hour The Grocery Store Is Open On Friday And Saturday.

Copied from an original at The History Center, Diboll, Texas. www.TheHistoryCenterOnline.com 2019:010

THE SABINE COUNTY REPORTER
(Established as the Hemphill Reporter. January 22, 1883.)

Published Every Friday at Hemphill, Texas by J. Darrel Milner, Owner

Entered as second-class matter January 18, 1946, at the post office at Hemphill, Texas under the Act of March 3, 1879.

Any erroneous reflection upon the character, standing or reputation of any person, firm or corporation will be gladly corrected upon being brought to the attention of the publisher.

CLASSIFIED RATES: 2c per word Minimum charge 35c. Legal Notices, Cards of Thanks, and Obituaries will be charged for under the same rate as Classified Advertising. Cash must accompany all such matters.

STATEMENT REQUIRED BY THE ACT OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, AND JULY 2, 1946 (Title 39, United States Code, Section 233) SHOWING THE OWNERSHIP, MANAGEMENT, AND CIRCULATION OF The Sabine County Reporter published Weekly at Hemphill, Texas for September, 1951

1.The name and address of the publisher, editor, managing editor, and business manager is: J. Darrel Milner, Hemphill, Texas.

The owner is: J. Darrel Milner, Hemphill, Texas.

The known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities are: E L Meyer, Palestine, Texas.

4. Paragraph 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

5. The average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was: 905.

J Darrel Milner Owner

Sworn to and subscribed before me this 25 day of September, 1951.

(SEAL) O. A. Beauchamp

My commission expires 6_1_1953

READ THE ADS

Subscribe To The Reporter

Stop Taking Harsh Drugs for Constipation

End Chronic Dosing! Regain Normal Regularity This All-Vegetable Way!

Taking harsh drugs for constipation can punish you brutally! Their cramps and griping disrupt normal bowel action, make you feel in need of repeated dosing

When you occasionally feel constipated, get *gentle* but *sure* relief. Take Dr. Caldwell's Senna Laxative contained in Syrup Pepsin. It's *all-vegetable*. No salts, no harsh drugs. Dr. Caldwell's contains an extract of Senna, oldest and one of the finest *natural* laxatives known to medicine.

Dr. Caldwell's Senna Laxative tastes good, acts mildly, brings thorough relief *comfortably*. Helps you get regular, ends chronic dosing. Even relieves stomach sourness that constipation often brings.

Try the new 25¢ size

Money back If not satisfied
Mail bottle to Box 280, N. Y. 18, N. Y.

DR. CALDWELL'S SENNA LAXATIVE
tained in pleasant-tasting Syrup Pepsin

Why Not Buy Your Butane Gas From HUGH N. WOOD
AND BE SAFE — SUMMER AND WINTER
Over One Hundred Thousand Gallons of Storage—The Largest In East Texas — Over 98% Freeze Proof

I WILL BUY YOUR TIMBER
Wagon Load—Truck Load
Train Load
Let me Thin Your Forest on the Selective Cutting Basis
GEORGE TACKETT
PULPWOOD CONTRACTOR
Phone 2612 San Augustine Box 564

RICK'S PLUMBING CO.
COOTER RICKS
COMPLETE LINE OF PIPE AND HEATERS
"IF IT'S PLUMBING, WE DO IT"
LUFKIN, TEXAS
809 Thompson Phone 618-J
WE ARE PROUD TO HAVE HAD A PART IN THE BUILDING OF THIS BEAUTIFUL SHOPPING CENTER



Mrs. Gerald Molloy — Mr. Gerald Molloy — Mrs. H. B. Latham

We are happy to be a part of the New Pineland Shopping Center In addition to our Modern Cleaning and Pressing Plant we are now featuring Gents Furnishings by nationally advertised manufacturers, such as Van Heusen Shirts. Sport Shirts, Hanks, Pajamas; Wembley Ties; Jockey Brand Underwear; Boyer Shorts, Hosiery. All merchandise fully guaranteed.

Molloy's
Pick Up and Delivery Service
Dial 2191

Gifts FOR THE WHOLE Family

WE'RE PLANNING A BIG CHRISTMAS

Right now we are busy buying and receiving holiday merchandise. It will all be on display Thanksgiving and we invite you to come in and see our complete selections.

CURRENT SPECIALS
(This Week Only)

2.00 DOROTHY PERKINS COLD CREAM....$1.00 Plus Tax
1.00 WOODBURY HAND CREAM.....50c Plus Tax
43c CASHMERE BOUQUET LOTION.....22c Plus Tax
3.50 HADACOL..... $2.49

Hemphill Drug Co.
"We Fill Any Doctor's Prescription"
Hemphill, Texas

Copied from an original at The History Center, Diboll, Texas. www.TheHistoryCenterOnline.com 2019:010



We take great pleasure in extending an invitation to the people, our friends and neighbors, to visit our store during the formal opening of the Pineland Shopping Center.

While here be sure to come in and register for the money gifts to be given away during the occasion. You do not have to be present to win.

Medical Center Pharmacy

Sick Room Supplies . . . Veterinary Medicine

Prescriptions . . . Jewelry

PERSONEL:

Joe Walker
June Walker
Billy Marshall
Addie Low
Elouise Gosey
Ruth Scott
Harvey Scott



PURSUANT TO AN ORDER issued by the Commissioners' Court of Sabine County, Texas, dated the 10th day of September, A. D. 1951,

NOTICE

is hereby given that an Election will be held on the 27 day of October, A. D. 1951, in parts of Voting Precinct No. 10 & 17, at the usual Voting Place for the purpose of determining whether hogs, sheep and goats shall be permitted to run at large within the hereinafter described territorial limits, viz.

Beginning at the mouth of Martinez Creek on the west bank of Sabine River; thence down the west bank of Sabine River with its meanders to the S. E. corner of the James G. Barker Survey, Abstract No. 487; thence N. 80-3/4 W. with the north line of said Barker Survey and the North line of the James Gaines League to the Northwest corner of said James Gaines League; thence S. 9-1/4 W. with Gaines West line and James Mason's east line to the S. E. corner of the James Mason League; thence S. 75 W. with James Mason's South league line to the N. E. corner of the Isaac Powell League; thence west with Isaac Powell's north league line to the S. W. corner of the James Mason League and the S. E. corner of the J. W. Gibbons survey, Abstract No. 107; thence N. 45 W. with Mason's west line and Gibbons' east line to another corner of said Mason League and also one of the J. W. Gibbons corners; thence N. 3 W. with Mason's west league line to the N. W. corner of said James Mason League on the south line of the G. H. Love Survey, Abstract No. 156; thence with said Love's line S. 51 W. to the South or Southeast corner of said G. H. Love Survey; thence N. 34 W. with Love's west line to its west or norhwest corner; thence S. 51 W. with the Southeast line of the Theo Harris Survey to the South corner of said Harris Survey; thence N. 65 W. with Theo Harris' South line to the southwest corner of said Harris Survey on the east line of the Wm. Defee Survey, Abstract No. 86; thence N. 27 E. with Defee's east line to the N. E. corner of said Defee Survey in the South line of the Richard Slaughter League; thence with Slaughter's south line and Defee's north line N. 65 W. to the S. W. corner of the Richard Slaughter League and the N. W. corner of said Wm. Defee Survey; thence N. 25 E. with the West line of said Slaughter league to its N W. corner; thence S. 65 E. with Slaughter's north line to the S. W. corner of the W. B. Frazier Survey; thence N. 25 E. with the West line of said Frazier Survey and the west line of the Philip Smith Survey to the Martinez Creek or Bayou; thence down said Martinez Creek or Bayou to the place of beginning.

(a)

The voting place shall be the usual voting place; and Mrs. Velma Chambers and Mrs. Ethel Greer are named Managers and they shall select necessary assistants. (b) And voting shall be at the regular voting places within the above designated area, and the officers of election heretofore appointed by the Commissioners' Court on the 10th day of September, A. D. 1951, and qualified under the laws of this State to hold elections at the respective voting places in said Sabine County, Texas, be and they are hereby directed to hold this election.

Vote at said election shall be by ballot which shall have written or printed thereon the following:

"FOR THE STOCK LAW"

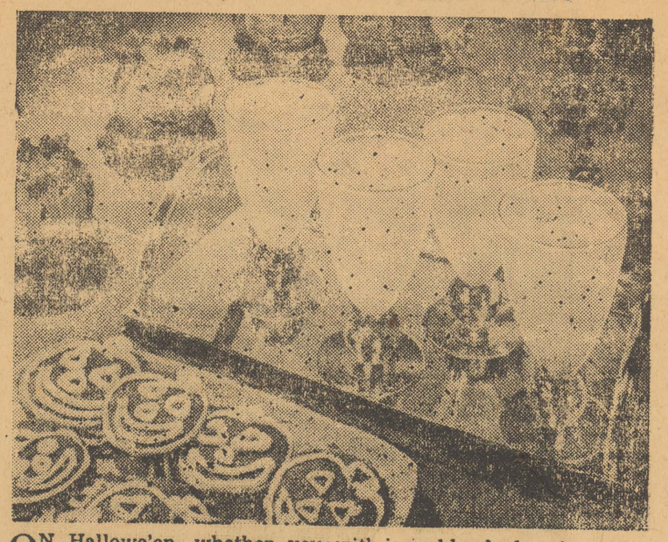
"AGAINST THE STOCK LAW"

Those desiring to prevent animals designated above from running at large shall place upon their ballots the words, "For the Stock Law"; and those in favor of allowing such animals to run at large shall place upon their ballots the words, "Against the Stock Law." Said polling place shall be opened at 8 A.M. and closed at 7 P.M.

By order of County Judge of this County, this the 10th day of September A. D. 1951.

O. A. Beauchamp, County Judge, Sabine, County, Texas.

IN THE SPIRIT OF HALLOWE'EN



ON Hallowe'en, whether you have a big party with everyone joining in appropriate games and stunts, or just have a few friends in for the evening, do enter into the gay spirit of the evening by using decorations or favors made of brightly colored cardboard cut-outs and crepe paper.

Simple refreshments might consist of cookies with spook faces, to carry out the theme of the evening, and refreshing drinks of pale dry ginger ale. You might serve ginger ale, mixed in equal proportions with tangerine juice or grape juice. Here's a blend of fruit juices that is delicious, pepped up with ginger ale.

Pineapple Salut

1 cup pineapple juice
1 cup syrup from canned red cherries
½ cup lemon juice
Pale dry ginger ale

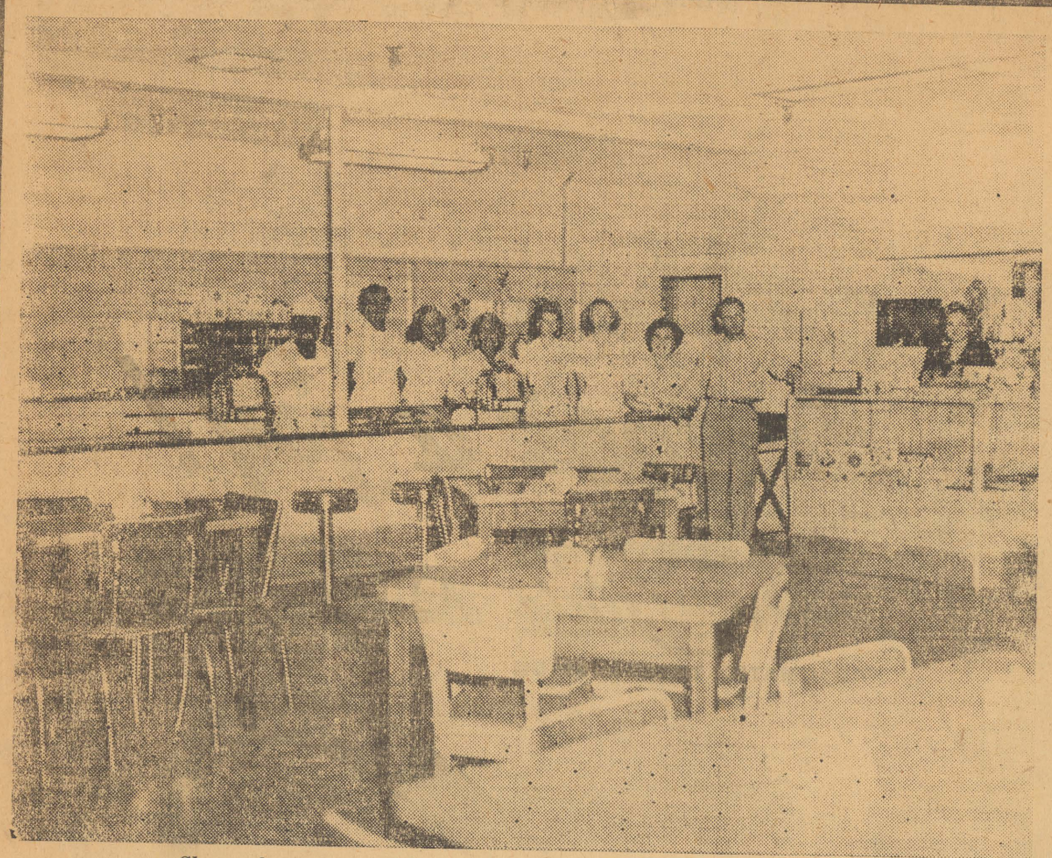
Combine pineapple juice, cherry syrup and lemon juice. Divide among 6 tall glasses. Fill glasses with ice cold pale dry ginger ale. Stir gently to mix.

