

The Talco Times

COMPLETE NEWS AND ADVERTISING COVERAGE OF THE GREAT TALCO OIL FIELD

VOLUME 18

TALCO, TITUS COUNTY, TEXAS, FRIDAY, JANUARY 15, 1954

NUMBER 49

Highway 271 Will Be Re-Built South Of Mt. Pleasant

Bids have been called Jan. 20-21 on 566 miles of Texas road construction expected to cost approximately nine million dollars. Among them is 62 miles, most of it on Highway 271 from Mt. Pleasant south to Gladewater. The road is in very poor condition, narrow and a duck back.

The order reads: Titus, Camp and Upshur—U. S. 271, State Highways 154 and 155, 62.2 miles, seal coat from State Highway 49 in Mt. Pleasant to Big Cypress Creek; from Big Cypress Creek to Loop 238 near Pittsburg; from Loop 238 to Upshur County line; from State Highway 154 in Gilmer to Gladewater; from Wood County line to one-half mile east of Gilmer; from Pritchett to U. S. 80; from Gilmer to State Highway 26 north of Ore City.

New Boston Beats Trojans 45-30

The New Boston Lions, led by 6 ft. 7 in. Troy King, beat the Trojans 45-30. King made 18 points, with teammate Smith following with 12 points. The Lions were picked to win the conference, and it looks as though they will. They have won over two of the best teams in the conference. Smith controlled the backboards with considerable ease.

Billy Ramey led Talco's scoring with 8 points, followed by Collins with 7.

Talco "B" team lost 46-32. Bud Hanks had 12 points and Bobby Broughton followed with 9 points. The "B" team consists of Hanks and Broughton, who are sophomores and freshmen Allen Alkins, Jerry Daugherty and Billy Gurganus.

Talco entertains Bogata Friday night. "B" boys at 6:15; girls 7:30 and boys "A" at 8:45.

The Trojans journey to Gilmer Monday night and go to Jefferson Tuesday for a conference game.

Texarkana Dam Dedication Set For April 17

SHREVEPORT, La. — The 33-million-dollar Texarkana dam and reservoir will be dedicated Saturday, April 17, L. Roy Matthias, executive vice-president of the Red River Valley Association, announced.

Ceremonies will be held at the dam site ten miles south of Texarkana. Maj. Gen. Sam D. Sturgis, chief of the United States Corps of Engineers, will be the principal speaker.

Matthias said the three and a half mile long dam is scheduled to be completed sometime in 1954. It will be the second largest earthen dam in the nation.

The Texarkana dam will be one of the principal flood control reservoirs on the Red River system and is the fourth such project to be completed under a 1946 congressional authorization.

It will be across the Sulphur River, a tributary of the Red, and will provide 2,509,000 acre feet of storage space for flood control.

Pioneer Editor's Widow Dies

Mrs. Lelia Houser, 84, widow of a former owner of the Bogata News, died recently in a Lamesa hospital after an extended illness.

She was the wife of Charles Houser, who died in 1931. Houser bought the Bogata News from the late Brice Collins. He could not sell enough advertising to keep it operating, so he suspended publication and shipped the plant to Lamesa and established the Dawson County News. This paper he operated until his death.

OIL TEST FAILURE IS REPORTED IN BOWIE

A Bowie County try for oil in Paluxy sand six miles north of Carbondale is reported abandoned. It's the J. K. Wadley No. 1 S. J. Morris, Levi Rice survey. Depth was 4,470 feet with no shows reported.

Mr. and Mrs. Garland Jaggars and two children of Daingerfield, visited friends here Saturday.

Rain, Sleet, Snow Visit This Area

First snow of the season fell in this section Sunday afternoon, the fall consisting of only flurries that barely covered the ground in open places.

The snow came on the heels of a rain, amounting to 1 1/4 inches, according to the government official rain gauge in Deport, Saturday night. A mass of cold air came with the rain and dropped temperatures to 11 degrees early Monday morning.

The 11-degree temperature was the second lowest here this winter. Lowest was December 23 when the mercury moved down to 10 degrees.

Saturday's rain was the first precipitation this year and compares to about one-tenth of an inch to the same date last year.

Monday, a steady warming-up followed a bright sun that slowly melted the snow away. Another mass of cold air moved in Tuesday and Wednesday. Skies were overcast and the mercury was 31 degrees Wednesday morning with sleet and a drizzle which was freezing as it fell.

Cattlemen are digging deeper into their feed and hay during the cold spell and farmers are hoping the hard freezes will kill many crop-destroying insects.

Automobile tops were sheeted with ice Wednesday, but streets and roads were clear.

Temperatures that dipped to 22 degrees early Wednesday had risen to 28 at 8 a. m. and hovered around the freezing point all day. Skies were heavily overcast and a southeast wind cut like a knife.

Highway Department workmen covered bridges in this section with gravel and sand to help prevent the icy conditions.

New and Renewed Times Subscribers

The Times thanks those whose names appear below for their subscription patronage:

Mrs. Ruby Patterson
H. L. Bowden
Katherine Moore
W. E. Chapman
Mrs. C. A. Bennett
V. N. Jones

Trojans Lose to Queen City 52-39

The Queen City Bulldogs stopped Talco 52-39 Friday night in a District 14-A conference game. James Holland scored 14 points and Bobby Clements tallied 12 points for Queen City. Alexander's 15 points was tops for Talco.

This was the third conference win for Queen City against no defeats.

Jack Winn and Elwood Jones were Dallas visitors Friday.

Open House at New Methodist Parsonage

Open house for the new Methodist parsonage in Talco will be observed Tuesday evening, Jan. 19, from the hours of 6 to 9 p. m., with the general public invited.

The new parsonage, built at a cost of \$8,000, is located opposite the Methodist Church on Farm-to-Market Road 71.

Mrs. W. E. Wilson Buried at Talco

Mrs. Bertha B. Wilson, resident of Talco for many years but who has made her home in New Boston for thirteen years, died at 9 o'clock Monday morning at St. Michael's Hospital, Texarkana. Her death followed a continued illness.

Mrs. Wilson was 66 years of age and is survived by her husband, W. E. Wilson of New Boston; one son, Morris A. Wilson, New Boston; three daughters, Mrs. Morris Blalock, Talco; Mrs. J. S. Ford, Dallas, and Mrs. W. W. Robertson, Talco, and seven grandchildren. Other survivors include a brother, J. Z. Gieger of Talco, and a sister, Mrs. O. M. Page of Kingman, Ariz.

The body was taken to Smith-Bates Funeral Home and funeral services were held at the Calvary Baptist Church, Talco, at 2 o'clock Wednesday afternoon under direction of Rev. A. J. Finley and Rev. Joe Denton. Burial was in the Talco cemetery.

Lions Club Hears About Banking

The Lions Club of Talco resumed its regular meetings Tuesday night, Jan. 12, meeting at the high school cafeteria. Jerry Jones, local banker, made a classification talk on "Banking," which was of informational value to each member of the club.

It was announced that the Lions would have Ladies Night on Jan. 26. A special program is being planned for the occasion.

Lions present were Andy Bowman, Kenneth Westbrook, Felix Jones, John Dvorak, Jerry Jones, Robert Harper, S. O. Loving, Renford Sikes, Frank Sloan, Charles Hawkins, W. A. Thurman, Lon Jones, Harold Bonham and Clark McPherson.

NEW DEPUTY SHERIFF LOCATES AT TALCO

J. S. Hobbs has moved into the City Hall at Talco and will serve as a deputy sheriff in the Talco area, replacing Harry Riddle, resigned, according to Sheriff Loyd Sinclair.

Baptist Ordination Service Held For Kenneth Vaughan



REV. KENNETH W. VAUGHAN

Kenneth W. Vaughan, son of Mr. and Mrs. G. A. Vaughan of Joliet, was ordained as a Baptist minister in services Sunday night at the Coggin Ave. Baptist Church in Fort Worth.

Participating in the ordination service were Dr. H. H. Hargrove, pastor of the church; Rev. B. M. Jackson, Dallas; Rev. Virgil M. Sparkman of Woodland Heights Baptist Church; Rev. D. F. McDonald and Rev. W. H. Albertson of Brownwood and G. G. Dickey of Howard Payne College.

Rev. Vaughan, who received his A. B. degree from Howard Payne College in 1952, is now studying in the Southwestern Baptist Theological Seminary, Fort Worth, and will continue working toward his master's degree in 1954 summer classes at Howard Payne.

His wife is the former Virginia Ruth Albertson, whose father participated in the ordination service. Mrs. Vaughan, also a graduate of Howard Payne, is a teacher in Hubbard Elementary School at Fort Worth.

Rev. Vaughan was reared in Red River County. His decision to enter Howard Payne came during his acquaintance with the Albertson family while working at Munday. Rev. Albertson was Baptist pastor in Munday at the time. The youth's decision to enter the ministry followed his enrollment at HPC in 1948.

Talco Methodists Attendance Crusade

Talco Methodist Church is cooperating with other Methodist churches throughout the nation in a Church Attendance Crusade being conducted, beginning at the first of the new year 1954, and ending with Easter Sunday, April 18.

Special committees from the Commission on Membership and Evangelism have been appointed and are cooperating with the pastor, Rev. John Dvorak, in the visitation of members, seeking pledges of loyalty for this period of endeavor.

Special educational and evangelistic features are also forming a part of the crusade. Each Sunday morning, the pastor's messages are dealing with a special event in the life of Jesus, paralleling the decisions that He made with the decisions that Christians are called to make in this day.

On Sunday evenings, the messages are centered around the theme, "Spiritual Growth" and the "devotional habits" that a Christian should develop in his life.

On Wednesday nights, discussions and reports are being given on topics regarding the theme "What We Believe."

March of Dimes Campaign Opens

Titus County has an assigned quota of \$4,000 to be raised for the March of Dimes, and plans are being made for a joint meeting soon of all committees to map out details of a concerted drive to raise that amount.

T. C. Walker is general chairman. James V. Adams heads the committee for county schools. Cecil Griggs is chairman for the Talco area; V. V. Hall at Green Hill and Buck Raney at Argo.

BUFORD TAYLOR BUYS E. L. McAFEE PLACE

Buford Taylor has bought the E. L. McAfee place on FM 71 in East Talco. The McAfees plan to truck farm north of Blossom and have moved to their new home, which they have recently purchased.

Rev. Hightower New Methodist Pastor at Deport

Rev. P. G. Hightower is the new pastor of the First Methodist Church in Deport, and will occupy the pulpit Sunday. Rev. Hightower comes to Deport from Cumby.

He is a native Texan, and was born near Mt. Vernon in Franklin County, and reared in that area. He attended Wesley College at Greenville, ETSTC, Commerce and SMU, Dallas, and has been in the ministry for 32 years. He was pastor of the Talco Methodist Church in 1939.

Rev. and Mrs. Hightower have four children, three sons and a daughter. They are P. G. Hightower Jr. of Kilgore, Dwight Hightower of Jefferson, James Hightower of Dallas and Martha Ruth, 6, who is at home.

The Hightowers expect to move to the Methodist parsonage next week from their place near Mt. Vernon. They recently moved to Mt. Vernon, while a new parsonage is being erected at Cumby.

The Deport church has been without a pastor since Dec. 1, when the Rev. J. Embry Bryan resigned to become the pastor at Van Alstyne.

'Printing Week' Set Jan. 17-23

AUSTIN.—Printing has played a vital role in the nation's progress, Gov. Allan Shivers said Wednesday in proclaiming Jan. 17-23 as "Printing Week."

The week includes the birthday of Benjamin Franklin, pioneer American printer-statesman.

"Since Gutenberg's invention of movable type in the fifteenth century, knowledge and information have been increasingly available to people everywhere," Shivers wrote. "The printed page not only has recorded history but has exerted profound influence upon the direction of human events."

Talco Postoffice Receipts Increase 5 1/2% Over 1952

Talco postoffice enjoyed a good business in 1953, receipts being 5 1/2 per cent greater last year than they were in 1952, according to Postmaster George Barber.

"We appreciate the patronage of local people very much," added the genial postmaster.

He didn't say so, but the publisher will add that local postal receipts have a lot to do with maintaining a second-class postoffice in Talco with sufficient employees to render prompt and efficient service. Let's keep it that way. Buy your stamps and postal cards in Talco.

