Economic Base Report Shows County Potential

Report Is Made To Civic Clubs

An economic base report, prepared by the Texas Center for Studies of the American Economy at the University of Texas at Austin, and presented to the Chamber of Commerce recently by E. J. Chester, director, has been made available to the Chamber of Commerce for presentation to civic clubs. The presentation was made by James Smith, Jr., manager of the Texas Center.

GOAL SET AT $18,925

Annual United Fund Is Launched Tuesday

The Panola County United Fund was dedicated Tuesday morning at the courthouse by the Panola County Chamber of Commerce. Mrs. Thomas Williford, chairman, addressed the assemblage of some 100 persons who were present.

CC Meets Are Set

The Panola County Chamber of Commerce, under the leadership of John C. Mize, chairman, will continue its regular meetings. The next meeting will be held on January 10, 1955, at 8:00 a.m. at the courthouse.

New Marriage License Law Now In Effect

The new marriage license law, effective January 1, 1955, was discussed at a meeting of the Panola County Chamber of Commerce last Tuesday. Mrs. Williford, who is a member of the Chamber of Commerce, discussed the law and its implications.

Cleanup Drive Scheduled Here

A Cleanup Drive is scheduled for the coming week in Carthage. The Carthage Chamber of Commerce is sponsoring the drive, and the public is invited to participate.

Rainfall In City Rises

Rainfall in Carthage has increased, according to the Carthage Chamber of Commerce. The chamber is working to promote tourism in the area.

Kiwani's Variety Show Tickets Now On Sale

The Kiwanis Club is selling tickets for its Variety Show, which will be held on January 25, 1955. Tickets are available at the Carthage Chamber of Commerce.

Mrs. Perlman Named to Board

Mrs. Perlman has been named to the board of the Panola County Chamber of Commerce. She is a member of the Chamber and has been active in its affairs.

Park Here Is Being Beautiful

Work is currently underway to beautify the park in Carthage. The work is being done by the Carthage Park Board, and the public is invited to participate.

Presented Watch

Mrs. Smith, who is the president of the Carthage Kiwanis Club, presented a watch to Mrs. Applegate, who is a member of the club. The watch was presented in recognition of Mrs. Applegate's service to the community.

Banquet Honors C. Applegate

A banquet in honor of C. Applegate, President of the Carthage Kiwanis Club, was held recently. The banquet was attended by over 100 guests, and the public was invited to attend.

Magazine Underway

A magazine, entitled "The Carthage News," is being published and will be sold to the public. The magazine will contain articles on local events and news.

Mr. Smith's photo appears on page 1.
News of Women

Baptist Church Setting for Spencer-Duckworth Vows

Mrs. Ansley L. Winston and Miss May Z. Donald were hostesses at a wedding reception for Miss Adele W. and Mr. Clyde A. Duckworth on Saturday afternoon.

Mrs. Bob Gilson and Miss Kappa Lambda Guest Speaker

Mrs. Robert Gilson and Mrs. Bob Gilson attended the Kappa Lambda meeting at the Baptist Church. Mrs. Gilson was the guest speaker.

Two Added-To Faculty

Two additional members were added to the faculty of the Carthage School.

Riggers/Brown Wedding Bells To Be Saturday

The wedding of Riggers and Brown will be Saturday.

FREE!

ONE FULL YEAR USE OF A 1966 MUSTANG

If you have been admitted to the top two of our list, you will be given a 1966 Mustang for one full year. It will be yours to use as you please. The car will be equipped with all necessary accessories.

A Special Thank You

We have had the pleasure of serving you at our store for many years. We would like to express our appreciation for your continued support. We are grateful for the opportunity to serve you.

Turner Falls To Pittsburg

PANOLA MOTOR CO.

"Your Ford Dealer For Twenty Years"

CARthage Society 77 Years Ago

The Carthage Society was organized in 1884.

Tyler Blanks Carthage, 19-0

Hunting Season

Opening Day Set Saturday

SWINDELL'S SPORTS SCENE

Turkey hunters, who are on the alert for turkey season in the Panola County area, are preparing for the opening day of the season. The season will begin on Saturday, November 6th.

PANOLA COUNTY

Turner Falls

Refrigerators $169.95

Fall Specials

COPPERSTONE OR WHITE-TAPPAH

INSULATION

STOVE HOODS $22.50

Sheets Rock 98c

BACON 65c

BAKE-RITE 47c

CATSUP

SPICEY 14 oz. 51c

BOB'S SUPER HANDY

HUNTING GUN

KEELING FOOD STORE
FROZEN FOODS
HONEY Buns
25¢

CRISCO
COFFEE
CREAMY WHITE SHORTENING
59c
69c

MARTINDALE'S
BISCUITS
5¢

Fryers
lb. 27¢

Pork ROAST
lb. 49¢

Bacon
lb. 77¢

GRAPEs
lb. 7¢

ONIONS, 2 bunches 15¢

TISSUE
Roll 10¢
See What I Mean?

WE'RE ROLLING OUT THE...