And here's a recipe for spook-faced cookies.

Hallowe'en Spook Cookies

2 squares chocolate
½ cup shortening
1½ cups flour
1 cup sugar
½ cup nonfat dry milk
½ teaspoon baking soda
¼ teaspoon salt
½ cup water
1 egg

Melt chocolate and shortening in top of double boiler over hot water. Cool. Sift together flour, sugar, nonfat dry milk, soda and salt. Add water and egg to cooled chocolate mixture. Stir into flour mixture; beat until smooth. Drop by teaspoonfuls 2 inches apart, on well-greased baking sheet. Bake in moderately hot oven (375°F.) until bottoms are firm and light brown, about 10 minutes. Remove from cooky sheet immediately. Cool. Make a spook face design on the cookies with confectioners' sugar icing, tinted orange.



Shown from left to right above are: Carl James Smith, Johnnie Lee Nelson, Ernestine Cauley, Ruth Spears, Mary Nell Barnett, Margie Nell Fuller, Mrs. Mary Meshell, W. B. Miller and Mrs. W. B. Miller,

We appreciate the courtesies shown us since we have been a part of the Pineland Shopping Center.

Serving the finest foods you will find anywhere, we specialize in Steaks, Sea Foods, Chicken.

Also serving Family Style Breakfast, Luncheon and Dinner. Reasonable prices.

Come here and eat in Air Conditioned Comfort.

The Pines Cafe

Mr. and Mrs. W. B. Miller, Owners

CONGRATULATIONS....

TO THE PEOPLE OF PINELAND

AND TO TEMPLE LUMBER CO.

FOR THEIR MOVE FORWARD IN BRINGING TO PINELAND A MODERN SHOPPING CENTER.

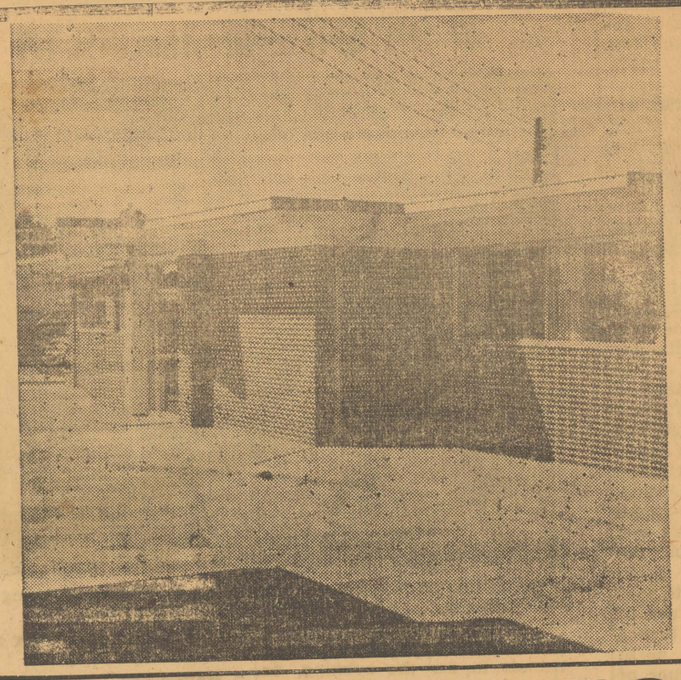
For Our Part In The Installation Of The Floors In The Center Buildings, We Are Justly Proud.

TAYLOR BROS.

PAINT AND FLOOR COVERINGS

406 Atkinson Drive . . . Lufkin, Texas

Copied from an original at The History Center, Diboll, Texas. www.TheHistoryCenterOnline.com 2019:010



CONGRATULATIONS
TO
TEMPLE LUMBER CO.

ON THE COMPLETION OF THEIR NEW MODERN BUSINESS CENTER IN PINELAND

WE ARE HAPPY TO HAVE HAD A PART BY INSTALLING THE LATEST IN COMPLETE YEAR-ROUND AID CONDITIONING IN THESE BUILDINGS.

W. H. JOHNSTON CO.

LUFKIN, TEXAS

Telephone 280 117 W. Shephrad Ave.

The Pines Cafe: Tops In Modern Comfort And Choice Foods

Anyone stopping for a meal at the Pines Cafe in Pineland, from the most discerning individual on down would leave feeling that his money and time had been well spent.

The cafe is of very modern construction, air conditioned and has beautiful interior decorations, pleasing to the eye.

Mr and Mrs. W. B. Miller, your hosts at the Pines, offer on their menu choice steaks, sea food, chicken, for specialties, as well as a wide variety of many other foods. Also served three times a day, is the family style meal, which is very popular.

Molloy's Offer Latest Type Cleaning & Pressing And Men's Furnishings

Bringing to Pineland the best and most modern in machinery for putting out incomparable work in cleaning and pressing, Molloy's of the Pineland Shopping Center, has also added a men's wear store which offers several lines of the well known brands of men's clothing. These range from socks to the smartest in casual coats.

Mr and Mrs. Gerald Molloy are proprietors of this establishment and invite everyone in to inspect their facilities during the opening celebratons and in the future.

FOR SALE—
Reseeding crimson clover, 45 cents. Purity 99.75 per cent. Germination 96 per cent. Stephen F Austin State College, Nacogdoches, Texas.....t4c

FOR SALE—
4-Room House in Hemphill. See James Ener. Hemphill, Texas.

HEMPHILL MATTRESS CO.

P. O. Box 416
Hemphill, Texas

We Renovate and Repair Cotton Mattresses
Convert Cotton Mattresses to Interspring Mattresses. Work Called For and Delivered
Residence Phone 125J



Dick's Shoe Shop

Expert shoe repairing, invisible half soles, shoes dyed any color. Hand made billfolds and ladies purses.

Harness and Saddle Repairs.

Collars and Harness made for Pets.

DICK, THE MASTER OF ALL LEATHER

Need an extra set of keys? Have them made while you wait.

Renfro Livestock
AUCTION
Every Tuesday
Give Us a trial. We also do Hauling very cheap
Phone 2402 or 2229
San Augustine, Texas

For All Your Insurance Needs
HEMPHILL
Insurance Agency
Alfred J. (Joe) Howard, Agent
First State Band Bld.
PHONE 71
Hemphill, Texas

B. C. ANDERSON,
Jeweler
AT PARKER DRUG
Hemphill, Texas

SHOTGUNS— RIFLES— PISTOLS —ALL MAKES AND MODELS — Over 300 New and Used —We buy —Sell—Trade!
Payne & Payne, Center, Texas.

To Relieve Misery of
COLDS
take 666
LIQUID OR TABLETS—SAME FAST RELIEF

AT THE
SABINE THEATRE
HEMPHILL
TWO COMPLETE SHOWS EVERY NIGHT AND SUNDAY MATINEE
"ALWAYS A GOOD SHOW"
SHOW TIME: Monday, Tuesday, Wednesday, Thursday, Friday, 7:00 p. m.
Saturday Afternoon 1:00
Saturday Evening 6:45
Saturday Night 10:30
Sunday, 1:30

—FRIDAY—
THE FROGMEN
—WITH—
DANA ANDREWS

—SATURDAY—
SADDLE LEGION
—WITH—
TIM HOLT

SATURDAY MIDNIGHT
SUNDAY & MONDAY
I Was A Communist For The F. B. I.
—WITH—
FRANK LOVEJOY

TUESDAY & WEDNESDAY
He's A Cockeyed Wonder
—WITH—
MICKEY ROONEY

THURSDAY & FRIDAY
RAWHIDE
—WITH—
TYRONE POWER

When You Need Butane Call for
Superflame BUTANE
Noble and Co.
Phone 175
Hemphill
Phone 2271
San Augustine

Seven Brothers IRON TONIC

Recommended for Hi-Blood Pressure, Bad Blood, Kidneys, Liver, Indigestion, Constipation, Malaria, Rheumatism, and loss of Appetite

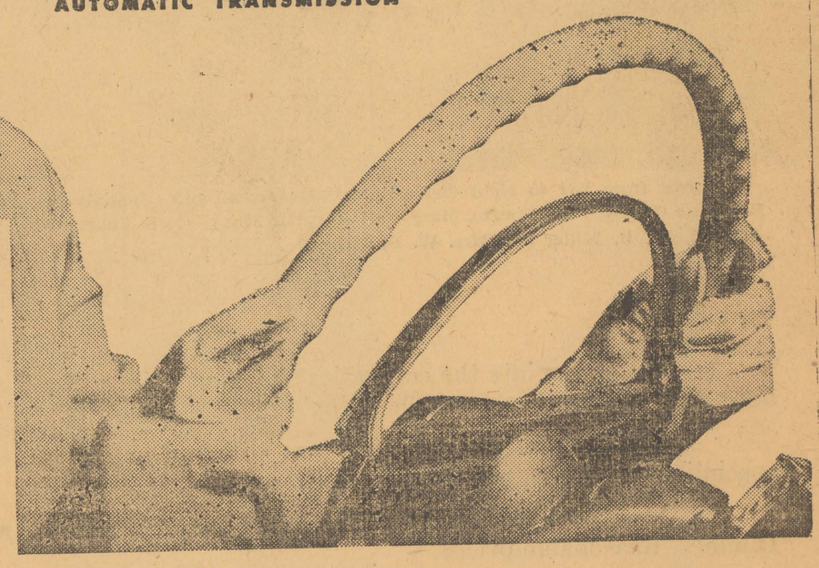
Does your back hurt, bowels and kidneys sluggish, Lost your appetite, feel tired? Then try a bottle of SEVEN BROTHERS TONIC, Satisfaction guaranteed or your money cheerfully refunded. AT ALL DRUG STORES.



Now... driving's a joy!

TIME-PROVED POWERGlide AUTOMATIC TRANSMISSION

CHEVROLET



It's so easy! Just set the lever to "Drive," press the accelerator, and you're off—swiftly, smoothly, without effort.

Forget the clutch pedal—there isn't any. Forget shifting—Powerglide does away with it. You just "sail away" at a touch of your toe!

Only Chevrolet offers Powerglide—teamed with a big, special 105-h.p. engine.

Your "discovery drive" is waiting for you. Come try it . . . soon!

Chevrolet alone offers this complete Power Team!

POWERGlide Automatic Transmission* • Extra-Powerful 105-h.p. Valve-in-Head Engine • EconoMiser Rear Axle

MORE PEOPLE BUY CHEVROLETS THAN ANY OTHER CAR!

*Combination of Powerglide Automatic Transmission and 105-h.p. Valve-in-Head Engine optional on De Luxe models at extra cost.