Mrs. Robert House Died Wednesday

Mrs. Doris Jean House, Rt. 1, Bogata, died in the Red River County Hospital Jan. 6.

Mrs. House, the former Doris Matlock, was born in Paris July 1, 1937. She was married Sept. 12, 1953, in Las Cruces, N. M., to Robert T. House, who survives.

Other survivors are a sister, Fay Brown of Arkansas, brothers, Billy and Jerry Matlock of Las Cruces. The body was conveyed to Las Cruces for interment.

Bank Officials Named by Board

At a stockholders' meeting of the Talco State Bank, held Tuesday afternoon, old directors were re-elected and the Board then elected the following officers for the ensuing year:

Felix Jones, president; Jerry Jones, executive vice-president; A. C. Hoffman, Jr., vice-president (in-active); Lon Jones, cashier and Christelle Cato, assistant cashier.

Prices Reduced on All Winter Merchandise

CORDUROY, Narrow Wale, which means an Extra Filling—Cloth of Kings. Used for Coats, Dresses, Sport Clothes, also best for Draperies. The brand, "Fruit of the Loom," the Best in Materials—priced to sell along with the low priced Corduroy, only \$1.19 yd.

42-in. Ramsgate Flannel, Stripe or Solids, Crease Resistant, reduced \$1.69 yd.

Burlington Mills Rayon Suiting, 44-in. 98c yd.

40-in. Salyna Cloth, washable, crease resistant. New Spring shades \$1.49 yd.

45-in. Mallinyl-Nylon and Pima—Washable-Everglaze Finish. A new material for Spring \$1.89 yd.

45-in. Southampton Heather Rayon and Acetate. Washable, crease resistant \$1.39 yd.

Springmaid, Kerland, Sanforized Broadcloth 98c yd.

Honea Togs for Children, Fall and Winter weight Jackets or Pants 40% Off

Trim-Tred Cushion Fiestas Shoes for Women—were \$6.98—Reduced \$4.98

Reduction on All Women's Fall Shoes

Men's and Boys ALL WOOL PLAID COATS—Some Low as \$3.98 ea.

1/2-OFF on all WINTER COATS.

1/3-OFF on STYLE-MART MEN'S SUITS.

JONES & BONHAM

Phone 17 DRY GOODS & SHOES TALCO

Hundreds of Dollars OFF YOUR CATTLE FEED BILL!

How to get more results With Low-Cost Roughages

Your cattle will more easily digest home-grown grains, hay and low-cost roughages with the help of EVERGREEN RUMENADE (Remen Aid). These 32% protein pellets are fortified with vitamins A, D and E plus remen aid factors which help cattle to more easily utilize low-cost sources of energy from cellulose (hay, corn, cobs, etc.)

For faster beef gain at lowest cost, supplement roughages with EVERGREEN RUMENADE

SWAIM'S FOOD STORE

MARKET AND FEEDS TALCO

SATURDAY SPECIALS

In appreciation of the splendid patronage accorded us since we came to Talco, we offer the following bargains for Saturday Only:

Reg. 65c (Limit 2) ALKA-SELTZER 43c

Reg. 75c Plus Tax O. J.'s BEAUTY LOTION 49c

Reg. 90c DOANS PILLS 69c

Reg. 40c NOXEMA Skin Cream 29c

Reg. \$1.00 BAKER'S BEST 69c

Reg. 85c NOXEMA Skin Cream 59c

Reg. 79c BEN GAY 59c

Reg. 59c MINERAL OIL (Heavy) 39c

Reg. 75c BAYER ASPIRIN 49c

ALL WRIGLEY'S CHEWING GUM, 3 Packs 10c

City Drug Store

Phone 12 GLENN GAULDEN, Prop. TALCO

The Talco Times

SAM C. HOLLOWAY
Owner-Publisher
MRS. O. B. HOPWOOD, Editor
PUBLISHED EVERY FRIDAY
Entered as Second Class Matter
March 20, 1936, at the postoffice
at Talco, Texas.

SUBSCRIPTION PRICE
In Titus, Franklin and Red River
Counties
\$1.50 a Year
When Sent Elsewhere in the
States the Subscription Price is
\$2.00 a Year
Overseas **\$2.50 a Year**
INVARIABLY IN ADVANCE

No charge is made for publica-
tion of notices of church services
or other public gatherings where
no admission is charged. Where
admission is charged or where
goods or wares of any kind are
offered for sale the regular ad-
vertising rates will be applied.
Formal obituaries, cards of
thanks, resolutions of respect and
poems are published at regular
advertising rates.

Thompson Wins Five Places in Reporting Contest

Bill Thompson, able sports re-
porter for the Paris News, who
formerly lived in Talco, won sev-
eral honors in news and photo
contests conducted by Texas As-
sociated Press Managing Editors.
For cities under 50,000 he won
In Sports News, second place.
In Sports Features he won first
place.

In Spot News he won second
place.
In Feature he won honorable
mention.

Nancy Poteet, also of the Paris
News staff, won second place for
News Features.

Our heartiest congratulations
to these splendid newspaper
workers.

Arbor day or any other day be-
fore sap starts rising, plant a tree
—preferably a pecan tree. Hen-
ry Van Dyke wrote: "He that
planteth a tree is a servant of
God; he provideth a kindness for
many generations and faces that
he hath not seen shall bless him."

Sister Cunningham Man Dies Sunday

Funeral of Miss Jennie Oats,
74, of Charleston, who died Sun-
day, was set for Tuesday at Char-
leston. The Rev. James West-
brook and the Rev. Marion Ear-
hart officiated at the Methodist
church there and burial was
made at Cooper.

Miss Oats, a daughter of the
late Mr. and Mrs. J. H. Oats,
leaves these sisters and brothers:
Mrs. G. L. Peters, Mrs. S. L. Bet-
tis, Byron Oats and Marvin Oats,
all of Charleston; Joe Oats, Farm-
ers Branch; Lee Oats of Cunning-
ham and Jim Oats of Cooper.

All some time at Charleston,
where she made her home with
Mrs. Peters, Miss Oats died late
Sunday in Baylor Hospital, Dal-
las. She had been a patient there
about three weeks.

METHODIST CHURCH

JOHN DVORAK, Pastor
Sunday School—9:45 a. m.
Morning worship—11 a. m.
Youth Fellowship—6 p. m.
Evening worship—7 p. m.
Woman's Society of Christian
Service—Monday afternoon, 1:30
p. m.
Mid-week service—Wednesday
night, 7 p. m.

OUT OF MOUTHS OF BABES

The five-year-old daughter in
the minister's family had been, as
she thought, unjustly disciplined.
When at last it came bedtime she
knelt as usual for prayer at her
mother's knee. Earnestly she
prayed.

"O Lord, please make all the
bad people good; and Lord, if it's
possible, please make all the good
people nicer."

SURPRISE HER

"You shouldn't keep telling her
you're unworthy of her."
"No? Why not?"
"Let it come to her as a sur-
prise."

Sale of Used TRUCKS

- 1950 International Pickup.
- 1947 International Pickup.
- 1950 Chevrolet 1½-ton.
- 1950 Chevrolet 2-ton.
- 1946 2-ton White.

**Daffer Truck &
Implement Co.**
Highway 67 Phone 417
MT. PLEASANT

Announcements

The Talco Times is authorized
to make the following announce-
ments, subject to the action of
voters in the July Democratic pri-
mary:

TITUS COUNTY

For County Judge—
HARRY TAYLOR
(Re-Election, 2nd Term)

For County Attorney—
ALFORD H. FLANAGAN

For Sheriff—
LOYD SINCLAIR

For District Clerk—
HOMER BOWDEN
(Re-Election 2nd Term)

For School Superintendent—
JAMES V. ADAMS
(Re-Election 2nd Term)

For Tax Assessor-Collector—
JIMMIE W. BARRETT
(Re-Election)

For County Treasurer—
CECIL FRANKLIN
(Re-Election)

For Commissioner Precinct 3—
EUGENE MANKINS

Paris Man to Run Red River Ferry

Bill Moser, Paris contractor, has
agreed to build and operate a
ferry near Highway 271 bridge on
Red River, pending construc-
tion of a new bridge.

Moser has told officials that he
would build and operate the fer-
ry providing state highway de-
partments of both Texas and Ok-
lahoma would build the neces-
sary approaches from the high-
way on each bank.

The move is intended to relieve
the traffic situation across the
present bridge because of the
truck-load limit now imposed.
Oklahoma Highway Department
is now on 24-hour duty at the
bridge to prevent vehicles with
overweight load from crossing.

Moser operates a ferry cross-
ing Red River between Idabel,
Ok., and Clarksville and another
at Pottsboro on Lake Texoma.

CALVARY BAPTIST CHURCH

JOE DENTON, Pastor
9:45 a. m.—Sunday School. R.
S. Welborn, supt.
11:00 a. m.—Morning worship.
6:30 p. m.—BTU. Mrs. C. C.
Collins, director.
7:45 p. m.—Evening worship.
3:00 p. m. Monday—WMU. Mrs.
R. J. Rosson, pres.
7:00 p. m. Wednesday—Prayer
and song service.
7:00 p. m. Thursday—Brother-
hood. M. J. Davis, pres.

CHURCH OF CHRIST

QUINTON FANNIN, Minister
Bible Study—Sunday 9:45 a. m.
Sermon or preaching service—
11 a. m.
Young people's meeting—6 p.
m.
Sermon or preaching service—
7 p. m.
Mid-week service—Wednesday,
7 p. m.
You are invited to attend each
service.

Charles E. Duryea, Elwood
Haynes and R. E. Olds built the
first automobiles in America.

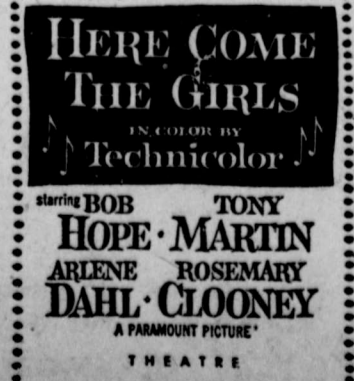
MARTIN THEATRE

Mt. Pleasant, Texas

THURSDAY & FRIDAY



SUNDAY & MONDAY



EDITORIALLY SPEAKING

BURT LOCKHART
in Pittsburg Gazette

We can remember when people
didn't mind walking three blocks
to church.

What we lack in things to see
in a small town we make up in
what we hear.

No sooner than a man begins
to feel sorry for himself than he
insists that the world owes him
a living.

Honest people stand up for
their rights and are respected.
Those who stand up for their
wrongs go to jail.

Wishing doesn't get us every-
thing we want. It only lays the
foundation for the hard work that
must follow in order to get those
things.

An old timer up the street
stoutly denies that there was any-
thing good about the old times.
They were good, then, he says,
but how tough they would be
now.

The suicide last week of a Pitts-
burg negro is said to be the sec-
ond suicide among the colored

race recorded in Camp County.
The negro is so constituted that
he never lets worries and trou-
bles disturb his peace of mind.

This country is enjoying an era
of prosperity. Plenty of idle talk
could easily turn it into a recession,
or worse, a depression. Nei-
ther is justified at this time, al-
though a slight letup in spend-
ing may rightly be expected.

Some of us think we have a
hard time until we hear an old
timer tell about the days when
there were no telephones, no elec-
tric power, no gas, no autos, no
radios, no picture shows and few
holidays. The only bright spot
in those days—there were no high
taxes.

FIRST BAPTIST CHURCH
D. C. JENSEN, Pastor
Sunday School—9:45 a. m. Clar-
ence Smith, S. S. Supt.
B. T. S.—6:45 p. m. Claud
Boyd, B. T. S. President.
Preaching—11 a. m. and 7:45
p. m.
Prayer meeting—Wednesday,
6:45 p. m.
Choir practice—Wednesday,
7:45 p. m.
W. M. A.—Tuesday, 1:30 p. m.

TALCO TIMES ON SALE AT CITY DRUG STORE

Current issues of The Talco
Times are on sale at 5 cents each
at the City Drug Store in Talco.
You may subscribe for or renew
your subscription there.

