

The Talco Times

COMPLETE NEWS AND ADVERTISING COVERAGE OF THE GREAT TALCO OIL FIELD

TWENTY-SEVENTH YEAR

TALCO, TITUS COUNTY, TEXAS, THURSDAY, DECEMBER 26, 1963

NUMBER 46

Snow Blankets Area Sunday; Record Low Set

A bright sunny day with rising temperatures was experienced Christmas Day, thus permitting many holiday visitors to arrive here and others spending the holiday away from home.

The sunny, warm day followed a week end of snow and sleet which paralyzed most of the state. Winter entered Sunday in a coat of white and set record lows for the season.

Flurries of snow fell Friday, and with overcast skies the snow increased Saturday night, and by Sunday morning the area was blanketed in white. Snow continued throughout Sunday, the first day of winter and approximately two inches were measured by nightfall. Residents also shivered and pulled for more cover Sunday night when the temperature plunged to a low of six degrees.

With rising temperatures Monday and Tuesday, prospects for a white Christmas gave way to a bright sunshiney day on Christmas.

Mrs. A. Hughes Dies Sul. Springs

Mrs. Andrew Hughes, 84, of Sulphur Springs, mother of W. T. Hughes, former Deport and Talco resident, passed away Monday night, Dec. 16 after being in ill health several years. Funeral services were held in Sulphur Springs Tuesday with burial there.

Mrs. Hughes is survived by her husband, two sons, W. T. Hughes of Angleton and Ralph Hughes of Dallas, two daughters, Mrs. Barney McGraw of Mt. Vernon and Mrs. W. Fox of Sulphur Springs, and other descendants. Mrs. Hughes was the grandmother of Mrs. Sam B. Kelsey. Dr. and Mrs. Kelsey, Connie and Joe Travis were in Sulphur Springs for the funeral.

Talco Wins 70-59 Over Mt. Vernon

Talco Trojans won their second victory of the year over the Mt. Vernon Tigers at Mt. Vernon Monday night. The final score was 70-59.

Gary Buchanan pitched in 24 points and Ronnie Logan added 19 more. Ronnie Broach led Mt. Vernon with 22 points and Jackie Hopkins scored 13.

Mt. Vernon took the "B" game 34-28 behind the 16-point performance of Darrel Brinlee.

Texaco Station At Deport Entered

The Texaco Service Station in Deport, operated by Al Parks and Kenneth Thomas, was entered Wednesday night, Dec. 18. Two Deport youths were taken into custody by Constable Albert Woodson the following day and charged with the entry. Bond was set at \$3,000.

A glass was broken in a window to gain entrance to the building. Reported taken was 15 quarts of motor oil, gasoline and some change from a drink box.

Historical Group Seeks Graves Of Civil War Vets

Historical Committees have been appointed in practically every county in the State of Texas. These County Committees work with the State Committee. The things that a committee might do in any county is left pretty well up to the Committee, but all committees are urged to locate the graves of all Confederate and Union soldiers, and if any of these graves are not marked with some character of a monument, to determine whether or not there are relatives who wish to have a marker secured for the grave. These markers can be secured without cost to the family or cemetery, and will be shipped to Mt. Pleasant and then it will be the expense of the family or cemetery to receive the markers and place them at the grave. Committees are also urged to locate any old and well preserved houses and see that these are marked with the Texas House Medallion.

The Titus County Committee consists of E. C. Brice, as chairman; Judge Cecil Franklin, Mrs. Walter Young, Mrs. Mary Belle Leonberger, R. L. Jurney, J. A. Davis and Traylor Russell. Various members of the committee have visited different cemeteries over the county, and some progress has been made in locating the Civil War veteran graves. If any citizen knows of a grave that it not marked, the Committee would appreciate this information being furnished to the chairman, along with the location of the grave and any information that may be given as to relatives in the county and the service record of the veteran. The Committee has approved an award of a medallion to be placed on the Presbyterian Church in the Greenhill community. This building was erected sometime in the early 1870's, and has been kept in good condition. If there are other houses in the county, both public and private, that it is felt that consideration should be given to awarding one of these medallions, the Committee would like to have that information and this should be communicated to Mr. Brice.

The Committee is also attempting to write the history of some early families, homes and interesting events in Titus County. Traylor Russell is also compiling the history of early families of Titus County, who were in the county prior to the Civil War, and he would appreciate having information from any person on these early families.

Mobil Employees Christmas Party

Annual Mobil employees Christmas party was held Saturday evening in the Sun Room at the Alps. After the traditional Christmas dinner of turkey and dressing, the group enjoyed 42 Mrs. Henry Teague and Pete Clemments were the high score winners. The group exchanged gifts from a decorated tree.

Those attending were: Mr. and Mrs. Truitt Slack of Winnsboro, Mr. and Mrs. Gerald Brister, Mr. and Mrs. Pete Clemments, Mr. and Mrs. Jim Lewis, Mr. and Mrs. Mike McKnight, all of Mt. Pleasant, Miss Janice Davis of Dallas, Mr. and Mrs. J. A. Davis, Mr. and Mrs. V. P. Gibson, Mr. and Mrs.



Jimmy Haynes, Mr. and Mrs. Bob Kimberlin, Mr. and Mrs. W. T. Lewis, Mrs. J. P. Parrish and Mrs. Henry Teague, all of Talco.

Johnny Hood, who is stationed at Ft. Polk, La., arrived home Friday to spend the holidays with Mr. and Mrs. R. G. Hood.

Luther Keeling returned to Dallas Monday after spending the week end with Mr. and Mrs. George Keeling.

State Capital NEWS

By Vern Stanford

Austin.—When President Lyndon B. Johnson said "I'll be home for Christmas," he made "AUSTIN" a world dateline—and he changed the plans of a lot of newspapermen.

Reporters from all over the nation preceded, accompanied and followed the President to Central Texas.

European newsmen will arrive soon after Christmas. They will be here for German Chancellor Ludwig Erhard's December 28-29 visit to the President's famous LBJ Ranch near Johnson City.

Johnson's plans to confer with Erhard, in Texas, had been known for some time. But, his announcement that he planned to spend Christmas with his family at the ranch was a surprise.

Johnson said he wanted to relax on Christmas Day, maybe go hunting or just take to the hills "communing with myself." He also wanted to see "my sisters and my brother and my uncles and cousins and aunts."

The family scheduled the hanging of four traditional red velvet stockings from the mantel and opening of surprise presents, just like any other family. Turkey and trimmings, cooked by the ranch cook, was the Christmas day menu.

Meanwhile, 65 miles away, hundreds of the nation's top newspapermen set up headquarters and communications facilities in Austin hotels to cover the story of the President's return to Texas and the visit of German dignitaries.