REEVES CHEVROLET Incorporated

HEMPHILL, TEXAS

PHONE 119

Copied from an original at The History Center, Diboll, Texas. www.TheHistoryCenterOnline.com 2019:010

Pratt Hines

Sabine County Reporter

A NEWSPAPER DEDICATED TO COMMUNITY GROWTH

SIXTY-EIGHTH YEAR—37th WEEK | HEMPHILL, SABINE COUNTY, TEXAS | FRIDAY, OCTOBER 19, 1951 | $2.00 PER YEAR

Official Opening Of Pineland Shopping Center This Week

THREE TEMPLE MANAGERS PROVE SUCCESSFUL MILL MANAGEMENT IS KEYED TO INITIATIVE AND UNDERSTANDING

There are two common characteristics that have marked the three managers in charge of operations at the Temple Lumber Company mill at Pineland since its beginning in 1910. They are initiative on the job and an understanding of people. Each in his own way, John Adams, manager 1910-1916, Henry Temple, 1916-1937 and E. G. Prud'homme 1937-to date have given evidence of these common traits.

It is unusual that so extensive an operation should have had only three managers over a 41 year period. It is not so unusual that they should all have possessed these same traits. Without them they would have failed. Without them, there could have been 30 managers rather than three. Without them, Pineland would have long since been abandoned, its buildings rotting slowly to the ground. The Sabine County timber area would have been a gaunt stretch of barren land punctured by the fingers of stumps pointing accusingly at the skies.

Initiative and understanding, while necessary to management in any successful enterprise, are many many times over vitally essential in saw mill management. Few, if any industries, have faced the challenges the lumber industry has met over the past 30 years.

Initiative, which after all is only imagination backed up by sound judgement and hard work, has been necessary to survival in a thousand ways. Meeting threats of depleted forests, fires on plant and in the woods, improving log-

Continued Page Eight

John "Cubic Average" Adams Was First Pineland Mill Manager

Old time residents of Sabine County remember John Adams, first manager of the Temple Lumber company at Pineland as a man of vision coupled with hard practical common sense. A past master of arbitration, Adams was capable of meeting any situation that arose when arbitration failed.

Genial and understanding he met the problems of early day Pineland with a determination to build a community in which people would be proud to live. He wanted Pineland to have fine schools and churches, comfortable housing and cultural advantages. He was enough realist however to know these things do not come about of themselves but of and through the people of the community. He worked vigorously toward that end, giving wholeheartedly of himself and of company support. He established a pattern for his successors both in mill management and in human relations.

John "Cubic Average" Adams was not merely a mill manager,—he was Pineland,—the Pineland of his day, —the Pineland of tomorrow.

Two Flat Cars Required To Ship Pineland Flagpole

Shipment of the new flagpole located in the Pineland Shopping Center parking area posed one of the most unusual transportation questions observed in the area. Traffic men at Temple Lumber Company's office were incredulous when a waybill was received showing one flagpole shipped from an eastern point on two flat cars. Conjectures were made as to its height and the contractor's representative was frankly worried for fear a mistake had been made in his specifications to his source of supply. Four days passed and two apparently empty flat cars were switched into a siding, Investigation revealed firmly anchored to the floors of the cars the forty-eight foot regulation pole as ordered and the reason for using two cars in shipment. The pole being built of welded steel sections was welded by the manufacturers prior to shipment and extended slightly over the edge of standard flat car length necessitating the use of two cars.

City Engineer At Pineland Has Numerous Duties

T. T. Fowler, city engineer of Pineland and superintendent of town buildings and streets, will have increased duties with the opening of the new Pineland Shopping Center. Already on a dual role in his capacities of city employee and Temple Lumber Company employee, Fowler's job will now be threefold as he assumes maintenance responsibilities for the Shopping Center buildings and equipment.

Fowler is a native of Sabine County, born at Bronson. His father, T. S. Fowler, is an old employee with the Temple Lumber Company. Prior to his return to Sabine County, Fowler was with the CCrowell Spencer Lumber Co. of Long Leaf, Louisiana in an engineering capacity.

PINELAND—EAST TEXAS' CHALLENGE TO THE SMALL TOWNS OF AMERICA

(An Editorial)

Every American is born with a heritage of basic freedoms and fundamental equalities springing from the immortal lines in our Declaration of Independence "every man is entitled to life, liberty and the pursuit of happiness."

To the people of Pineland and the executives of the Temple Lumber Company go credit for translating these principles into everyday life—the small town American way of ilfe that has made our country great—great not only in material wealth, but in the moral values that produce great men and great achievements. Truly Pineland exemplifies what a united community working under the American banner of free enterprise can achieve. From sticky red clay and mule trams to hard surfaced roads and motorized transport—from the ever present fear of oldtime mill folk of "cutting out" to assured future timber stands—from "shot gun" housing affording only necessary protection from the elements to attractive homes with all modern conveniences—from uncertainty in time of sickness to the assurance that comes with knowledge that its people have medical personal and facilities second to none—from schools offering little more than the "three R's" of two generations ago to the modern balanced educational system offered in Pineland today—from the sawmill town of itinerant preachers and transient "camp meetings" to a town where spiritual needs are tended and nurtured by a diversification of well attended churches holding services in modern comfortable edifices that are a credit to any small community.

All this has been achieved in the past decade or so—Thursday, October 18th, 1951 another milestone of progress will be observed. The transition of the old fashioned commissary to a modern shopping center offering every merchandising and service facility in attractive, comfortable and sanitary surroundings. Separate buildings or store rooms housing each type of business—the majority of them air conditioned, all furnished with the most modern equipment, spacious well arranged paved parking areas, attractive displays, well stock stores and up-to-date merchandising policies give Pineland the air of a suburb of a larger city.

The new Pineland of 1951 is assuredly a community of which all East Texas may well be proud. Timber from throughout East Texas has contributed to its growth—residents from throughout East Texas comprise its employee group—reforestation and selective cutting programs assure its permanency as an East Texas manufacturing center—the sperit of progress and pride in achievement with which its people are imbued assure its continued growth. Truly Pineland may be called "East Texas' Challenge To The Small Towns of America".

J. J. Pollard Oldest In Service Active Employee Of Temple

Joe J. Pollard of Hemphill, Superintendent of Railroad Transportation and Machine Shops for the Temple Lumber Company [illegible] the oldest-in-service [illegible] that company.

Starting his sawmilling career with the Garrison Norton Company at Old Rush, a logging camp north of the present site of Pineland in 1905. Pollard has since been in constant employ by that company and its successors.

Pollard's career has been as varied as the lumber industry, ranging from firing the first planer, through acting as fireman and engineer on the old Shay locomotives, master-mechanic, machine shop foreman and woods foreman. In 1948 while acting in that capacity an accident made it advisable for him to curtail his activies and responsibilities.

He was with the company in the days of the old "skidders when log-

Continued Page Eight

Pineland Shopping Center Enterprises Operated For Welfare Of Populace

The new Shopping Center at Pineland, although company owned [illegible] Temple Lumber Company [illegible] entirely company operated drug store, the restaurant, the [illegible]'s store, the service station, the cleaning and pressing shop, the shoe repair and leather goods shop, the barber shop, the beauty shop the garage, the theatre, the hotel and the new guest lodge are all operated under private ownership.

However, the company, as owner of the business property as well as the housing facilities of the town, do not lease their business properties to just anyone who wants to go into business in Pineland. Before rental is discussed with any prospective supplier of consumer goods, he is acquainted with company policies in this regard. He is advised that the stores are operated for the convenience

Continued Page Eight

E. G. Prud'homme, V. P., Gen. Mgr. In Sabine Co. Over Thirty Years

One of the busiest men in Sabine County in 1921 was E. G. Prud'homme, then superintendent of Temple Lumber Company's newly acquired mill at Hemphill. Gifted with a contagious personality, he plunged into community activities and was soon looked upon as an old friend by everyone in the area.

Prud'homme began his executive career in Sabine County, coming to Hemphill from Pineland via Diboll where he had worked as assistant shipping clerk and shipping clerk respectively. The Hemphill mill was under his management when the 1929 depression came and many Sabine residents remember his vigorous efforts to keep the community on a self-sustaining basis. With all the ingenuity at his command, he worked to spread employment and company support equitably in his adopted community. When the federal government stepped into relief activities in 1933, every week saw Prud'homme working with other leaders in the area, making new and more heroic efforts to secure for the Sabine County area all available allocations of federal funds and supplies. The area suffered, but not as the country as a whole suffered, and not as it would have suffered had it not been for the constant work of this determined group of which he was a part.

Prud'homme has continued his activities with county and district groups working toward the cultural, social and industrial development of this area. He is today chairman of numerous groups working toward these ends, his biggest pleasure is working on children and youth projects, (Boy Scouts, FFA Clubs, basketball and [illegible] teams, planned recrea[illegible] grams and the like.

When the Temple Mill at Hemphill burned in 1937, Prud'homme was transferred to Pineland as

Continued Page Eight

Henry Temple Pioneered Much Of Early Pineland Progress

First tangible progress of Pineland as a town might be said to date from the day Henry G. Temple took over as manager of the Pineland mill. "Mr. Henry" as he was known to the thousands who knew and loved him came from his job as shipping clerk at the Diboll mill in 1916 as vice-president and manager of the Pineland mill to become one of the best known figures in the entire lumber industry.

A warm hearted and understanding personality he soon won a place in the hearts of his people,—and his people won a place in "Mr. Henry's" heart. Regardless of their station in life, their color or their creed he loved and was loved by the people of Pineland.

Under his direction the mill grew from a single band mill to the still growing diversified plant of today. The history of the progress of Pineland, from the day of his arrival until the day of his death, is indeed a history of his life.

The Pineland Shopping Center, a monument to the vision, planning and hard work of the people of Pineland and the officials of the Temple Lumber Company, offers to this area the very most modern buildings, equipment and merchandise that can usually only be found in a much larger city.

The four main buildings house a dry goods store, furniture and appliance store, super food market, drug store, men's store, cleaning and pressing shop, shoe repair and leathercraft shop barber shop, beauty shop, restaurant, bus system service station, guest lodge, and in the future, the post office.

Construction of the project began in July, 1950, and was completed October 5 of this year.

Built of attractive red brick, the buildings have all together 30,000 square feet of floor space, with 25,000 square feet of that space having tower cooled water type air-conditioning. They are of fire proof construction and have rock wool insulation.

All buildings are steel reinforced. A sprinkler system has been installed throughout. The ne[illegible] type of flourescent lighting [illegible] tured throughout the buildi[illegible] the floors are laid with as[illegible]

Out in front of the buil[illegible] whole area is in concret[illegible] center, the United St[illegible] proudly waves on a 48 [illegible] pole. Around this, and in[illegible] all buildings is ample [illegible] space.

The official grand openin[illegible] bration of the Pineland Sh[illegible] Center is scheduled for Thu[illegible] Friday and Saturday, Octobe[illegible] 19, and 20.

Everything is being made re[illegible] for the big event The stores [illegible] the center are offering prizes [illegible] those who atend.

The main event will be [illegible] on T[illegible]night with [illegible] tivities, [illegible] open-air dance following the dance, a special platform be built on the square Webb Pierce, star of stage and radio, will be present with his band to furnish the music for the dance.