Greenville Banner Sold to Hart-Hanks

GREENVILLE.—The Green-
ville Evening Banner has been
sold to the Hart-Hanks newspa-
per group, it was announced.
The Hart-Hanks group, which
bought the Banner from the Hor-
ton family, owns papers in Cor-

pus Christi, Marshall, Denison,
Paris, Big Spring, Snyder, Abi-
lene and San Angelo.

The Banner is printed five af-
ternoons a week and on Sunday.
A gallon of diesel fuel oil in a
diesel-electric locomotive will
perform almost six times the
work of a gallon of fuel oil con-
sumed in a steam locomotive.

HOPING

"I took my daughter to see her
first football match last Saturday
and she lost her voice."
"I expect she'll want to go
again, though."
"Very likely—but I'm taking
my wife next time."

The light boats used in rowing
races are known as shells.

JEWELRY AUCTION

NOTICE TO THE PUBLIC

Our Entire Stock Will Be Sold at Public Auction

SALES DAILY 7 to 10 p. m.

All New Merchandise
Watches, Diamonds, Jewelry, Silverware

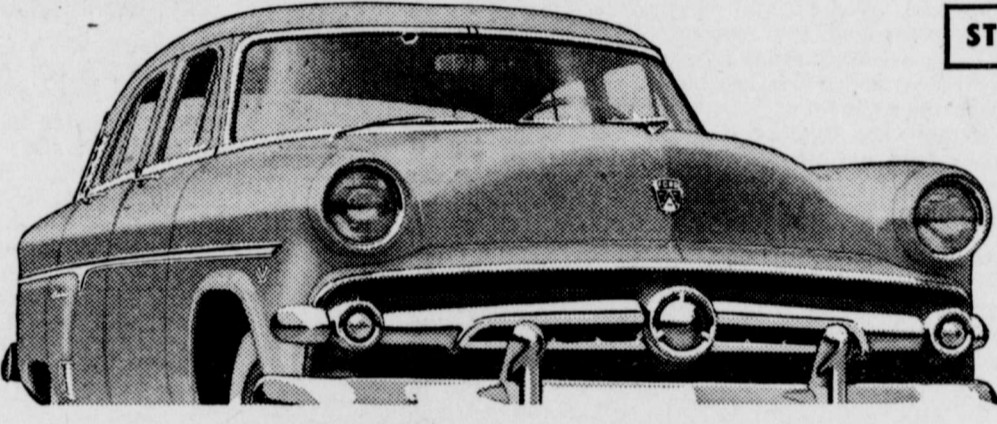
TALCO JEWELERS

Across Street from Talco State Bank

TALCO, TEXAS

JACK W. CARUTHERS

Licensed Auctioneer



With its trend-setting advances . . . Ford's worth even more for '54

STYLE DIVIDEND

3 New Body Styles . . . 28 models

Ford offers you three brand new body styles in its line of
newly created models. There's a new transparent-roofed
Crestline Skyliner . . . a sparkling new Crestline Fordor . . .
and a smart new Customline Ranch Wagon. There are 28
models in all, for each of Ford's 14 body styles is available
with the new Y-block V-8 or the new I-block Six engine.

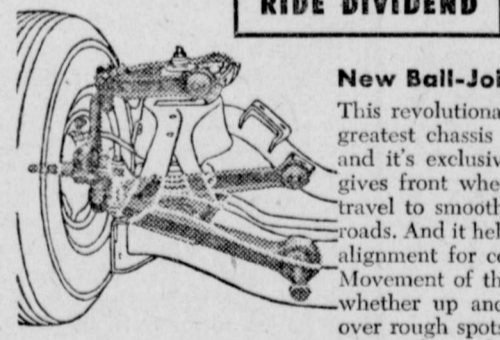
New Astra-Dial Control Panel

It's designed both for beauty and practicality. The speed-
ometer is placed high on the panel where you can quickly
spot the figures almost without taking your eyes off the road.
Like the '54 Ford's beautiful new upholstery and trim, the
Astra-Dial Control Panel is color-harmonized with the spar-
kling new outside body color of your choice.

It's the Dividends that make it Worth More



RIDE DIVIDEND



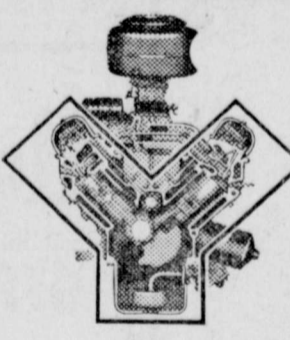
New Ball-Joint Front Suspension

This revolutionary new suspension is the
greatest chassis advance in 20 years . . .
and it's exclusive to Ford in its field. It
gives front wheels greater up and down
travel to smooth out the going on rough
roads. And it helps keep the wheels in true
alignment for consistently easy handling.
Movement of the wheels is on ball joints
whether up and down, as wheels travel
over rough spots, or in steering as wheels
turn right or left. Ball joints are sealed
against dirt and water.

PERFORMANCE DIVIDEND

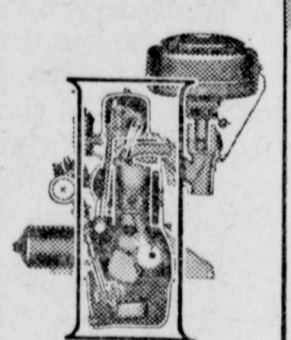
New 130-h.p. Y-BLOCK V-8

An extra-deep skirt extend-
ing below crankshaft gives
greater rigidity for smoother,
quieter operation, longer
engine life. Free-turning
overhead valves, low-friction
design, Double-Deck Intake
Manifold and high-turbu-
lence combustion chambers
give brilliant new respon-
siveness . . . 18% more
power, greater economy.



New 115-h.p. I-BLOCK SIX

This new Six has an extra-
deep block for greater ri-
gidity, smoother, quieter
performance, longer engine
life. Free-turning overhead
valves, high-turbulence
combustion chambers, low-
friction design and Ford's
Automatic Power Pilot help
produce 14% more power
—with finer performance
on even less gas.



DIVIDEND IN DRIVING EASE

Ford offers five optional power assists* you might expect to find only in America's costliest cars

Master-Guide power steering does up to 75% of your
steering work, yet leaves you with natural steering "feel"
on the straightaways. Swift Sure Power Brakes do up
to one-third of the work in stopping. Fordomatic Drive
gives torque converter smoothness and the "Go" of auto-
matic mechanical gears. And only Ford in its field offers
Power-Lift Windows, both front and rear, that open or
close at a button's touch . . . and a 4-Way Power Seat
that adjusts up and down, as well as front and back,
at a touch of the controls. They're all worth-while
optional extras available in the 1954 Ford!



No car in the low-price field has ever offered so many "Worth More"
features as the '54 Ford. In addition to all the features that have already
established Ford as the "Worth More" car, you now get a host of brand
new dividends. These include a choice of two new deep-block engines . . .
the most modern engines in the industry. You also get Ford's new Ball-Joint
Front Suspension . . . beautiful new interiors . . . and styling that will make
your heart beat faster.

And, remember, Ford also makes available to you all the optional power
assists . . . features you might expect to find only in the costliest cars.

If you have not yet seen the new Ford models for 1954, come in and inspect
them today. Then Test Drive a '54 Ford . . . and once you do, you'll want
to drive it home!

More than ever . . . THE STANDARD for THE AMERICAN ROAD

'54 FORD

Come in . . .
Test Drive it today!



YOUR FRIENDLY
FORD DEALER

MT. PLEASANT

HUMBLE CAMP

By MRS. A. L. RODGERS

Mrs. O. C. Zoller of Overton, is here visiting her sister, Mrs. L. R. Brewer and family.

Miss Joy Parker of Garland, spent the week end here with her parents, Mr. and Mrs. Bob Parker.

Mr. and Mrs. Marlon Trimble, Phill and Monte of Daingerfield, came Sunday to visit Mr. and Mrs. Harold Trimble.

Mr. and Mrs. Odie Gibson and son, Don, spent the week end in Jena, La., visiting Mr. and Mrs. F. R. Holt and boys.

Mrs. Jim Bagby was sufficiently recovered from recent surgery to return home from a Shreveport hospital on Saturday.

Among those confined to their homes due to illness this week are Mrs. C. E. Griggs, Mrs. Harold Trimble and little Sherry Carlson.

Mr. and Mrs. Pat Sharrer and daughter, Jennie of New London, spent Thursday and Friday with Mrs. Sharrer's uncle, Joe Nelson and family.

Mr. and Mrs. G. D. Lightsey and children of Houston, spent the week end here with their parents, Mr. and Mrs. D. Lightsey and Mr. and Mrs. P. P. Hendrix.

Mr. and Mrs. S. J. Frugia and daughter of Venice, La., are here visiting the former's parents, Mr. and Mrs. Sidney Frugia and sister, Mrs. J. R. Gable and children.

Mr. and Mrs. Herbert Marshall and sons, Pat and Mike, were in Sulphur Springs Friday and Saturday visiting Mrs. Marshall's parents, Mr. and Mrs. R. D. Dyer.

Mr. and Mrs. J. R. Poston and children were visiting in Mt. Pleasant Sunday with the R. K. Dixons and with the Loyd Johnsons of Mabank, who were at the Dixons.

Mr. and Mrs. Weldon Orr and girls had as their guests for the week end, the latter's mother, Mrs. W. D. McClung, Beth, Jerry and Marilyn, and grandmother, Mrs. S. E. Bates, all of Wylie.

T. G. Temples has returned to Vallejo, Calif. Mrs. Temples remained here with her parents, Mr. and Mrs. J. E. Cox. Bobbie Cox of Kilgore, spent the week end here with his parents and sister.

Callers in the Jim Turner home on Sunday were Mr. and Mrs. H. D. Belyev of Omaha and Mr. and Mrs. John B. Talley of Mt. Pleasant, to visit their nieces, Mrs. Turner and Miss Virginia Tidwell of Dallas, who is recuperating at the Turner home from recent surgery.

Mrs. J. D. Funderburk left Friday to attend a family reunion in the home of her parents, Mr. and Mrs. J. J. Williams in Oak Grove, La. She went to Haynesville, La., and was accompanied from there by a sister, Mrs. Alpha Love, and was to meet another sister, Mrs. Viola Baker, from Charleston, Ind.

Mrs. R. E. Cain returned on Friday from the Titus County Memorial Hospital, where she had been for medical treatment. Mrs. M. J. Pendleton returned home Thursday from a Mt. Vernon hospital and is reported much improved. Mrs. Ervin Hooks was carried to a Mt. Pleasant hospital Friday for some tests and a medical checkup.

NO, GUESS NOT

Here is the classic reply made by a disgruntled father when his daughter exclaimed, "Did you ever hear anything so perfectly wonderful on the radio, Dad? Really, it is out of this world!" "No," replied the father, "I can't say I have, although I once heard a collision between a truck of empty milk cans and a freight car filled with live ducks."

PITY THE WOLF

Dames are smarter than you think: They skin a wolf to get a mink!

INCOME TAX SERVICE

- EXPERIENCED
- EFFICIENT and
- COURTEOUS SERVICE

Come early to avoid the rush.

Open Evenings Until 6

LEON WRIGHT

108 E. 3rd Phone 4-4242
MT. PLEASANT

WANT ADS

Rates: 3 cents per word first insertion; 2 cents per word each additional insertion. No ad accepted for less than 50 cents per issue. Terms cash unless you are a regular advertiser in this newspaper.

WANTED — Worshippers in the Churches of Talco Sunday, January 17, 1954. (Paid Adv.)

FOR SALE—Six room house. See H. M. McElroy at Magnolia Service Station. 49-p

FOR RENT—Two furnished or unfurnished apartments. Mrs. O. F. Stevenson, Telephone 45.

HOUSEWIVES —Address advertising postcards. Must have good handwriting. Lindo, Watertown, Mass. 21-p

HAVE several used gas ranges and washing machines. Bargains. Winn's Appliance & Sporting Goods, Talco.

FOR SALE—54 h. p. Evinrude motor. Recently overhauled. Priced to sell. Winn's Appliance & Sporting Goods.

FOR SALE—Singer sewing machine, good condition, pedal type, \$35.00 cash. Bargain. Winn's Appliance & Sporting Goods.