Many would make the trip to the LBJ Ranch over newly-designated Ranch Road 1. Last week the Texas Highway Commission budgeted funds for reconditioning and resurfacing the 4.5-mile loop paralleling the Pedernales River in the ranch area.

Highway Department officials predict that the President's Ranch Road 1 address soon will be as well known as the White House at 1600 Pennsylvania Avenue, Washington, D. C.

OIL PRODUCTION RAISED—The Texas Railroad Commission set oil production for January at 2,800,000 barrels daily, 28.5 per cent of potential.

Figure represents a very slight increase over December which was under a 28 per cent order. This is the first application of the percentage method to determine production.

TOP PROBLEMS—Taxes, water

and industrial development are the problems of most concern to Texans in their home area, Lt. Gov. Preston Smith found after a statewide survey.

Smith received 2,500 responses to 7,500 questionnaires mailed to Texans. Queries asked for opinions as to the biggest problems facing their cities and the immediate areas in which they live and work. He found 85 per cent of answers centered on three subjects.

"Taxes and/or fiscal responsibility, water and industrial development were the three fields showing greatest concern," Smith said. "Many of the water-problem answers came from municipal areas while the small towns in rural areas were more concerned about industrial development. In many cases, water and industrial development were mentioned in the same answer."

The lieutenant governor found more concern over taxes at the local level "where increased demands for new schools and other municipal services are continuing to mount." But state taxes, too, are working citizens as they assess the overall load.

Education, transportation, municipal improvements, slum clearance and care of the aged were other problems listed by Texans answering Smith's questionnaires. The lieutenant governor is compiling answers to his other questions with the state vs. federal control.

A number of newspapers are printing samples of the questionnaire.

FINANCES AT A GLANCE—In a new summary of the State budget, Governor John Connally offers these facts on tax outgo and sources of state income:

TO public education 35 cents; highways and roads 28 cents; public welfare 15 cents; higher education 11 cents; health and hospitals four cents; law enforcement and corrections two cents; other governmental functions five cents.

FROM all types of sales taxes 37 cents; federal aid 24 cents; severance and production taxes 12 cents; franchise, gross receipts and occupational taxes eight cents; licenses, permits and registrations 10 cents; and other sources nine cents.

COUNTY ROAD INDEBTEDNESS—Eighty-two of Texas' 254 counties still have indebtedness

on bonds for payment on pre-1939 road construction programs, according to the annual report of the Board of County and District Road Indebtedness.

The State participates in the retirement of these bonds, thru contributions of state gasoline sales tax money, to help finance roads that came into the state system before 1939 and in the construction of new rural roads. The participation amounted to \$7,300,000 for the year ending August 31, 1963.

DOGS ON RESEARCH TEAM—Texas Prison System is raising dogs for Baylor College of Medicine for experimental purposes. An inter-institution agreement between Baylor and the Board of Corrections, dated July, 1962, established the dog-raising program at Wynne State Prison Farm in Huntsville.

Initial plans call for expanding the program to include other animals for experimental purposes as needed. These include hamsters, rats, rabbits and guinea pigs. Baylor has the first option on purchase of animals raised at Wynne. But excess animals may be sold to any other institution in the state.

WHOOPIING COUGH ON INCREASE—Whooping cough—known in medical jargon as pertussis—is not the killer it used to be. But it still is causing a significant scattering of infant deaths and a spread of sickness each year.

Its incidence seems to be on the increase in Texas. During the first week of December, city and county health officers across the state reported 19 new cases of whooping cough, bringing the 1963 total to 2,312—an increase of \$530 cases over the same period in 1962.

Only five deaths due to whooping cough were reported last year, but the State Department of Public Health already has received reports of 15 infant deaths from the disease this year.

State health officials say whooping cough is a large problem in the first six months of childhood. They emphasize two words—"family cooperation"—as the key to protecting infants against this and other disease.

Doctors advise expectant mothers to have their other children receive whooping cough shots, or boosters, at least three months before the new baby's arrival.

Talco Wins Second In New London Cage Tourney

Talco's Trojans fell to Cayuga 61-57 in the finals of New London Invitational Tournament Saturday at New London.

The Trojans placed two boys on the all-tournament squad. They were Shelby Johnson and Butch Perdue.

In the first round Talco downed New London "B" 69-29, then beat Mt. Pleasant 69-44. They won over New London in the semi-finals 67-49.

This week end the Talco girls will be in Duncanville playing in the AAU Womens Basketball Tournament. Teams for this tournament are selected from the top girls teams in the state. Their first opponent will be Mineral Wells.

Lawrence Wyatt Dies Sunday

Lawrence Wyatt, 58, died at 12:40 p. m. Sunday in the Veterans Hospital at McKinney.

He was born March 23, 1905 in Wood County. Mr. Wyatt, who was the owner of Wyatt's Washateria, had lived in the Talco area for a number of years. He is survived by his wife, Verbeth Pittman Wyatt of Talco, one son, Duke Wyatt and two grandchildren of Mesquite; one sister, Mrs. Alma Cash of Houston, two brothers, Elvin Wyatt of Dallas and Oscar Wyatt of West Point, Miss. Funeral services were conducted at 2 p. m. at the First Baptist Church, Talco, of which he was a member, by Rev. Danny Perdue. Interment was in Talco Cemetery.

Pallbearers were: Rayford Pittman, Bill Austin, Bill Perdue, Elton Welch, Hulien Westerman and Vernon McConnell.

Christmas Dinner Party For Club

Mrs. G. D. Stansell entertained the Talco Book Lovers Club with a turkey dinner and Christmas party Tuesday night in her home on Crawford St. with Mrs. H. J. Hill as co-hostess. Christmas decorations in pink, blue and silver lent a festive holiday air to the home. The bountiful meal was served buffet style from a table holding a massive arrangement of various pink and silver flowers, reindeer and Christmas angels, flanked by burning pink tapers. On the mantel was large molded pink candle, adorned with silver and blue glitter, and interspersed with pink and silver baubles and angel hair. The coffee table held a large, oblong cut-glass bowl filled with silver baubles. A large blue and silver tree completed the decor.

A game followed the meal. Homemade gifts were exchanged from the tree, with the Club president, Mrs. M. E. Jones, acting as Santa Claus. Each hostess was presented a footed brass bowl from the club.

Attending were Meses. J. H. Weatherall, R. W. Sanford, J. L. Cato, Ivy Smith, E. E. Nugent, R. R. Kelley, Felix Jones, Cleone Sullivan, T. Barton, Jones and the hostesses.