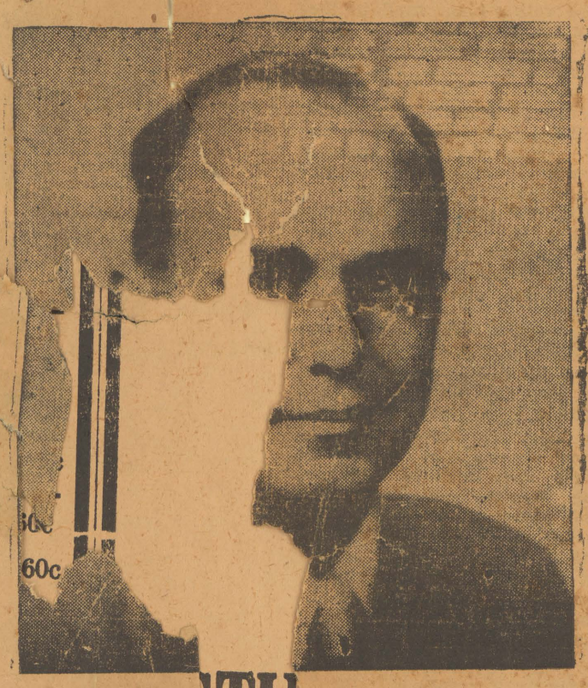
PROGRESSIVE MEN MAKE PROGRESSIVE COMMUNITIES

THES ARE THE MEN WHOSE OUTSTANDING LEADERSHIP HAVE DEVELOPED PINELAND INTO A MODEL SMALL TOWN



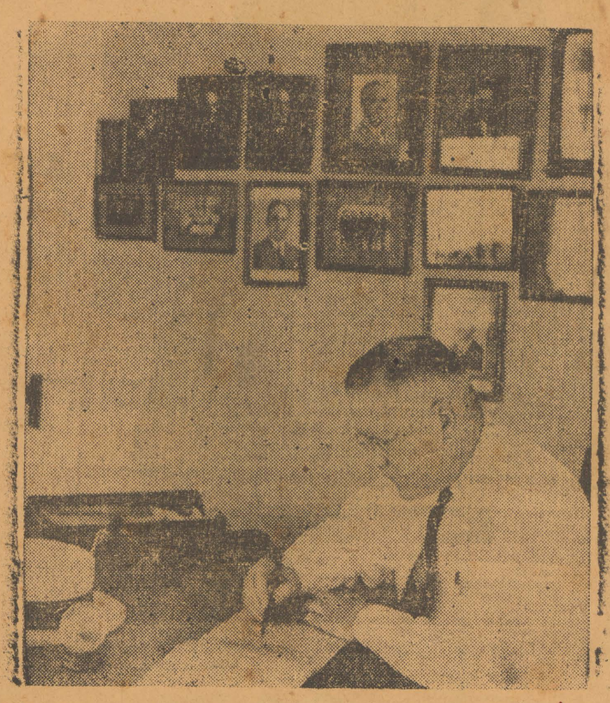
ARTHUR TEMPLE, Sr.

President of the Temple Lumber Company and the Southern Pine Lumber Company, Temple serves as a member of the Board of Directors of many industries and railroads operating throughout the South. Banker, Industrialist, Civic Leader and Community Builder, Temple's sound judgement and progressive leadership have made him known thr[illegible] out the country.



E[illegible] PRUD'HOMME

Vice President and Gen[illegible] since the death of Henry [illegible] of the Pineland mill since [illegible] ger of the Temple mill at [illegible] Shopping Center is Prud'h[illegible] accomplishments on behalf [illegible] er of Temple Lumber Company Prud'homme has been manager r to that time, he had been mana[illegible] since 1921. The new Pineland achievement of a long list of nd community.



HENRY G. TEMPLE

Vice President and General Manager of the Temple Lumber and Southern Pine Lumber Companies at the time of his death in 1947, Temple was a resident of Pineland from 1915 until 1935. Under his management much of the early expansion of the mill and town was accomplished and sound foundations laid for future growth.

Copied from an original at The History Center, Diboll, Texas. www.TheHistoryCenterOnline.com 2019:010

PURSUANT TO AN ORDER issued by the Commissioners' Court of Sabine County, Texas, dated the 10th day of September, A. D. 1951,

NOTICE

is hereby given that an Election will be held on the 27 day of October, A. D. 1951, in Voting Precinct No. 6, at Rosevine, for the purpose of determining whether Horses, mules, acks, jennets and cattle shall be permitted to run at large wihin the hereinafter described territorial limits, viz:

Beginning at the point where the Sabine and San Augustine line crosses the South boundary line of the William Roberts League; thence Easterly with the South line of said Roberts League to the West boundary line of the William Isaacs League; thence Northerly with said Isaacs West league line to the Donahoe Creek; thence down said Donahoe Creek with its meanders to the West line of the S. M. Hennigan home place; thence south with Hennigan's West line to his S. W. corner; thence easterly with the south line of the Hennigan place and the M. Wright home to the S. E. corner of said Wright homeplace; thence Northerly with said Wright east line to the Donahoe Creek; thence down Donahoe Creek with its meanders to the Tebo Creek and then down Tebo Creek with its meanders to the east line of the William Isaacs League, thence northerly with the East line of said Isaacs League to the N. W corner of the Joseph Mott League; thence Northerly with said Isaac's East line to the S. W. corner of the Naomi Mackey League; thence easterly with Mackey's South line to the Pologocho Creek; thence up said Pologocho Creek with its meanders to the west line of the said Naomi Mackey League; thence Northerly with Mackey's West line to Mackey's N. W. corner; thence easterly with Mackey's North line and Willie Murphy's line to the most eastern corner of the Willie Murphy League; thence Northerly with Murphy's east line to Murphy's most northeast corner; thence Westerly and southwesterly with Murphy's North league line to the Sabine and San Augustine County line; thence southwesterly and southerly with said County line to the place of beginning.

(a- The voting place shall be the usual voting place; and D. G. Eddings and John Hargrove are named Managers and they shall select necessary assistants. (b) And voting shall be at the regular voting places within the above designated area, and the officers of election heretofore apponted by the Commissioners' Court on the 10th day of September, A. D. 1951, and qualified under the laws of this State to hold elections at the respective voting places in said Sabine County, Texas, be and they are hereby directed to hold this election.

Vote at said election shall be by ballot which shall have written or printed thereon the following:

"FOR THE STOCK LAW"

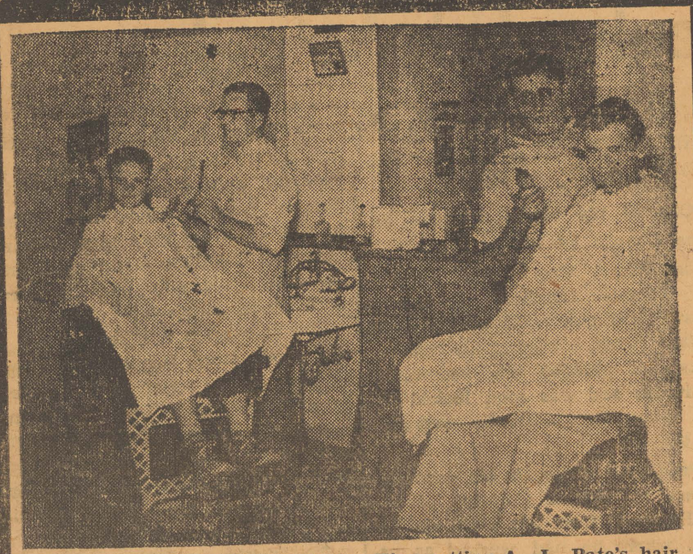
"AGAINST THE STOCK LAW"

Those desiring to prevent animals designated above from running at large shall place upon their ballots the words, "For the Stock Law"; and those in favor of allowing such animals to run at large shall place upon their ballots the words "Against the Stock Law." Said polling place shall be opened at 8 A.M. and closed at 7 P.M.

By Order of County Judge of this County, this the 10th day of September, A. D. 1951.

O. A. Beauchamp, County Judge,
Sabine County, Texas

SUBSCRIBE TODAY FOR THE REPORTE



Shown above: Left—Barber J. E. King cutting A. J Pate's hair On the right is Barber A. J. Jackson warking on Julius Parnell.

We wish to thank everyone for their patronage. Come see us in our new home.

King's Barber Shop

American Trade Association Executives

present this

Award of Merit

for

Local, State and Regional Associations

to the

Texas Motor Transportation Association

for having rendered outstanding service to the industry which it represents as well as to the American Public

Jury of Awards

Chairman, Honorable Charles Sawyer, Secretary of Commerce

Mr. Bechard A. Haley, President, Chamber of Commerce of the United States, Washington, D. C.

Mr. William T. Ruffin, President, National Association of Manufacturers, New York, New York

Mr. Harry Wells, Vice President and Business Manager, Northwestern University, Evanston, Illinois, Member, Board of Managers, National Institute

Dr. Ray B. Westerfield, Professor of Economics, Hall of Graduate Studies, Yale University, New Haven, Conn. Member, Board of Managers, Northwestern Institute

Attest _____ Chairman, Jury of Awards

A Texas organization received national honors at a meeting in Chicago when the award pictured above was presented to James E. Tayler, executive director of Texas Motor Transportation Association, for that group's "excellent services to its industry and the public and especially for its successful legislative campaign in the State of Texas accomplishing a major objective of the industry. The Association overcame strong opposition by its effective use of a public relations program to bring the legal load limit for trucks in Texas more nearly into line with the limit prevailing in other nearby states. The pubic benefitted from the greater efficiency in truck transportation due to this increased hauling capacity of trucks in Texas, which was in accord with the expressed wish of the Defense Transport Administrator."

NOTICE

I will operate my Grist Mill each Saturday beginning October 13th. Ralph Mitchell, on Fairdale road, near Robinson Bend. t2

READ THE ADS

Congratulations . . .

to

The Temple Lumber Company

Shopping Center

We are proud to extend our congratulations upon the opening of your beautiful shopping center.

The Nifty Frock Shop

Hemphill, Texas

NELLY DON

Sweater-top Security jerseys pictured in Vogue

22.95



Elliott's

BEAR SAFETY SERVICE GIVES YOU Triple Protection



Bring your car in today, and get the benefit of these three protecting services . . .

1 GREATER SAFETY . . . . .

Correction of Steering Difficulties, eliminates the chief causes of shimmy, road-wander, wind-dive, tramping, and accident-breeding fatigue.

2 LONGER TIRE LIFE . . . .

Detection and Correction of Static and Dy-Namic Un-balance, Mis-Alinement of Wheels and Bent Frames. This removes the principal reasons for excessive tire wear.

BEAR the Banner of SAFETY

3 FEWER REPAIR BILLS...



Checking and Correction of Excessive Car Vibration and Looseness of Parts—two of the most common reasons for high repair bills—which saves you money, increases driving pleasure and safety.

