# The $\mathbb{C}$ alro $\mathbb{C} \mathrm{mtwa}$ 

complete news and advertising coverage of the great talco oll field
volume 18
Talco Oil Field Enters Eighteenth
War of Production, Friday, March 13

American Liberty $\begin{gathered}\text { Talco Lions Hold } \\ \text { Weekly Meeting }\end{gathered}$ Refin'ry Processes


## Clarksville Gets

Mfg. Company

|  | home just south of Ta |
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| ounced loca- | affair with every mode |
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| dustry to be assisted by the or- |  |
| ization. A garment concern ng business as the Brooks Uni- | deepfreeze. W. H. Whitt the contractor. |
| m Manufacturing Co., has in- | Mr. Perdu |
| in the building |  |
| cupied |  |
| Wiggly at 112 East Main, one- |  |
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Blind Geese

A-Choo! A.Choo!

## Talco State Bank

TALCO, TEXAS


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| Perdues 0ccupy |
| Their New Home |

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Elementary Honor More Activities Seen at Texas Power Roll Talco School \& Light Co. New Rivercrest Plant

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|  | L. | , |
|  | Monday at Paris | At Maud Hom |

## Mrs. Cora Bailey Dies in Dallas

## MONEY TALKS

## (SO THEY SAY!)

But Does It Sometime Seem That Yours May Have Laryngitis?

GENERAL INSURANCE

its better to be
FELIX JONES


It brings you more new features, more fine-car advantages, more real quality for your money . . . and it's America's lowest-priced full-size car!

Farther ahead than ever in quality
lowest-priced full-size car lowest-priced full-size ca
economy of operation!

Imagine - the most beautiful car in its field, with new Fashion-First Bodies by Fisher that set the standard of styling, inside and out. The most powerful car in its field, with your choice of a new 115-h.p. "Blue-
Flame" high-compression engine* or greatly improved Flame" high-compression engine* or greatly improv
108 -h.p. "Thrift-King" high-compression engine.

Yet, with all these new and exclusive advantages, there is no increase in Chevrolet
the lowest-priced line in its field!
the lowest-priced line in its field!
Yes, indeed, only Chevrolet gives such excellence with such economy. Come in and prove it at your earliest convenience!


## A World of Good Wishes

## to TALCO

## ON THE EIGHTEENTH ANNIVERSARY

OF OIL PRODUCTION
To Those Who Have Made Her Development Into a Major Oil Field Possible

We Offer Our Heartiest Congratulations

We have a warm personal interest in Talco and her oil field. Talco people are "home folks" to us. We know them and like them. Our business has operated in Titus and Franklin Counties for many years, and the good fortune that has come to their people brings us much pleasure.

## TO SERVE FAIRLY AND HONESTLY IS OUR CREED

 Available with fully automatic Fordomatic transmission for the first time, this new 1953 Ford F.100
Series of pick-up and panel delivery trucks meets nearly 50 percent of all hauling needs. It also is available
with four othler transmissionsinincluding automatic overrdive. The F.100 features an entirely new "driverized"
cab termed "the roomiest, most comfortable truck cab on the road"; a new one-piece, curved windshield

Jamar Holds Its
Ww as Cropland Farming County

Former Cardinal Baseball Great Visit
Deport Tuesday



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## TaLco thime on sale

 at CITY DRUG STORECurrent isues of

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## Professional

| DR. E. L. MILLER, D. O. <br> Physician \& Surgeon <br> Phone 10 <br> Of. Hrs.: Daily: 9-12 a. m. \& 1-5 p. m.; Sunday and Thur day p. m. by appointment. <br> talCo CLINIC, Talco, Texas |
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Dr. L. D. Lawler
TOMETRIST Witt Bldg., So. Side Square
It. Pleasant, Texas Phone 149
Closed Wednesday Atternoon

## Office Floptometris

Corice Florey Bldg., Above
Coats Store-Phone 535

MT. PLEASANT, TEXAS
Jack E. Troutt, D.D.S
General Dentistry-x-Ray

## fffice Hours- 9 to 5

## Phone ${ }^{223}$

## Insurance Office of SMITH-BATES <br> SMITH-BATE

 FUNERAL HOMELocated at City Drug Store Collector and Agent Phone 12
TALCO, TEXAS
Dr. C. W. Cromer OPTOMETRIST
Eyes Examined, Le $102{ }^{\circ}$ West Third Stre

## BOGATA FUNERAL

 HOME Phone-Day 27- Night 29 Dixie Burial Ass'n Bogata, Texas




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Former Resident Dies at 88 Years


Former Talco Times
Reporter Visits Her Old Boss Gift Tea Honors
Mrs. Jerry Spruel Mrs. Jerry Spruell



Bridal wreath, snapdragons,
pansies and other spring bossoms
were used in the other bion

The times.
Thily formerly lived in
lac and her father was asse

 When Mary Ruth quit her oiob $\begin{aligned} & \text { Gene Powell had display. harge of the }\end{aligned}$
 she gave as her reason that sh
had rocked and held her owI

In and Out Club
With Mrs. Foster

## 










##  <br> 17.95

## Ladk .... SH: Linenet

Cape Cod - Spring's favorite - is here! Such a graceful style with this ee-catching rosebud pin. Spring shades of navy, green, grey, red, brown qua, pink, natural, lime and lilac. Sizes 10 to 20


Ready-to-Wear Department Second Floor
CHURCH OF CHRIST


## LOCALNEWS

by MRS. O. B. HOPWOOD PHONE 1608 or 79

Mr. and Mrs. Milton Pearson
of Houston, spent the week end
with their parents, Mr. and Mrs of Houston, spent the week en
with their parents, Mr. and Mrs.
H. M. Pearson and Mr. and Mrs.
H. J. Trimble. H. J. Trimble.
Mr. and Mrs. Melvin Tapp and
son of Dallas, spent the week end son of Dallas, spent the week enr
with Mr. Tapp's mother, Mrs,
Lizzie Tapp and his grandmother Mrs.
Mr
Mn
pare
pare Mrs. Odell Smith entered a Mt.
Pleasant hospital Sunday for surMrs. Odell Smith entered a Mt
gery.