Christmas Party For TEL Class

TEL Class of Calvary Baptist Church had a Christmas party at the home of Mrs. M. E. Jones Thursday evening, where Mrs. Joe B. Nelson, the teacher, and Mrs. Ivy Smith gave the Christmas program. Mrs. O. J. Holland conducted games and gifts were exchanged. Gifts were presented to Mrs. Nelson and the assistant teacher, Mrs. C. S. Stewart.

Candlelighted Christmas decorations were used. Refreshments were served to 14 guests by Mrs. Jones and Mrs. E. E. Nugent.

T-S and Mrs. George Humphries and family returned to Wichita Falls, Sunday after a visit with his mother, Mrs. Maggie Humphries, Mr. and Mrs. Shep Barber and Mr. and Mrs. Herman McElroy.

Talco Leads On Grid Squad Team

Talco led all nine Red River Valley schools in getting boys in the first two football squad teams this year. The Trojans placed three on the first squad and two on the second team.

Gary Duncan, Butch Perdue and Roger Howard were named to the first team. Duncan, named in the backfield, was the leading rusher for the Talco Trojans in District 17-A. Howard was named a tackle and Perdue to the end position.

Selected on the second team were Monty Rodgers, a guard, and Jerry Black, center.

Honorable mention went to Ronnie Nelson, Jacky Dixon as backs, Otis Hall, Albert Whitney and Mike Reed of Talco as linemen.

Bogata Bulldogs named to the honorable mention teams were Duane Benson, Steve Wallace and Bill Bryson.

R. C. Marshall Dies Friday

Rayford C. Marshall died Friday, Dec. 20 in a Corsicana hospital after a short illness. Mr. Marshall, who was a former superintendent of Talco Public Schools and Bogata Public Schools, was born September 14 in Missouri. Mrs. Marshall, who formerly taught in Talco, died in October 1963.

He is survived by one daughter, Mrs. Oliver (Mary Elizabeth) Dreosto; two grandsons, Robert and John Dreosto, all of Wichita Falls; three sisters, Mrs. Earl Hendricks of Mt. Pleasant, Mrs. Mary Gage of Los Angeles, Cal., Mrs. Ola Garrett of Maud; four brothers, Bill Marshall of Fort Worth, Joe Marshall of Little Rock, Ark., Charles Marshall of Winnsboro and Guy Smelser of Bogata.

A service was held at Griffin Chapel in Corsicana at 10 a. m. Saturday; a second service at 3 p. m. at Bridges Chapel church, with interment in Bridges Chapel Cemetery.

Felix Jones Hosts For Family Dinner

Mr. and Mrs. Felix Jones entertained their family with a Christmas dinner at their home on Highway 271, Saturday evening.

Those attending were Mr. and Mrs. John Paul Jones and children of Shreveport, La., Mr. and Mrs. James Kelsoe and daughters of Hurst, Mr. and Mrs. Faris Brown, Mr. and Mrs. Cato Jones and family and Mr. and Mrs. Jerry Jones and family, all of Talco. Mr. and Mrs. Billy G. Jones of Dallas were unable to attend, due to illness of their son.

One of the highlights of the evening was a call to Mr. and Mrs. Lon Jones and family who are residing in Holland. The call was made from here at 10 o'clock, reaching them at 11 p. m. CST, which was 5 a. m. Sunday morning there. Mrs. Guy Walker and Mrs. Ross Morris, mother and sister of Mrs. Lon Jones, joined them in talking with Mr. and Mrs. Jones and the other children.

Christmas Party For Lions Club

Talco Lions Club Christmas party was held Thursday night in Talco School cafeteria. It was Ladies Night. Christmas presents were exchanged, a sing-song of Christmas songs was led by Cato Jones. Mr. Brand, the band instructor, led the school's choral club in songs appropriate for the occasion. Mr. Giddens was selected as chairman of a committee to investigate families who are to receive Christmas baskets of fruits and vegetables.

Next Lions Club meeting will be Jan. 13, 1964. Many of the club members will be going or visiting here and yonder during the Christmas holidays. They wish for everyone a "Merry Christmas and a Happy New Year."

John Pat Parr spent Thursday and Friday in Longview.

Notice Talco Independent School Tax Payers

Mr. Jerry Russell will be keeping the Talco High School Tax Office open each Saturday evening from 2:00 till 5:00 p. m. beginning Saturday, December 28 through Saturday, January 25. The office will be open for the convenience of those who work and would be unable to pay taxes during school hours.

February 1 all taxes will become delinquent and a penalty plus interest will be charged. You are urged to pay your taxes before February 1, 1964.

The Talco Times

Published Every Thursday
SAM C. HOLLOWAY ESTATE
 Publisher
GEORGE GRANT Editor
 Entered as Second Class Matter
 March 20, 1936, at the postoffice
 at Talco, Texas.

SUBSCRIPTION PRICE

Titus, Franklin and Red River Counties
 \$2.00 a Year
 When Sent Elsewhere in the
 States the Subscription Price is
 \$3.00 a Year
 Overseas \$3.50 a Year

INVARIABLY IN ADVANCE

CUNNINGHAM

By **MRS. IRA TAYLOR**
 Those attending a Christmas
 dinner Sunday in the home of
 Mr. and Mrs. Jack Norwood were
 Mr. and Mrs. Richard McKinney
 of High, Mr. and Mrs. Billy Jack
 Norwood, David and Lana and
 Dick Taylor of Paris, Mr. and
 Mrs. John B. Whitney, Belinda
 and Debbie of Dallas.

Mr. and Mrs. Harry Slusher en-
 tertained the following at their
 home Saturday night: Mr. and
 Mrs. Charles Taylor, Mike and
 Ford of Tulsa, Okla., Harold Bell
 of Paris, Mrs. Bobbye Holbert
 and children of Paris, Burl Parks
 of Deport, Mr. and Mrs. Charles
 McEwin of Chicota, Mr. and Mrs.
 Kenneth McEwin of Paris and
 Mrs. E. S. Wyatt.

Mr. and Mrs. Ronald Kelsoe
 and family of Avery, Mr. and
 Mrs. Perry Ashford and Mike,
 Mr. and Mrs. Fern Rees and Lori
 of Dallas, spent the week end in
 the homes of Mrs. Allie Rees and
 Mr. and Mrs. Leslie Taylor and
 Leslie Fern.

Mr. and Mrs. Harry Slusher at-
 tended an annual Christmas din-
 ner Sunday in the home of Mr.
 and Mrs. Bill Powell of Garland.

Mr. and Mrs. Bryan Basinger
 and family left Saturday to spend
 Christmas in California with her
 mother and other relatives and
 friends.

The Cunningham School annual
 Christmas program was held
 last Thursday night and a real
 good crowd attended.

