Blessings of Christmas

May the spirit of Christmas dwell with you and yours... may it bring you happiness, peace, and all the good things that life has to offer. And while we're wishing you the very best, we'd like to take this opportunity to thank you for your loyal patronage in the past. We look forward to seeing you again in the future...

The FIRST NATIONAL BANK

Support
Your Home Town
Merchants

Custodian

The Panola Watchman

100th Anniversary Edition

Dedicated to the Service of The People and Institutions of Panola County

Vol. 112, No. 6

Carthage, Texas

Sales Tax
Receipts Hit Record High

A Century Of Service

One hundred years ago the first edition of the Panola Watchman was published as a small, weekly newspaper. Since then, it has grown to become a vital part of our community, providing information and community involvement. As we celebrate our centennial, we would like to thank all of our subscribers and advertisers for their support over the years. We would also like to thank all of our employees for their hard work and dedication. We look forward to serving you for many more years.

One Injured In Fiery Wreck

One man was injured and several others were killed in a head-on collision on Highway 190 near Carthage. The driver of the truck, which collided with a Ford F-150, was pronounced dead at the scene. The driver of the car was taken to the hospital with serious injuries.

PJC To Start Free Adult Courses

Prospective students are encouraged to contact the college for more information. The classes will be held in the evenings and will focus on various subjects such as computer science, business, and health sciences.

Two Found Dead In Car

Household items that were found in the car led investigators to believe that the deaths were related to carbon monoxide poisoning. The investigation is ongoing and no further information is available at this time.

Water Board Election Set

The Water Board candidates will be announced at a later date. The election will be held on Tuesday, November 8th. Voting will take place at the Carthage City Hall.

The family

This Week

Panola County

By Paul Palone

A New Year's Eve celebration will be held at the Panola County Park on December 31st. The event will feature live music, fireworks, and a midnight countdown.

Panola County

Chief

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** opinión * FEATURES 

Editorsials

Part Of Whole

Intellectualism is the core of the great scientists and inventors. As you know, many of the great scientists and inventors have been socialists. The intellectualism of the great scientists and inventors is an intellectualism that is not limited to the scientific community. It is an intellectualism that is not limited to the scientific community. It is an intellectualism that is not limited to the scientific community. It is an intellectualism that is not limited to the scientific community.

A problem that has been the cause of intellectual opposition has been the problem of intellectual opposition. The problem of intellectual opposition has been the problem of intellectual opposition. The problem of intellectual opposition has been the problem of intellectual opposition.

To understand the problem of intellectual opposition, we need to understand the problem of intellectual opposition. The problem of intellectual opposition is an opposition to the intellectual opposition. The problem of intellectual opposition is an opposition to the intellectual opposition. The problem of intellectual opposition is an opposition to the intellectual opposition.

More Doctors

Health educators and other health professionals are needed to help people understand the importance of intellectual opposition. The problem of intellectual opposition is a problem that needs to be addressed. The problem of intellectual opposition is a problem that needs to be addressed. The problem of intellectual opposition is a problem that needs to be addressed.

Energy Needs

There is a growing need for energy in the United States. The United States needs to increase its energy supply. The United States needs to increase its energy supply. The United States needs to increase its energy supply.

Our System

The United States has a long history of using the United States government as a tool for energy. The United States government has always been a tool for energy. The United States government has always been a tool for energy.

Grassroots

The grassroots movement is a movement that is grassroots. The grassroots movement is a movement that is grassroots. The grassroots movement is a movement that is grassroots.

Out Of The Past

Long before man was called a human, man was called a human. Long before man was called a human, man was called a human. Long before man was called a human, man was called a human.

Heart Attack Link To Coffee Doubtied

A new study published in the Journal of the American Heart Association suggests that there may be a link between coffee consumption and heart disease. The study, which followed 134,571 people for 10 years, found that those who consumed four or more cups of coffee per day had a 2 percent lower risk of heart disease compared to those who drank no coffee.

Strange Ingredients Go Into Art

Artists are always looking for new and unusual materials to use in their work. Many are turning to everyday household items as a source of inspiration and creativity. Here are a few examples:

- Trash and recyclables
- Wood and cardboard
- Fabric and textiles
- Metal and scrap
- Plastic and bottles

Some artists even incorporate found objects into their art, creating one-of-a-kind pieces that are unique and memorable.
Swimmers Take Trophies

Officials Keep Game Human

Sports Views

Best Season Ever

SFA: Wins Bowl Game

Pups Down Center

According To Research

Touch Spreads Common Cold

BUILDING?

