NINETEENTH YEA

TALCO，TTIN

| A．G．Daniel Dies | Mrs．Mary Avery | Praises Country <br> I leart Attack |
| :--- | :--- | :--- |
| Buried at Kilgore | Press of America |  |

## leart Attack

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Deep Try Slated In Bowie County
 Trojans Lose to
Mt．Pleasant 11－2

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|  | Mt．Pleasant 11－2 |
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| Mrs．Addie L．Truett Dies at McKinney Mrs．Addie Lee Truett，75，o McKinney，died at her home on <br>  <br>  daughters，Mrs．Ward Worthy and Mrs．William Warden of Me Kinneys several erandchidren ander，tevo great－grand ghindacren．．Fu neral services were held Tuesday at 3 p ．m．with burial in a Mc Kinney cemetery． Mrs．L．L．．．Res． neral setended the fervices． <br> Mt．Pleasant Man |
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Wells－Martin Rites

Alford Herd Will
Go Under Hammer
$\begin{aligned} & \text { Jess Alford，outstanding breed－} \\ & \text { er of resisted } \\ & \text { whose ranch is on tate，}\end{aligned}$
Highway 271，


## THREE MEN HELD UNDER $\$ 10,000$ BOND

Three Dallas men taken into
custody last week are still in
Clarksville jail under $\$ 10,000$ Clarksville jail under $\$ 10,000$
bond．Officers report two of the
men are ex－convicts with past re－

## County Singing <br> Meet May 1－2

ing is to be held May 1 and 2 at field．
The Tru－Tone quartet will be there as well as six quartets from
other cities．Plan to stay all day other cities．Plan to stay all day
Sunday and be sure to pack a
basket，enough to help feed the basket，enaugh
visiting quartets．
James R．Gill Is New Paris Mayor
$\qquad$ Southland Cotton Oil Company，
was named mayor of Paris short－ ly after he and three other City Council members took the oath of
office We stock everything you will need in Food．Very Large As－ sortment

## CURED MEATS

And Everything that goes with them．

## SWAIM＇S FOOD STORE

MARKET AND FEEDS
F．M．71－Across from Humble Gate talco

## RUN DOWN ．．DOG TIRED？

Don＇t Give Up．Special Formula supplies iron you may need for rich red blood Do you feel run down，nervous or depressed？Lost your appetite－constipated－bothered by digestive upset？You may be suffering from iron－and－vita－ $\min$ starvation over a prolonged period．BEXEL the Special high－potency Formula supplies supple－
mentary quanaities of iron for rich，red blood and quick vitalizing energy．Each BEXEL capsule gives you 5 times the daily minimum requirements of blood－building iron；more than the daily mini－ mum of all essential B－vitamins；plus Vitamin B12 and trace minerals．Get wonderful new pep and energy with

## High Potency BEXEL

Special Formula Capsules Made and Guaranteed by McKESSON \＆ROBBINS，Bridgeport，Conn． MONEY BACK GUARANTEE if you don＇t feel

City Drug Store
$\qquad$
Texarkana Dam Is W．L．Means Heads Dedicated Apr． 17 1st National Bank In Mt．Plesant

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|  | Order Big Slash |
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POSTAL DEFICIT END PREDICTED from 80,000 duc．


same robin－new worm
And if you have some new ideas for spring that may require extra funds

Stop in ond talk over your needs．
Our pob to say＂Yes＂if we can．
wat
Talco State Bank


# ©he Talro Tints 

Complete news and advertising coverage of the great talco oil field

| A. G. Daniel Dies | Mrs. Mary Avery Praises Country |
| :--- | :--- | :--- |
| Buried at Kilgore | Press of America |

Legion Post Home Popular Spot

Deep Try Slated In Bowie County

Only 35 Pound Fancy Steaks to $1,000-\mathrm{Lb}$. Steer

Wells-Martin Rites Set For May 1
1841 Gold Piece Sold for $\$ 6,000$
$\qquad$



Alford Herd Will Go Under Hammer



## THREE MEN HELD UNDER $\$ 10,000$ BOND

$\qquad$ custody last week are still in
Clarksville jail under $\$ 10,000$ custody last week are still in
Clarksville jail under $\$ 10,000$

