# The Taind Tintw 

Talco Gets an Exemption from Shut-in

| Talco is supplying som more than man-power fo tional Defense Program. <br> State-wide attention is bein tered on the Talco and $\mathbf{S}$ announcement last week th Selds produce an asphalt cruc several pressing national needs. <br> The announcement from the soad Commission freed the and Sulphur Bluff fields fro and introduced a daily avera crease for the two fields of 3,120 barrels. It was the fir storing shutdowns to virtua Texas fields. <br> Large quantities of the Tal Sulphur Bluff asphalt crude a to be needed to supply defense for flood control work at Ne leans, paving in Army cam Texas and paving runways aviation training base near ket in competition with g iding crudes. <br> Exempions from the shu |
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Nighway contractors calling for
inery within the ent 60 days.
ivemand for Talco products. no doubt, create more drilling activ-
itites, and operators are awaiting the
news of an incese in the prie of
oils, which assuredly will increase
U. S. COTTON CROP IS ESTIMATED AT 12,847,000 BALES

## represents an increase of of 106,000 bales over a similar forecate made

ed on indications of Nov. 1. be the
A crop of this size would be the
targest since the 1937 .

The Texas estimate, on indica
Quota of Men for
First Service Call


Bogata Man Shoots Off Little Toe



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One Well is
Completed in
Talco Field

Work on Old Talco Hiway is Assured

 and Mt. Pleasant will be resurfaced.
Assurance of the improvement on
An the road was brought back from

Austin Sunday night by County | Austin Sunday night by County |
| :--- |
| Judge c. T. Neugent and Commis |
| sioners Lunsford and Garrett | sioners. Lunsford and Garrett who

spent the week end in the capito spent the week end in the capitol
city in connection with Titus coun-
ty affairs. ty affairs.
Arrangements will be made for
imporing the old hishway when
the new route is completed and


$\qquad$Quiet Celebration
of Armistice Day

Vacancies in Air Corps in U. S. Army
Talco Sewing Room
Re-Opened Friday
$\begin{aligned} & \text { Taico's sewing room re-opened on } \\ & \text { Friady morning at the cety hall, } \\ & \text { with } 20 \text { ladies reporting for work. }\end{aligned}$ supervisor. The women are beenis.
ning to make a nice showing in their
work.
According to Mayor C. E. Jones,
who played a great part in getting
.
 a considerable amount to Talco's
payroll. The merehant also pledge
their suport in helping keep it
open.


Troians Host to Paris B Eleven

| $\begin{gathered} \text { Thu } \\ \text { Was } \\ \text { wan } \\ \text { own } \end{gathered}$ |
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$|$| them by an easy victory. |
| :--- |
| The TTimes will give a complete |
| accounto thil |
| days issue te game in next | Fri-


| Two Men Killed in |
| :--- |

Truck Accident Truck Accident

Lester "Sonny" Tidwell, eighteen-
year-old Mt. Pleasant youth, and year-old MI. Pleasant youth, and of the Grogan Lumber Company of
Vivian, La., were instantly killed about $4: 00$ oclock Friday morning
when a lumber truck in which they were riding overturned. The acci-
dent occurred on a curve of Highdent occurred on a c

## Fulbright Girls <br> Play Football

ed up last Thursday and showed an male football is played. Opposing with the Golds olds and the blues

Lonesome Bill Almost Misses Armistice, but Hits Turkey

## People, Spors In The News



Homecoming Day
Paris Junior College November 21

CUTHAND


DRAFT QUOTA IN RED RIVER OVER FILLED


6ess the
epidemic


## form of with sym dinary c <br> dinary cold or sore throat, the acute state characterized by fever, weak- <br> ness, generalized aching, coughing, and the convalescent period. Termination of acute symptoms

does not indicate complete recovery.
Many persons, believing this to be
true, have prematurely returned to
their daily routine only to suffer
a relaps $\qquad$
their
troubl

personal contact with those already

iil. | Wash hands before eating. | SOME KINDS OF PUBLICIT |
| :--- | :--- |
| Keep bot GOOD advertising |  |

Keep bodily resistance high by
avoiding damp feet and drafts, by
moderate eating, by obtaining ade- boards to the point of offending the
quate rest and sleep, and by keeping
taste of the people comes from the
 Upon the first sign of illness, send
for your family physician and im- good advtrtising, when, as a mat-
plicitly follow his advice.
tatct, you can shoot a man and
While a reasonable application of
Influenza Shows
Big Increase
Over October these suggestions is no guarantee
against acquiring one of the pre-
The man at the theatre was
valent resed by the conversation in