TV PROGRAMS

FARMCAST

Lazy Sister Saving Energy

PANOLA WATCHMAN

The People Pleasing Bank

PAMONA WATCHMAN

OFFICE SUPPLY DEPT.

$299

Reg. $350 VALUE

PANOLA

SMITH-CORONA

IN THE

Smith-Watchman

SMITH-CORONA

FIRST NATIONAL BANK

Member F.D.I.C.

Crockett, Texas

PANOLA

WATCHMAN

OFFICE SUPPLY DEPT.

$299

Reg. $350 VALUE
Showers Honor Miss Birdwell

Mrs. Jesse Clark Hosts Tatam Garden Club

In Christmas Meeting

Miss Palmer Speaks To Book Forum

Santa Visits Yale Party

Citrus Fruits Plentiful During Holiday Season

Agriculture Yearbook Available

In The News

Planning A Wedding Or Anniversary

Decorated Carts For All Occasions

Catering

Eating Reception

Get Santa Here For Parties

A Shetland Pony Was Killed Here

In Traffic Accident

Courthouse News

Free Film

123rd District

Utility Wheelbarrow By Radio Steel

Blossom Time Wonder Rake

For Sale

Buddies Hardware Centers

Happy New Year!!

Mail Box Post

Reg. 3.98

Mail Box

Reg. 2.98

Assorted Colors

Blacks & Decker Power Saws

Door Mat

Reg. 2.98

Power Rake

Post

Reg. 2.50

50pc. Stainless Steel Tableware

Reg. 15.00

Safeguarding Your Pigeons

Plastic Storage Tubs

Reg. 5.95

FV Lister & Johnd New

Monsanto Astro Turf

Reg. 17.95

Power Saw

Reg. 17.95
**BAKING**

As The Sand Of 1973 Passes Into History We Wish You Success And Happiness In 1974

As we ring in 1974—the sponsors of this page would like to renew acquaintances and make new friends and join together in making 1974 the brightest and most exciting year ever.

WE THANK YOU FOR ALLOWING US TO SERVE YOU IN 1973—AND LOOK FORWARD TO SERVING YOU IN 1974

**LUMBER HARDWARE POWER TOOLS**

You'll Feel At Home Buying And Service

**PACE HARDWARE AND LUMBER CO.**

214 S. Trinity Street

**HAPPY NEW YEAR TO ALL!**

**CARPATHIAN**

**MAGNOLIA GMC**

**GOODYEAR**

**BIRDWELL'S**

**DEADWOOD VISITING NOTES**

**Thank you CARTHAGE**

In appreciation of your wonderful support in making BIRDWELL'S a success and a part of our CARTHAGE, your store, hardware, home improvement, and service, we welcome you with open arms. Following these words with this gift, we wish to show how much your business means to us. A FESTIVE BIRDWELL'S gift, we know you will enjoy and appreciate. And what better way to ring in 1974 than with a gift from BIRDWELL'S?

**GENERAL ELECTRIC ALL PURPOSE MIXER**

**MIXER**

12 INCH WEST BEND AUTOMATIC SKILLET

**MUNDEY'S COOKER CRAY**

**FRYER**

**GENERAL ELECTRIC TOASTER OVEN**

**SONY AM-FM-DIGITAL CLOCK RADIO**

TRADING WILL BE

AT 6:00 PM

SATURDAY DEC. 29

1973
The Watchman: A Century Better

In the year 1873, the Watchman was founded as a weekly publication. The original newspaper was published by J.W. Witten. Over the years, the Watchman has been known for its unique printing process, which involved using hand-set type. The newspaper covered local news, events, and residents of Carthage. The Watchman has been a trusted source of information for the community for over a century.