Mr. and Mrs. Neal Yancey en-
 tertained the following Saturday
 night for supper and Christmas
 tree: Mr. and Mrs. Fern Rees and
 Lori of Dallas, Mr. and Mrs. Wel-
 don Moss and Vicki of Paris, Mr.
 and Mrs. Sammy Yancey and
 girls of Fort Worth.

Mr. and Mrs. David Taylor of
 Fort Worth, visited in the home
 of her parents, Mr. and Mrs. Jus-
 tin Cox.

Miss Mary Ann Cox of Hous-
 ton, Morris and Gordon Cox of
 Commerce, are home for Christ-
 mas with their parents, Mr. and
 Mrs. Edwin Cox.

Mr. and Mrs. Ira Taylor and
 Mrs. Jesse Taylor left Friday for
 a two weeks' visit in California
 with Mr. and Mrs. Jerry Wallace
 and Leslie.

Don Holt and family of Colo-
 rado, are visiting in the home of

T. O. (Buck) Raney Asks Re-Election Commissioner Prec. 3

My term of office as Commis-
 sioner of Precinct 3 will expire
 at the end of 1964. May I take
 this opportunity to ask for your
 support for re-election for a sec-
 ond term beginning Jan. 1, 1965.

My work is well known to all
 of you, and I need not enumerate
 the details of my service.

One of the most rewarding ex-
 periences of my life has been to
 work with all of you in my Pre-
 cinct.

I want you to know that I am
 grateful for all the fine things
 you have done for me in the past,
 and I assure you that I will ap-
 preciate your support in the elec-
 tion this year. Sincerely yours,
 T. O. (Buck) RANEY.
 (Pol. Adv.)

Mrs. Lila Pirtle Rites Wednesday

Funeral of Mrs. Lila Pirtle, 77,
 widow of T. L. Pirtle of John-
 town, was held Wednesday at
 Johtown Baptist Church by Rev.
 A. I. Bond, Bogata Funeral Home
 making burial at Rosalie. Pall-
 bearers were Jim (Boots) Rob-
 erts, Travis Watts, Avert Vaughn,
 M. J. Dodd, Chick Dryden
 and Hubert Horn.

Born in Tennessee, Nov. 19,
 1886, Mrs. Pirtle was married
 Sept. 11, 1906. She died Tuesday
 at 2:30 p. m. in Red River Coun-
 ty Hospital, Clarksville of illness.

She leaves these children: Eu-
 nice Pirtle and Mrs. Ruby Par-
 ker, Johtown; Billy D. Pirtle,
 Bogata, and Mrs. Ruth Calqu-
 houn, Miami, Fla.; 12 other de-
 scendants; a sister, Mrs. Beulah
 Gibson, and these brothers, all
 of Bogata: Kirb Lowry, Marvin
 Lowry, Henry Lowry and Chet
 Lowry.

REV. E. L. MILLER DIES AT MT. VERNON

Rev. and Mrs. Don Malone and
 children, Mrs. R. V. Parker, Mrs.
 James Hearron and Miss Roma
 Misenheimer attended the funeral
 of Rev. L. V. Miller of Mt. Ver-
 non, Tuesday. Funeral services
 were held at the Lake Chapel
 Church near Hagansport. Rev.
 Miller was, at the time of his
 death, pastor of the First Assem-
 bly of God Church in Mt. Vernon.

Mr. and Mrs. Billy McElroy re-
 turned to Austin Sunday after a
 visit with Mr. and Mrs. Herman
 McElroy and Mr. and Mrs. Shep
 Barber.

his mother, Mrs. Roy Holt.
 Olan Watson of Dallas, spent
 the week end with his parents,
 Mr. and Mrs. Odis Watson.

Mrs. Louise Black and children
 of Tyler, are visiting in the home
 of her mother, Mrs. Delsie Wil-
 son.

Mr. and Mrs. Eugene Norwood
 and family have moved back into
 their home, which has been com-
 pletely remodeled.



Fisherman worry about whether they're using the right lures
 and using them properly. Let's start by conceding that most lures
 will catch fish. Reputable manufacturers design them for easy
 casting, good working action, and proper handling. Materials are
 selected to endure the rigors of rugged bottoms, rocky snags,
 constant moisture, and of course, the smashing strike of a game-
 fish. Finally, new lures are tested for fish-appeal by teams of
 anglers, before customers get a crack at them.

The real problem is to carry lures that produce even when
 conditions are poor. With so many appealing lures available,
 it's a rugged task to pick those that "score" when nobody a-
 round is catching fish. But choosing the right combination
 is one reason why ten per cent of anglers catch 90 per cent of
 the fish.

The best selection of lures must have all types, spinners,
 spoons, and plugs. Plugs should be both floating and underwater
 kinds. Colors should stand out against the lake bottom or
 stream bed when fished deep, or against the sky when fished
 near the surface. Another consideration is how closely the
 color resembles the game fishes natural diet.

Reviewing last summer's mailbag, one particular lure was a
 stand-out. It is a scoop-nosed plug called the ABU Hi-Lo. The
 versatile ABU Hi-Lo can do just about everything. The reason
 is an adjustable metal lip. Set forward, the lip will carry the
 lure very deep where the big ones move to escape the heat. Set
 back, the ABU Hi-Lo will operate as a surface plug, or near sur-
 face plug.

One of the most informative letters was from a Las Vegas
 reader who fishes for nearby Lake Mead's famous large
 mouth bass. He wrote: "I favor the light 3/4-ounce ABU
 Hi-Lo in red and white and also black patterns. When fishing
 in darkness or near-darkness, I work the shoreline with the
 lighter-colored pattern using it as surface plug. Then, as the sun
 comes up, I follow the bass into deeper water adjusting the Hi-Lo
 to various depths. Here the darker color works best because it
 stands out against the light-colored sky. On Lake Mead I like to
 use my Ambassador 5000 reel for 'free spool' bait-casting and
 2216 Garcia tubular fiber glass rod. A light eight-pound test
 Platyl line goes well with this combination."

Other lures that make a lot of good fishing sense are ABU-
 Reflex spinners and ABU-Toby and ABU-Koster silver spoons.
 They're all durable fish-getters in both fresh and salt waters.
 With a few of each, along with several ABU Hi-Lo's, a sports
 fisherman is carrying about the best combination of lures avail-
 able.

Additional Locals

Mr. and Mrs. Glen Harris were
 visitors in the home of Mr. and
 Mrs. Ted Parham, Billie and Mrs.
 Bessie Reidout, Tuesday.

Mr. and Mrs. Earnest Hum-
 phries and daughter spent the week
 end in Huttig, Ark., with their
 parents, Rev. and Mrs. Ramsey
 and Mr. and Mrs. Humphries.