FOR SALE—1 35-watt public address system. Complete. Ideal for indoors or outdoors. Winn's Appliance & Sporting Goods, Talco.

NEED a new refrigerator? We are closing out our 1953 models, Philco, Westinghouse. Bargain. Winn's Appliance & Sporting Goods.

NOTICE—Avoid deadline rush on car inspection. Bring your car to us for official State inspection. Ross McClure Humble Station, Bogata. tb-50-c

FOR SALE—My house and nine lots in Talco; six rooms and bath, for \$2,500. SFC William Swarts, Service Battery, 36th FA Bn, Ft. Sill, Ok. 49-c

FOR SALE—Specials on Model A Ford, \$35.00; on 1937 Chevrolet 1/2-ton pickup, \$69.00; on 1940 Chevrolet 1/2-ton pickup, \$125.00. Kelsey Motor Co., Depart. dbt-tfc

AVOID Deadline rush on car inspection. Bring your car to us for official State inspection. It is later than you think. Kelsey Motor Co., Depart. dbt-tfc

FOR SALE — 1947 Chevrolet Fleetmaster town sedan. Radio, heater, sun shade; runs good and has good tires. A bargain. Kelsey Motor Co., Depart. dbt-tfc

FOR SALE—Several cars taken in on new car trades: 1950 Ford Custom sedan; 1949 Ford Custom tudor. Come in and see us before you buy. Kelsey Motor Co., Depart. dbt-tfc

FOR SALE—Ford 1/2-ton pickup in excellent condition. Equipped with heater and defroster, grille guard and cattle sideboards. A real buy. Kelsey Motor Co., Depart. dbt-tfc

SIMPLE ENOUGH

Frank Allen, who succeeded Coolidge as Governor of Massachusetts, visited him in the White House and said, "When I was Lieutenant Governor under you, I noticed that invariably you finished your work at exactly 5 p. m. Now I'm Governor, I have the same amount of work as you had, but I've never been able to finish it before 9 p. m. Why is it that I can't finish the work by 5 p. m. as you did?" Coolidge explained, "You talk back."



"The most expensive thing about a church is not the missionary cause, the budget, the preacher's salary, the maintenance expense—but rather, THE EMPTY PEW. It robs the worshiper who should be sitting in it of the inspiration which a morning in the house of God should bring. It robs the preacher of his effectiveness for no man preaches as well when confronted by shining varnish as when looking into shining faces. It robs the church of its effectiveness and influence in the community, and says to the growing child, 'there are other things of more importance than God's hour and God's word.'"

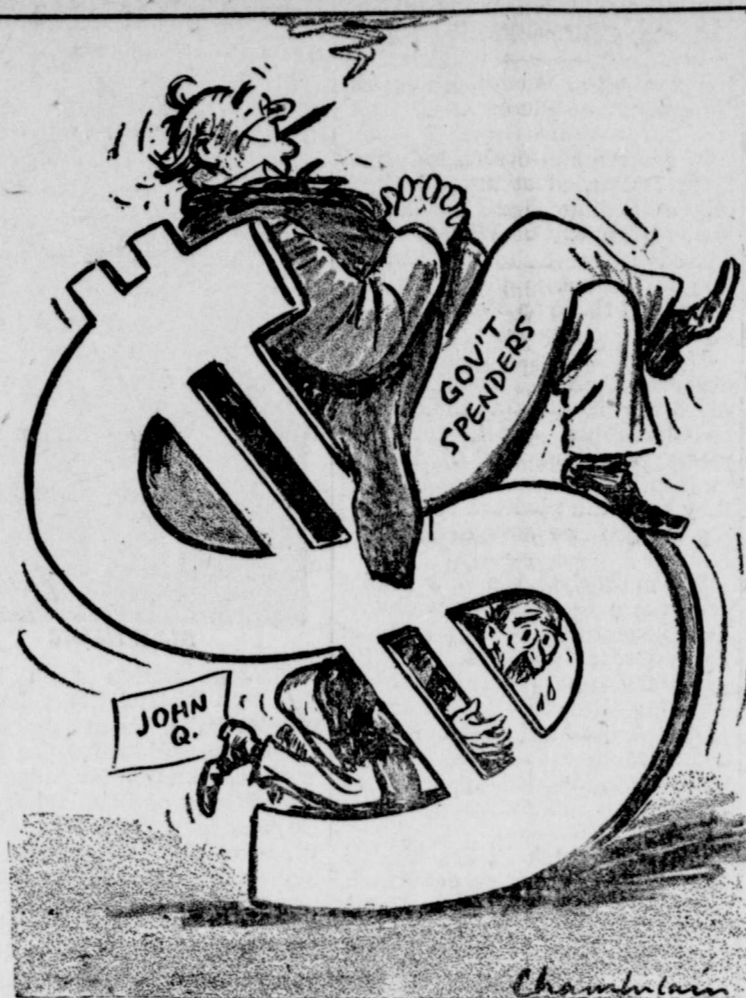
Say, are you responsible for an empty pew?

Sponsored by

TALCO METHODIST CHURCH

"Attend the Church of Your Choice—this Sunday!"

NATIONAL CONTOUR CHAIR



BUDGET CUTS ESSENTIAL

The Administration must intensify its economy program, regardless of attacks on it by spenders and "dogooders."

The Administration did a good job in cutting more than \$6,000,000,000 from the budget it inherited from the previous regime for the current fiscal year. Indications are that the budget for the next year will be five or six billions below the current year.

That represents commendable progress, even though budget balance is not yet assured. If Congress agrees to the Administration's proposals, it means that the government is curing itself of "the ingrained habit of extravagance."

This is all to the good. A balanced budget means a sound dollar and an end to the threat of inflation. The Administration must continue to strive for further reductions in spending, regardless of the demands of pressure groups.

NEW ANGLE

"So you want another day off," snorted the office chief to his small office boy. "I'm anxious to hear what excuse you have this time. You've been off for your grandmother's funeral four times this year already."

"Today my grandma's getting married again," said the youngster.

SOME GRASSHOPPER

An Australian was trying to impress a Texan with the wonders of his country, but was having little success. Soon the Texan saw a kangaroo. He said, "I'll grant you one thing for sure. Your grasshoppers are bigger than ours."

THAT'S OK

There should now be a considerable lull in the business of selling American war secrets to Russia. A few thousand volts of electricity rightly applied can do wonders in suppressing traitorous acts.

Two motorists met on a one-way bridge. One stuck his head out the window and snarled: "I never back up for an idiot." "That's O. K." grinned the second motorist amiably as he shifted into reverse. "I always do."

Friday & Saturday Only

We Have 5 Cars that have been in Stock over 30 days—This Means We Sell at What-ever Price They Bring!

Every Car a Guaranteed Good Buy

1948 Pontiac Silver Streak. One of the finest, most completely equipped cars to be found—anywhere.

1951 Ford Custom V-8 2-door. This is a real buy—and a money saver to boot—Drive It!

1950 Chevrolet Deluxe 2-door. Beautiful Black. Fully equipped—Something to be proud of.



FOR THE VALUE BUY OF THE YEAR * BE SURE TO

LOOK FOR THIS EMBLEM

1949 DeSoto Custom 4-door—A per feet family car with everything your family wants!

1951 Dodge 2-door—One of the best cars we own and you can buy it right—Come see!

SPECIAL PRICES GOOD FRIDAY AND SATURDAY ONLY

Johnson-Justiss Motor Co.

606 N. Jefferson MT. PLEASANT

MAPLE SPRINGS

By VIRGIE GRAF

The PTA called a special meeting Jan. 7 with 16 members present. They discussed entertainment for the rest of the school term. Watch for the date on this. One of the entertainments is for the men of the community to dress in women's clothes and play a basketball game against the married women.

Sunday guests of Mr. and Mrs. Ervin Horn were her brother, Mr. and Mrs. Ed Baugh of Negley and his brother, Mr. and Mrs. Hubert Horn of Johntown.

A3c Linden E. Horn of Lackland Air Force Base of San Antonio, visited his parents, Mr. and Mrs. Ervin Horn and Jerry over the week end.

Mr. and Mrs. Delois Horn of Longview, visited his parents, Mr. and Mrs. Ervin Horn, recently.

The W. T. Foster family visited in the home of Mrs. Foster's parents, Mr. and Mrs. Jim Driggers of Midway.

Curtis and Danny Dunn visited their aunt and uncle, Mr. and Mrs. S. D. James, near Mt. Pleasant, the week end.

Mr. and Mrs. Tom Franks and boys visited her father, Henry Deaton at Argo, Sunday.

The Jim Page family visited his daughter, Mrs. Georgie Randles, Sunday.

Mr. and Mrs. Seab Terrell spent the week end with her parents, Mr. and Mrs. C. T. Ritcherson.

Mr. and Mrs. Jesse Brown and family visited Sunday with the Edmond Brown family at Talco.

Edward Deaton of Ft. Bragg, N. C., is visiting his grandmother, Mrs. Ellen Deaton and other relatives and friends.

Pearl Hunting In Upper Mississippi

McGregor, Iowa. — They're hunting pearls again in the Upper Mississippi River near here after a lapse of nearly 40 years.

Clamming and pearl-hunting was a boom industry here in the 1890's, but the river was "clammed out" several years ago. Now, fishermen report the clams are coming back.

Two fishermen—Albert Langsford and Norman Delphy—have reported finding large pearls. Langsford sold his for \$400, and Delphy's pearl brought \$225.

Even if no pearls are found, the fishermen can always sell the clam shells. Pearl button factories pay 2 1/2 cents a pound for them.

Talco Humble Camp as Our Local Reporter Sees It For Our Readers

By MRS. A. L. RODGERS

Reading many arm-chair philosopher's views on different matters has moved me to write a little about an Humble Camp, maybe the one in Talco in particular.

You can see that thru its fellowship and cooperation it stands almost as a complete unit of society. You have only to go a few doors down the street to find china painting teachers, ham radio operators sending out messages; you can find insurance or cosmetic representatives, a good friend to style your hair the most becoming to you. There are preachers, registered nurses to minister to you, or you can find wood work fixit shops; school teachers, along with professional ball game referees, and fine baseball players.

We have state recognized Federated club women, collectors of antiques or stamps, experts of sewing, hand and otherwise, and photography. There are a few business operators such as florists or skating recreation, civic leaders of Boy Scouts, P-TA and American Legion, musicians and a reporter to tell what you are doing.

Then there are the raisers, a long list of them, from garden and chicken raisers, to raisers of

money or some civic or political ideal; others of good will and big smiles, a pat on the back, flower, rabbit or maybe dog raisers, but best of all children raisers, even baby sitters.

Bunk houses for leftover people who need to stay the night; a hall for recreation. No grocers, but you never find hunger in a camp. No lawyers, but many who are eager to help or give advice.

Hundreds of people are rearing their children and spending happy lives in a camp of this sort, provided by employers for the betterment of their employees and the country as a whole. People of all phases of society who can live close together in harmony and respect. You will find a brotherly closeness each to the other, where you see democratic ideals lived out in the lives of real and happy people. All of this after you pass thru the gate along with the general run of hunters, fishermen and liars, we guarantee will make for interest in your life.

TO THE POINT

Sally: "Papa, there was a man here to see you today."

Papa: "Did he have a bill?"

Sally: "Nope, just an ordinary nose like yours."

You Are Invited to Hear

LOYD SINCLAIR

TITUS COUNTY SHERIFF

In a Political Announcement

OVER RADIO STATION KIMP

MT. PLEASANT

at 11:15 a. m. Saturday, January 16

(Political Advertisement)

Family Questionnaire

FOR THOSE WHO HAVE PROPERTY TO LEAVE

Ask yourself these questions. If there is even one you cannot answer you should come in and see us.

- 1—When should I make my will?
- 2—After it is made can it be changed? How?
- 3—What will be the duties of my executor?
- 4—What advantages does a corporate executor have over an individual?
- 5—What are the legal fees for settling estates?
- 6—May my wife be named as co-executor?
- 7—Will my wife lose control of the property if I have it placed in trust?

- 8—What rate of return could she expect on funds left in trust?
- 9—Need I be very wealthy to have a trust organization act as my executor and trustee?

TURN these questions over in your mind, and then turn to us. With us as executor and trustee under your will there will be no question as to the proper settlement of your estate.