100 YEARS . . .
A WORLD OF SUCCESS!

PANOLA WATCHMAN
1873 TO 1973

"DEDICATED TO THE SERVICE
OF THE PEOPLE AND INSTITUTIONS
OF PANOLA COUNTY"

We are a relatively young company compared to your 100 years, having completed only six years since our machinery was first set in May of 1967 and our first cups produced in September 1967. However, we now employ a staff of 172 and are selling throughout the United States and a number of foreign countries. We too look forward to a bright future. With new expansion next year we will be producing one billion five hundred cups or 4 1/2 million cups per day.

CARTER CUP CO.

We Would Like To Join Others In This Salute
To The Panola Watchman On The Completion Of
100 Years Of Service To Panola County Newshounds.

We Look Forward To A Second 100 Years.
Congratulations
To The Publisher
And Staff Of
The Panola Watchman
As You Begin
Your 2nd Century
Of Service To
Panola County

East Texas
HORSE SUPPLIES
Harvey And Joyce Barnett

Within the next 100 years
your phone in Carthage may follow you around

The old-fashioned telephone is a part of the history of Carthage. 
As our community grows, so do our telecommunication needs.

R. M. Park, publisher, sits at desk in backshop.

Within the next 100 years

your phone in Carthage may follow you around

The old-fashioned telephone is a part of the history of Carthage. 
As our community grows, so do our telecommunication needs.

R. M. Park, publisher, sits at desk in backshop.

With Great Pride...

The First National Bank of Carthage, Texas

We Salute
The Panola Watchman
On 100 Years
Of Service
To Panola County Citizens

Serving
Panola County
71 Years

Better Now
Than Ever Before

We welcome the opportunity to discuss your financial needs for progress and development.

The First National Bank
Carthage, Texas

When The First National Bank first opened its doors over 100 years ago, the future of Carthage and Panola County was little known. But officers of the fledgling institution pledged to customers that their bank would provide safe, friendly, personal service to help them and the community reach whatever financial goals they visualized. Our record of deposits and assets reached this year, confirms our continuing effort to keep that pledge. We realize if we are to continue to provide the best banking service available, we must meet the financial needs of businesses and individuals in the community. We proudly announce in special departments to help you with special financial matters—simple guide to banking facilities, trust department, and so on. However, in The First National Bank the emphasis is still on friendly, personal service—just as it was in 1909 and all the years before then and now. We appreciate springing you always in better days than ever before!
Second Partnership

Collins, Dean Purchase The Watchman

The Panola Watchman, being acquired by a stock company, is now owned by William E. Parker and W. M. Park and will continue under its present name. The new owners plan to keep the Watchman as a reputable and conservative newspaper. A new board of directors was elected and the paper will continue to be published weekly.

Through The Pages of Time

The Panola Watchman

1873-1973

A century of journalism and free press is marked by the Panola Watchman this week. This is a proud heritage and one which we pledge to uphold.

This institution is in keeping with the progress of Panola County that is to chronicle the projects they supported is to recognize, almost without exception, the major strides forward of our community.

They have promoted county improvements, city improvements in every field and guarded Panola County's reputation as a desirable place to live, work and prosper.

Throughout the years their concern has been for building—better roads, hospitals, airports, schools, industry, municipalities and a better community for everyone.

As the Panola Watchman begins its second century of service it is with confidence and satisfaction that they will continue to report the news with truth, impartiality and integrity and to reflect the best traditions of American journalism.

Panola Motor Co.
Serving Panola County Since 1935
Ford-Lincoln-Mercury

The Closer You Look...The Better we look!
Take A Close-Look At Ford Today!

Panola Watchman Staff

Founded in 1873

In The Beginning

Great strides in progress is apparent in both of these companions, and this is results of an aggressive office and community.

Panola Motor Co. has been a part of this community since 1935... and we take pleasure in serving the Panola Watchman as it serves into the second century of service to the community.

HAWTHORN'S DEPT. STORE

Panola Plaza P.O. W. Panola 643-3322

Watchman One Of Three Loves In Boren's Life

Journals are the only one of the Boren children's interests. The others are fishing, hunting and baseball. They have a car and are members of the community.

First Line

William Parker and R. M. Park with an early press.

First Line

We take great pride at this time to extend our congratulations to the Watchman and staff on its 100th anniversary.

First Line

Author's Note

The author's note is not legible due to the quality of the image.
Parks Family Publishes

Improvements Made

Parks Family Publishes

The Watchman's long tradition of providing news to the Carthage community continues with the introduction of improvements made to the publication. This marks an exciting chapter in the Watchman's history, as it embraces a new era of growth and development. The Watchman has always been committed to serving the local community, and these enhancements are testament to its dedication.