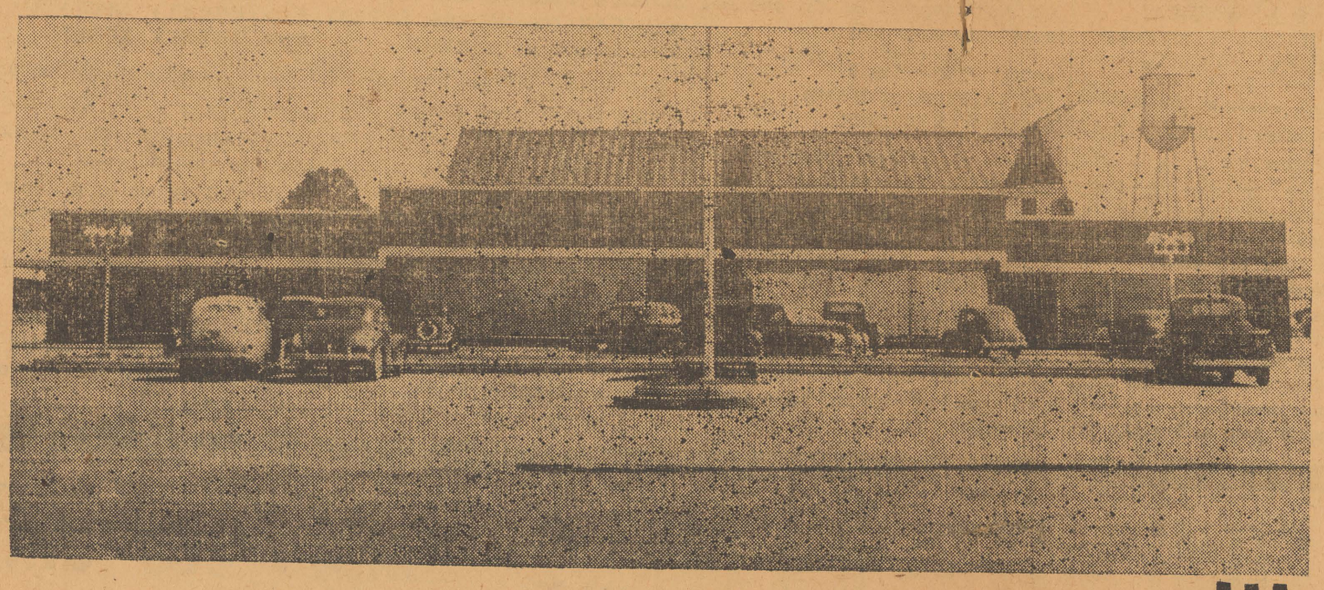
BEAR SAFETY SERVICE

ickley Motor Company

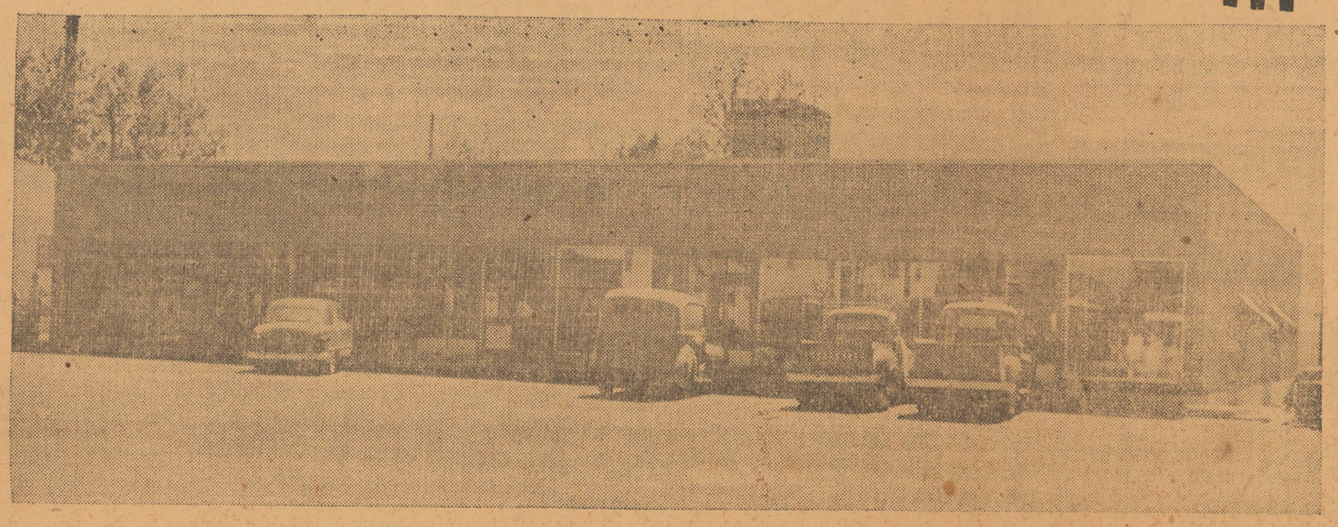
Sa ugustine, Texas

Copied from an original at The History Center, Diboll, Texas. www.TheHistoryCenterOnline.com 2019:010

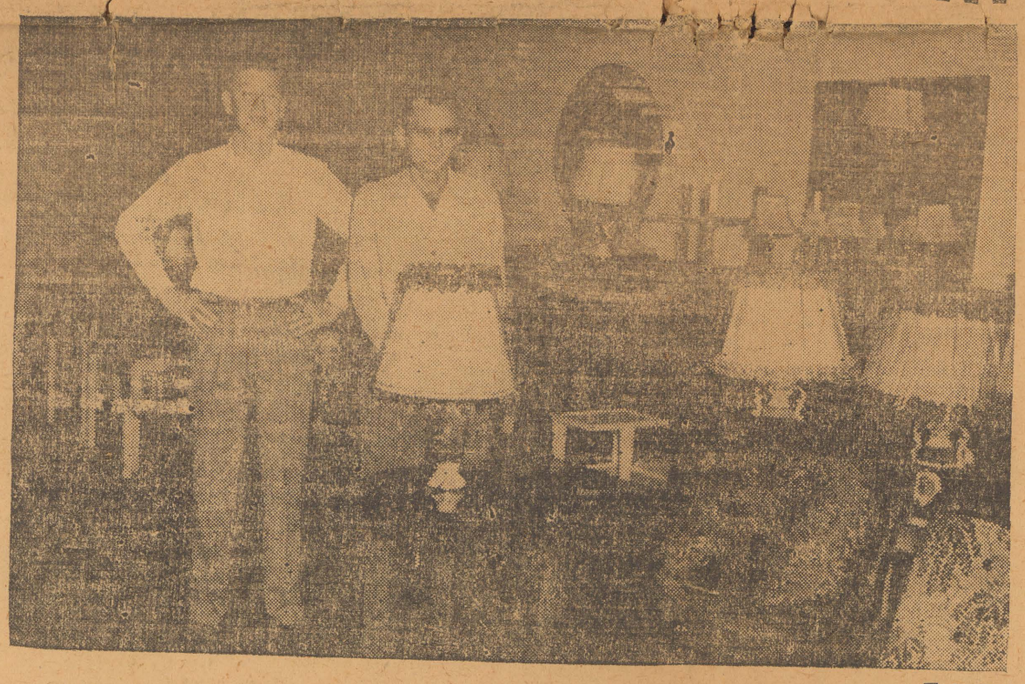
PINELAND IN PICTURES - a few of its places and people



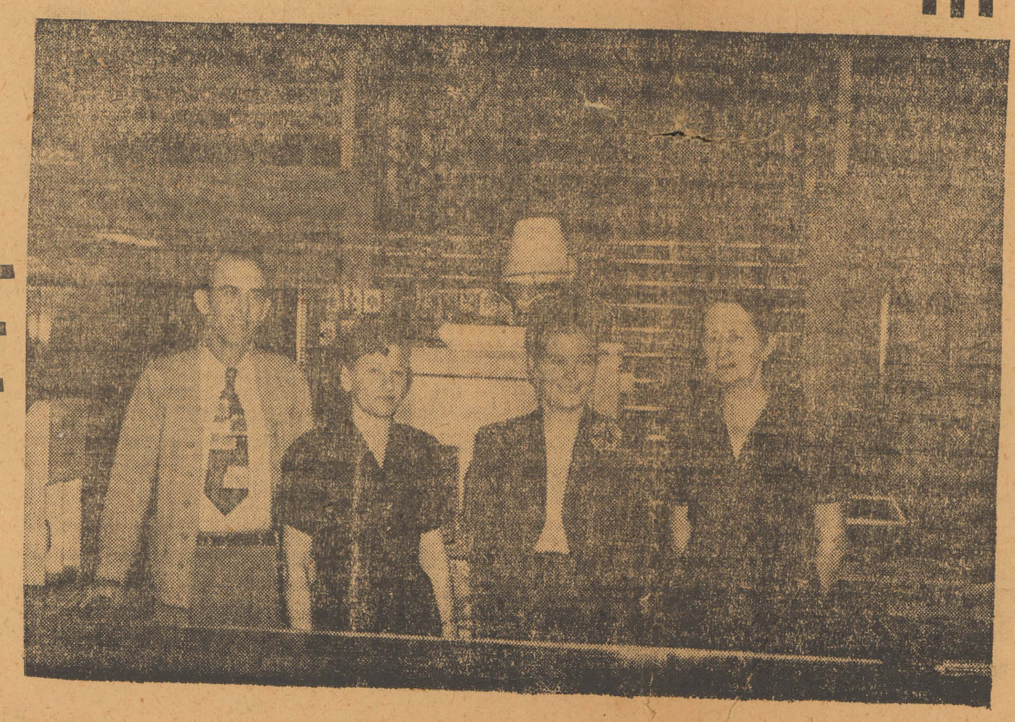
Abtve—The central building of Pinelands New Shopping Center. Not occupied when picture was made it houses the Dry Goods Store, Mens Store, Beauty Shop, **Cleaning and Pressing Shop, Shoe Shop, Barber Shop and new guest lodge All rooms are air conditioned or exhaust cooled.**



Above—Another of the fireproof brick buildings in the Pineland Shopping Center. Entirely air conditioned it houses the drug store, hardware, furniture and appliances store and a gigantic super market type food store

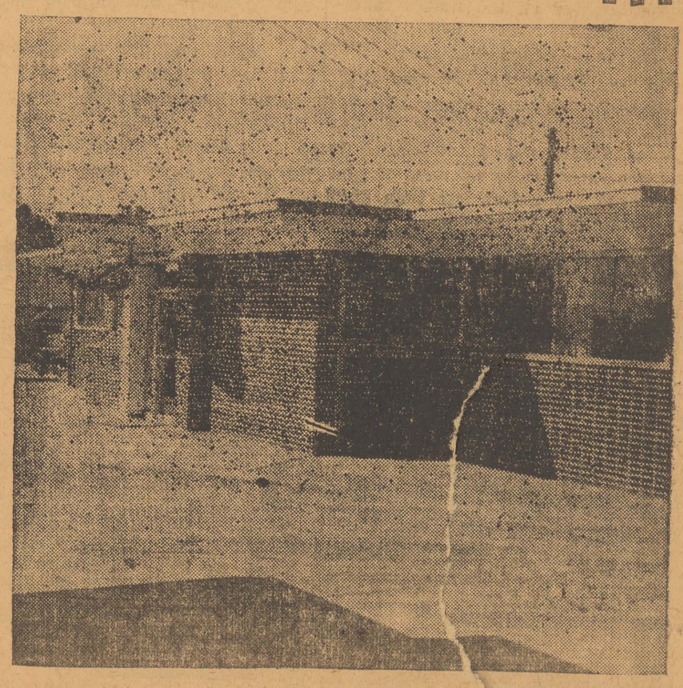


Right—Interior view of Pinelands new & complete Furniture Appliance store. Joel Samples, manager, stands to the left of Sunny Graves, his assistant.



Below—Interior center section view of the new Temple Dry Goods Store in Pineland. The store is 75 feet wide with a balcony across the rear. Complete stocks of mens and womens wear and fabrics are on first floor. Shoes and a new and complete childrens department are on balcony. Right to Left are pictured Miss Amy Summers, Mrs. M. B. Tilley, Mrs. Dollie Belle Wilson and Marvin Richardson.

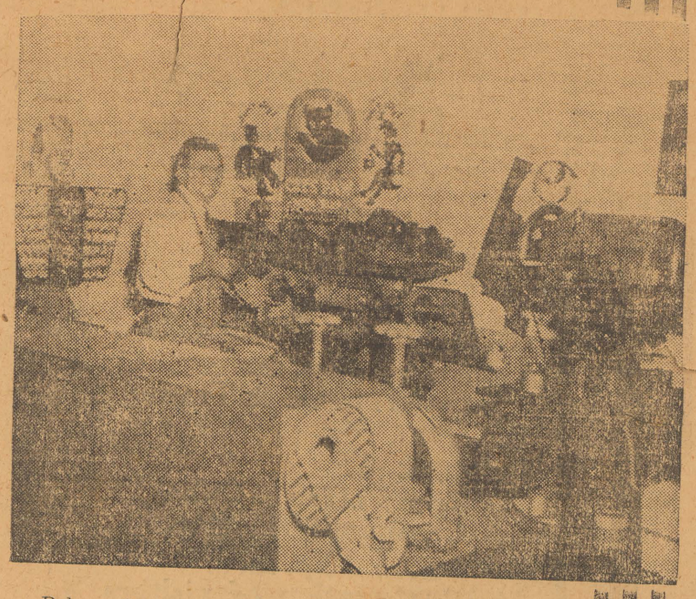
Below—Exterior view of The Pines Cafe in Pinelands new Shopping Center Air conditioned and equipped with the most modern restaurant equipment Its fine foods and excellent service make it a popular dining place with people throughout the area.



Below—Pineland's Shopping Center's new service station is as modern as the rest of the new town. Latest type gasoline servicing and lubrication equipment is here. Much unusual glass work is featured in the office section.