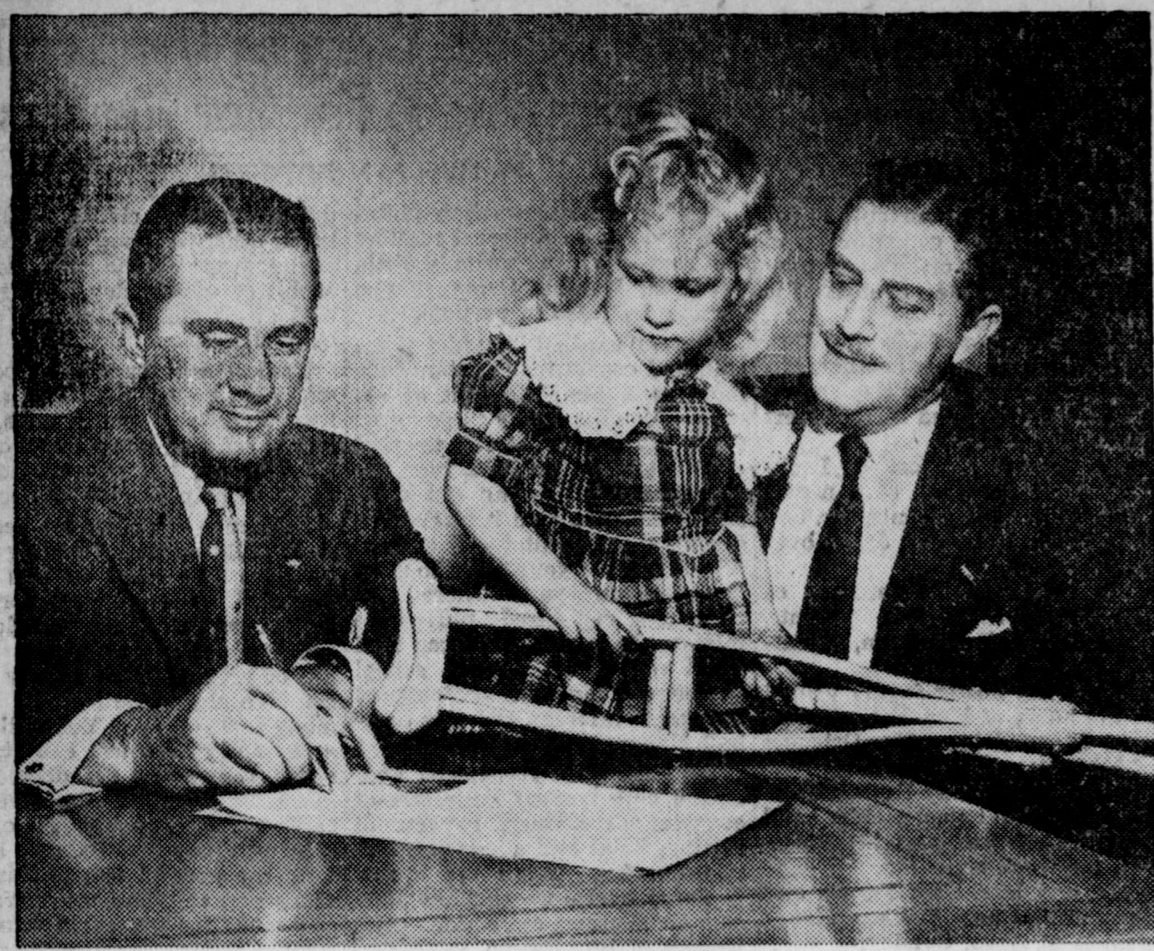
TRUST DEPARTMENT

★ Mezzanine Floor ★



BANK

MEMBER F.D.I.C.
PARIS, TEXAS



MARCH OF DIMES MONTH in Texas, January 2-31, has been declared by Governor Allan Shivers, above left. As Governor Shivers signs the proclamation, he is watched by Ruth Ann Bryant, 3206 Cherrywood, Dallas, a three and one-half year old polio victim, and General Robert J. Smith of Dallas, State Chairman of the 1954 March of Dimes Campaign and President of Pioneer Air Lines. The National Foundation for Infantile Paralysis, through the March of Dimes Campaign, is seeking to raise an average of 50 cents for every person in Texas. Part of the 1954 plans are to conduct vaccine field tests in the State.

LOCAL NEWS ABOUT BOGATA

W. D. Harvey was here last week on business from Dallas.

Mrs. Annie Puckett of Mt. Pleasant, spent Saturday with Mrs. Anna Gifford.

Mr. and Mrs. Rufus Williams left Friday to visit relatives and friends at Groesbeck.

Mrs. Richard Ward is visiting her parents, Mr. and Mrs. Homer Rymel of Ratan, Okla.

Miss Eva Bryson of Ft. Worth, sends a change of address from 3408 Ave. L, to 1010 Park St.

Mr. and Mrs. Edd Farrell and daughter visited Mr. and Mrs. Smiley Watkins in New Boston Sunday.

Tobe King of Lubbock, spent the week end with his family and his mother, Mrs. W. W. King.

Mrs. Sue Thomas has returned to her home in Talco, after a visit here with friends and relatives.

Mrs. J. T. Kennemore and children of Abernathy, are visiting her parents, Mr. and Mrs. J. R. Tully.

Mr. and Mrs. Drew Hancock are both suffering with severe colds and unable to be out the last two weeks.

Mrs. William Rozell was admitted to the Red River Hospital Monday, where she underwent surgery.

Muri Roach is recovering after two weeks of flu. Week end guests in the Roach home were Mr. and Mrs. Ross Warren of Milton and Miss Barbaya Fowler of Cunningham.

Mrs. Cleamon Denny is spending the week in Wichita Falls with her husband, who is employed there.

Larry Lawson goes to Paris each day to be with his wife, who is a medical patient in the hospital there.

Carolyn Craddock of Paris, was a week end guest of her grandmother, Mrs. Craddock, and aunt, Mrs. Alvin Wood and Mr. Wood.

Mrs. May Bell spent last week end in Paris with her daughter, Mrs. Eva Nance and granddaughter, Mrs. W. A. Cawthon and family.

Mrs. Bertha Murphy returned Monday from Shreveport, La., after a week's stay with her daughter, Mrs. H. B. Hollingsworth and family.

Mr. and Mrs. H. W. Smith of Beaumont, were week end visitors of her parents, Mr. and Mrs. Bill Harbison.

Mr. and Mrs. Dee Lowery and children of Sabine, were week end guests of her parents, Supt. and Mrs. F. L. Branson.

Mr. and Mrs. H. L. Chesshir of Clarksville, were guests of their daughter, Mrs. Sidney Hudson, and family on Tuesday.

Mrs. F. L. Branson was notified Tuesday that her father, Henry J. Wallace, had been admitted to a hospital in Mt. Pleasant.

Guests in the home of Mr. and Mrs. J. D. Jones last week end were Mr. and Mrs. Boyd Mixon and Charlie of Denver City.

Mr. and Mrs. Herman Moore and daughters, Anita and Theresa of Del Rio, have returned home after visiting his mother, Mrs. Ike Moore.

M. B. Peyton has returned from Dallas, after a visit with his son, Dr. Jack Peyton and having spent a week in the hospital as a medical patient.

Mr. and Mrs. Rodger Hanson and Mr. and Mrs. Eldon Welch of Talco, were guests last Thursday of their son and daughter, Mr. and Mrs. Duane Welch at Hughes Springs, and helped to celebrate Duane's birthday.

Mr. and Mrs. Donald Clifton and boys, Mike and Eddie, were guests of Mr. and Mrs. Curtis Clifton and family in Texarkana last week end.

Jerry Devlin was able to return to his job at Rivercrest Monday, after a siege of two weeks of influenza and was confined to bed most of the time.

Boss Suggs was in Paris Wednesday attending a meeting of the Paris Presbytery. He is a delegate from the Presbyterian Church, U. S. A.

Guests of Mr. and Mrs. Mack Mitchell and Alice, Sunday were her mother and sister, Mrs. W. W. Selman and Mrs. Ressie Kirkland of Detroit.

Mr. and Mrs. H. O. Lee and daughters, Karen and Mrs. Truman Brice, Arlington, were guests of Mr. and Mrs. Milt Ferguson and Mrs. Ida Lee.

Mr. and Mrs. J. D. Donelson of Bloomington, Calif., announce the arrival of a son on Jan. 5, weighing 7 pounds and 5 ounces. The baby has been named Stephen Duane. The father is a former resident of Bogata and is employed at the Pacific Fruit Express at Colton, Calif. His mother, Mrs. Lilly Donelson, also of Bogata, is now residing with her son and family in Bloomington.

After visiting in Dallas with her doctor son and family, Mrs. Meredith has returned home. She and Larry were both over there to help celebrate Dr. Meredith's birthday.

W. D. Harvey of Dallas, was here Tuesday night on business. He also visited his mother, Mrs. Anna Patterson, in Clarksville, and Mrs. William Rozell, a patient in the hospital there.

P. H. Furgerson returned Friday from Clute, where he and Mrs. Furgerson have been visiting their daughter, Mrs. Harold Sykes and husband, Mrs. Furgerson remained for a longer stay.

Mrs. Rush Carter of Bagwell, visited her father, Elmer Martin, and Mrs. Ike Fennell, Thursday, Mr. Martin, who makes his home with his daughter and family, has been in ill health several months.

Mr. and Mrs. Wilford Lowry and Janie of Boxelder, were guests last week end of Mr. and Mrs. Kirby Lowry. Mr. and Mrs. Leon Shoffner and daughter of Talco, spent Sunday in the Lowry home.

Visiting Mrs. William Rozell at Red River Hospital Wednesday night were Mr. and Mrs. Alvin Wood and Mr. and Mrs. Paul Williams. Mrs. Rozell is doing nicely and will be able to come home in a few days.

Announcement has been received of the birth of a son to Dr. and Mrs. Joe Dean Steed in Wichita Falls. Dr. Steed is on the staff of the clinic as radiologist. His mother, Mrs. Effie Steed of Childress, has been quite ill with heart ailment, but is reported improved.

Relatives here were notified Wednesday of the death of Mrs. Clayton Redding of Pittsburg. Her husband is the nephew of the late Mrs. V. D. Craddock and cousins here are Mmes. Drew Hancock, Florence Franklin, Ben Craven, Vannie Seaman and Miss Jodie Craddock.

Professional

DR. J. B. FERRELL
Optometrist
Office Florey Bldg., Above Carl Coats Store—Phone 535
MT. PLEASANT, TEXAS

Dr. L. D. Lawler
OPTOMETRIST
Witt Bldg., So. Side Square
Mt. Pleasant, Texas Phone 1497
Closed Wednesday Afternoon

Insurance Office of
SMITH-BATES
FUNERAL HOME
Located at City Drug Store
Collector and Agent
Phone 12
TALCO, TEXAS

Dr. C. W. Cromer
OPTOMETRIST
Eyes Examined, Lenses Prescribed
102 West Third Street
MT. PLEASANT

BOGATA FUNERAL HOME
Phone—Day 27—Night 29
Dixie Burial Ass'n
Bogata, Texas

Mr. and Mrs. Bill Wilkinson have heard from their son, Pfc. Freddie Wilkinson, based at Sacramento, Calif., following his return there, after a 15 day furlough spent at his home here, informing them he was OK.

Mrs. Arra Wilson has returned from Dallas, after several days' stay attending her brother-in-law, Judge J. G. Wilson, who passed away Sunday after a lengthy illness. Funeral services were held there on Monday.

Mr. and Mrs. Will Thompson observed their 52nd wedding anniversary Tuesday at their home on Clarksville street, receiving messages and cards of good wishes from friends and family. May they have the pleasure of observing many more anniversaries.

We appreciate the new calendars these thoughtful merchants have brought to The News office: From Oscar Legate, a beautiful pastoral scene; T. L. Bryson shows coaching through New Jersey in 1903, and the First National Bank, a fisherman casting for trout in a mountain stream surrounded by pine timber and mountains.

