

Muenster Enterprise

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RECREATION

Any effort to create general community progress without a system of organized recreation is incomplete. By far the majority of young people adjust their lives from one recreational program to the next. In the meantime most of them are doing some sort of constructive work but their deepest interest lies with their recreational periods.

Since this condition exists as one of the characteristics of youth it merits the most serious consideration from those who have the welfare of young people at heart. Character is moulded just as definitely during leisure hours as it is during working hours, and the youngster who would develop into creditable maturity must be encouraged to form good habits at all times.

A splendid example of success in organized recreation is the softball league now playing at Myra. Every evening dozens of youngsters are occupied with a pastime that benefits them in body and spirit. At the same time dozens of fans forget their daily worries to see a good game.

The benefits from recreation are even more far-reaching. Business men realize that many friendships originating during leisure hours lead to mutually beneficial business relationships. Human nature is such that people are willing to work together when they find that they can play together.

A handful of far-sighted men at Myra are entitled to worlds of praise for their action in bringing together groups of young men from all over western Cooke County. They have given boys a chance to develop, they have provided entertainment for spectators, and they have created opportunities for new friendships that might otherwise have never existed.

Unfortunately, however, the baseball season lasts for only a few short months. After that time the people who were becoming friendly will return to their respective communities to become virtual strangers again — unless other far-sighted people are willing to follow the example set by their Myra neighbors.

It Muenster willing to keep up the good work? She is ever ready to call attention to her progressive community and makes efforts to attract trade from neighboring communities. Now she has a real opportunity to help her neighbors as well as herself.

The time is ripe now to make plans for organized recreation next fall, winter, and spring.

OUR FARMS IN THE FUTURE

Fifty years ago depletion and erosion of soil here was unheard of. Pioneers just making a start in new communities found that the land was mellow and fertile and harvests were abundant. But in our time yields fall to a lower figure and men who plow the soil find that it has come to resemble baked clay.

What is the reason for this condition? One explanation will suffice. In recent years our land has been sapped by continuous use, and very little has been returned to it. In the time of our fathers the original fertility of the soil was still bringing good yields, but the time has come when something must be done to restore its original vigor.

Returning plant food is one of the outstanding features of soil conservation programs as now encouraged by the U. S. Department of Agriculture.

Soil erosion is another problem that was unknown here in the nineties. At that time a natural growth of sod prevented drainage waters from robbing land of the rich layer of top soil which is so essential

to good yields. Nowadays one can see on every farm the costly toll claimed by uncontrolled drainage.

These are the farms destined to become the heritage of Muenster's coming generation. To a great extent they have already been robbed of their productivity. With every rain they are also losing a portion of their precious top surface — their productive surface.

While this sad state of affairs continues the Federal Department of Agriculture stands at attention, waiting for an opportunity to give farmers the benefit of its years of study. It is anxious to lend a helping hand to those who would restore plant food to their land, or save some of the productivity that is now silting our rivers and lakes, or save for the crops some of the moisture that is now draining away.

The future of every rural family is directly dependent upon the future productivity of the land. Those who are content to make no provision for the next generation can be content to permit the continued depletion of their land. But such people are robbing children of their birthright.

At this time it is well for people to decide whether they wish to save their land. If so let them resolve to be on hand when the secretary of the Kessler Plan Association presents his suggestions during the week of July 19.

A CITIZEN'S CREED

I believe in my community, my state, and my country.

I thank God I am an American and a Texan.

I believe that men play a bigger part in town building than natural resources, and that cities are what men make them. I am willing to give of my time, thought, energy, and money to help advance the welfare of my community, in return for the great blessings I enjoy.

I am not afraid that my competitor will make more money than I will as the town grows.

I will not sponge, taking all I can get and giving as little as possible.

I want to live in my town so I can leave as a heritage the memory of some service for the benefit of the community.

I believe that my record on earth will be largely my record as a citizen of this town.

I believe in the success of my community and want to have it said of me that I played my part well.

I believe in the sincerity of the citizens, and will not indulge in back-biting, slander, or knocking against my town or my neighbors.

I am proud of my town and want to live so that the town may be proud of me.

I will advance the fame of my town by doing my job the best I can, and perhaps better than it is being done anywhere else.

I will invest my life where I make my living.—Hubert M. Harrison in East Texas Magazine.

NO 'BOOMS' TODAY, THANK YOU

Thirty days without a traffic fatality! That is a record of which San Diego, Cal., may justly be proud. It is the result of an aggressive safety campaign initiated by officials who had become alarmed by the staggering number of traffic deaths occurring within their city.

To fully illustrate the impressive results obtained, the safety committee of the post of the American Legion prepared a chart closely resembling an ordinary index of business activity. The traffic death rate before the drive was represented by a diagonal line, reaching its peak in the upper right hand corner of the chart, darkly hinting at a breath-taking and horrifying "boom" in the "death business." Reduced to figures this line meant that on the average, one person was killed every three and eight-tenths days. Results of the drive were represented by another line that showed that the death rate had been reduced to one person each fourteen and three-tenths days—a decrease of almost 80 per cent.

Success of the safety campaign was attributed to the fact that the police "cracked down" and the courts backed them up by handling cases efficiently and impartially. Too, San Diego's leading newspapers aroused the public a spirit of whole-hearted co-operation with a steady stream of constructive and helpful publicity.

San Diego's fine record conclusively proves that safety campaigns, seriously undertaken, can accomplish surprisingly effective results in any community.—Salem (Ind.) Republican-Leader.

MODERN TRENDS IN ADVERTISING

LEAN TO . . .

COLOR!

During the past seven months THE ENTERPRISE has enjoyed a march of progress never before known to a newspaper in Muenster.

Beginning in the face of competition and a general skepticism concerning Muenster publications it set a new record of securing a sufficient number of subscribers to obtain a Post Office mailing permit with its third issue. Since that time its circulation has increased constantly until it now reaches more Muenster homes than any other publication.

As an advertising medium it likewise holds the favor of Muenster merchants. They needed little time to realize that THE ENTERPRISE, which is foremost in prestige and news service, is also foremost as a medium for their business messages.

As a testimonial of its general merit THE ENTERPRISE is proud to call attention to its recent award of first place in a contest open to all Texas weeklies in towns of less than 1,000 population.

And Now . . .

. . . as a new step in its march of progress, THE ENTERPRISE announces that it is prepared to offer a service available to very few advertisers in weekly papers—

*it is prepared to print
ads in COLOR!*

