Carthage Okay's SWEPCO Rate Hike

The City of Carthage became the first city in Texas to adopt the State Commission's new rate structure. The increase was set at 5 cents per $100 capacity for new customers and 2 cents per $100 capacity for existing customers.

The City of Carthage has been a model for other cities in Texas in its approach to energy conservation. The city has implemented a variety of programs to reduce energy consumption, including public education campaigns, incentives for energy-efficient upgrades, and programs to encourage the use of renewable energy sources.

DEATH SCENE—An Arkansas man killed in a head-on collision in 1963 south of Carthage. The victim was identified as 35-year-old Robert Smith. According to the driver of the other car, Smith was traveling westbound on Highway 39 when his vehicle collided with a car driven by a woman who was heading eastbound on the same road.

ARKANSAS MAN KILLED IN HEAD-ON WRECK

A Arkansas man killed in a head-on collision in 1963 south of Carthage. The victim was identified as 35-year-old Robert Smith. According to the driver of the other car, Smith was traveling westbound on Highway 39 when his vehicle collided with a car driven by a woman who was heading eastbound on the same road.

PANOLLA COUNTY This Week

'Weather

Panola County Watchman

Weir, Thompson Awarded Horse Show Saddles

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The Queen's Court event at last year's Panola County Fair was a hit with the spectators. The queen's court was made up of young girls from different schools in the county, and they were dressed in beautiful gowns and dresses. The queen of the court was chosen by a panel of judges from the fairgrounds.

Carthage, Texas Daily Press

Rusty Wagner, Jr., 18, of Carthage, was named Queen of the Panola County Fair. He was chosen by a panel of judges from the fairgrounds.

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SENSING THE NEWS

Bribery & Government

Pride Slipping

Excelsior Silenced

OUT OF THE PAST

THE PANOLA WATCHMAN

OPINION * FEATURES

Editorials

Restraint Urged

We are reminded of the saying, "The pen is mightier than the sword." This is not necessarily true in all cases. The sword can be a powerful tool, but it is also dangerous. The pen, on the other hand, can be used for good or evil. It can spread knowledge and help create a better world, but it can also be used to spread lies and misinformation. We urge the public to exercise restraint when using the pen, especially on social media. It is easy to spread fake news and spread fear online, but it is not always easy to correct it. We must be careful with what we say and how we say it.
Mt. Zion: 106 Years In Harris Chapel

Mt. Zion Baptist Church

CINDERELLA CUSTOM DRAPES
"THE BEST FOR LESS" YOUR DRAPERY HEADQUARTERS IN CARRTHAGE PHONE LINDA WELLER 653-2732

FINAL REDUCTIONS
HAVE BEEN MADE IN OUR SUMMER CLEARANCE!

SAVE 25-50% ON MEN'S Suits GROUP AT $199

MEN'S SHOES 1/2-1/2 OFF

DINGO BOOTS 1/2 PRICE

BOY'S PANTS 1/2-1/2 OFF

GROUP OF SHIRTS STUFFED TO 15% 199

117 S. Shelby
Carruth, Texas

GOOD YEAR

SIDEWALK SALE

ALL DAY THURSDAY, FRIDAY & SATURDAY!

GET A GREAT DEAL!

$168

36" WIDER MICE ENERGY FABRIC

OR

CARRY COOL AIR CONDITIONER

GET A GREAT DEAL!

$268

RACING CAP

$99

5" RACING CAP

GET A GREAT DEAL!

$119

UP-RIIGHT FREEZER

GET A GREAT DEAL!

$258

8 WAYS TO BUY AT GOOD YEAR!

RCA RODEO
THIS WEEKEND
JULY 29-30-31
GET READY TO GO AT BIRDWELLS!

LEVI & WRANGLER JEANS

NAME BELTS.
1/2 PRICE

With Purchase Of
Tony Lama, Acme Or
Nacona Boots.

MEN'S & BOY'S
WESTERN SHIRTS

US BANK AMERICAN & MASTER CHARGE

BIRDWELLS

WESTERN SUITS

$64.88

TARBOROUGH'S

PANOLA NATIONAL BANK

105 W. Baker St.
Carruth, Texas

ATeENTION POULTRY GROWERS!!