Rev. and Mrs. Don Malone,
 Terry and Paula spent the
 Christmas holidays with their
 parents, Mr. and Mrs. Odis Ma-
 lone, Sharon and Mr. and Mrs. E.
 L. Prater all of Hooks.

Mrs. C. E. Fail, Ronnie and
 Ricky, Mr. and Mrs. Jack Boyd
 and Margie and Geraldine
 Stringfellow and Jerry Simmons
 left Dec. 26 to visit relatives in
 Lamesa, Denver City, Odessa and
 Hobbs, N. M. They plan to be
 gone a week. Gary Fail is visit-
 ing his grandparents, Mr. and
 Mrs. L. F. Fail in Johtown, while
 his mother is away.

J. A. and Miss Roma Misen-
 heimer are spending the holidays
 in Spring Hill, La. and Hampton,
 Ark., with relatives and friends.

Visitors in the home of Mr. and
 Mrs. Charlie Martin and Danny
 for the holidays were Mr. and
 Mrs. Shelby Barger and children
 of Plano.

Rev. Don Malone will bring the
 radio message Sunday at 2 p. m.
 It is presented each Sunday by
 the Talco Ministerial Alliance as
 a public service of KIMP.

Sp. 4C Darrell Stockton of
 Lincoln, Nebr., is spending the
 holidays with his parents, Mr.
 and Mrs. Cecil Stockton and Don-
 ald and his uncle, Glen Harris,
 Mrs. Harris and Mark.

Mr. and Mrs. H. F. Hendricks of
 Iola, Kans., returned to their
 home Christmas Day after a 10
 day visit with her mother, Mrs.
 E. C. Lane and her sister, Mrs. L.
 F. Fail and Mr. Fail of Johtown.

It Pays to Advertise.

LOCAL NEWS ABOUT BOGATA

Mrs. Morris Roberts is visiting
 in home of her son, Bob Hale at
 Mineral Wells.

Mrs. Ruth Elson ordered a sub-
 scription to The Bogata News as
 a gift for her mother, Mrs. Madge
 Legate.

Mr. and Mrs. George Mitchell
 of Houston, were recent visitors
 of his parents, Mr. and Mrs. Hugh
 Mitchell.

Luke Cates spent Thursday and
 Friday with his sister, Mrs. Ju-
 lius Laub and Mr. Laub in Haley-
 ville, Ok.

Mr. and Mrs. Earnest Collins
 of Port Arthur, have been guests
 of Mr. and Mrs. J. A. Castleman
 during holidays.

Mr. and Mrs. Morris Harville
 of Bearden, Ark., are visiting his
 parents, Mr. and Mrs. V. D. Har-
 ville during holidays.

Miss Betty Gill, student at
 Texas University, is spending the
 holidays with her parents, Mr.
 and Mrs. Johnny Gill.

Erwin Duffee requests a change
 of address from Hooks, RI to
 New Boston, where the family
 has purchased a new home.

Jack Rodgers was here Satur-
 day from Odessa to visit his bro-
 ther, Welch Rodgers, who ac-
 companied him to Talco to see
 their aunt, Mrs. Madge Brown,
 home from Talco Clinic.

Mrs. Bess Forester is spending
 the holidays with her daughters,
 Mrs. Frances Barnes, Mrs. Rob-
 ert Blair and family in Dallas.

Mrs. Alfred Fleming orders
 subscriptions to The Bogata
 News as gifts for her sons, Bob
 and Ted Fleming, both of Odessa.

Mr. and Mrs. Paul LeMaster of
 Dallas, visited her parents, Mr.
 and Mrs. Si Hubbard, during the
 week end and were accompanied
 home by their daughter, Wanda,
 for the holidays. Wanda lives in
 home of her grandparents while
 attending Bogata school.

WANT ADS

Rates: 3 cents per word first in-
 sertion; 2 cents per word each ad-
 ditional insertion. No ad accept-
 ed for less than 50 cents per issue.
 Terms cash unless you are a regu-
 lar advertiser in this newspaper.

DOUBLE S & H Green Stamps
 every Wednesday with the pur-
 chase of \$2.50 or more at Nor-
 wood's Superette, Talco. t-tfc

Mr. and Mrs. J. P. Roach and
 Johnny of Mt. Pleasant, request
 that The News be sent as a gift
 to J. E. Wilson, R5, Mt. Pleasant,
 with their compliments.

Mr. and Mrs. Elmer Hutson
 and family attended a family
 Christmas dinner at Farmer's
 Academy Community Center,
 west of Mt. Pleasant, Sunday.

Mr. and Mrs. Ben Ward have
 been visiting their children, Mr.
 and Mrs. Billy Murphy and sons
 at Midland, Lindsey Ward and
 family at Big Spring, Mr. and
 Mrs. W. C. Wright at Carlsbad,
 N. M., and others.

Bill Harbison received word
 Friday that his grandson, Ronnie
 Harbison, had been involved in
 a highway accident near Dallas,
 but was reported not seriously
 injured.

Mr. and Mrs. O. W. Hudson,
 Mrs. Bess Forester, Mr. and Mrs.
 W. D. Harvey, Albert DeBerry
 and Luther Howison visited the
 DeBerry families at Idabel, Ok.,
 Saturday.

Mr. and Mrs. Don Roach of
 Wichita Falls, Mr. and Mrs. Drue
 Pirtle of Longview, were here for
 the holidays with Mr. and Mrs.
 M. E. Roach, Mollie and other
 relatives.

Mr. and Mrs. Sidney Ward
 Hudson of Mesquite, are here for
 the holidays with their parents,
 Mr. and Mrs. Sidney Hudson at
 Bogata, Mr. and Mrs. Elmer
 Cheatwood at Cuthand.

A daughter was born Dec. 18
 to Mr. and Mrs. Frank Haynes.
 She weighed 8 pounds, 2 ounces
 and has been named Mary Eliza-
 beth. Mrs. Lillie E. Haynes of
 LaRue, is a grandmother.

T. G. Temples Buried Friday

Thomas Grissom Temples of
 Talco, died at 9:30 p. m. Wednes-
 day in a hospital. Funeral ser-
 vice was set for Friday at 2 p. m.
 at the Talco Methodist Church,
 Rev. Mouzon Fletcher and Rev.
 Joe Stamey officiating. Burial
 following in the Talco Cemetery.