Belaw—Interiar view of the new Shoe and Leather Shop in the Shopping Center where genial "Dick" Retherford not only repairs shoes but creates unusual belts, purses, saddles and other leather piece



Below—Seated at his desk is W S Burch, manager of the three Temple operated stores in the Pineland Shopping Center Burch has managed the old company commissary for the past 10 years and is widely known for his sincerity and fair merchandising policies



Copied from an original at The History Center, Diboll, Texas. www.TheHistoryCenterOnline.com 2019:010

National Forest Timber For Sale

Sealed bids will be received by the Forest Supervisor, U. S. Forest Service, Box 380, Lufkin, Texas, up to and not later than 1:00 p.m., November 19, 1951 and opened immediately thereafter, for all the timber marked or designated for cutting located on an area embracing about 7346 acres in Compartment 37 and 46 on watershed of Housen Bayou and Sabine River, Sabine National Forest, Sabine County, Texas, estimated to be 500 cords, more or less, of pine pulpwood. No bid at less than $2.25 per cord will be considered. In addition to the price bid for stumpage, $0.50 per cord for all pine cut will be required for sale area betterment work. Two Hundred Fifty Dollars ($250.) must accompany each bid, to be applied on the purchase price, refunded, or retained in part as liquidated damages, according to the condition of the sale. The right to reject any and all bids is reserved. Before bids are submitted, full information concerning the timber, the conditions of sale and the submission of bids should be obtained from the Forest Supervisor, Box 380, Lufkin, Texas, or from the District Ranger, Hemphill, Texas.

W. H. SCOTT AT MEDICAL CENTER PHARMACY OFFERS PRIZES DURING OPENING

W. H. Scott, owner of the Medical Center Pharmacy, is offering valuable prizes from his store to persons attending the opening of the Pineland Shopping Center and invites everyone in to learn how they can benefit from this offer.

The Medical Center Pharmacy, located in one of the modern buildings in the center, will be a pleasant place to stop for a refreshing drink while in Pineland or for any of the many items on sale there.

To welcome you and make you feel at home, will be Mr. and Mrs Scott and their staff.

DICK'S SHOE SHOP SPECIALIZES IN HAND TOOLED LEATHERS

Dick Retherford, proprietor of Dick's Shoe Shop located in the Pineland Shopping Center, is a skilled man at both repair work on all types of shoes, and in addition is an expert workman in hand tooling leather and fashioning it into women's bags, billfolds and other articles.

Mr. Retherford invites everyone in to inspect his work and for a friendly chat.

SLOAN'S FILLING STATION AND GARAGE OFFERS EXPERT AND FRIENDLY SERVICE

Featuring Gulf products, Sloan's Filling Station and Garage offers friendly service and expert automobile work.

C. E. Sloan is the genial proprietor. An invitation is extended to everyone to drop in for a visit and to inspect this very modern establishment.

FOR SALE—House and 7 lots in Bronson. $1000. CASH, See J. G. Ferguson, Bronson, Texas t2

KING'S BARBER SHOP CONTINOUSLY OPERATED FOR TWENTY YEARS

King's Barber Shop, under the ownership of J. E. King, has been in continous operation in Pineland for the past 20 years.

Located in one of the new buildings in the shopping center, the two barbers of the shop, King and A J Jackson, are skilled in their trade.

King and Jackson invite everyone in for a chat during their stay in Pineland for the opening celebrations.

THE TEMPLE LUMBER COMPANY -- it's officials, employees and the citizens of Pineland Invite You to Attend the FORMAL OPENING of the PINELAND SHOPPING CENTER

PROGRAM
OF ACTIVITIES

Thursday, October 18

4:00 p. m.
Flag Raising Ceremony
Boy Scouts, American Legion and School Children Participate

7:30 p. m.
Formal Dedication
Invocation, Community Singing, Presentation of Center, Community Representatives.

7:45 p. m.
Personal Appearance Program. Webb Pearce and his Sunshine Valley [illegible] - Radio and Recording Artists.

8:15 p. m.
Dancing on the Drive
Music by Webb Pearce and his Band.

Friday, October 19

8 a. m. till 5:30 p. m.
Open House throughout the entire center.
Community Trades Day
Visitors Regiration

7:30 p. m.
Fall Fashion Show
Promonade Ramp on driveway

Saturday, October 20

8 a. m. - 9 p. m.
Open House & Trades Day.

10 a. m.
Free Coffee & Cake
Community Center

8 a. m. - 4 p. m.
Registration of visitors at all businesses

4:30 p. m.
Award of $100.00 Cash Registration Prize

FREE BALLONS, MARBLES NOISE MAKERS FOR THE KIDDIES – BRING THEM!

MANY INDIVIDUAL STORE PRIZES WORTH WINNING WILL BE GIVEN AWAY BY INDIVIDUAL MERCHANTS -- ASK ABOUT THEM!

We've prepared a big celebration and want you to come . . . . . music, entertainment, prizes, toys for the children and special opening day bargains at all the stores.

$100.00 CASH PRIZE

Will be given by the Temple Lumber Co. to some lucky visitor at 4:30 p. m. Saturday Oct. 20. Just register at any of the twelve business firms listed below. Nothing to buy. Visit and register at each firm and have twelve chances to win $100.00 in cash.

* DICK'S SHOE & LEATHER SHOP
* MALLOY CLEANERS
* MALLOY MENS WEAR
* MEDICAL CENTER PHARMACY
* PINELAND BARBER SHOP
* PINELAND BEAUTY SHOP
* SLOANS SERVICE STATION
* THE PINES GUEST LODGE
* THE PINES CAFE
* TEMPLE DRY GOODS STORE
* TEMPLE FOOD MARKET
* TEMPLE FURNITURE APPL.

Pictured below are some of the folks who are anxious to serve you at Pineland's New Modern Shopping Center.

Copied from an original at The History Center, Diboll, Texas. www.TheHistoryCenterOnline.com 2019:010

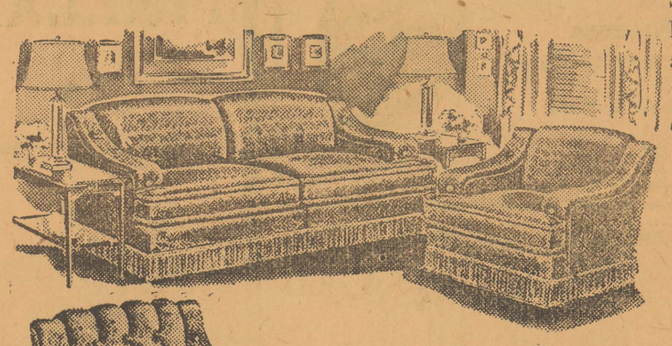
WELCOME TO PINELAND

wont you stop in and see our new store at our new center?

Our new furniture and appliance store is almost bursting at the walls with new things to make living more comfortable. Whether you're ready to buy now or not we'd really like to show you through our stocks. We're proud of this fine store and believe you will be too!

. . Just to make it interesting we've selected a number of attractive items to sell at greatly reduced prices for Friday and Saturday.

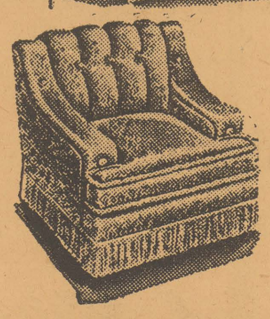
SIX PIECE LIVING ROOM SUITE



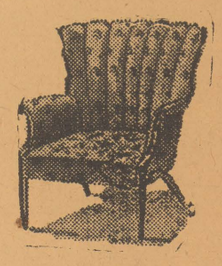
Solid comfort in this big handsome overstuffed suite and its not "shor" any pieces - its really a 'liveable' living room thats substantially built to last for years of service.

Regularly 154.50

$129.50



Beautiful Styles in New Lane Cedar Chests Just Arrived! Select Now on Lay - Away Plan for Christmas Giving



ALL PURPOSE DOOR MIRROR

A mirror always lands a touch of graciousness to any room - - and the attractive shape and framing of these will make you want several.

17.50

●

We are now Authorized Dealers for Westinghouse Electrical Appliances

●

Complete Stock of Wringer Type

WASHING MACHINES

Friday & Saturday at 10% off

●

Gas Fired Hot Water HEATERS

Nationally Known Brand

Standard guarantee Friday & Saturday at 15% off

Occasional Chairs & Tables

Lawwson types, barrel types, straight types. Regardless of the additional chairs you need you'll find them here - - in the color and finish you want. And tables too - any shape and size in any finish. All are moderately priced too!

Sparkling New Norge Gas Ranges

Bring real joy into your cooking with this gleaming white beauty. Electric lights on gas burners, Oven controls and every modern accessory to make cooking fun! Easy to clean throughout. Its a home-makers dream!

Regularly 199.95 **$169.95**

Jenny Lind Type Beds

Need an extra bedroom and already have all the other pieces you need? These attractive Jenny Lind beds will fit into most any furniture pattern and add to the charm of that new bed room you've been wanting!

Regularly 27.50 **$21.95**

"Englander" Air Foam Mattresses

Remember the most comfortable sleep you ever had? You'll love it twice over on one of these fine rubber air foam mattress by the maker who supplies countless of the finer hotels throughout the country. Dust free - sanitary - non allergic. 20 year guarantee! Complete with special air foam type springs.

20% off

Divided Top "Eagle" Gas Ranges

Here is modern cooking at moderate cost! Latest type easy to clean design. Even reliable oven heating. Approvad type gas burners. In sparkling white porcelain finish and ready to make your kitchen brighter and happier at only

$119.50

ATTENTION! HUNTERS & FISHERMEN

We are showing one of the most complete lines of guns, ammunition, fishing tackle, lures and sporting goods in this area..... You are invited to come in, look around and see our outstanding stocks.

Hunting and Fishing Licenses Available at this Store.

Temple Furniture & Appliances

PINELAND SHOPPING CENTER

History Of Pineland

Pineland in 1906 was a small lumber camp in the heart of a virgin pine forest owned by the Garrison Norton Lumber Company. In July of that year the camp clearing was enlarged to accommodate a small mill to cut the timbers for a larger mill frame work September saw the first post of the mill frame erected and in March 1907 the first board was cut by the single band mill installed by that company.

The town in 1907 was little more than a quick stop on the Santa Fe railway. The water supply, for example, consisted of a one horse wagon equipped with three barrels, which made the route of the scattered dwellings daily, delivering each family's six gallon water quota

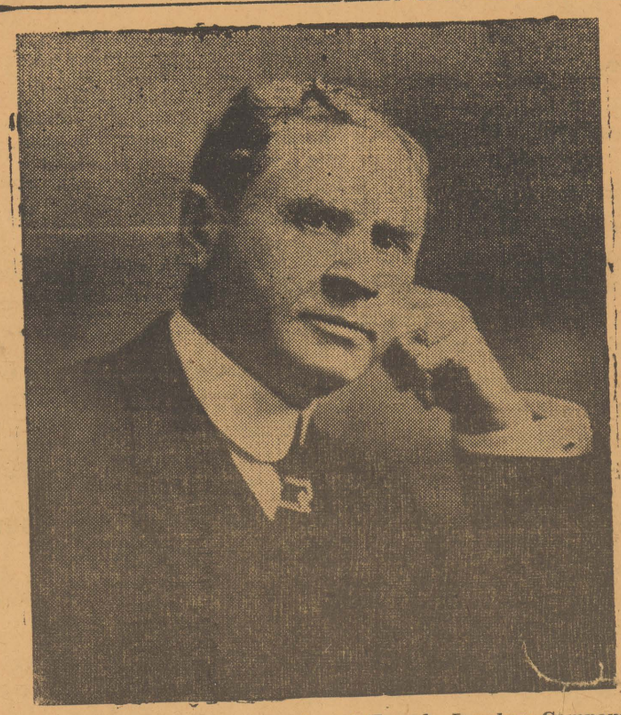
Timber was plentiful and by 1910, officials of the Garrison Norton Company were considering moving the mill to another location, abandoning Pineland to the customary "ghost status" of lumber camps and mill towns of the day.

T. L. L. Temple of Texarkana, a part owner of the Garrison Norton Company, disagreed with his associates on the timber potential and the advisability of abandoning the community. In 1910, he formed the Temple Lumber Company, which took over control of the mill at Pineland.