PRACTICE MAKES PERFECT Doctor: "Well, young man
cough is a little better today
Patient: "it ought to be Patient: "It ought to be

## RUN DOWH

DOG TIRED?
you may need for rich red blood Do you feel run down, nervous or depressed? Lost your appetite-constipated-bothered by digestive upset? You may be suffering from iron-and-vitamin starvation over a prolonged period. BEXEL min Starvation high-potency Formula supplies supplementary quanaities of iron for rich, red blood and quick vitalizing energy. Each BEXEL capsule quick vitalizing energy. Each BEXEL capsule gives you 5 times the daily minimum requirement mum of all essential B-vitamins; plus Vitamin B12 and trace minerals. Get wonderful new pep and

## High Potency BEXEL

Special Formula Capsules Made and Guaranteed by McKESSON \& ROBBINS, Bridgeport, Conn. MONEY BACK GUARANTEE if you don't fee noticeably better after your first bottle of BEXEL!

# $\mathbb{C h}$ Talto Tintes 

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| :--- | :--- | :--- |
| Press of America |  |  |

Legion Post Home Popular Spot
$\square$





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| of Hughes Springs in 1915. He is survived by his wife; two daugh | F | Rank Wildcat is |
|  | Farm operations in this area | Slat |
| L. Means, and four grand- | are in full swing. Most farmers |  |
| chindren, als, of Mrs. Smith Patter- |  |  |
| son, Omaha; Mrs. J. H. E |  | work |
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| ley, Texarkana, and a brother, J. V. Daniel, Floydada. | cotton, planted prior to the good soaking rains last week, is com- | nificant venture. |
| Final rites were |  | The |
| ial |  |  |
| Church Sunday under the direc- |  | H. L. Hawkins, |
| of the pastor, Rev. Chester illips and Rev, J. D. Ponkston, | caused by the reduction in cot- ton acreage. Corn is up and is | drilling application show |
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| Mt. Pleasant 11-2 |

Deep Try Slated
In Bowie County

Texarkana Dam Is W. L. Means Heads Dedicated Apr. 17 1st National Bank In Mt. Plesant

same robin - new worm
And if you have some new ideas for spring that may require extra funds

Stop in and tolk over your needs. want to say "Yes" if we can.

## Talco State Bank



Former Talco Girl Says Polio Nurses Must Live Apart During Epidemics


[^0]
## Book Lovers Club With Mrs. Kelle With Mrs. Kelley

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Talco Activities Ten Years Ago

WILKINSON
V
Mr
end


GEO. A. BERGIN AND SONS MONUMENTS mt. pleasant sulphur springs
Mae Masters Milam Representative Representative
286-J-Mt. Pleasant

## IT'S TIME FOR <br> SPRING CHANGE-OVER SERVICE!

- Cooling system check-up
- Wash, lubrication and oil change
- Engine Tune Up
- Tire Rotation

Let us Wax, Polish, or Porce ainize your car
Come In for Any Service, Large or Small
BOB SANDLIN MOTORS $\underset{\substack{\text { Highway } \\ \text { MT. PLEASANT, TEXAS }}}{\text { Phone 4-3656 }}$

## These facts about the New Chevrolet

 can help you make an important decision| Don't you agree that buying a new car calls for careful consideration? Regardless of make, it involves a substantial amount of money and a lot of future satisfaction. This information can give you a better idea of comparative value ard help you decide which make to buy. |  |
| :---: | :---: |
| think you will be, too. Actually, what he does is to ask about seven basic questions. The ture of the car and its comparative value. Here's what he wants to know. <br> How well do I like its looks? | of the body construction. tion that Chevrolet has the y by Fisher in the low-price <br> see the difference outside e. We'd especially like you er thew interiors. Just sit oar, if fabrics and notice the nerous use of vinyl trim. |
| That's one question, of course, that only you can answer. You're the one who buys the car and you, above anypearance. <br> All we can tell you is that we hear a | Fisher? As you know, Fisher is the largest and most famous manufac turer of autornobile bodies in the Fisher can build extra quality into the Chevrolet body? It's there and you can see it. |
| eld for smooth an | (ruth |
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models at extra cost. In gearshift
models, you get the more powerful
"Blue-Flame 115", engine.
"Blue-Flame 115" engine. But, actually, the increase in
horsepower is only a sort of byproduct of design changes made for
other reasons. Chevrolet engineers
were after greater engine efficiency, not just greater power. So, you get
improved acceleration, with greater
and safer passing ability, You get quieter, smoother operation. You How hungry is it for gasoline? A car's reputation for, and record of,
economy of operation is certainly an important consideration to most
people. We'd be glad to have you people. We'd be glad to have you
compare Chevrolet in this respect with any car at any price.
And, in the case of this new Chevrolet, you do not have to sacrifice
economy for finer performance and more horsepower. That's because
the Chevrolet engines are high-compression engines. Their compressionratio of 7.5 to 1 is the highest in any
of the leading low-priced of the leading low-priced cars.
This means simply that the engine This means simply that the engine
compresses, or squeezes, the fuel mixture to a greater degree in order to wring more work out of it. That's how Chevrolet is able to give you an
important gain in performance along important gain in performance along
with money-saving gasoline mileage -and on regular gas, of course.
Is it up to date in features?
We can't think of a new feature or development you might want that
you can't have on the new Chevrolet.