He was born Feb. 28, 1884, in
 Titus County. Surviving are his
 wife, Mrs. Gertrude Temples of
 Talco, two daughters, Mrs. Ver-
 gie Graff of Talco, Mrs. Arline
 Spinner of Memphis, Tenn.; three
 sons, Chester Temples, San Die-
 go, Calif.; Joe Bob Temples of
 Longview, T. G. Temples Jr. of
 Brenham; one sister, Mrs. Myrtle
 Blalock of Talco; one brother,
 Rob Temples of Broken Bow,
 Ok.; nine grandchildren, and sev-
 en great-grandchildren.

Assembly of God Christmas Program

A Christmas program was held
 in the auditorium of the Talco
 Assembly of God Church Friday.
 Each Sunday School class pre-
 sented a program of poems, songs
 and playlets. The main play was
 entitled "Scrooge's Niece."

Gifts were exchanged from a
 beautifully decorated tree. Each
 one present received a traditional
 bag of fruit, nuts and candy.

Classified Advertising Pays.

Professional

DR. L. D. LAWLER
 OPTOMETRIST
 Witt Bldg., So. Side Square
 Mt. Pleasant, Tex. Ph. PA 4-4774
 Office Closed All Day on
 Wednesday

DR. C. W. CROMER
 OPTOMETRIST
 Closed All Day Thursday
 Phone PA 4-4322
 212 N. Madison Street
 MT. PLEASANT

Bogata Funeral Home

Phone: ME 2-5614
 Wayne McCasland
 James Grant

Memo for the Boss:

Big Thinking Pays Off IN ANY SMALL BUSINESS

Managers of small businesses sometimes feel that statistics, efficiency and long-range planning are peculiarities of the jobs of big business executives, and have little or nothing to do with their small stores or shops. Yet very few ideas can be as wrong as this one!

About eight out of every ten businesses in America employ less than ten people. These companies operate on a narrow margin of capital—and every year thousands of them go out of business because their managers make mistakes their budgets can't afford. For a mistake is much more expensive when you can't afford it than when you're part of an industrial giant with rich financial reserves.

ADVERTISING AS AN EXAMPLE

To illustrate the point, marketing executives in large organizations keep records and dig up formulas to determine how much they must spend in advertising to maintain a certain volume of business. Yet many small organizations which may literally be forced out of business if a certain volume isn't maintained never bother with establishing the ratios necessary to tell them how much advertising they need to survive.

THINK BIG — AND GROW BIG

Every big business was once a small business. In almost every case, it grew big because its management thought big.

Mt. Vernon
 THE HOME OF GEORGE WASHINGTON FROM
 1747 UNTIL HIS DEATH, IT IS NOW A NATIONAL
 SHRINE. THE WOODEN
 MANSION IS LOCATED
 NEAR ALEXANDRIA IN
 NORTHERN VIRGINIA.
 WITH NO G.I. BILL,
 I WONDER HOW
 HE FINANCED IT...

Thanks to George
 Washington our
 nation is a model
 for the world.

Nowhere Else

Can You Get

So Much News

About People

You Know

As You Can In

Talco State Bank

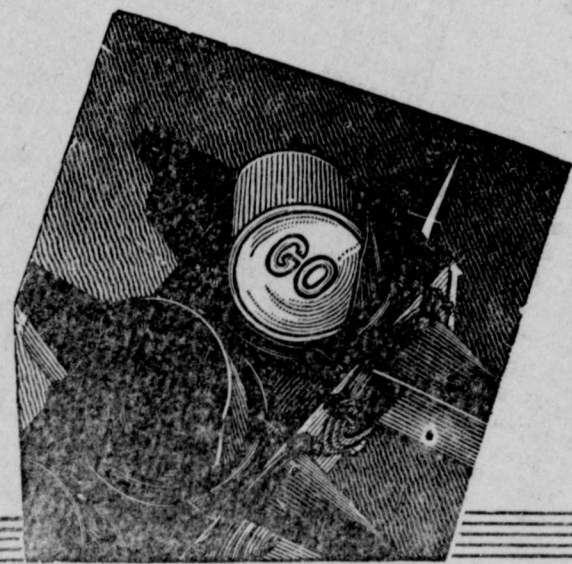
Member F.D.I.C.

Telephone DR 9-3611

TALCO

THE TALCO TIMES

The Talco Times



Let's Go!

New Year's Greetings

As the New Year is ushered in, we wish to pause for a moment or two and look back on the past twelve months.

In doing so we can see innumerable instances where our friends have been very considerate—where favors have come our way, and friendships have been proven in more ways than one.

Consequently, it is with genuine enthusiasm that we stop at the threshold of the New Year to wish each of you all the good things we can think of for the next twelve months. We are grateful for all you have done for us and take this means of expressing our thanks to each of you.

May the New Year be one of Health, Happiness and Success to all.



The Talco Times

JOHNTOWN

By MARY ANN VAUGHAN

Visitors for lunch in the home of Mr. and Mrs. Wayne Dodd were Mr. and Mrs. Grady Dodd and children of Odessa, Mr. and Mrs. John Horn and Scotty of Quitman, Mr. and Mrs. Forrest Whitten and Bruce of Paris, Tony Ragland of Dallas, Mr. and Mrs. Jacky Couch and children of Bogata, Mr. and Mrs. Marion Whitten, Carol and Sandy, Mr. and Mrs. Jerry Dodd, Nelda, Jerry Jr., Frances and James Lyle, Mr. and Mrs. M. J. Dodd, Danny and Jackie, Mr. and Mrs. Fred Whitten Jr. and Freida, Mr. and Mrs. S. E. Dodd and Kenny and Mr. and Mrs. William T. Dodd and Tammy, all of Johtown.

Mr. and Mrs. Dennis Cates, Miss Bobbie Cates and Bob Cates of Dallas, visited Mr. and Mrs. Dean Cates and family, Sunday. Mr. and Mrs. Thomas Wilder and family spent last week end with Mr. and Mrs. Buddy Lawson and family.

Supper guests of Mr. and Mrs. E. V. Pirtle Saturday night included Mr. and Mrs. Drue Pirtle and Mr. and Mrs. Harvey L. Jean and children of Longview, Mrs. Bob Pope of Talco and Rev. Garnett Walker of Mt. Pleasant. Those present to enjoy singing later were Sammy Wilkerson of Bogata, Jerry Miller of Talco, Cheryl Hawkins and Mary Ann Vaughan of Johtown.

Mr. and Mrs. Wesley Askins of Odessa, arrived Monday for a visit with her parents, Mr. and Mrs. Fred Whitten Sr. and a brother, Mr. and Mrs. Fred Whitten Jr. and Freida.

Mr. and Mrs. Buddy Lawson and family were week end visitors in Dallas with Mr. and Mrs. Jimmy Lawson and other relatives and friends.

Mr. and Mrs. Floyd Whitby of Houston, visited her father, W. A. Cotten, Miss Verah Cotten and Mrs. Maggie Chesshir, over the week end.