I told the Lord much oblige for it. ter from Lonesome Bill indicates I also had some other things cros he was a little late in celebratin
Armistice Day, but managed make a double header of it and came dinner on record:
Dear E
year. I had my Thanksgiving turwhich was Nov. 12. You see, I had Day until after dark when I hapged down my old double-barrel and rack at the man in the moon just the part
ing days.
d out of bed by a yell from my wife she prize gobbler in one hand
end of her clothe her Ther
$\qquad$



You will say this is the BRST motor fuel you ever used!

fill up at the nearest HUMBLE sign

$\qquad$


Performance al
ways matches performance of latest automo

World's Champion Cotton Picker

BLYTHEVILLE.Ark--Harold Ma-
zon, 15--ycar-old Senath, Mo., high
chool lad, won tha world's cotton

## Eleven States Form the "Solid South"

the "Solid South"
Politically speaking, the "Solid
South" comprises these 11 states:
Alabama, Arkansas, Florida, Geor
gie, Louisiana, Mississippi, North No Nore
Carolina, South Carolina, Tennesse,
Texas and Virginia. The name was
suggested by the fact that these
states usually give their bloc of
electorial votes to the Democratic
nominee for President. Although
the term did not come into general
use until almost a decade after the
Civil War, the political fact that it
conveys was recognized by poli-
ticans as early as 1854. Since the
Civil War the "Solid South" has
been broken as a political unit
(some of them going Republican)
only four times-in 1868, 1872, 1920
and 1928.
alterations needed
"Agnes married a self-made man
"Yes, but she compelled Yake extensive alterations." ice from another fruit such apples in making jelly prevent rmation of small crystals in th of Home Economics.

Times Classified Advs. Pay

## SECURITN

GENERAL INSURANCE IT'S BETTER TO BE SAFE THAN SORR

## Felix Jones

## PROFESSIONAL ANNOUNCEMENTS

| J. L. Romine, Pharmacist Your Doctor's Prescription Accur | Dn. J. B. Ferrell Optometrist <br> Specialist in Examinat Gles and Fitting |
| :---: | :---: |
| tely Compounded, Day or Night |  |
| Romine's Pharmacy <br> Crawford \& 9th, East Talco, Ph. 85 |  |
| J. B. Rowland | Office First National Bank Bldg MT. PLEASANT, TEXAS |
| General Insurance | FLOWERS <br> Cut flowers, pot plants, corsages funeral designs. "We Sell Beauty and Give Service" MT. PLEASANT Floral CO Phone 125 Mt. Pleasant, Texas |
| Auto Insurance a Specialty |  |
| Box 129 Mt. Pleasant |  |
| Praytor's Studio |  |
| mt. pleasant, texas 5 Blocks West 1st Street |  |
| Your friends can buy anything you can give them except your hotograph. You'll be busy in De- | Thos. E. Hunt, M. D. Eye, Ear, Nose and Throat Glasses Fitted |

These modern adaptors screw into existing outlets, provide better light in a jiffy. See them today


Short History of Titus Co. Postoffices is Given


## Man Spends $\$ 10,000$

 to Tell the World What He thinksPauls Palley Enterpise: When a
mana wiil spend sio.,ooo to to tell the and why, that is prety grood evi. he says. A New York business man, Sidney Hollaender, has done just
that He has bought the advertis. ng space on the back cover of the
New
York chassifed directory
to outline his idea of the American
way. very American's serious attention
 "Because I can go to ony. church

 entlu mencenserech.

## "My telephone is untapped.

$w$ ish.
"I can vote for what and whon
please.
"I have a constitutional right
rial by jury.
al

## The PEhGUIV <br>  <br> TO DO BUSINESS, <br> ADVERTISE





Fulbright FFA Boys at National Meet
Six members of the Fulbright
FFA chapter left to attend the National Convention Mo., beginning on Monday Mo., beginning on Monday, Nov. 11.
The boys who made the trip were
Albert Mitchell, Carl Reynolds

very lazy that the new pastor asked
$\square$
 ler and former Talco man, an
nounces this week the installatio



$\qquad$
$\qquad$

person can operate a telephon
switchboard has been perfected.
$\qquad$
Texas farmers and ranchers re-
ceive thirty cents in oil lease and
royaty


MODERN . . . IN EQUIPMENT PACKARD
Ambulance Service-Phone 27
GRANT-DIXON
Funeral Home
bOGATA, TEXAS

## Job Printing



Check up on your supply of Printing and order what you need now. Don't wait till you're entirely out of printing to order. We take time to do good printing. Below are some items you may need-


The Talco Times
"Faithful Service"