Now you can have Chevrolet's zippy and thrifty Powerglide automatic transmission on any model. You can and at a new, lower price. You can have Automatic Window and Seat Controls on any Bel Air or "Two-
Ten" model, and you can have
Power Brakes on any model equipped Power Brakes on any model equipped
with Powerglide. All are, of course optional features at extra cost.
How popular a car is it?
When you come right down to it,
there's no better way to judge the satisfaction a car gives its owners
than by its popularity. How many people buy it and keep on buying it? is by far the most popular car in this country. That's true today and it But it couldn't be true-or wouldn't
be true-unless Chevrolet gave its be true-unless Chevrolet gave its
owners an extra measure of satisfaction and value.
How much does it cost?
There's a short, sweet answer to that
one: Chevrolet is priced below all othe
lines of cars. This lower cost is made possible by the greater production world's largest manufacturer of automobiles. That is why Chevrolet can offer you all the advantages we've
told you about here-and many more, too.
We more than glad to have you see all these things for yourself and to try out this new Chevrolet on
the road. We'll be happy to see you the road. We
at any time.
more people buy CHEVROLETS than any other car!



SELLS FIRST SEALS-Caroline Joan Gauntt, 3, daughter of Mr. and Mrs. Lloyd
Gauntt of Talco, sells the first Easter Seals locally to Mrs. John C. Spradley Jr., vice
ana president of the Zeta Nu Chapter of Epsilon Sigma Alpha Sorority. The chapter
presented a check for $\$ 100$ to the Gregg County Treatment Center as its civic propresented a check for $\$ 100$ to the Gregg County Treatment Center as its civic pro-
ject for the year. Little Caroline Joan has been receiving treatment at the local center for the past eight weeks. This picture of Carolyn Joan Gaunt appeared in
the Kilgore News-Herald April 1. Hoping people would contribute more if they the Kilgore News-Herald Apri
contributed to the drive and would like to give a donation to help, contact Mrs. Lloyd Gauntt
how's your judgment? THOSE OTHER four apples talco times on sal Did you know... It is estimat- "Thanks very much," said the AT CITY DRUG STORE
ed that a motorist must make minister. "I must call this after-
 $\begin{array}{cc}\text { That if you drive under } & 50\end{array} \begin{gathered}\text { you mind thanking her for } 12 \text { ?", }\end{gathered}$ niles per hour your
taying out of an a
five times greater


## WHY NOT DISPLAY YOUR BUSINESS IN THE SHOW WINDOW OF YOUR TOWN?

 paper every week, and the readers will have an opportunity to view your of your business . . . and the same goodwill that is created for your business wilr be created for your town. Goodwill is an intangible asset, yet no business is operated successfully without it.

Buying Advertising Is An
Investment . . . Not An Expense

When you build an addition to your building it's listed among your assets.

When you add new lines of merchandise to the stock in your store it's listed as additional assets.

When you invest in advertising it certainly creates additional goodwill and patronage and certainly you can list goodwill among your greatest assets.

ADVERTISING'S FIRST DUTY IS THE CREATION OF GOODWILL, AND THROUGH GOODWILL IT AIDS IN SELLING

Newspaper advertising is an avenue through which information is con-
veyed to your customers and prospective customers . . . a service that is veyed to your customers and prospective customers provided through no other facility.