Mr. and Mrs. James Hervey and family of Hurst, Mr. and Mrs. Buford Hervey and family of Channel View, Miss Ginger Cox of Paris and Mr. and Mrs. Jim Hervey were dinner guests Sunday of Mr. and Mrs. Wendell Hervey.

Mrs. Lila Pirtle was stricken with a heart attack at the meeting of the Ladies Club Wednesday. She was taken by ambulance to Clarksville Hospital immediately. Her sons, E. V. and Billy Pirtle and Mrs. Morris Parker are attending her. Another daughter, Mrs. Don Calquehoun of Miami Springs, Fla., arrived Sunday.

Miss Nelda Dodd left Sunday to spend Christmas with Mr. and Mrs. Ragland and Tony Ragland in Dallas.

Mr. and Mrs. John Horn and Scotty of Quitman, visited Mr. and Mrs. W. R. Bain during the week end.

R. L. Smith, who is ill at the home of Mr. and Mrs. E. V. Pirtle, is reported better this week.

Avret L. Vaughan of Greenville, visited G. A. Vaughan and Mary Ann Thursday and Friday nights.

LOCAL NEWS

ALICE RUTH TIDWELL
Local Reporter
Phone
DR 9-3903

Sam Mayfield was dismissed from the Titus County Memorial Hospital, Sunday.

Miss Janice Davis of Dallas, spent the week end with Mr. and Mrs. J. A. Davis.

Mr. and Mrs. Billy Bramlett and children of Diana, were recent visitors of her parents.

Mr. and Mrs. Sid Bonds of Garland, visited relatives and friends in Talco during the week end.

Rev. Paul Clark of Mt. Pleasant, will be the speaker Sunday, Dec. 29 at First Baptist Church.

Mrs. John David Wright, Mrs. R. C. Jones and children were in Marshall Thursday to visit friends.

Mr. and Mrs. Ross Morris and sons of Little Rock, Ark., are visiting her parents, Mr. and Mrs. Guy Walker.

Mrs. Fred Blackard and sons, Kirk and Doug of Oak Grove, visited Mr. and Mrs. Felix Jones Saturday afternoon.

Mr. and Mrs. Ray Sedlack of Biloxi, Miss., are spending the Christmas holidays with Mr. and Mrs. Bill Locke.

Bobby Jack Brown, who is stationed at Ft. Polk, La., is spending the holidays with Mr. and Mrs. Jack Brown.

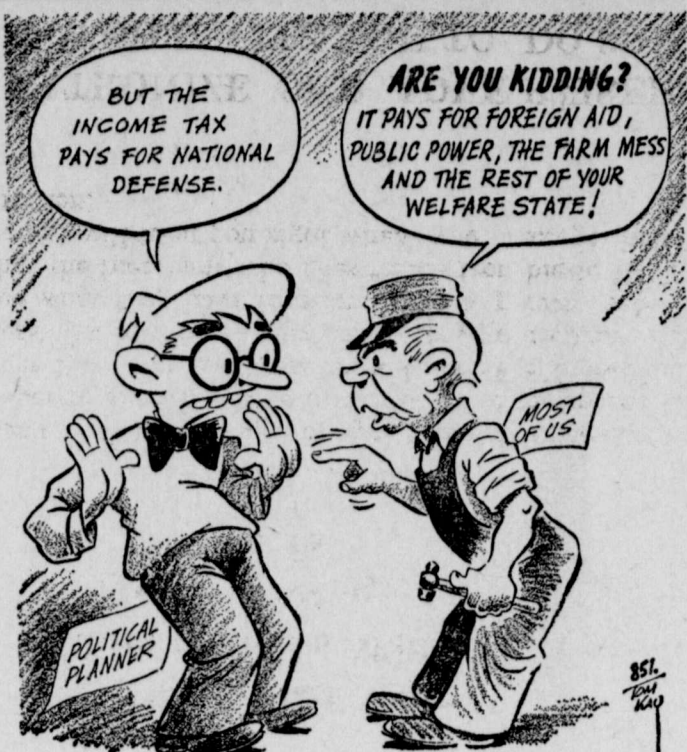
Lank Easterling Jr., who is attending school in Commerce, is spending the holidays with Mr. and Mrs. Lank Easterling Sr.

Bobby Fitch spent Friday night with Mrs. W. M. Allin. She accompanied him to Dallas Saturday to spend the Christmas holidays.

Mr. and Mrs. Johnny Lilley returned to their home in Dallas, Monday after visiting his parents, Mr. and Mrs. Roy Lilley in Arkansas and her parents, Mr. and Mrs. W. T. Lewis.

Guests in the home of Mr. and Mrs. R. G. Hood and Mr. and Mrs. Cliff Jones Sunday were Mr. and Mrs. Billy Joe Jones and children of Winooski and Mr. and Mrs. Howard Wesson of Mesquite. Miss Janie Hood, who had spent the week end here, accompanied the Wessons to Mesquite.

THE AMERICAN WAY



Man with the Facts

Mr. and Mrs. Duwayne Welch and daughter of Houston, came Monday night to spend the holidays with Mr. and Mrs. W. E. Welch.

Charles Whitney, who is stationed at the Naval Base at Fallon, Nev., is spending the holidays with Mr. and Mrs. Milton Whitney.

Mr. and Mrs. Bud Cogburn and Mike of Dallas, are visiting their parents, Mr. and Mrs. Fletcher Hanks and Mr. and Mrs. W. H. Cogburn.

Mr. and Mrs. Ray Kelley and children of Garland, came Saturday to visit Mr. and Mrs. Herbert Kelley and Mr. and Mrs. Lank Easterling.

Miss Carolyn Rodgers and James Rodgers, who attend Baylor University, Waco, are spending the holidays with Mr. and Mrs. E. A. Rodgers.

Miss Marjorie Richardson and Calvin Hammond, who attend the University of Houston, are spending the holidays here with Mr. and Mrs. W. S. Richardson and W. H. (Jack) Hammond.

Mr. and Mrs. W. H. Cogburn joined others for a Christmas supper at the home of her parents, Mr. and Mrs. McElroy in Gilmer, Thursday evening. Mr. McElroy, who has been seriously ill, is reported to be improving.

J. C. McGonagil, John D. Wright, John David Wright, Robert Wright, Freddie Stephenson, Doug Wright and Scott Wright returned home Monday from a hunting trip in the El Paso area.

Mr. and Mrs. John P. Jones returned to their home in Shreveport, La., Sunday after spending the week end with Mr. and Mrs. Felix Jones and other relatives.