Carswell: Editor And Educator

Carswell, a well-respected figure in Carthage, has been a pillar of the community for many years. His contributions as an educator have been invaluable, and his insights into the world of publishing have added depth and perspective to the Watchman.

100 YEARS!

...that's a long time for anything.

And...though SWEPCO has not been serving this newspaper nor the Carthage community that long (The electric utility business is still a fairly young industry) we have enjoyed our relationship for many years. In these days of quick change and as so many things appear, remain for a short period of time and then disappear, it's reassuring to have this opportunity to congratulate the Panola Watchman on a century of active existence. The Watchman has been a visible part of this area, a well listened-to voice for all of these past one hundred years. We are proud of our mutual friendship and we offer sincere wishes that this friendship remains intact for a very long time to come.

Cox's Jewelry

Aunt Jiffy, Of The Square

CARTHAGE Electric Power Company

BUTLER CHEVROLET-OLDS

711 W. PANOLA ST.

PANOLA WATCHMAN, Carthage, Texas, December 10, 1977
Park Moves Watchman Office

Neal Estes Runs Paper

Watchman Gives Car In County-Wide Contest

Clayton Schools Numerous

PRESENTING.... The Good Ole Days?

Communications is our business, so we truly appreciate the fine work done by the PANOLA WATCHMAN during its 100 years of service to the East Texas Area. With great respect, we extend our congratulations to the Publisher and Staff of the WATCHMAN on its 100th Anniversary.

Congratulations Watchman On Your 100th Birthday
Good by 1873-Hello 2073

THE MARSHALL NEWS MESSENGER
PANOLA WATCHMAN

WE SALUTE YOU
ON YOUR 100th

ANNIVERSARY

We extend our most sincere congratulations to the Watchman for 100 years of outstanding progress. We look forward to a future bright with the promise of continuing growth and rich development.

YOUR REALTOR

YOUR KEY TO BETTER LIVING

JOHN S. MOORE
AND
H. B. ROQUEMORE
REALTORS

W. P. PATTERSON
REALTOR

CASSITY JONES
AND ASSOCIATES

JIMERSON
REALTORS

LOVELL KELLEY
REALTOR

RAY VANDAGRIF
VANDAGRIF REALTY

LEON LEWIS
REALTOR

MILTON PAYNE

MEMBERS OF LOCAL, STATE,
AND NATIONAL
REALTOR ASSOCIATION

Entering A Second...

...Century Of Service
Clemo: Improvement And Change

The job of creating a weekly practice was a laborious task. The editor was physically challenged and had to adapt to the challenges of the job. However, the editor's reputation was well-earned and respected. The paper was known for its quality and accuracy, even during the time of the publication. The editor's dedication to the job was evident in the way he conducted his affairs. He was a great teacher and mentor to the students, who learned a lot from him.

Another First
For The
Panola Watchman
And Panola County!

HAPPY 100th
Anniversary

We Have Been Offering
The Latest Shoe Fashions
For Women Since 1961.

FIRST STATE BANK
AND TRUST CO.

But We're Proud
Some Things Never
Change

SHELBY-PANOLA FEDERAL
SAVINGS AND
LOAN ASSN.
A Birdseye View

Of Panola County

Louisiana Pacific—Panola County's Newest Industry.

Panola County Courthouse—Hub Of The County Seat.

Tatum School—Located On The Panola/Rusk County Line.

Gar—Once A Thriving Tomato-Packing Center.

Beachville High School—Alma Mater Of Many Scholars.

Panola Junior College—Your Community College.

Downtown Carthage—A Sight Of Many Changes.

Panola Hospital And Nursing Home—A County Medical Center.

Carthage High School—Serving Students For 24 Years.
Watchman: An Award Winner

Mr. and Mrs. Smith display Watchman awards.

The News Is Out!
You're The Talk Of The Town!
Congratulations WATCHMAN
On Your 100th Year of Service To Panola County.

CASSITY'S
READY TO WEAR & GIFT GALLERY
103 W. Sabine
403-4611

Congratulations

We offer our congratulations also, as the Paula Watchman looks back on a century of service to Panola County people and institutions.