HUMBLE CAMP
 눈

$\qquad$

## THE HUB

 DOLLAR DAYSRidiculous Prices - Some Quanties Limited
STARTS FRIDAY, APRIL 23rd, 8 a. m.

BATH TOWELS
3 for $\$ 100$
Full $\begin{gathered}\text { Bed Size } \\ \text { MUSLIN } \\ \text { 81x99 }\end{gathered}$
BED SHEETS
$\$ 1.00$
BLOUSES $\$ 1.00$

BED SPREADS
$\$ 1.00$
Ladies sher
NYLON HOSE
2 prs. $\$ 1.00$
full size muslin Pillow Cases
$\$ 1.00$
${ }^{\text {go souare }}$
3 yds. $\$ 1.00$
Girls' Anklets Lights and Darks
6 prs. $\$ 1.00$
children's no-iron Cotton Sleepers $\$ 1.00$

Fluffy striped CHICKEN Feather Pillows $\$ 1.00$

WORK SHIRTS
$\$ 1.00$

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$\$ 1.00$
Mens First Quality
5 prs. $\$ 1.00$
TEE SHis Silit
3 for $\$ 1.00$
NyLow sitirs
2 for $\$ 3.00$
UNDER SHIRTS
4 for $\$ 1.00$
Child's Little Samson Double Tickness White
Training Pants
4 for $\$ 1.00$
 PLAY SHORTS
3 for $\$ 1.00$
MEN'S NYLON SPORT SHIRTS
\$1.99

SOLID COLOR
PRINTS
5 yds. $\$ 1.00$

Follow the


THE TALCO TIMES, TALCO, TEXAS, FRIDAY, APRIL 23, 1954


HUGH ROY CULLEN OF HOUSTON GIVES AWAY 175 MILLION

Farm-Ranch Talk
By Country Boy


Taco Activities Ten Years Ago



## Doctor's Advice

 For Bad Hearts
## if you have all the rest you need. When you rest you give your

 When you rest you give yourheart a chance to slow down and get the rest it needs. So keep
reasonable hours, especially on
work days. reasonable hours, especially on Refuse to let yourself be rush-
ed. If you think something must ed. If you think something must
be done on the run, change that
attitude to allow yourself more attitude to allow yourself more
time. This applies also to divtime. This applies also to div-
ing a car. Aside from the daning a car. Aside from the dan-
ger of sudden death in a high
speed accident, fast driving at speed accident, fast driving at
say time makes your nerves taut, any time makes your nerves taut,
raises your blood pressure and raises your blood pressure and
burdens your heart. Also, refuse
to worry, be afraid or to become to worry, be afraid or to become
angry. If you allow yourself to angry. If you allow yourself to
indulge in these wasteful emoindulge your own heart is being
tons,
punished.

## punished.

 Dr. Cox has one last word ofadvice. If you have heart disease, cooperate with your physi-
can. The physicians objective is
for the patient for the patient to realize the max-
mum of their capabilities within

## USE THIS ORDER BLANK

the taco this
taco, texas.
Enclosed find check or money order for \$
Name
$\qquad$
Subscription rate is $\$ 1.50$ a year in Titus, Franklin and Red River Counties. Sent elsewhere, the price is

## MARTIN THEATRE

Mt. Pleasant, Texas


JANE RUSSELL
"THE
FRENCH LINE
Gilterion Roland. ARTHUR HUNNICUTI



Whitten Lumber Company is the lo
12 Star" SPECTRO-MATIC Dealer.
SPECTRO-MATIC is the new and modern Color Tinting System that enables the dealer to deliver any one of 300 selected colors in a matter of sec-
onds. These colors are available in the new odoronds. These colors are available in the new odor-
less flat enamel, semi-gloss and full gloss alkyd finishes. They are washable and fast-drying. The SPECTRO-MATIC System also offers a wide
iety of Floor \& Deck and House Paint Colors. The Good Housekeeping Guarantee Seal has been awarded to the SPECTRO-MATIC Tinting System which is the only color system today that has been so recognized. We will be pleased to show and
explain this new coloring system to you.