Those reported ill are Mrs. C. B. Chandler, Mrs. Florence Roach, Mrs. Bob Damron, Mrs. Henry Cook, Dr. and Mrs. Clifford McCain, Mrs. Veva Wilkinson, Mr. and Mrs. Green Morgan, and Mrs. Oscar Legate reported six pupils absent from her room Monday with chickenpox and other ailments.

R. L. Williams, son of Mr. and Mrs. Rufus Williams, went to Dallas Jan. 5, and was inducted into the Navy. He left Wednesday for San Diego, Calif., for duty assignment. R. L. is a graduate of Bogata High School class of 1953 and makes the seventh boy of a class of 13 to enter U. S. service since graduation.

Mr. and Mrs. Frank Thompson of Troy, announce the birth of a son. The mother was Shirley White. The grandmother, Mrs. Luther White, is staying with them and making the acquaintance of the new baby. Mr. and Mrs. Bill White and Mr. and Mrs. John Childers were guests in the Thompson home recently.

Lucky is a certain lad in California whose birthday comes Dec. 24, on the eve before Christ was born. He is Robert Craddock, son of Mr. and Mrs. David Craddock of Salinas, and who has had his birthday cake with candles and gifts and pictures made since his first one. Then on Christmas day, another snapshot is made of his tree and presents, to go in his album for a yearly record. Robert was 12 years old on Dec. 24, 1953. He is a member of the Scouts, on the Little League baseball team, honor student, collects stamps and has other hobbies.

Haley Candidate For High Office



ALAN HALEY

Blossom native Alan Haley, now 89th District Court Judge at Wichita Falls, has announced that he is a candidate for the Democratic nomination for judge of the Texas Court of Criminal Appeals. He was born Feb. 21, 1917, at Blossom. He was district attorney in Wichita Falls when the narcotics ring in the high school there was broken up. When elected 89th District Judge in 1951 he was at 36 one of the youngest in the state.

Mr. and Mrs. Wayland Walker of Wolfe City, announce the arrival of a son on Jan. 6 at a Greenville hospital, weighing 7 pounds and 8 ounces. The baby has been named John Wayland for his father and grandfather. Grandparents are Mr. and Mrs. John K. Ford of Bogata and Mrs. Walker of Greenville. The mother is the former Joyce Ford.

Mrs. Irene Garrett makes a trip to Paris early each morning to see her father, Bunch Humphreys, who has been a patient in the hospital two months with a heart ailment. She takes their granddaughter, Tesa Barnwell, to spend the day with Mr. and Mrs. Humphreys, and some member of the family brings her home every afternoon. It is hoped Mr. Humphreys will be able to come home within a few days.

Larry Meredith and his mother, with their guests, Rev. and Mrs. Bob Scoggin, Rev. and Mrs. Jim Tarver of Dallas, were dinner guests of Mrs. J. W. Howison Sunday evening after the organ concert presented at the Methodist church. Rev. Scoggin, former organist at Highland Park Church in Dallas, and Rev. Tarver, soloist, presented Music by the Masters to a small, but appreciative audience. Due to severe weather and illness, only a few came out to hear these artists.

Mr. and Mrs. William Gray of Valliant, Ok., were week end guests of his sister, Mrs. Anna Gifford. Mrs. Audrey Terry, who had visited Mrs. Gifford and other friends here the past two weeks, has returned to her home at Garland.

Misses Joyce and Dixie Seaman called their mother, Mrs. Seaman, Tuesday night from Dallas, to let her know they had gotten back home safely from a trip to Arizona and California. When they left California, people were enjoying swimming at the beach.

Mr. and Mrs. John Hancock of Pasadena, were guests of her niece, Mrs. James Gibson and family Tuesday night. They have sold their home in Pasadena and are staying for the present with Mrs. Hancock's sister, Mrs. Chas. Davidson and Mr. Davidson in Deport, until settled.

Mrs. Anna Griffis was in Clarksville Saturday to see Miss Patricia Felts, a surgical patient last week at the hospital there. She had gone home and is recuperating nicely and hopes to resume work here in the school within a short time.

Sgt. John Ward has completed his basic training at Camp Chaffee, Ark., and is here for a two weeks' stay with his parents, Mr. and Mrs. Rufus Ward. He will return to Camp Chaffee to be assigned to a special school for extensive training.

Sunday dinner guests of Mrs. Minnie Bell were Mrs. Mamie Bartley and son, Johnnie of Grapevine and Mrs. Frank Watkins, Mrs. Ernest Jeffery, Misses Allene and Lois Garren. Afternoon guests were Tom Watkins and son, Tony, Mrs. Allen Watkins, Cindy and Keith of Rosalie.

The Talco Methodist Church

AND

The Parsonage Family

Extend a cordial welcome to the people of TALCO COMMUNITY and the surrounding area to

OPEN HOUSE

For the New Methodist Parsonage located opposite the Methodist Church

Tuesday, January 19

Hours 6-9 p. m.

Someone, may be YOU . . . must pay!



WHEN two cars collide, the financial headaches can land on you even though you're not in the wrong!

That's the hard way to find out that accidents cost a lot more than auto insurance.

Take Route 1 to security. See this Agency for strong insurance protection now!

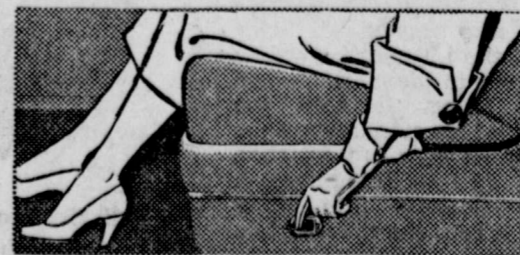
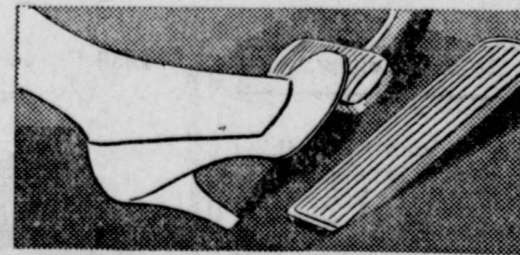
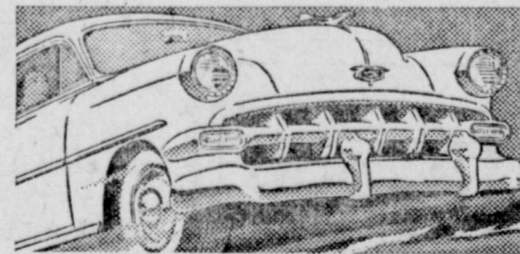
FELIX JONES

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Four great NEW "Firsts" in Chevrolet for '54!

Count on Chevrolet to bring you the newest features first. Once again Chevrolet is first in its field with these four great advances for '54!

- FIRST OVERHEAD VALVE ENGINE** ... finest ones today
- FIRST AUTOMATIC TRANSMISSION*** ... most advanced one today
- FIRST POWER STEERING*** ... lower priced today
- FIRST "HARD-TOP" COUPE** ... most beautiful one today
- FIRST UNITIZED KNEE-ACTION** ... only one today
- FIRST IN OVER-ALL ECONOMY** ... lowest priced line today!



- 1 NEW HIGH-COMPRESSION POWER**
Two more powerful high-compression engines in Chevrolet for '54! Both of these great valve-in-head engines deliver finer, smoother, more quiet performance with important gas savings!
- 2 NEW POWER BRAKES**
You simply swing your foot from accelerator to brake pedal for a smooth, amazingly easy stop. Optional at extra cost on all models equipped with Powerglide automatic transmission.
- 3 NEW AUTOMATIC SEAT CONTROL**
You just touch a button to move the front seat up and forward or down and back! Optional at extra cost on Bel Air and "Two-Ten" models in combination with Automatic Window Controls.
- 4 NEW AUTOMATIC WINDOW CONTROLS**
Touch another button to adjust front windows to suit your liking! Optional at extra cost on Bel Air and "Two-Ten" models in combination with Automatic Seat Control.
**Optional at extra cost.*



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Subscription rate is \$1.50 a year in Titus, Franklin and Red River Counties. Sent elsewhere, the price is \$2.00 a year.

LOCAL NEWS

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

Mrs. D. M. Thomas has been admitted to a Paris hospital.

Mrs. W. E. Welch has been attending her mother, Mrs. Pearl Hays for a week in Mt. Pleasant.

Mrs. W. H. Crawford was released from a Pittsburg hospital Monday after medical treatment.

Mrs. H. F. Teague has been released from a Paris hospital, where she was a medical patient.

Mrs. Nannie Mason of Alto, is here for three months visit with her parents, Mr. and Mrs. C. A. Bennett.

Mr. and Mrs. Vernon Williams and two daughters of Greggton, visited Mr. and Mrs. Olin Williams Sunday.

Mr. and Mrs. Wayne Norman of Wichita Falls, spent the week end with her parents, Mr. and Mrs. R. J. Rosson.

Stevens' sister, Mrs. T. A. Owens and his two cousins, Eldridge Owens and Paul Cruise of Homer, La., visited him and his family the week end.

Mrs. Sallie Gage was elected vice-president of the North East Texas Unit No. 75 of the Texas Accredited Beauty Culturists, Monday night, Jan. 11 in Sulphur Springs.

Sgt. Pat Landers of Ft. Sill, Ok., and Mrs. Landers of Dallas, have moved to Norman, Ok., after visiting her parents, Mr. and Mrs. R. L. Clark here and his mother in Mt. Pleasant.

A son, weighing 8 pounds and 5 ounces, was born to Mr. and Mrs. Williams on Monday, Jan. 4 in a Mt. Pleasant hospital. He has been named James Henry. He is the grandson of Mr. and Mrs. V. C. Blalock.

Guests of Mr. and Mrs. Horton were her uncles and aunts, Mr. and Mrs. Dell Duke of San Antonio and Mr. and Mrs. R. R. Rickey of Ft. Worth, and her cousins, Mr. and Mrs. T. L. Rickey and sons of Arlington.

Rev. C. G. Renfro of Deport and Rev. Joe Denton of Talco, were in Ft. Worth from Monday until Wednesday attending the Baptist Evangelistic Conference in session there. Mrs. Denton accompanied them to Ft. Worth.

Teammates of Gene Worthington in Wichita Falls, Bobby Crawton, student of Mid-Western U. of Dallas, Dick Nash, Duane Miller and Frank Maykus, spent the week end with him at the home of his parents, Mr. and Mrs. S. F. Worthington.

Mr. and Mrs. W. E. Welch entertained their son and daughter-in-law, Mr. and Mrs. Duane Welch of Hughes Springs and Mr. and Mrs. R. D. Hanson of Bogata, with a quail dinner at their home Tuesday evening of last week. The occasion was Duane's birthday.

Mr. and Mrs. Ernest Clark of Alice, announce the adoption of a month old baby boy. His mother, Mrs. R. L. Clark, accompanied by George Burleson, met them in Dallas at the home of Mr. and Mrs. Alvin Hill to see the youngster and to visit Mr. and Mrs. Hill.

Sunday dinner guests of Mr. and Mrs. R. O. Webb were Mrs. Webb's father and step-mother, Mr. and Mrs. Jim Dodd and Patsy Lou of Commerce; her brother, Jimmy Dodd and Mrs. Dodd of Prairie; her step-sister, Johnny Hayes, Mr. Hayes and two children of Levelland, and Mr. Webb's mother, Mrs. Mattie Lee Webb.

Remember way back when the editor and the doctor were paid off with a bushel of yams or cord wood?

The original model of Eli Whitney's cotton gin was stolen from his workshop and never recovered.

**GEO. A. BERGIN
AND SONS
MONUMENTS**

MT. PLEASANT
SULPHUR SPRINGS
Mae Masters Milam
Representative
Phone 286-J—Mt. Pleasant

Talco Activities Ten Years Ago

Week of January 21, 1944

W. L. Calloway had been discharged from Navy duty. Pfc. Joe Bob Temple of Laredo visited home folks. Lawrence L. Barger was discharged at Camp Shanks, N. Y., and employed at Flint, Mich. Lt. John Rose was stationed at Love Field, Dallas, following foreign service. Frank Graham Thomas was promoted from first lieutenant to the rank of captain. Sgt. Fred Smith, son of Mr. and Mrs. Buria Smith, had been killed in action in New Guinea. He had been a member of the Tyler and Smith County Cavalry Troop. Lt. Harold Roby with the army, had been visiting home folks at Cunningham.