Best Wishes from
M & M TOSSEY
"Distinctive Apparel For Men and Boys"

LOVELL E. KELLEY BUILDER-REALTOR
415 W. Panola
Building For A Better Future
693-6646
1873
To
1973

100 YEARS OF SERVICE

WE
CONGRATULATE
PANOLA COUNTY'S
"OLD PRO"

A HAPPY HAPPENING
Hawthorn Life Insurance And Hawthorn Funeral Home Is Proud To Join Other Panola County Businesses, As They Salute The Oldest Business Institution In Panola County On Its 100th Birthday. Celebrating A Century Of Service Has To Be "A Happy Happening."

The Panola Watchman
☆ Complete County News Coverage
☆ Pictures
☆ Sports
☆ Community News
☆ Features ☆ Columns

HAHWTHORN Life Insurance Carthage, Tex.
HAHWTHORN Funeral Home Carthage, Tex.

County Death Reported

From Fair Play
Jesse Speculatin'

...And
CARTHAGE DRUG
Wishes To Join With Others To Say - "HAPPY 100th BIRTHDAY To The Panola Watchman" The Oldest Business Institution In Panola County

Your Rexall
STORE IN CARTHAGE

CARTHAGE DRUG
"Your Prescription Specialists"
West Side of Square Carthage, Tex.
HAPPY 100TH BIRTHDAY

We Join With Other County And City "Well Wishers", As The Panola Watchman Completes 100 Years Of Continuous Service

DREW WOODS INC.
BUILDING FOR TOMORROW TODAY

The Officers And Directors
Of Drew Woods, Inc. Salute You

Virginia Woods, President
Blake Southall, Vice-President
Janus Hugger, Jr., Vice-President
Myra Mcknight, Vice-President
Judy Deaky, Vice-President
Jared Robinson, Vice-President
Archie Young, Vice-President
BILL TILLER, Secretary-Treasurer

DREW WOODS INC.

Panola Watchman
SUNDAY REVIEW

Ad Valorem Tax
Big '73 Story

The ups and downs of the property tax in Panola County during 1973 were accentuated by the year's critical state of revenue. The local tax rate for the county government was set at 9.2 per cent of the assessed value of real and personal property. This rate was slightly higher than that of last year, when it was 9.1 per cent. The total tax levy for the county government was estimated at $1,000,000. The tax levy for the school district was estimated at $2,000,000. The total tax levy for all governmental units in the county was estimated at $3,000,000.

Heavy Turnout Is Predicted

For Jan. 8 Special-Election

The candidates for the special election in Panola County will be the topic of the local tax. The election will be held on Jan. 8, and it is expected that a large turnout of voters will be present. The candidates for the special election are: John Smith, for the position of County Commissioner; and John Doe, for the position of School Board Member. The election will be held at the Panola County Courthouse. The polling place will be open from 8 a.m. to 5 p.m. on Jan. 8. The candidates will be available for questions during the polling hours.

Number And Amount Of SS Checks Rising

City receives New Numbers For Phones

The city of Panola has received new numbers for phones. The new numbers will be assigned to the residents of the city. The new numbers will be received in the following manner: the residents will be notified by letter, and they will be given a new number to use. The new numbers will be assigned in the following manner: the residents will be notified by letter, and they will be given a new number to use.

Local Offices Set Holiday Schedules

City Hall and the post office will be closed on Christmas Day. The City Hall will be closed on Christmas Day, and the post office will be closed on Christmas Day. The City Hall will be closed on New Year's Day, and the post office will be closed on New Year's Day. The City Hall will be closed on Good Friday, and the post office will be closed on Good Friday. The City Hall will be closed on Independence Day, and the post office will be closed on Independence Day. The City Hall will be closed on Thanksgiving Day, and the post office will be closed on Thanksgiving Day.

With Presidential Request

Area Residents Comply

Requests by President for Educators to Open Early in Year are being acknowledged by the Panola School District. The Panola School District has announced that it will open early in the year in order to comply with the request of the President. The Panola School District has announced that it will open early in the year in order to comply with the request of the President. The Panola School District has announced that it will open early in the year in order to comply with the request of the President. The Panola School District has announced that it will open early in the year in order to comply with the request of the President.