## LEADERS ASLEEP AT SWITCH SAY

 GEN. JOHNSON Faced with imminent danger, theUnited States is far from speeding
up her defense preparations. De spite the twelve billion dollars appropriated for this purpose by con
gress, we have not "ola hand" th modern equip
100,000 men.
Charging "Leadership asleep
the switch," the switch," General Hugh Johnso
writing in the December Cosmopo
itinn itan, warns that "dollars won't de-
fend us. Defense is fighting planes
and ships end tonks and ships and tanks and guns and
bombs and expert leadership and men patiently trained in the com plexity of modern arms. Do we
have these? We do not, says the
General. The trouble is that today's whole
effort is too leisurely. Public clam effort is too leisurely. Public clan
cur is stilled by a misteading opt
mistic press and other reteases about our astonishing rearmament pro-
gram. Actually, states General Johnson, a censorship has been
clamped down on news release from the War and Navy departments
as well as the Defense Commission. When the President reported t the country that 10,000 "war planes"
had been put "under way," Senator Byrd was quick to point out tha only 343 combat planes had bee purchased in the previous 100 days.
As late as August, General Johnson As late as August, General Johnson
contends, the Army and Navy each only had 500 first line combat planes. These facts hardly compare
with the President's fulsome statement about a force of 50,000 Amer-
can planes, or even the Defense ican planes, or even the Defense
Commission's program for 25,000 planes by June 1942.
The Navy has closed contracts fo its much publicized "two-ocean
Navy," providing for 201 additional ships. But, declares General John public print is that many of thes til 1946; few will be commissioned before 1943 .
 this vast defense effort has played havoc wih our national defense,"
General Johnson concludes. "Because this is an election year, bot Congress and the Administratio have been playing politics with it.
Between the two, it is a mess, and
it will get no better until we strike at these causes for its failure whic Red River Organized for Red Cross Drive
 which J. T. Felts will Rerve Call, of ral chairman and Rev. Carroll B
Ray and W. R Mill ray and W. R. Moore as vice-chair-
men. Community chairmen in this
area are: Bogata W area are: Bogata, G. W. Bartlett;
Fulbright, P. T. Hill; McCrury, Fartis Read; Rosalie, Henry Dodd; Halesboro, Bural Leftwich; Johntown, W. R. Baxter; Cuthand, He




Time Talks in Dollars Yes, time is money. The time
it takes you to earn money is it takes you to earn money is
valuabllo. Your tine and your valuable. Your hine and your
knowledge combine to form knowledge comb greatest asset.
your The result of your earning
time is not wasted time is not wasted when the
shopping for your home and family is done from the ads in this newspaper.
When your dollar comes into a cash drawer of one of our advertisers, a bigger dollar's worth is given to you in exchange. Relatively that makes
your pay envelope fatter. Buying the same quality for less
money never hurts anybody's foelings.

Ondy

## In Talco Three and Four Years Ago From the Back Files

 Week of Nov. 12, 1937 dappendis

 been given at the school building.
with appropriate music. poems and
songs. Anna Sue Cato
read "In Flanders Field."
Joe Nelson, employee of Humble Company, suffired a broken le hhen he slipped
down the derrick steps.
Talco
 ed and it was reported that if pres
ent conditions continued, , would be given a first class rank
federal builing.
Week of Nov. 13, 1936 Jones and K Keleve had reported
very suceessful sale held the pre According to Chamber of Com.
Aerce oficials and Secretary M. D. merce officials and Secretary M. D.
Taylor, the organization would hold
iss meetings in the school building its meetings in the school building
in the future.
Mrs. Lena Wims, pioneer woman Mrs. Lena Wims, pioneer woman
of this community, had died on
Monday. Funeral was held on Tues. doy. dry Grover Ard of Mt. Pleasant, had
been sworn in as shreift to fill the unexpired term
had resigned. A resigned.
A comite had met with the
Commissioners Cowit in Commissioners Court in Mt. Ver-
non in an effort to get the road in graded.

Paris Legion Post Gets Headquarters
$\qquad$ years, Winfield F. Brown Post No.
30, American Legion at Paris, has
secured a headquarters building The organization hars been designated
ty the Paris school y the Paris shool board as custo
dian of the downtown building oc
$\qquad$ building by the post and its auxili
ary unit and also by the Spanish American War Veterans, the Bo
Scouts and the Girl Sco Scouts and the Girl Scouts. The
junior college this year moved int
new a new plant on a forty-acre campus
southeast of the city. An old woolen blanket makes
soft padding for an ironing board
 Kentuck, who are in the U. S. of the classes present were Jack
Army at Brownwod, are visiting
Smith, Walter Lee Hanes, Frank
 Mrs. John Parr, Mns. Dean Brown- and Jesen Brow, Misses Nona Rid-
lee and Mrs. Hary Riddle spent
die, Enzalee Winkles, VaRue Kelso,

## Frances Brownlee, Mary Lou Clark, Pauline Deaton and Barbara Hanes.

 U. S. Gives Blood to Ward, Mrs. Henry Deaton, M. T. English Soldiers sell, Jack Hanes, Bryane Hanes.
George Winkles, Charles Deaton,
H. Thompson, Mr. Ricks and litle H. Thompson, Mr. Ricks and litlle
son, wwaine, Mrs. Hazel Young, Mr
Ward and the hosts. The occasion

