Story Of The Rodeo Is Traced From Its Origin

MYF Group Has Party

Little League Outfit Bows From Competition

Did You Know?

Swindell's SPORTS SCENE

Fishing Report

Food Savings

Shortenings

Snowdrift 3 lb. Can 65¢

Cahill's Velvet

Mellorine 1/2 gal. Can 35¢

Frozen Fruits

Bacon, lb. 6c

Cheese, lb. 4c

Milk 5c

Barbecue Beef . . . . 25c

Steak, lb. 99c

Orange Juice 5 l. 6 oz. cans 51c

Fruit Juice 6 dz.

Coca-Cola 2 Crt. 69¢

Sunset Lemons 1 dz. 3¢

Daisy Brand Potato Chips 7¢

Jade Little Neck Clams 2 lb. 99¢

Keeling Food Store

15th Annual Panola County Cattlemen's Rodeo

August 4th-5th-6th

Carthage, Texas

8:00 P.M. each evening

Produced and Presented Approved by Panola County Cattlemen's Association

Fruit Trees

For Gifts To Be Distributed Be Sure To Give Your Name

Free Tickets

For Opening Day

Big Celebration On Opening Day

Thursday August 4th

For the Top Stars in Rodeo

Birdwells

Oiler Duents Go On Sale
SAVING NOW!

GRAND SLAM, SAVINGS!

1966 MODEL END-OF-SEASON CLEAN-UP!

ALL NEW 1966 MODEL CARS & TRUCKS GOING AT

DRASTIC REDUCTIONS

ONCE-A-YEAR SAVINGS

We're Offering the Best Deals Under the Sun

BUTLER CHEV.-OLDS

CHEVROLET-OLDS SALES & SERVICE

Once-A-Year Clearance Where Car Buyers Can Save Hundreds of Dollars!

The Panama Watchman Singing Meet
Set at Church

Scout Roundup Slated This Fall

Bealls

WHITE ELEPHANT SALE

This Is Our Last Week Of Our White Goods Sale! Shop Now And Save...

White Elephant Eh! Look What Big Buyers... "Big money buys big things and little money buys little things."

LACEES, BIAS TAPE, RICK RACK & OTHER TRIMMINGS

Ladies Name Brand SUMMER FOOTWEAR!

SPORTSWEAR

LADIES HANDBAGS

JAMAICA SETS

1966 Model Cars & Trucks Going At...
Death Of Jim Reeves Occurred 2 Years Ago

Clayton News

Bancombe News

Charley M. Roberts Is Appointed As E.P. Principal

Moving Up or Sutting Down?

NEW

FROST-PROOF 2-Door and get this Ice Ejector Kit...

Buy this big Frigidaire

COFFEE
BREAD

FRYERS

Whole Only

lb. 19¢

Open till 9 p.m.

ROBBIE'S
FOOD KING

CARTHAGE, TEXAS

Bauer Furniture & Appliances

EXTRA FIRM

ELECTRO-FREEZE

BAUER

$299.00

100% Pure Beef Sliced

GROUND BEEF, 3-lb. 51.00

CHICK ROAST, lb. . . . . . . . 59¢

RUMP ROAST, lb. . . . . . . . 69¢

WIENERS, 2½-lb. bag . . . . . . 1.11

BACON

by the lb. 59¢

FOOD KING

CARTHAGE, TEXAS

Bauer Furniture & Appliances

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by the lb. 59¢
News

News of Interest to Women

Miss Gale Parker Weds In Church Rite

Henry LeGroux Wedding Plans Revealed At Tea

Dinner Fete Engaged Pain

Miss Berry, Doyle Ross Exchange Wedding Vows

Recent Bride, M. Howard

Dinner Fete Couple

EXCLUSIVE AT NAYLOR'S
GREATEST BUY EVER ON AMERICA'S
MOST WANTED
REFRIGERATOR

LEVI'S
HEADQUARTERS
WE HAVE OUR BACK-IN-STOCK STOCKS
in school and out

LEVI'S
STAFFIET JEANS

CALIFORNANTS
SLIM FITS

LADIES! A FREE GIFT FOR YOU

LEVI'S
TRIMMERS

M & M TOGGERY

LEVI'S

CORDUROY

CALIFORNANTS

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LADIES! A FREE GIFT FOR YOU

LEVI'S
TRIMMERS

M & M TOGGERY
## Food Savings Shell

**$SAVE CASH EVERY DAY.**

Why Pay More's

**RITE CARE SHOE "A" LARGE**

### Eggs

**Dozen 49¢**

### Bacon

**lb. 49¢ MEAL**

### Weiner

**12 OZ. 39¢ PEACHES 5 lb. 20¢ CANS $1.00**

### Crisco

**3-LB. CAN 49¢**

### Peas

**6 CAN 30¢**

### Flour

**5-LB. SACK 47¢**

### Pineapple

**5 CANS 30¢**

### Tissue

**3-ROLL PKG. 19¢**

### Mollie

**100¢**

### Potato

**lb. 4¢**

### Milk

**5 CANS 100¢**

### Beans

**5 CANS 30¢**

### Spinach

**7 CANS 100¢**

### Cocktails

**5 CANS 100¢**

### Bananas

**lb. 9¢**

**Prices Effective From 3:00 P.M. Thursday All Day Friday and Saturday 5:00 A.M. To 10:00 P.M.**
Local Youth In Academy

Capitol Repairs Cited By Rep. Wright Patman

Bill Powers Enrolls In Cattle School

TV Schedule

New Arrivals

John Cain

Due Awards

- LEDGER SHEETS
- RECORD STORAGE BOXES
- BOX FILE CABINETS
- OFFICE SUPPLY NEEDS TO FIT YOUR NEEDS

THE PANOLA WATCHMAN
Phone 5-4292

PACE HARDWARE

OX 3-6742

346 S. Shelby