The old general commissary building which the new Pineland Shopping Center replaces, was erected shortly after the Temple interests took over. A short time later mill capacity was increased by the installation of a short side carriage which was followed by a lathe mill.

Increased production and distribution called for increased personnel and the population of Pineland grew with each expansion of the mill. New dwellings were built, a one room school erected and in 1917 with the installation of a gang saw in the mill, the community took on semblance of a town with a population of some 500 persons. During this period, a new planer was installed, the yard trams lowered, and many improvements made both on the plant and in the town.

In 1934 a dimension plant was erected by the Temple Lumber Company in conjunction with the Miller Burford Company to convert the native East Texas hardwood cut at the mill into semi-finished components of furniture, household and automobile body parts. Economic conditions did not favor the early success of this venture and in 1935 the Miller Burford Company abandoned the project to the Temple interests for operation and management. This department is now using some 600,000 feet of lumber a month and employing several hundred skilled and semi-skilled laborers as well as affording a market for native hardwoods.



T. L. L. TEMPLE, Founder of Temple Lumber Company

During the years 1935—1945, the town acquired new schools for white and colored students, the Community Hall was erected and a general expansion of housing facilities accomplished Playgrounds and gymnasiums were installed for students of white and colored schools and planned sports and recreational programs were adopted. New churches were erected and old ones remodeled.

The modern shopping center idea was conceived in 1947, but it was not until 1950 that suitable materials and construction personnel were available. Begun in the summer of 1950, the new center was completed this month.

DOUGLAS DUNCAN DIES FROM INJURIES REC'D IN ACCIDENT

Lt. Douglas P Duncan, 30, died October 8 in the base hospital on Okinawa due to injuries he recieved in a jeep accident. His wife, Mrs. Doris Duncan received the word of his death here Monday.

Funeral arangements are being withheld, pending the arrival of the deceased and will be held in Downers Grove, Ill., Lt. Duncan's home town.

Surviving are his wife, the former Doris Stringer of Bronson; two sons, Roger and Craig, of Bronson: parents, Mr and Mrs George Duncan of Downers Grove: parents in law Mr and Mrs T J Jacks of Bronson.

ANNUAL MEETING OF DIST. W. M. U. BEING HELD THIS WEEK IN NEWTON

The annual meeting of the Women's Missionary Union and the Young People's Organizations of the Baptist Churches of the Sabine Valley Association, District 3, will convene in Newton on Wednesday, October 17, for the young people, and on Thursday, October 18, for the WMU.

Numerous persons from the Baptist Churches of Pineland and Hemphill will attend these meetings.

Dancing With Music By Webb Pierce At Pineland Thursday



Almost every major record company in the country has made a recordng of the song, "New Panhandle Rag", words by Webb Pierce, who will furnish music for the dance in Pineland, Thursday night. 18.

Je and Lea a star attraction of the here genaed "Louisiana Hayride", with the Southern Valley Boys, sings the songs in the way that has made him famous through out the Louisiana-Texas-Arkansas area.

WANTED—I will buy all of the young rabbits you have. see Kirby Joe Reeves, Hemphill.

READ THE ADS

CONGRATULATIONS..

We are happy, along with the people of the Pineland area, in their new SHOPPING CENTER

We are proud and happy. too, to have had a part in making. the buildings as modern, pleasant and convenient as you. will. find anywhere!

Smith's Electrical Co.

LUFKIN, TEXAS

Copied from an original at The History Center, Diboll, Texas. www.TheHistoryCenter.com 2019:010

Air Conditioned Hotel Rooms Available At Pineland Center

Newest pride of the Sabine County area are the new hotel type guest rooms available to the traveling public at the new Pineland Shopping Center.

Year around air conditioning with the temperature in each room being controlled by individual room thermostats, the units offer the ultimate in heating or cooling. Lighting is by specially designed concealed fluorescent tubing at ceiling line giving an even soft lighting approaching natural daylight.

Floor to ceiling tile baths are installed in every room—the traveler has his choice of glass enclosed shower or tub bath.

Furniture in the bedrooms is in solid cherry of period design with twin beds and ample drawer space is provided by huge double dresser and chests of drawers. Upholstered chairs complementing wall and floor color tones add charm and graciousness to the rooms.

One combination two-room suite is available for larger groups. The living room of the suite is furnished in modern sectional upholstered pieces and a sofa type divan that makes out into a double bed which will sleep two people as well as double as a living room during waking hours. Occasional pieces, tables and chests in the living room are finished in blond mahogany. comfort and good sound rest are assured by extra thick especially designed airform rubber mattresses and pillows in each bedroom.

Draw curtains in soft restful tones complementing walls and floor coverings are done in a cloud and horizon print effect that is most attractive.

Crain Appointed Counsel For United Gas

Wilbert O. Crain, well-known former Houston attorney, has been appointed general counsel for United Gas Corporation, United Gas Pipe Line Company and Union Producing Company, it was learned here Wednesday.

N. C. McGowen, presdent, announced the appointment at the firm's headquarters in Shreveport, La., stating at the time that George D. Fisher, formerly general counsel, had been named Advisory Attorney.

Saunders Greeg, also a former Houston attorney with the firm of Vinson, Elkins and Weems, has been made assistant to the general counsel in handling contract matters.

Pineland Center Translated Into Man Hours Adds Up

The average person observing a building or group of buildings pays little thought as to what they mean in terms of human life expended. One of the more inquisitive minds on the Pineland Center's construction project comes up with a set of statistics in terms of human life that give a new slant if translated into terms of one man—

Years of Labor—35 years, six months, three days

Days of labor—12,960 eight hour days

Meals eaten, 38,880

Hours slept between shifts, 103,626

Average Number Children born, 2.76

Average Number Grandchildren born, 7.62

Average number pairs shoes worn out, 88 pairs

Average number haircuts needed, 1260

Average number cigarettes smoked, 259,200

Average number trips to doctor, 74.3

Total cost of food eaten, $14,774.00 (1951 living cost)

Subscribe To The Reporter

Card Of Thanks

We wish to express our sincere thanks for the kindness and sympathy shown us during the illness and death of our daddy and granddaddy.

Mr. and Mrs F. W. Thedford and Freddye Lou

Subscribe To The Reporter

Headquarters For Permanent Waves



$3.00 and Up
FACIALS — MANICURES
FIRST in Style!—FIRST in Value!
Open 8 am. to 6 pm. Six Days A Week

ELLIOTT'S Beauty Salon

BIG G-E BONUS OFFER

At Parker's Drug Store

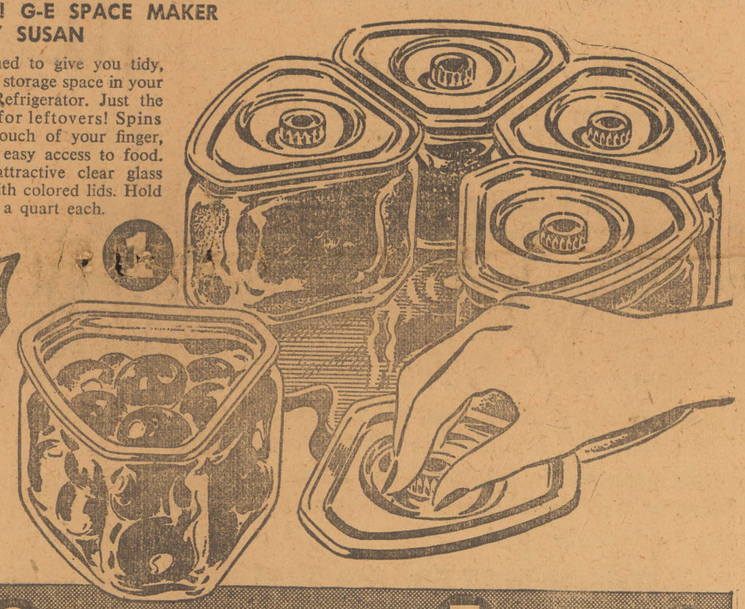
LIMITED TIME ONLY!



All 3 for the price of the refrigerator alone!

NEW! G-E SPACE MAKER LAZY SUSAN

Designed to give you tidy, usable storage space in your G-E Refrigerator. Just the thing for leftovers! Spins at a touch of your finger, giving easy access to food. Five attractive clear glass jars with colored lids. Hold nearly a quart each.





USEFUL! REFRIGERATOR DISHES (OVENWARE). Complete set in matching yellow and grey color combination. Set includes space-saving design beverage pitcher, butter dish, two casseroles, two individual-size bowls.

NEW 8.2-CU-FT

SPACE MAKER REFRIGERATOR

- Across-the-Top freezer!
- Full-width Chiller!
- Redi-Cube ice trays!
- Two big Rolla-Drawers!
- Dependable G-E refrigerating system!

ONLY $269.95

AS LITTLE AS $3.00 PER WEEK

AFTER DOWN PAYMENT

Ask your neighbors!

Yes—just ask your neighbors who own G-E Refrigerators how dependable they are!

They'll give you many reasons why General Electric is your best buy!

Then see the new models your G-E dealer has for you! You'll always be glad you bought G-E!

Parker's Drug Store

The Rexall Store

Hemphill, Texas

AUTHORIZED DEALER GENERAL ELECTRIC REFRIGERATORS

OPENING DAYS SPECIALS AT TEMPLE DRY GOODS STORE PINELAND

FRI.-SAT. ONLY

81x99 SHEETS
1.99

50c TOWELS
3 for 1.00

CHAMBRAY
Combed - Sanforized - Short Lengths
2 Yds. $1.00

CHILDS COTTON TRAINING PANTS
2 for 25c

LADIES NYLON STOCKINGS
99c

BIRDS EYE DIAPERS
2.49 doz.

WASH RAGS
6 for 49c

LADIES RAYON SLIPS
1.49

15% WOOL DOUBLE BLANKETS
4.95

CHENILLE BEDSPREADS
4.95

ALL-WOOL BLANKETS
20% Off

MENS WHITE BROADCLOTH SHIRTS
2.45

Copied from an original at The History Center, Diboll, Texas. www.TheHistoryCenterOnline.com 2019:010

...ter ...eland ... Jasper

SIXTY ...

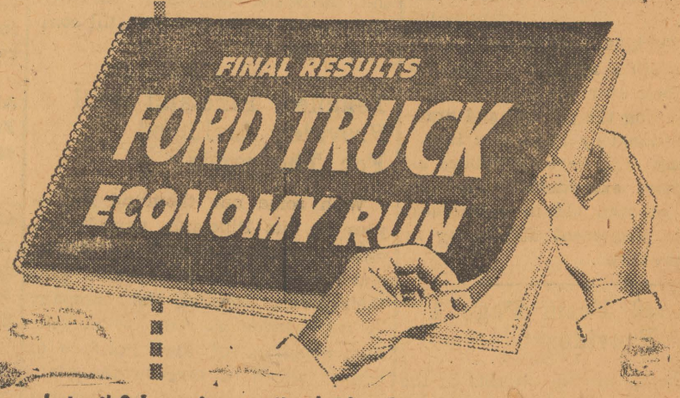
...ional brick, Roman style brick, mat face brick, and oversize construction tile brick were all employed in the construction of Pineland's new shopping center. Brick over steel, brick over concrete, brick under plaster—in fact just a lot of brick.

One of the more statistical minded residents of Pineland recently computed the distance that could be covered if every brick in the new center were laid end to end—it would cover a distance of 26.7 miles—from Pineland Shopping Center to the far side of either San Augustine or Jasper City Limits.

Now! See HOW LITTLE IT COSTS to run a FORD TRUCK in your work!

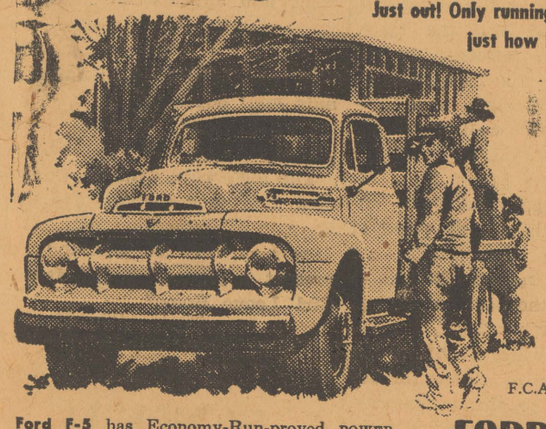


"12-ton loads...under 4¢ a mile!" Hauler Edward Madeira (address on request) ran his Ford F-8 BIG JOB 42,895 miles. "I spent $1,682.67 for gas, oil, maintenance and repairs, only 3.92 cents a mile!"