Raising Poultry? For Proper Insurance Rates

Call Sam Harris, Myra Lea Harris

PANOLA INSURANCE AGENCY

105 W. Baker St.
Carruth, Texas

ONCE-A-YEAR

Buy 3 At 1 Time
DIVIDEND SALE

Annual
Dividend Sale

HOSPITAL NEWS

Amber Products

RCA RODEO
393-5617

Caruth, Texas

3714-67

White

3715-67

White

New Arrivals

Shorts

New Arrivals

Mens

McNutt

Juniors

T-Time

T-Time

White

White

White

White

White

White

T-Time

T-Time

T-Time
FOOD BUYS
THAT DON'T DENT BUDGETS

Coca-Cola
6 oz. $1.00
8 oz. $1.75
Pint Top-Down
40 oz., $2.50
Frosty Milk
25 oz., $1.00

Crisco
3 lb. 99¢

Del Monte
SALE

PUDDING
TOWELS
selt.
POWDER
DETERGENT
79¢

BOUNTY
SALE

Full Cream
FLOUR
89¢

FOREST
COFFEE
1 lb. $3.29

IMPERIAL
SUGAR
5 lb. $1.19

IMPURITIES

GRAIN FED FULL CUT
SIRLOIN
STEAK
LB. $1.99

ROUND STEAK
89¢

BEEF LOBSTER
STEAK
89¢

BEEF ROAST
89¢

BRISKET ROAST
39¢

CROWN ROAST
99¢

TENDERIZED ROUND
LB. $1.17

T-BONE STEAK
99¢

Fryers
WHOLE
39¢

BANANAS
BIG L's BAR-B-QUE
8 lb. $3.99

AVOCADO
88¢

PLUMS
69¢

For your Freezer at Bob's
FROZEN FOOD
PIZZA 1 lb. 79¢
Taco (Chicken or Turkey) 1 lb. 79¢
POT PIES 69¢
MEXICAN DINNERS 69¢

BOB'S SUPER HANDY
...
Compared To State Average
Unemployment High In Area

Food Production Items
Freed From Sales Tax

Tick Population
Growth Is Noted

Mrs. Turk Visits Parents In Carthage

BUDDIES
HARDWARE
and Party Men Centers

Seek 'n Find
Traffic Safety

Hawthorn's Dry Goods
You'll like the Total
AT KEELING'S!

MEATS

SWIFFS PREMIUM
BACON
CHURCH ALL MEAT OR
BEef FRANKS
SWIFFS HOSTESS COOKED
BONELESS HAMS
CHOICE BEEF
STRIp STEAK
CHOICE BEEF
RIB EYE STEAK
FRESH GROUND
HAMBURGER
HAM BREASt
CAlF LlVER
DONELIES BEEF
STEM MEAT
BEEF SHOULDER
RIBS
SMOKED TURKEY

DR. PEPPER
32 oz. ret., $0.59
1/2 pt. per
plus deposit
7 BTL $7.90
CTN. 1 $7.90

SHURFINE
FRUIT COCKTAIL
16 oz. 39¢

PINTO BEANS
2 lb. 52¢

MAYONNAISE
32 oz. $1.29

HOMESTYLE
CROCK POT PIES
8 oz. 29¢

FOLGERS
COFFEE
1 LB. 59¢

FOLGERS COFFEE CRYSTALS
16 oz. 24¢

ICE CREAM
1/2 gal. each.
89¢

ORANGE DRINK
46 oz. 49¢

WE GIVE
BUCCANEER STAMPS
16 oz. can.
39¢

AG FOOD STORES
819 W. PANOLA
CARTHAGE

Plain & Picture
THE BEST STAMP GIVES THE MOST SELECTION.
VISIT YOUR NEAREST...