## IVAN FRIZZELL MOTOR CO.

THE TROJAN CAFE Chicken Every Sunday Catholics; Pennsylvania by the Quakers, New York by the Wal-
loons, Georgia by the English debtors, and Virginia by the Cav-

North America is the third Africa ranking first and second.
ath Asia and
and

## STRAND

TALCO
Saturday Only, March 14 GREGORY PECK
ANNE BAXTER AICHARD WIDMARK
"YELLOW SKY"
Sunday-Monday, March 15-16
"IVANHOE"
ROBERT TAYLOR
ELIZABETH TAYLOR
JOAN FONTAINE
EMLYN WILLIAMS
Adm. Adults 50c-Children 25 c

THE GOLDEN $\boldsymbol{H A W K} \boldsymbol{K}^{\prime}$

RHONDA FLEMING
Thursday-Friday, March 19-20
"EVERYTHING I HAVE IS YOURS"

MARGE and COWER
DENNIS OKEEEFE

## Seventeen Years of

## Noteworthy Achievement

As the Oil Industry of the Great Talco area enters upon its Eighteenth Year or production, we wish to

## Tender Congratulations and Best Wishes

We have all derived much benefit and pleasure as we observed these years of development, and wish to congratulate those responsible.


## The First National Bank



Peyton A. Ellison Attorney-at-Law
Tax Service 304 1st National Bank. Bldg.

## USED CARS

GUARANTEED

## (ok)

PASSENGER CARS
1951 CHEVROLET, 4-door Sedan. Power Glide, Radio, Heater and Seat Covers.
1951 CHEVROLET, 4-Door Sedan. Power Glide, Radio and Seat Covers. 1951 ChEVROLET 2-door. Heater and Seat Covers. 1952 PLYMOUTH 4-door Sedan. Radio and Heater. 1950 CHVEROLET 4-door Sedan. Radio, Heater and Seat Covers, standard transmission. 1947 Chevrolet Business Coupe.
1946 FORD 2-door. Radio and Seat Covers. TRUCKS
1951 One-Ton CHEVROLET Pickup. 1951 3/4-ton CHEVROLET Pickup. 1950 FORD $1 / 2$-ton Pickup.
1951 two-ton CHEVROLET, 2 -speed, $8.25 \times 20$ tires.
N. Jefferson at Highway 67 MT. PLEASANT

All the Way From Private to General


## LOCAL NEWS <br> ABOUT BOGATA

## manex







Humble Had An Outstanding Safety Record, Disabling Injuries Last Year



Here's proof that new Dodge trucks give you more for your money!


| Nainss, with 100 to 171 h p. |  | Aing pititons on all engines save oil, |
| :---: | :---: | :---: |
| manfuca | Fluid coupling, for smother tra | dert perking brake on all models |
|  |  | Is |
|  | 2 foul filter on all models |  |
|  |  | the |
| Eersaf brakes of the advanced |  |  |
| 㑑 | wot | motels |
|  | directly cools valy | Betror boloned weight distribution |
| More pick-up bodies than the other 2 leaders, including new $116^{\prime \prime}$-wheelbase | Exhaust valve seat inserts on all models for better valve seating, longer engine | Many features - just adopted by other leading makes - have been |

The Alps Cafe
Hospitality and Good Food IRVIN GAGE, Owner
Highways 271 and 67
MT. PLEASANT

GOOD FOOD


MEATS and TURKEY
Finest of Food Carefully Prepared You'll Enjoy Dining Here private dining rooms for parties
 Johnson-Justiss Motor Company
606 N. Jefferson
Mt. Pleasant, Texas
Phone 220

## CONGRATULATIONS



## American Liberty Extends Greetings

## AS TALCO AREA ENTERS ITS EIGHTEENTH YEAR OF OIL PRODUCTION

- Our hats are off to the oil companies of our community-and to the oilmen who stand behind them. They are part of a competitive industry whose constant progress means progress for you, for our community and for America.
- Today, this progress can be measured by improved gasolines to power your car, truck or tractor, more efficient fuel oils for heating, Better Asphalt for Highways and Roof-ing-hundreds of other oil products which add to your comfort and convenience.


## American Liberty Oil Co.

Wants Law Guaranteeing Him $\$ 5,000 \begin{gathered}\text { Basketball Game } \\ \text { All-American }\end{gathered}$ If He Doesn't Move Off in 5 Years
 NOW
and Se the All-New
1953 Studebaker

## BEN SMITH

 MOTOR CO.paris


Black patent nylon mesh. perfectly fitting for Easter


| HOYAL CREST |  |
| :---: | :---: |
|  | $\text { E.T. } \text { Brwick }_{\text {arper }}^{\text {caps }}$ |
|  |  |
| Paris Floor Covering and drapery store MR. AND MRS. FRED LYTTON |  |

## Seat Covers

0'DEA'S





It's America's Lowest-priced Fully-automatic Washer!