Just out! Only running cost "yardstick" of its kind! This book shows you just how low truck running costs *can* be on YOUR kind of job!

See "THE BOOK" at your Ford Dealer's!



NEVER before has anyone been able to show you such cold dollar-and-cents figures on *what it costs to run* a given truck model on a given job. Now—FORD does it! This history-making book shows you in detail the actual workaday running expenses of over 5,500 actual Ford Truck owners . . . as reported by them in the nationwide *on-the-job* Ford Truck Economy Run. Come in now—look up running costs in *your* kind of work. No obligation at all.

Availability of equipment, accessories and trim as illustrated is dependent upon material supply conditions.

F.C.A.

Ford F-5 has Economy-Run-proved POWER PILOT carburetion-ignition system. "The Book" shows that 1 out of 2 Economy Run F-5's ran for less than 3.14 cents a mile!

FORD TRUCKING COSTS LESS

. . . because Ford Trucks last longer! Using latest registration data on 7,318,000 trucks, life insurance experts prove Ford Trucks last longer!

Hemphill Motor Company

Hemphill, Texas Phone 88

Congratulations . . .

TO

Temple Lumber Company

And the People of Pineland

ON YOUR GRAND NEW

SHOPPING CENTER!

WE ARE HAPPY AND

PROUD WITH YOU!

Hart Motor Company

Ford Sales and Service

Jasper, Texas

SUTTON'S SPECIALS

FRIDAY AND SATURDAY

ONE CARTON
CIGARETTES $1.88

Phelan's . . Admiration 1 coupon
COFFEE . . . 78c

SHAWNEE'S BEST
FLOUR. 25 LBS. . . 2 Lbs. Meal FREE . . . $1.85
FLOUR, 10 lbs. 90c
MEAL, 10 lbs. 75c

JOHNSON'S GLOCOAT.....50c
Furniture Polish FREE!

ALKA SELTZER, 60c size.....49c

LIMAS, Dried, 2 lbs.....23c

MACARONI, 6 ozs.....8c

FAULTLESS STARCH. 36 ozs. 35c

CLOROX, gallon.....49c

NOTEBOOK PAPER.....80c

PEACHES, Hunt's No. 3 can...29c

SPINACH 10c

TURNIP GREENS.....10c

MUSTARD 10c

DAIRYLAND ICE CREAM
1 pint.....22c

SUGAR, 10 lbs.....89c

SUGAR, Powdered, 2 lbs.....25c

TUNA FISH, Tuxedo.....25c

MACKEREL 15c

ROAST BEEF, Angelo.....45c

BACON, Sliced 25c

LUNCH MEAT, Oscar Meyer..43c

SAMUELS
Sugar Cured Slab Bacon....45c
Weanies, 1 lb. wrapped....48c
Weanies, bulk, lb.....40c

HAM, SMOKED.....60c

HAM, Sugar Cured, lb.....60c

HAM, Sliced, lb.....60c

10 LBs. HEN SCRATCH 88c

FREE COFFEE AND COOKIES SATURDAY

18% ACORN DAIRY $4.20

10 LBS. POTATOES 45c

5 LBS. PINTO BEANS 50c

TELEPHONE 93 J

Congratulations

To

Temple Lumber Company

And The People Of Pineland

YOUR PROGRESSIVENESS IS

GREATLY ADMIRED BY ALL

OF US HERE.

STURGIS LUMBER COMPANY

HEMPHILL, TEXAS

Copied from an original at The History Center, Diboll, Texas. www.TheHistoryCenterOnline.com 2019:010

Congratulations
TO
The People Of Pineland
AND
Temple Lumber Company

Your stride forward in bringing to Sabine Conuty the modern Shopping Center is a thing to be greatly commended

First State Bank
MEMBER F. D. I. C.
Hemphill, Texas

Temple Managers—
Continued From Page One—

ging methods, constantly revising production techniques to cut costs devising new methods for fabricting lumber products to meet new market trends, scheduling production flow to demand, keeping balanced stocks and reserves in each of the several departments in every stage of manufacture, anticipating needs in power and plant equipment are but a few of the hundreds of weekly calls upon a mill manager's initiative and resourcefulness.

Understanding appears to be a gift. Some people have it, others just don't. And in a mill manager at Pineland facing the daily calls upon his time and patience, it is an absolute requisite. Always in a self-contained town, the manager of the Pineland mill is not only responsible for lumber production but the comfort and well being of the citizens. He must understand the human side of his people - their needs, their worries, their hopes and ambitions. He must be generous but prudent, kind but firm, and above all, he must be just. He must truly be "all things to all men." At nine in the morning he may be discussing the need of repairing the house of a colored employee while an important customer waits in the ante room to place a $75,000 00 order. Three o'clock the same afternoon may see him rushing in from a quick survey of the timber front to inquire if the company doctor thinks it advisable to take the injured child of a newly employed day laborer to a bone specialist. Ten-thirty that night may see him climbing into his clothes to talk to a new employee who is moving his furniture in after working hours and unable to locate the rental agent, is confused as to which house he is to occupy. At seven the next morning he may be discussing the use of a company owned pasture with one of the carpenter crew.

Ordinarily one would think such responsibilties would be delegated to subordinates. They are delegated and rapably handled —but the people of Pineland know that they can always,, and often do, bring their problems to the manager and get an understanding hearing The warmth and sincerity of the advice, the kindly understanding that each man's problem is a big problem to him at the time the knowledge that they can always go and discuss their difficulties with "The Boss" is what makes the solidarity and general air af security an observer will will note in any citizen of Pineland.

E. G. Prud'romme
Continued From Page One

manager. Within three months of his arrival, that town was imbued with his spirit of enthusiasm and began to take on a new look. Economic conditions were more promising and early in his management, steps were iniated to improve, enlarge and diversify the Pineland plant.

The "Town side" kept pace with the plant. New homes, churches, schools and recreational facilities were built. The Temple Clinic was founded. A Community Hall was erected. Streets were graded and paved. Drainage was improved. Sewage and utility lines were extended. Consumer goods and service establishments were expanded to make Pineland a self-contained town. Continuing accident prevention programs were enthusiastically adopted by the entire town. Clean-up campaigns and insect and pest control drives were more than slogans - they produced results. A town was reborn.

The modern Pineland of air conditioned buildings and modern merchandising and consumer service establishments stands as an example of what managements, as exemplified by E. G. Prud'homme, working with a loyal, intelligent employee group in a cooperative community can accomplish.

Together they have conquered the problems of the past; together they enjoy the fruit of their efforts today; together they are ready to face the challenge of the changing world of tomorrow.

SUBSCRIBE TODAY FOR THE REPORTER

J. J. Pollard—
Continued From Page 1

ging was done without thought of future timber supplies. Today the modern methods and equipment used in getting logs out of the woods in good weather and bad through the roughest conceivable country without damage to young trees are the product of his planning. Using bulldozers, tractors, Athey wagons, loaders, heavy trucks and railway cars Pollard streamlined his operation to keep the logs rolling in a steady stream from distant stands to the mill. The five locomotives, the some 100 railroad log cars and the standard equipment trains operated by the Temple Lumber Company over the Santa Fe Railroad lines between Pineland and Evadale logging camp were also under Pollards supervision.

Kirby Wright, Pollard's understudy through a number of years on the job took over the logging operation following the policies and practices established by Pollard in 1948.

Company officials rate Pollard as one of those exceptionally rare individuals—a man old in experience, mature in judgement and young in progressive ideas.

Continued From Page 1 Center Provides—

an wellbeing of the citizens of the community and that he will be expected to conduct his business accordingly. Prices must be kept to a minimum, quality or merchandise or services must meet high minimum specifications, stocks must be maintained at a sufficiently high level to meet the needs of the people, service must be kept at a uniformly high level, rigid sanitation standards must be maintained.

Only after the prospective business man has been carefully investigated, not only as to his integrity and skill in his particular field, but as to his reliability and ability to conform with company established policies and standards, is the matter of rentals discussed. Provisions are contained in rental agreements providing for termination of rental contracts should the operator fail to conform to these standards.

Such mercantile and personal service establishments as the company has not leased but feels are needed to serve the people of the community are company operated. Only recently two large chain grocery operators wanted to lease the food market in the new center. Negotiations stalled when neither of the chains wanted to continue to carry feed and hay for livestock and chickens. The Company felt that Pineland, being basically a rural area, that the store should carry these items for the convenience of its customers, that the needs of the people of Pineland would not be best served by an operator who refused to carry a low profit "convenience" item. The company is still running the food store and still carrying feed and hay. In addition to the food store, the hardware, appliance, furniture and dry goods stores are still company operated.

Temple's Pineland Mill Provides Livlihood For Thousands

With some one thousand employees on its Pineland payroll and other hundreds throughout Sabine and surrounding counties who earn their living through the company as sub-contractors pulp wood cutters, suppliers of the hundred of expesdable items used in the plant and town, service and maintenance contract personnel and the many other occupations affected by its wide operations, the Temple Lumber Company's Pineland mill provides livihood for well over the 2500 estimated population of the town of Pineland proper.

Since the company owns the entire town, it feels a deep sense of responsibility to the citizens of Pineland and spares no effort to secure for them the best to be had in housing, merchandising, medical and service facilities. Each new facility added provides means for additional payroll to the community.

It has recently installed a special auxiliary power line connecting with the REA lines in the area to supplement the electric power to the town in event of failure of the company owned power plant. It is constantly expanding its water, street and sewage systems to take care of its expanding population.

HEMPHILL OBER 19, 1951

CARNIVAL THURSDAY

EAD

The annu[illegible] for the Hem[illegible] held on the school campu[illegible] the gymnasium on Thursday night, October 25. This affair is sponsored each year by the Parent-Teachers Association.

The teachers of the school will be in charge of the program to be presented in the gymnasium and will consist of the crowning of a Carnival Queen and a command performance of each grade in the school for their queen candidate and her court.

the mothers of the PTA will be in charge of the outside activities and will consist of he following: country store, den of horrors, fortune telling, fish pond, pre_school costume contest, grab bag and refreshments

ANNUAL PINELAND CARNIVAL FOR HALLOWE'EN TO BE HELD OCTOBER 25

The annual PTA Hallowe'en Carnival for the Pineland schools will be held at the school on Thurs day night, October 25, according to Mrs Bruce Burnett, president of the PTA.

The first grade will be in charge of the Country Store; second, fish pond and cake walk: third, style show: fourth, bingo: fifth, water float; sixth and seventh, novelties; eighth, cake and coffee; ninth, peanuts and popcorn; tenth, fortune telling; eleventh, grab bag: twelfth, ball game.

The FFA boys willl be in charge of a ducking concession and drinks the finance committee will sell hot dogs and the Homemaking girls present a play, "What Makes a Girl Leave Home".

For All Your Insurance Need
HEMPHILL Insurance Agency
Alfred J. (Jee) Howard. Agent
First State Band Bld.
PHONE 71
Hemphill, Texas

We are happy to be a part of the New Pineland SHOPPING CENTER



Our aim is to give the most efficient and friendly service at Sloan's Service Station that you will find anywhere. We sell the best—featuring Good Gulf Products.

On Saturday, October 20, we are giving away 10 gallons of No—Nox Gasoline.

Gulf Oil Corp and myself are proud and happy for the new Pineland Shopping Center and congratulate Temple Lumber Co. and the people of Pineland. Here you will find one of the most up—to—date Gulf Stations in this area.

We are happy, too, to make available to the people of this area those Good Gulf products.

SLOAN'S SERVICE STATION
C. E. SLOAN OWNER

and

J. B. WALKER
GULF CONSIGNEE