Fourteen Red River County men had been accepted for army duty. Norris Lee Ragsdill and Charles Melvin Stewart Jr. of Bogata, were among them.

Guy Lemmond was chairman of a committee to head the War Bond campaign. Titus County was expected to purchase \$426,000 in bonds during the drive.

According to tax collectors, more taxes had been paid than in the last quarter century. Many had paid assessments before the last of January.

A delegation of citizens from Morris, Titus, Franklin and Hopkins counties had appeared before the Texas Highway Commission at Austin in the interest of the proposed highway from Naples to Talco, Sulphur Bluff and Birthright.

Miss Faye Monroe, daughter of Mr. and Mrs. Ed Monroe and Sgt. Clifford Thames of Barksdale, La., had been married by Rev. H. M. Secord. The couple planned to make their home in Shreveport, La.

Officers had been elected for the WSCS: Mrs. W. H. Hughes, pres.; Mrs. Guy Walker, vice pres.; Mrs. W. A. Cloar, treas.; Mrs. W. E. Kirkham, rec. sec.; Mrs. R. W. Pitts, sec.; Mrs. Virgil Harris, Mrs. H. M. Secord, Mrs. G. C. Grout, Mrs. C. R. Stevens and Mrs. E. Unsell had been named to fill other offices.

Accepted for the armed service from Red River County were Charles Melvin Stewart Jr. and Norris Lee Ragsdill, Bogata.

Fourth War Loan was underway and a page ad, sponsored by 36 merchants and citizens of this area, was carried in The Times.

Jack Rogers, 38, of Cunningham, had died after a heart attack.

Marriages: W. R. Gifford of Bogata and Miss Loraine Lohse of Houston.

In the service: Cpl. Griffie E. Burks of Talco, was reported wounded in action in the Mediterranean.

Mrs. Johnson Hostess Fine Arts Club

Mrs. Howard Johnson was hostess Tuesday, 2 to 4 p. m. when the Fine Arts Club met in her home. First Vice-president, Mrs. J. H. Weatherall presided, and she welcomed the two new members, Mrs. Rosson and Mrs. Stubblefield, to club membership.

Program chairman, Mrs. Johnson, introduced the program entitled "Out of the Attic," with a brief outline of the program pertaining to "America's first successful woman's magazine, Godey's Lady's Book," which was published from 1830 to 1898. This publication contained many features which make them collectors items of today, including contributions from many famous literary men and women of that period. But the most popular features of Godey's were the engravings and hand-colored fashion plates, which today are considered important as "a history of manners, a history of taste, a history of costume."

Participating on the program and subjects discussed were: First American Magazine for Women—Mrs. Anderson; The Editor of Godey's Lady's Book—Mrs. Loving. After adjournment the group enjoyed the social hour and viewed the display of several copies of fashion prints from Godey's Lady's Book. Members present were Mmes. G. N. Anderson, G. M. Burnham, R. J. Rosson, R. T. Fuller, F. B. Haynes, Edgar Stubblefield, Howard Johnson, M. E. Jones, S. O. Lovins, J. H. Weatherall.

Mrs. Anderson will be hostess in her home Jan. 19, 2 to 4 p. m., when the club will hold its annual meeting, electing officers for the 1954-55 club year.

MISSION ACCOMPLISHED

A man who had been worrying about his short memory and other undesirable traits he had been developing, was telling a friend: "I'm very absent-minded, too. I often find names and telephone numbers written in my notebook, but can't remember what persons and places they represent. Recently, the name and address of one man baffled me, so I wrote to him asking if he ever had heard of me, and if I was supposed to do something for him. He wrote back a very cordial letter saying I had already done it. It was signed, 'Wife's First Husband'."

TALCO TIMES ON SALE AT CITY DRUG STORE
Current issues of The Talco Times are on sale at 5 cents each at the City Drug Store in Talco. You may subscribe for or renew your subscription there.

Hitting a fixed object at 35mph is the same as driving your car off a 4 story building.

Book Lovers Club With Mrs. Carter

The first 1954 meeting of the Book Lovers Club was held Friday in the home of Mrs. Billy Carter. In the absence of the president, Mrs. J. W. Haynes, the vice president, Mrs. L. L. Reed, presided. Mrs. Sidney Frugia was voted into the club, and each member was asked to bring a donation to the next meeting for the March of Dimes. New books were distributed. Mrs. John D. Wright conducted an old fashioned spelling bee and Mrs. Robert Harper proved to be the best speller and was awarded a nice prize. In a game of old proverbs, Mrs. M. J. Spruell won first place and also was awarded a prize.

Assisted by Mrs. Delbert McKnight, a visitor, Mrs. Carter served a lovely refreshment plate to Mmes. F. A. Jones, W. L. Cox, E. W. Smith, C. E. Griggs, J. L. Cato, B. L. Gieger, M. J. Spruell, R. R. Kelley, Robert Harper, L. L. Reed and John D. Wright. Next meeting will be Jan. 22 in the home of Mrs. Cato with Mrs. Spruell as program director.

REVIVAL CONTINUES AT ASSEMBLY OF GOD

The revival is still on at the Talco Assembly of God Church. The evangelist, Rev. J. B. (Dad) Smith, 82 years old, and the girls are singing good old time gospel songs. Every Thursday night is special singing night. The public is cordially invited, according to Rev. and Mrs. J. F. Lansford, pastors.

CARD OF THANKS

I wish to thank each one for the visits, flowers, kind deeds and prayers for me during my stay in the hospital and since I have been at home. May God bless you. Mrs. Pearl Hayes.

STUDY COURSE

There will be a Study Course at the First Baptist Church on BTS and Sunday School work, beginning Monday, Jan. 18, 7:00 p. m. You are invited to attend.

CARD OF THANKS

My brother and sister-in-law join me in extending sincere thanks for your care of me during my recent illness. We feel that this care enabled me to return home. Mrs. Ann Simpson.

TOO LONG TO WAIT

Teacher: "What inspired the old-time pioneers to set forth in their covered wagons?"
Pupil: "Well, maybe they didn't want to wait thirty years for a train."

In and Out Club Names Officers

The In and Out Club held its regular meeting in the home of Mrs. Nita Seabaugh with Mrs. Zelma Poston as co-hostess for the party. During the business part of the meeting, election of new officers was held. Elected were: President, Hattie Gibson; vice president, Helen Pendleton; secretary-treasurer, Mary Lou Tutt; reporter, Ruby Mitchell.

In the games played during the social hour, the following won prizes: Pearl Rothwell, Melvina Winchell, Elizabeth Hanks and Ruby Mitchell. The place of the next meeting will be announced later.

CARD OF THANKS

We sincerely appreciate the efforts of the fire department and others who helped prevent our house from burning.
Wayman Alexander Family.

STRAND

TALCO

Saturday Only, January 16

**LOUIS HAYWARD
VERONICA HURST** in
"Royal African Rifles"

Sunday-Monday, Jan. 17-18

"Those Redheads From Seattle"
(Color by Technicolor)

**RHONDA FLEMING
TERESA BREWER
GUY MITCHELL
THE BELL SISTERS**

Tues.-Wed., January 19-20

**SPENCER TRACY
JEAN SIMMONS
TERESA WRIGHT** in
"The Actress"

Thursday-Friday, Jan. 21-22

"The Kid From Left Field"
with **DAN DAILEY
ANNE BRANCROFT**

NELDA KAY MCGILL CELEBRATES BIRTHDAY

Nelda Kay McGill celebrated her third birthday with a party Saturday afternoon, given at her home. Several indoor games were played and the guests sang "Happy Birthday" to Nelda Kay while the beautifully decorated birthday cake was being served. Refreshments of ice cream and cold drinks were also served. Favors were balloons and small horns filled with candy and gum. Several nice gifts were received. The following guests with their mothers attended: Janie and Anna Sue Webb, Gayla Lou Caldwell, Sherry Hoffman, Nancy Hawkins, Danny and Jimmie Buchanan.

There is no difference between a chess board and a checker board.

Bill's Jewelry

BOGATA, TEXAS

Watches Jewelry
All Repair Work Guaranteed

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Daily: 2 p. m. to 6 p. m.
Saturday: 8 a. m. to 8:30 p. m.



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TALCO, TEXAS

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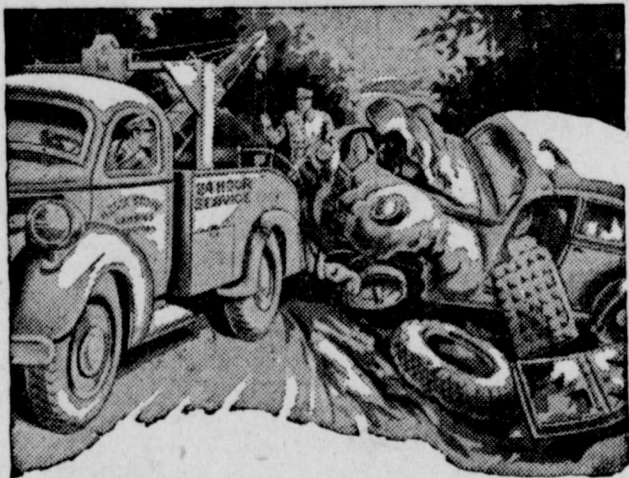
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MRS. FELIX JONES
JERRY JONES
AUG. C. HOFFMAN JR**

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WHY NOT TRADE YOUR OLD HOME
IN ON A NEW ONE?

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1430 North Jefferson Ave.

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Mt. Pleasant

LONE STAR GAS COMPANY INCREASES EXECUTIVE STAFF



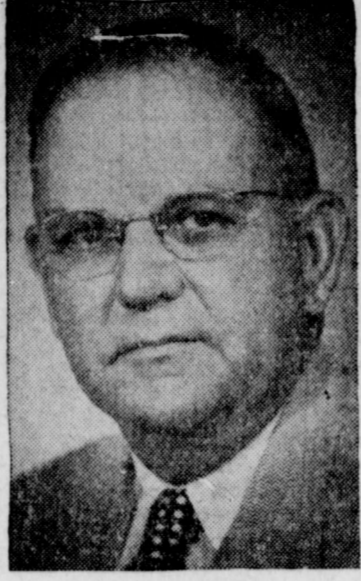
CHESTER L. MAY
Senior Vice President



ELMER F. SCHMIDT
Senior Vice President



L. T. POTTER
Executive Vice President



M. L. BIRD
Vice President

An increase of Lone Star Gas Company's executive staff to include six new vice presidents, an executive vice president, and the elevation of two vice-presidents to the rank of senior vice presidents, has been announced by D. A. Hulcy, President and Chairman of the Board, following a two-day Dallas meeting of the Company's board of directors.

The action, unprecedented in the company's history, is designed to meet the increasingly complex problems resulting from the tremendous growth of the company and its operating territory, Mr. Hulcy said. While some branches of the company's operations have more than doubled in the past 10 years, other segments have almost tripled, he pointed out. From 1942, for example, through 1952, the company built and added more property than it had accumulated in all of its previous 33 years. Since World War II, number of customers has increased from 363,000 to 685,000.

In last week's board action, Vice Presidents Elmer F. Schmidt and Chester L. May were elected senior vice presidents. L. T. Potter, assistant to the president, was elected executive vice president and a member of the Board of Directors. Six new vice presidents were elected, including M. L. Bird, operating manager of the company's general distribution division. Other new vice presidents are Marshall Newcomb, general counsel and board member; J. L. Foster, general superintendent of transmission; E. A. Brown, manager of exploration and gas supply; W. F. Wright, general manager of Dallas distribution operations, and Joe C. Darrow, general manager of the Forth Worth distribution operations.

Mr. Schmidt and Mr. May have combined service records with Lone Star totaling 73 years. They have been instrumental in the company's strong and steady growth through their respective

positions. Mr. Schmidt, heading transmission and production, has been a leader in gas conservation methods and through his leadership Lone Star has developed its gas reserves position as the "strongest in its 44-year history." Mr. May, as head of distribution, pioneered in building gas distribution systems for Southwest communities far removed from the supply in the field. Both men are members of the Board.

