Gala July 4th Celebration To Attract Thousands Thursday

Various Events Are Due

Several thousand people are expected to flock to Lake Har- vard for the annual July 4th celebration on Thursday. The activities include a parade, fireworks display, and a hot air balloon race. The event is sponsored by the Chamber of Commerce to promote tourism and showcase the natural beauty of the area.

NEW OFFICERS — New officers of the Chamber of Commerce were installed in a special meeting at the courthouse Monday evening. The new officers include President Joe F. Sheppard, Vice President J. S. Pinkston, Secretary T. E. Bledsoe, and Treasurer R. C. Williams.

BOARD MAKES EFFORT FOR CURE OF MOSS AT MURVAUL

The board of supervisors of the Panola County Board of Commissioners is making a concerted effort to cure the problem of moss at Murvaul. They will be hiring additional workers to help with the problem. The cure involves using specific chemicals that will kill the moss without harming the surrounding vegetation.

July Oil Quota Set

The July oil quota for the Panola County has been set at 200,000 barrels, according to the Texas Railroad Commission. The quota is based on the production levels of the previous months.

Yuletide Lights Ordered Here

Yuletide lights have been ordered and are expected to be installed by the end of the year. The lights will be placed along the main streets and in the parks, adding a festive touch to the community.

Bond Sales Show Rise

Bond sales have shown a rise in the past month, indicating an increase in investment confidence. The sales of bonds for new projects and refinancing have contributed to this increase.

Retail Sales In County Increase

Panola County sales tax receipts have increased by $50,000 for the month of July. The increase is attributed to the boost in consumer spending.

FIRST GAME JULY 13
Babe Ruth All-Stars Selected, Play Is Due

Members of the Babe Ruth League All-Stars are currently being selected for the upcoming season. The team will be selected based on a combination of skills and performance during the season.

Mrs. Harris Is Appointed

Mrs. Harris has been appointed as the new secretary administrator of the Panola College auxiliary group.
MATTHEWS JULY ANNUAL FASHION CLEARANCE!
STARTS FRIDAY JULY 5th 8 A.M.
Entire Stock "SPRING AND SUMMER LADIES SPORTSWEAR"
SWIM SUITS & BEACH ROBES Drastically Reduced

NOW OPEN IN OUR NEW ENLARGED QUARTERS AND READY TO SERVE YOU
We have doubled our floor space and want you to come see our complete new store and the many beautiful gifts and items we have for you. We're truly pleased to offer our customers the best in quality merchandise at the most reasonable prices in town.

WATCH FOR OUR BIG GRAND OPENING
COX'S JEWELRY
Most stocks of inventory.

TAPPAN RENAISSANCE RANGE $129.95

NOW at... MATTHEWS IN CARTAGE
Sail-in for a Flitoflial of Values in GROLES and BRAS
by VANITY FAIR
at Once a year Savings to 25%

It's a Summer Bargain!
Your shop comes in with VINTAGE "PANI" dignified Tater Muff or light understated and charmingly managing for formal occasions. All the new year together with Leona's quintessence. To make your new figure instantly defined, why not come in with your favorite film star and choose from Every shop in town! Completely American Chaps in new before they all sail back to regular prices.
Visits Highlight Week In B'ville

JULY 4th FOOD SALE

Fryer Sale lb. 25¢

CHOOSE GRADE SIRLOIN
STEAK lb. 89¢
TENDER JUICY
Pork RIBS lb. 45¢
SMOKED PICNIC
HAM lb. 39¢
BACON 3-lbs. 1.69
COFFEE 1-LB. CAN 69¢

WHY
TREAT
YOURSELF
LIKE A
.......

Ray Neil Rites Held

HOTTEST OFFER
ROOM AIR COND.

Mellorine $1

FOR MOST 1/5 GALLON

Bob's Super Handy

The Dairy Mart Will Be CLOSED ALL DAY THURSDAY JULY 4TH
Liberty Missionary Host
To Revival At Church

Around Town
By James Smith

ESQUIRE

SPECIAL BUYS ON
LADIES SHOES...

Carthage Dry Goods

FACTORY OUTLET
STORE NOW OPEN
113 EAST PANOLA STREET - IN WALKER BUILDING
Exclusive Ladies Ready-To-Wear

4 FOR THE 4TH
SALE!

No trade-ins Needed!

4-Ply Nylon Cord
Marathon Tire
A in addition to your order sales
plus extra mileage

SAVE ON THESE

ANY SIZE

1956 SPECIAL

GET THAT
Friedrich Power

Friedrich

Tops
Levi Shorts

Sports with Round Dar

Canvas Shoes

TRAWSHEL SCREEN PRINT
BEACH TOWELS
100% Cotton. $1.00 - 50% off Fluffy

1st To 4th

LADIES SHOE CLEARANCE

LADIES NAME BRAND

Flats - Casuals

Dress Styles

SHOES

Clearence Prices!

Regular

Variety

3.88

6.88

10.88

Popular Priced

Sandals

Cloth Slippers

W.S. 1.00

8.88

4.88

3.88

10.88

1st To 4th

Free Advertising
Plan Being Made For Annual July 4th Event

MIDSUMMER CLEARANCE

100 CARS & TRUCKS TO SELL

64 Air Conditioned CARS and TRUCKS

CHEVY CHEVELLE OLDS CUTLASS TRUCKS PICKUPS

Its HAPPENING RIGHT NOW... RIGHT HERE!

BUTLER CHEV. OLDS

DeBerry LaTex News

Highest Quality - LOW PRICES
PLUS TOP VALUE STAMPS

Borden's Pure ICE CREAM

VIENA SAUSAGE

NORMAL RED LAMB SLICES

BACON

SAUSAGE

SNOWDRIFT

DUZ

Produces

FROZEN FOODS

Keeling Food Store
PANOLA COUNTY OIL, GAS
AND BUSINESS REVIEW

IT'S UP TO YOU

by Howard A. locksmith, U.S.

New Arrivals

THE FAMILY LAWYER

FIRE WORKS
3 1/4 Mile East City Limits, Hugoson, Mo.
JUNE 23 THRU JULY 5
Sandy Brown, Owner.

OFFICE EQUIPMENT & SUPPLIES

THE CHEAP INSURANCE POLICY
IS IT WORTH IT?

The Panola Watchman

TAX EQUALIZATION IS EYED IN COUNTY

Lake Board Okays Experiment On Moss

Imported Ant Spraying Due

Hiway Group In Austin

Janis Lacy To Compete In Miss Texas Pageant

Annual Rodeo Plans Begin To Take Shape

RELAY RACE MEET SLALED

Bank Deposits Show Increase

Hiway Group In Austin

First National Bank

20% Interest Paid on Savings Account

The Panola Watchman

COX JEWELRY

PHONE 497-6431

For Your Every Banking Service
We Are Ready to Serve You

1/4 Mile East City Limits, Hugoson, Mo.

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