COMING FROM THE

1966 CHEVROLET

THURSDAY
FRIDAY
SATURDAY
OCTOBER 7-8-9

FREE!
GRAND DOOR PRIZE
POLAROID LAND CAMERA
(TAKES BLACK & WHITE or COLORED)

FREE FAVORS FOR THE
KIDDIES AND REFRESHMENTS
FOR EVERYONE!

EVERYONE CORDIALLY
INVITED TO ATTEND
DON'T MISS THESE BEAUTIFUL
NEW CARS FOR 1966

BUTLER
CHEVROLET-OLDS
Classics-Olds Sales & Service

CLASSIC IVY CUT!

LEW'S STA-PREST
TRIMCUTS
25 - 30 WASH & DRY
$2.50 - $7.95

CLASSIC IVY
BUCK'S TAILORS
$4.10

LARGEST STOCKS IN TOWN

Notice To PATRON

This & following pages of this publication are
subject to the following statement:
This publication is printed on paper
that contains 100% recycled fibers, at least 10% of
which are post-consumer recycled fibers. It is
environmentally friendly.

CLARA'S BEAUTY SHOP
ELITE BEAUTY SALON
FASHION BEAUTY SALON
GLADYS BEAUTY SALON
ERNEST BEAUTY SALON
OATMEAL BEAUTY SHOP
CAROLYN'S BEAUTY SHOP

Galloway News

REMEMBER: ENTIRELY BY COUNTY ORDER

FRANK COLARD
CAROL SANNINO
EDWIN MILLER
JAMES MURPHY
WALTER WAGNER
HARRY TAYLORS
GEOE CAMEY
TIM MITCHELL
271 W. POOLE ST.
GET-ACQUAINTED

Drug Bargains

M & H Pharmacy

PUNT, PASS & KICK COMPETITION RULES
LAST DAY TO REGISTER IS FRIDAY, OCTOBER 8th
COMPETITION - SATURDAY - OCTOBER 9th

Your Lowest Long Distance Rates Are in Effect All Day Sunday

URGENT SALE
HELD OVER
Shocking! Fantastic Bargains! Hurry

CARTHAGE FURN. Co.
# TV Schedule

<table>
<thead>
<tr>
<th>Hour</th>
<th>Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:00 AM</td>
<td>News, Weather</td>
</tr>
<tr>
<td>11:00 AM</td>
<td>Children's Program</td>
</tr>
<tr>
<td>12:00 PM</td>
<td>Lunch Break</td>
</tr>
<tr>
<td>1:00 PM</td>
<td>News, Weather</td>
</tr>
<tr>
<td>2:00 PM</td>
<td>Children's Program</td>
</tr>
<tr>
<td>3:00 PM</td>
<td>News, Weather</td>
</tr>
<tr>
<td>4:00 PM</td>
<td>Children's Program</td>
</tr>
<tr>
<td>5:00 PM</td>
<td>News, Weather</td>
</tr>
<tr>
<td>6:00 PM</td>
<td>Children's Program</td>
</tr>
<tr>
<td>7:00 PM</td>
<td>News, Weather</td>
</tr>
<tr>
<td>8:00 PM</td>
<td>News, Weather</td>
</tr>
<tr>
<td>9:00 PM</td>
<td>News, Weather</td>
</tr>
</tbody>
</table>

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**THE WATCHMAN TV SCHEDULE OFFERS READERS COMPLETE TV PROGRAMS FOR A FULL WEEK - including Title of Movies and Cast!**

Use this handy schedule as a daily program guide.

---

**PANOLA COUNTY FHA**

**Loans Total $530,760**

---

**PHILCO TV**

**DARTING**

**DAVIDSON BROS.**

**Card of Thanks**

---

**RAND DRUG**

---

**THE SURREY HOUSE**

---

**SMITH-CORONA**

**ELECTRIC ADDED MACHINES**

**GREATEST BUY IN ELECTRIC ADDING MACHINES OF QUALITY AND DURABILITY**

---

**EASY BUDGET TERMS**

- **TINS**
- **BATTERIES**
- **SEAT COVERS**
- **AUTO ACCESSORIES**

---

**JENKINS DRUG CO.**

---

**WHITE**

---

**PANOLA COUNTY OIL, GAS AND BUSINESS REVIEW**

---

**Social Security Benefits Available For Residents**

---

**VETERANS**

---

**Bargain Buys!**

---

**SHOOTING SAFETY**

---

**J. E. INSURANCE AGENCY**

---

**The Panama Watchman**
Shop Carthage Super Value Days

Annual Kiwanis Club Variety Show Slated

W.F. Berry Is Named Chairman

Show Is Set For Monday

Gary School Round-Up Is Slated For Saturday

Lions Pete Is Slated

Index Is Super Value Days Ad

Hot Weather Lingers Here

Local Girl In Contest

Abilene Fair Starts Monday

Watchman Draws Prizes! From

ASCS Department

United States Department of Agriculture

Agricultural Stabilization and Conservation Service

†††

Recruiting for a Peace Corps Assignment!

Watchman's advertisement for Super Value Days shows a woman holding a sign, and a group of people standing in front of a car. The ad mentions the show's description, date, time, and location. The text features various sub-headings and images related to the event. The advertisement includes a photograph of a tiger and a car.

The tiger scores again!

and again!

Bargains Are Offered For Super Value Days

Hard Weather Lingers Here

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