Lone Star's new executive vice president, L. T. Potter, a native Dallasite, has been with the company since his graduation from Texas A. & M. College in 1928. He worked in gas measurement before transfer to the company's headquarters offices as assistant production engineer and was appointed production superintendent in 1941. In 1945 he was named assistant general superintendent of the Transmission Division and two years later was appointed assistant to the president.

Mr. Newcomb, who has represented Lone Star in many litigation

and legal transactions including the reorganization of the company before the Securities and Exchange Commission in 1942, was elected to the Board of Directors in 1949. He joined the company in 1927 and has served as general counsel since 1948.

M. L. Bird, one of the newly elected vice presidents, retains the operating management of the general division of distribution to which he was appointed in October, 1949. In this post he is in charge of gas service and maintenance operations for more than 370 cities and towns in Texas and Oklahoma. Mr. Bird, heretofore known as the "flying superintendent," of Lone Star Gas System, started with Lone Star in 1925 as construction engineer.

Mr. Hulcy stated that this strengthening and enlarging of Lone Star's executive staff will give the company's nearly 6,000 employees strong leadership to meet Lone Star's future responsibilities to this ever-growing progressive Southwest area.

Alcorn Has a Solution to Problem of Low Attendance at Televised Events

Editor's note: Achin Alcorn, philosopher on his Johnson grass farm on Sulphur, is way out of his territory this week, as you'll discover by his letter.

Dear Editor: I noticed in a copy of a newspaper which the wind wrapped around a fence post out there the other afternoon and I removed it to keep the post from falling over where there is a lot of discussion over how many football games and other college athletic events ought to be televised.

While this problem does not directly concern me or the amount of Johnson grass I expect to have in my crops this year, it is something to think about, and I'll think about anything in preference to working.

As I understand it, colleges are worried about television, on account of more and more people are discovering it's nicer to sit in a comfortable livin room at home than it is to fight traffic to a cold stadium, and attendance is being affected. Everybody knows football is designed as a sport, for the benefit of the players, but without a stadium-full of paid fans, universities seem to lose interest in the project, claimin softball between classes is just as good.

I do not look at it this way. Football is a wonderful spectacle, a great game, and it's designed for the fans, whether they see it in person or on their television. If all the tax payers are gonna get out of colleges is college graduates, it ain't worth it.

Therefore I think you ought to start a move to get more football games televised, and also basketball games, baseball games, etc. Naturally I recognize this will cut down on attendance, in fact I can foresee the time when the annual bowl games on January 1 will be attended by only the players, the sideline tacklers, the officials and a few paper napkins blowin around in the empty stadium.

Naturally this is gonna create a problem. With no paid attendance, football is gonna become a losin proposition and colleges are gonna want to shift to something else. In fact, the players themselves will lose interest.

But I've got a solution. Why don't they keep the films say of the bowl games already played, and each New Year's day just run one off on television? You take a gowl game film two or three

years old, I'll bet there aren't a tenth of the fans who can remember what happened. Every New Year's just run one off, with all the sound effects, and the thing will work out satisfactorily. There must be enough film on hand now to last eight or ten years, and after that they could shut down the television stations a while and produce some more. If you don't think this will work, you won't be by yourself. Yours faithfully, A. A.

1,537 Chickens Scared to Death

Ephraim, Utah. — Fifteen hundred young chickens were scared to death by a lone hoot owl at the Wally Durfee Ranch.

Durfee reported the owl got into a coop of 4,000 10-week-old New Hampshire chickens after 10 p. m. He found the owl still flying back and forth, trying to get out, the next morning.

As he untangled the mass of chickens piled up in a corner he counted 1,537 of them dead. He estimated the loss at \$1,350.

COTTON ACREAGE INCREASE MIGHT BE GRANTED

An increase in 1954 cotton acreage to 21,374,000 acres was agreed to by the Senate agriculture committee in Washington. If approved by Congress this would give Texas 8,649,717 acres instead of 7,376,585.

A START

Young actor: "I've got a job at last, Dad; it's a new play, and I'm a man who's been married 20 years."

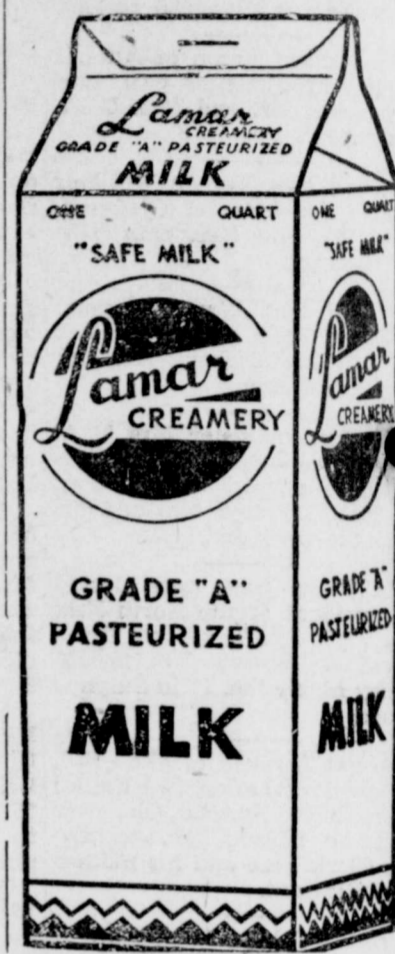
Father: "Splendid. That's a start, anyway, my boy. Maybe one of these days they'll give you a speaking part."

Bad Weather Halts Church Construction

Construction on the Presbyterian Church USA at Bogata has been halted during the bad, cold weather, according to the pastor, Rev. Joe Everheart. During the pretty weather work moved rapidly. The new structure is located on the church property on North Main street in Bogata.

The building to be constructed of brick veneer, will have a 30x50 ft. auditorium, and a wing which will house Sunday school classrooms and a kitchen.

James Loven of Paris is the contractor.



JOHNTOWN

By MRS. G. A. VAUGHAN

Mrs. Bill Bain honored her daughter, Miss Patricia, Sunday with a surprise birthday dinner. Those attending included her grandparents, Mr. and Mrs. John Sale and daughter, Miss Josephine, Mr. and Mrs. John Parker, Mrs. Dorothy Kennemore and children, Phillip, Winifred and Jerry, Mr. and Mrs. R. C. Jones of Bogata, Mr. and Mrs. R. V. Sport and baby of Dallas, Mr. Bain and Billy Ruth Bain.

Wade Askins and his mother, Mrs. Emma Askins of Waxahachie, visited over the week end with Mr. and Mrs. Jim Pirtle and Fredrika. Mrs. Askins remained for the week.

Mr. and Mrs. Dan Cotten, Larry and Danny attended a supper at Talco Monday night honoring Mr. and Mrs. Claude Jasper of Talco, upon Mr. Jasper's retirement from Magnolia Petroleum Co.

Pastor A. I. Bond filled his regular appointment at the Baptist church Saturday night and

Sunday. The inclement weather hindered the regular attendance. J. H. Vaughan of Sherman, stopped at the home of his parents, Mr. and Mrs. G. A. Vaughan, enroute to different points in Louisiana and Arkansas on business. Mrs. Vaughan and son, David, are spending the week with her parents, Mr. and Mrs. J. J. Alsbrook at Rugby.

Mr. and Mrs. M. H. Dryden and Mr. and Mrs. W. E. Hawkins of Longview, spent the week end with relatives here.

Mrs. Robbie McCullar visited Eleanor Vaughan a short time Saturday.

Jimmy Cotten made a business trip to Clarksville Tuesday.

Mrs. W. A. Black is reported ill at her home, suffering from a cold.

Johntown basketball girls team played Talco team Wednesday.

Mr. and Mrs. Elbert Horn and family of Athens, visited Mr. and Mrs. Fred Whitten Jr. over the week end. Other visitors included Mr. and Mrs. W. N. Dodd and Mr. and Mrs. W. T. Dodd of Garland.

Farm Prices Up Slightly in Texas

AUSTIN.—A slight increase in prices received by Texas farmers as of mid-December was reported by the United States Department of Agriculture.

USDA said the index of all agricultural products rose to 263 per cent of its 1909-14 average, up four points from mid-November.

Higher average prices were quoted for all meat animals, grains, sweetpotatoes, peanuts and most livestock products.

SPEAKING OF LIMBS

Oldtimer: "The only thing prettier than a peach on a limb is a limb on a peach."

Relatives here have received word that Morris Whitten would arrive any day for a visit here.

Buddy Stringfellow, small son of Mrs. W. L. Stringfellow, fell while playing and cut his leg, requiring nine stitches to close the wound. He had to remain in the hospital at Talco one night.

Quail Season Ends Saturday

A most unsatisfactory quail season comes to an end on Saturday, Jan. 16. There is some talk of a closed season to give the birds an opportunity to multiply.

Waterfowl shooting came to an official halt last Monday, Jan. 4, but few kills were reported during the final weeks of the duck and goose season.

Only trapping season will remain open in Lamar after Jan. 16. It continues through Jan. 31.

JUST BEFORE THE BLAST

Iriate Wife: "Oscar, one of the ducks you were shooting yesterday called and left her number."

Peyton A. Ellison
Attorney At Law
304 1st Nat'l Bank Bldg.
Civil Practice—Tax Service
Paris, Texas

IT'S THE BIGGEST BARGAIN IN SIGHT



For comfortable reading in bed, use a bedside table lamp like this, equipped with a 150-watt bulb.



For easier home study, give your child a table study lamp, equipped with a 150-watt bulb.



See the Modern Portable Lamps on Display at Your Lighting Equipment Dealer's or Our Office.



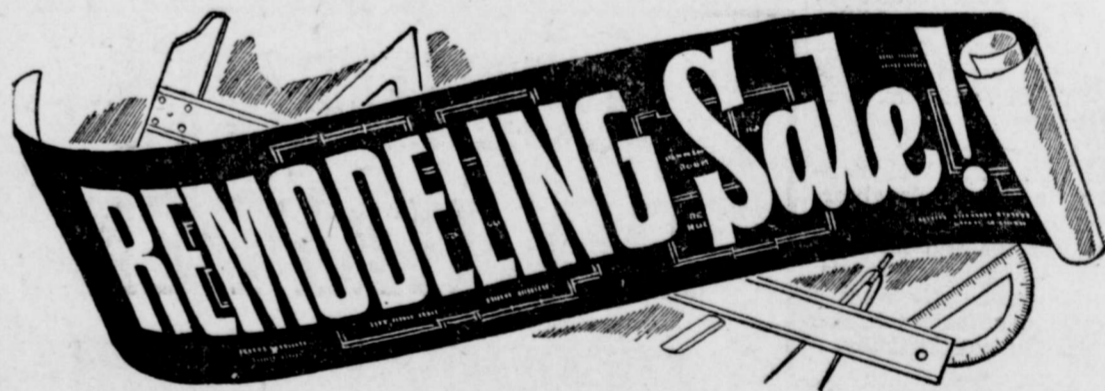
Modern Home Lighting

WITH LOW-COST ELECTRICITY

Eyesight is priceless—good light is cheap. Light for four hours of reading under a 150-watt bulb, for example, costs only about 2c. So why strain your eyes under poor light when good light costs so little? Check into modern, adequate lighting for every room in your home today! We'll gladly help you with suggestions. Protect the eyes of your family by taking advantage of all that low-cost electricity offers in sight-saving light!

FAMOUS SHOE STORE

Prices Slashed Deeply at Our



Reductions as Much as 30% to 50% on Nationally Advertised Shoes!

	EVERY PAIR ON SALE
Naturalizers	
Life Stride	Regularly Priced at \$10.95 and \$11.95 NOW \$7.85
Ladies Florsheim	Regularly Priced at \$8.95 NOW \$4.85
Dickersons	Regularly Priced at \$8.95 and \$9.95 NOW \$5.85
Selby and Brewers	Regularly Priced at \$10.95 NOW \$8.45
Buster Brown	Regularly \$18.95 NOW \$13.80
Men's Roblees	Regularly Priced at \$6.95 NOW \$4.99
Florsheims	
House Slippers	

Hand Bags

Were up to \$4.95
\$2.00
Plus Tax



Hosiery Ladies

\$1.35 and \$1.49
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GLENN L. EDWARDS, Owner
East Side Plaza—PARIS