## trae saved STME SAVED Socretary: to say she couldn't meet you down-

 A can blood serand quarts of An Anin the veins of England's fowin
as theusi hospitais to contribute their lif


ADS ARE NEWS Printed In Big Type

## A Message

TO THE

## Advertiser

You Buy Vision
You Buy Entertainment You don't buy a car

You Buy Transportation

## You Buy CIRCULATION

You Do Buy Advertising Services
You Do Buy Reader Interest You Do Buy Good Composition
You Do Buy Economy
-in advertising and saving of mailing details.
these things you get when you take advertising space in

## The Talco Times

Every news item is supposed to have its five W's-Who, When, Where, What and Why. Advertising has its five W's, too-

## WHAT are Customers?

Customers are consumers. That means they are constantly exhausting their supplies. Things wear out. They must be replaced. They do not wea out at the same time
"What are Customers?" Customers are "demand" in the constantly oper ating law of supply and demand. Not once a month; not only at the peak has been consumed, worn out, eaten up-and must be replaced.

They are perfectly justified in expecting that merchants, the people who represent the local actor of "Supply" in the law of supply and demand will furnish information about the merchandise they are in the marke for. And the Customer-Consumer-User expects to be told not four or twelve times a year, but EVERY WEEK.

Use THE TIMES


Rendering Lard at Home Easy if Done the Proper Way
COLLEGE STATION.-The mak-
ing of god home rendered lard is
not as is sometimes thought, a lost


| Vaccination Program Cunningham School About Completed | Calvary Baptist |
| :---: | :---: |
|  |  |
|  | services at the church were attended Sunday, with Pasto |
| Under the sponsorship of th | Lindsey delivering two inspiring |
| ne | were absent, due to the Armistice |
| Cunningham | holiday. Sunday school and BTU |
| 11 pox im | were well attended, with a number f visitors |
| ted in 1937 was made ammost |  |
|  |  |
| Buford of Minter | Dun |
| Armstrong of Paris. | OOD |
|  |  |
|  | Rastus: "Well Era, how'd you n ' yo' wife celebrate yo' wooden |
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|  |  |

QUESTIONNAIRES RECEIVED BY 100 LAMAR DRAFTEES Questionnaires have been receiv-
ed by 100 Lamar county registrants
for one year of military training ed by 100 Lamar county registrants
for one year of military training.
The county must supply 11 men, six The county must supply 11 men, six
from local board No. 1 and five from local board No. 2 .
Registrants of Board No. 2 to re-
ceive questionnaires in this are inceive questionnaires in this are in-
clude: Gerald Theodore Hearn, Deport; Homer Slaton, R2, Bogata; J.
B. Newsome, R1 Blossom and Hershel Warren Tidwell R2, Deport. Volunteers who were mailed ques-

tionnaires are: William Edward | Thomas, Blossom R1, Randle Am- |
| :--- |
| Tilliam Edward | brose Secrest, Pattonville, Joe Cal-

ena Robinson, Blossom R1 ena Robinson, Blossom R1, Chas. We will appreciate your printing

A Stitch In Time Saves Nine
-AND SO Will a little preparedness SAVE TIME

We don't want to see you go wrong by pútting off
caring for your car before the first freeze. Let us put your car in shape to make the winter.

FILL UP WITH ANTI-FREEZE-CHARGE BATTERY AND SET POINTS FOR EASY STARTING
If your automobile heater isn't working properly

Prepare For Cold Weather

## Mayfield Garage

тасо. пехая

 immunize a community, said Supt of the State Health Department, the County Health Department, and very fine piece of work has been
done, one worthy of general practice
$\qquad$
many germans and italians LIVE IN SOUTH AMERICA Of Brazil's $43,000,000$ people, about German descent, and about $2,000,000$ are of Italian descent. Of Argen-
tina's $13,000,000$ people, 100,000 are tina's $13,000,000$ people, 100,000 are
Germans, while close to $4,000,000$ are Italian.


INSPIRATIONAL Who care to hear me is-don't get
into debt. Starve and go to heaven but don't borrow. Don't buy things you can't pay for.--John Rusk

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    be greatly lessened by adding a tea
```


## YOUR WATCH TESTED

 IN 30 SECONDS
## WATCH MASTER

ing it with a chart, tells exactly what is wrong with your watch in just 30 seconds.. Excellent for checking the speed of the watch.

COME IN FOR A FREE CHECK UP

## J. W. Caruthers

-JEWELER-
East Side of Square
Mt. Pleasant, Texas

## "America' Fawarite Rug"

-in smärt new styles, páter̃ns and colors

## BIGELOW BEAUVAIS