## Whiten Lumber Co.

On Highway 271, Mile South Talc Talco Phone 1609F-2 Bogata Phone 144
os is Talking About the tiverybody

## Spring

## Show of Now

 Modern Automatic GAS RANGES MATCHLESS in ${ }^{\text {n }}$ difiteonn ways!

- IT'S COMPLETELY AUTOMATIC! Your new gas range
couldn't be more automatic-it even does your "remembering"

- IT HEATS INSTANTLY! No waiting, no loss of time. It - IT GIVES YOU EVERY COOKING SPEED YOU DESIRE! Mos, there are literally hundruds of cooking speeds on you - IT'S THE MODERN FUEL! Everybody wants to cook with
gas. Modern gas ranges are the smartest ranges you can put in your kitchen.
-IT'S CLEAN! Your modern gas blue flame is sparkling bright.
Best of all, in broiling and baking, the heat stays where it belongs Best of all, in broiling and baking, the heat stays where it belong
- in the oven...and it can be absolutely controlled, too!

THE TALCO TIMES, TALCO, TEXAS, FRIDAY, APRIL 23, 1954

Alcorn Comes Up With Unworkable Defense Idea Against Hydrogen Bomb


## Mhicl

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## W

 s. of .JOHNTOWN W of Corpus Christi, visited the the past
week with her parents, Mr, and
we

Dewey Hinson, who has been in
ill he occasion, the 62nd birthday ill health several years, suffered
a complete breakdown recently
of their afflicted son, Otto, who
is blind, deaf and dumb, but who a complete breakdown recently
and was carried to a Terrell hos-
is blind, deaf and dumb, but who
ard and was carried
pital Monday.
works around his home as a car-
penter and some of his work
amazes friends who view it. penter and friens who view it.
amazes
Danny, 4 year old son of Mr . and Mrs. Dan Cotten, is scheduled
for a tonsillectomy Friday at a
$\qquad$ Optonetrist

Dr. Leon Hoffman
OPTOMETRIST
Cr of the Eyes
Office At
TEXAS OPTICAL CO.



If you're the woman who washes the hard-work way


## It's time you switched to an Automatic Electric Washer!

Why go on soaking, washing, rinsing and wringing clothes the old-fashioned hard-work way when an automatic electric washer will do it all for just a electric washer will do it all for just a
few cents per washday? Turn your back on washday drudgery . . . have more time for things you really want to do. switch to an automatic electric washer ... today!


If your car is less than 4000 miold Begin to use Esso Uniflo right away and life of your car.
This is a new type oil for high compression engines. Uniflo minimizes the deposits that
are a principal cause of knocking and preare a principal cause of knocking and pre-
ignition ping. Highest viscosity index prevents ignition ping. "ighest viscosity index prevents
engine "drag," thus saves gasoline. HD, antiacid, detergent. You get smoother, quieter engine performance ... lower maintenance costs ... improved gasoline mileage. A must
for every new*


If your car is over 4000 mi. old* Humble recommends Esso Extra; it will give you outstanding performance. Economical to buy, Esso Extra Motor Oil
gives you more for your money gives you more for your money than any
other oil in the same price range. HD, antiother oil in the same price range. HD, anti-
acid, detergent. Lengthens engine life, gives you better lubrication, a better oil seal, a cleaner engine. Premium quality... outstanding performance
*Many Texans began to use Esso Uniflo in new 1953 automobiles. If you are one of these, Humble recommends that you continue to use Esso Uniflo, no matter how many miles you have on your car. To make a new car's engine run better and last longer, you should
begin to use Esso Uniflo when the car is less than begin to use Esso Uniflo when the car is less than 4,000 miles old
and continue to use Esso Uniflo throughout the life of the car. and continue to use Esso Uniflo throughout the life of the car. EssoUnillo.Esso Extra MOTOR OILS

## E. \& W. Service Station

E. W. SMITH, Dealer

Corner Highway 271 \& FM 79 Phone 60
ROAD SERVICE

COMMUNITY
PUBLIC SERVICE


See the new automatic washers on display at your appli ance dealer's or our office.


[^0]:    

    - Navy, Panama, White smooth leather. - Black patent

    Currently appearing in Seventeen....our strap-shell with new dash and white touch. Just one idea on how to look
    Spring-smart in soffies...Come and we'll clue you on mony: barrel heels! tiny bows! T-straps! ballets!... dozens!

    ## Latimers