Mr. and Mrs. Edward Frye Jr., Tony and Tracy of Baytown, arrived Saturday to spend the holidays with Mr. and Mrs. C. E. Smith and Mr. and Mrs. Edward Frye Sr.

A 1963 Impala sport coupe was stolen Thursday from Dean Leake, who is employed in Dallas. Mr. Leake spent the week end in Talco with Mr. and Mrs. Ellis Harris.

Talco Jr. Hi basketball students played their second district basketball game at Deport Dec. 19. The Talco girls lost to the Deport girls 21-29. The Talco boys won their game 33-25.

L. L. Gieger of Ft. Worth, visited in Talco Friday. His parents, Mr. and Mrs. B. L. Gieger and Miss Blanche Gieger accompanied him to Ft. Worth to spend the holidays. Mr. and Mrs. Gieger will visit their daughter, Mrs. Ray Matherly and family before returning home.

TALCO NEWS 10-20 Years Ago

Week of December 24, 1943
Marriages: Mrs. Myrtis Gieger of Talco and T. K. Thomas of Alba; Olen Morris of Argo and Betty Joe Gaddis; Bonnie Coe and Lester Doss.

Jerry Wayne Freeman, 3, had undergone major surgery at Scottish Rite Hospital, Dallas.

Fire destroyed the home of Mrs. Ann Simpson and contents had been a complete loss.

Deaths: William R. Welch at his home in Talco; Sam H. Holland in a Paris hospital; John Nelson at home in Mt. Pleasant.

A daughter was born to the Ois Swains. The father was stationed at Lincoln, Nebr.

Week of December 25, 1953

Funeral services were held at Hagansport for Kathy Lynn Franklin, 17 months old daughter of Mr. and Mrs. Wilmethe Franklin of Bishop.

In military services and undergoing basic training were Bobby Leo Medlin, Jackie L. Medlin, twins, and Alton G. Lewis, Hoyt T. Taylor, all of Talco.

Peggy Grammar and Alford Herbert were married in Mt. Pleasant.

Humble Camp students home from college for the holidays included Jimmie Stewart of ETSU, Bob Parker, Texas U., Mary Hopper of Oklahoma A&M.

Deaths: Joe Holcomb of Sulphur Bluff, Mrs. Joe Underwood of Mt. Vernon, Mrs. Hattie A. Tower of Hagansport.

D. E. DeBerry Dies In Highway Crash

Funeral services were held at 1 p. m. Sunday in Idabel, Okla., for David Edward DeBerry, 23, of Antlers, Ok., fatally injured Thursday night when he lost control of his car on an iced over bridge on Kiamichi River, two miles north of Antlers.

Son of Mr. and Mrs. Dan DeBerry and grandson of Mrs. Luther DeBerry of Idabel, formerly of Bogata, deceased was an assistant county agent.

Be sides his parents and grand-

Alcorn Saves Time and Energy By Changing Calendar Every Other Year

Editor's note: Achin Alcorn, philosopher on his Johnson grass farm on Sulphur, has caught up with the times, his letter this week indicates.

Dear Editor: I knew it was Christmas, television doesn't play Jingle Bells in July, but I thought it was Christmas 1962. I never got around to changing calendars.

In this connection, I was talking with a man who had something of the same feeling, that the years are sailing by so fast he can't keep track of them, and he was arguing we ought to hold Christmas only every other year, to give a man time to catch his breath between seasons, but he won't get anywhere with the idea.

At any rate, I tore off my calendar, brought the year up to 1963, and while I was at it flipped a page and got on into 1964. You're not going to catch me napping, and besides, why waste energy tearing off a year at a time when you can get two with the same effort?

I have no idea what the new

year holds for me, but that isn't surprising as I haven't found out yet for sure what happened in 1963. I know we have better communications but it doesn't help much, about all television does is multiply the number of crises you're aware of. The number of trouble spots on earth probably hasn't increased, what television does is baffle you with four a week instead of the old system of one a month. Seeing may be believing but its a long way from understanding.

However this doesn't bother me. A man who had to wait for television to find out how much there is around him he can't figure out, just wasn't looking in the first place. I don't know why I should be expected to understand what's going on in the rest of the world when I'm not sure what's taking place on this Johnson grass farm.

At any rate, what's coming up in 1964 is obund to be interesting and I intend to be on hand to misunderstand it.

Yours faithfully, A. A.

Talco Trojans Cage Schedule

The schedule includes:

Dec. 26, 27, 28—Duncanville tournament (girls only).

Jan. 2—Avery (girls only) in Talco.

Jan. 3—Mt. Vernon in Talco

Jan. 4—Mt. Vernon in Talco.

* Jan. 7—Queen City in Talco.

* Jan. 10—Jefferson in Jefferson.

* Jan. 14—James Bowie in Talco.

Jan. 21—Avery in Talco.

* Jan. 24—Bogata in Talco.

Jan. 28—Pittsburg in Talco.

* Jan. 31—Queen City in Queen City.

* Feb. 4—Jefferson in Talco.

* Feb. 7—James Bowie at Sims.

* denotes 17-A games.

Times Want Ads Pay.

W. D. Robertson Buried Friday

Funeral service for William DeWitt Robertson, Jr., 46, of Detroit, were held Friday at the Christian Church in Detroit. Interment, under the direction of Grant Funeral Home, was in Bluff Cemetery.

Mr. Robertson, a brick mason and stock farmer, died in McCuiston Hospital at Paris, Wednesday, after a heart attack.

Professional Eye Care and Finest Quality Eyewear

NEED NOT BE EXPENSIVE at . . .

Texas Optical

Contact Lens Specialists
4 Clarksville St. PARIS

You Wouldn't Attend A Wedding Without An Invitation

The Same Thing Applies
★ When You Go Shopping

The Stores That Want
Your Business Will ★
Invite You to Come In

Each week progressive merchants use the pages of this paper to extend you an invitation to come in and look over their wares. These merchants SEEK your business. In return all they ask is that you come in and see what they have to offer. It is a pretty safe bet that the merchant who goes to the trouble to INVITE you in will treat you right when you accept his invitation.

PATRONIZE OUR ADVERTISERS
WHO INVITE YOU TO DO SO

The Real McCoy's

By FELIX JONES



I ORDER TAKE OUT INSURANCE ON YORE NEW SHOOTIN' GUN WITH

YOUR Independent AGENT
SERVES YOU FIRST

FELIX JONES
INSURANCE
At the Bank TALCO



SEASON'S GREETINGS

To you and your family, from each member of our family, we send warmest holiday wishes. May the pleasures of this happy time last throughout the coming New Year . . . a year we hope is made brighter by your good health and prosperity.



FLOYD HAMILTON, District Manager