BUCCANEER GIFT STORE
112 EAST SABINE
CARTHAGE, TEXAS
BECKVILLE NEWS BRIEFS

GIBSON'S SUMMER CLEARANCE

MEN'S LEISURE SUITS
Green, Wheat, Blue or Rust
Two Styles—To Choose
Contrasting Trousers
Reg. $21.95 $12.98
Reg. $21.95 $12.98

LADIES' PANT SUITS
Reg. $11.98 $6.88
Reg. $14.98 $8.88
Reg. $15.98 $9.88

MEN'S KNIT WALKING SHORTS
Reg. $1.50 $1.22
Reg. $2.00 $1.68
Reg. $2.25 $1.88

MEN'S KNIT SLACKS
Solid or Paisley
Reg. $19.98 $12.88
Reg. $24.98 $16.88

LADIES' LONG SLEEVE BLOUSES
Large Selection, Asst. Sizes
Reg. $4.48 $2.84
Reg. $5.88 $3.94

ONE GROUP LADIES' CASUAL SHOES & SANDALS
Reg. $3.50 $1.84
Reg. $5.98 $3.58

MEN'S TANK TOPS
100% Poly. 100% Cotton
Reg. $1.75 $1.48
Reg. $2.00 $1.68

AMERICAN SPIRIT SHEETS
Queen Reg. $3.94 $2.74
King Reg. $5.48 $4.00
Crib 42x26 Reg. $2.24 $1.58

LADIES' KNEE-HI JOEY THICK AND HEAVY
Reg. $3.88 $2.68
Reg. $4.48 $3.14
Reg. $5.88 $4.08

ONE GROUP LADIES' SHORT SLEEVE TOPS
Asst. Styles & Colors
Reg. $1.44 $1.08
Reg. $1.75 $1.22
Reg. $2.25 $1.68

LADIES' SHORTS
To Mix or Match with Shorts
Reg. $3.88 $2.68
Reg. $4.48 $3.14
Reg. $5.88 $4.08

LADIES' SHORT SETS
Solid Color Shorts
Reg. $11.98 $7.88
Reg. $14.98 $9.88

BREAD, BUNS OF CONEYS
Reg. 3/$1.00
Reg. 5/$1.49

DECKER LUNCH MEAT
Reg. $1.68
Reg. $2.00

CB MOBILE ANTENNA
Reg. $6.99

RAY-O-VAC 9 VOLT BATTERY
Reg. $1.25

CAROL 8-TRACK HEAD CLEANER
Reg. $1.99

KODAK FILM
Reg. $1.00

WATER HOSE
Reg. $2.00

50 FT. ½" DIAMETER
Reg. $1.99

MITCHUM SPRAY ANTI-PERSPIRANT
Reg. $2.00

ST. JOSEPH CHILDREN ASPHIN
Reg. $2.00

JERGENS LOTION
Reg. $1.00

REVLON FLEX BALSAM
Reg. $1.00

5 Qt. CROCKERY COOK POT
Reg. 2/$9.95

SLIP N SLIDE
Reg. $1.00

WHITE LIGHT TISSUE
Reg. $1.00

LEMON FLOWER POLISH
Reg. $1.00

EARTH BORN BABY SOAP
Reg. $1.00

QUIET IN STAINLESS BLADES
Reg. $1.00

STYLE SETTING GEL
Reg. $1.00

OUTDOORS DEPT.

HEALTH AND BEAUTY AIDS

FOREST FACTS

FROM OUR SOUTHERN TIMBERLAND

LIPITOR

**SHOP HERE.**

**AFFILIATED FOOD STORES**

**GET YOUR HOT FRESH FRIED CHICKEN BEFORE THE RODEO**

**SHORTENING**

3 LBS. CAN $88c

TUNA

38c

BISCUITS

8c

**SIRLOIN**

$3.99

**FRESH GROUND BEEF**

68c

**COOKIES**

51c

**FABRIC SOFTENER**

59c

**LIPTON LEMON TEA MIX**

24 oz., $3.99

**ROBBIE'S FOOD KING**

**WIN 10,000 FREE STAMPS**

DRAWING EVERY SAT., SUN., MON., TUE., WED., THUR., FRI., SAT.

**SHOP HERE.**

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DRAWING EVERY SAT., SUN., MON., TUE., WED., THUR., FRI., SAT.

**FOOTBALL SCHEDULE**

**SHOP HERE.**

**AFFILIATED FOOD STORES**

**GET YOUR HOT FRESH FRIED CHICKEN BEFORE THE RODEO**

**SHORTENING**

3 LBS. CAN $88c

TUNA

38c

BISCUITS

8c

**SIRLOIN**

$3.99

**FRESH GROUND BEEF**

68c

**COOKIES**

51c

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