

Christmas Greetings



RUSH FOR POLL TAX TO PRECEDE SCHOOL CONSOLIDATION VOTE

The proposal for a school district consolidation to include the entire northwest portion of Cooke county will be submitted to the voters of nine districts on January 2. It was revealed here Monday by Claude Cannon of Hays. Each district will have its own election to determine whether it wishes to remain independent or combine its resources with those of other districts in order to secure a larger centralized school system.

Coming very shortly after the end of this year, when the validity of currently held poll tax receipts will expire, the election permits very little time in which citizens of the districts can qualify as voters. Since the deadline for paying poll taxes is normally set for the end of January most people are in the habit of paying during that month and are not eligible as voters the first of the month.

In all nine of the districts persons interested in the outcome of the election are urging their friends to pay their poll tax before January 1, explaining that a receipt showing payment of 1937 poll tax, which most persons now have, will not permit a vote in 1939. The receipt must show payment of 1938 poll tax.

Where objections to the proposed consolidation are found they can usually be explained by fear of increased taxation. Some of the districts now have a tax rate of 50 cents per \$100 valuation, but would expect a rate of \$1.00 per \$100 valuation as necessary to construct and maintain a school capable of serving the vast area.

First hints of the consolidation were made several weeks ago after the Valley Creek school was destroyed by fire. Some of the districts included in the election are Bulcher, Marysville, Valley Creek, Hays, Tyler's Bluff, Hickman, and Sivells Bend.

New trees and shrubs have been set out during the past two weeks at the homes of Joe Fisher, Ed Schmitt, Doc Myrick, John Fisher, and Herbert Meurer. During the same period several shrubs were substituted in the cemetery for those that failed to grow at the first planting.



PROPER CONTROL OF TONGUE STRESSED AT HOLY NAME MEETING

A brief lecture by Father Francis Zimmerman on the proper use of the tongue was the outstanding feature of the Holy Name Society's regular meeting Monday night in the Parochial school basement.

"The tongue's worst injuries, such as slander, calumny, and falsehood, never heal," he said in urging his hearers to be especially careful of what they said. He then recalled that the tongue is protected by two walls, the teeth and the lips, as guards against the escape of any improper remarks, also that its very structure suggests words of warmth, tenderness, and kindness.

The business session was concerned chiefly with the society's plans to decorate the church for Christmas and to construct an addition to the handball court during the holidays.

PRELIMINARY WORK ALONG RURAL LINES RECEIVES ATTENTION

Actual field work as preliminary steps for the construction of rural electrification lines is now under way north of Muenster.

Five carloads of poles arriving at various times in the past week are being hauled to their respective locations while several men are engaged in fitting them with proper hardware such as cross arms, insulators, etc. At the same time other men are clearing trees and brush from the right of way.

All the work, though classified as unskilled labor, is being done by the crew of about 25 skilled men who came to Muenster with the construction company. According to Superintendent Turrentine, it is unlikely that skilled work will begin until after the holiday season.

First tests with the drilling machine revealed that digging holes through the hard rock formation that appears in a number of locations on the area will cause considerable trouble. Turrentine expects to overcome the difficulty by using water with the drilling bit somewhat as oil rigs do. He feels confident that holes through the worst formations can be drilled in about 7 minutes. Through plain dirt the machine can dig a hole in slightly less than two minutes.

Only where the ground is too rough to permit moving the machine will digging and pole setting be done by hand. Such places are likely to be very few, Turrentine said, because the machine is equipped with a four wheel drive enabling it to move about almost as a track type tractor.

Progress on line extension in the area northeast of Gainesville has been slow. Mr. Whiteside, a member of Wm. Morrison's engineering firm, has secured about 25 new applicants during recent weeks but still lacks a considerable number to reach the quota necessary for a qualifying line. This extension is being developed as a result of REA's offer to appropriate funds for additional mileage of line.

MUENSTER HIGH BOYS WIN GIRLS LOSE IN VALLEY CREEK TILTS

Muenster High School divided honors last Thursday when they met the Valley Creek athletes in scheduled games of the current round robin playoff of the County Interscholastic League race.

The boys had little trouble defeating the opposing basketball team to the count of 22 to 9. But the girls suffered a heartbreaking loss in their volley ball match. After dropping the first game, they came back strong to take the second and extended their winning streak well into the third. Then, leading 12 to 5, they went haywire and lost the deciding game.

★
A star at rest over a tiny stable was the beacon that led three wise men to the Infant Savior on the first Christmas. For nineteen centuries the light of that star continues to lead wise men to the Babe of Bethlehem, exchanging their love for His Peace and Good Will. That you may enjoy these gifts of the first Christmas is the hope of your staff on the
ENTERPRISE

BETTER PRODUCTION SOUGHT IN DEEPENING OLD MUENSTER WELL

What may be the nucleus of a revival of interest in the oil pool in the west end of Muenster's city limits is the well deepening job begun this week by J. G. Richards and Son for the Grayburg lease on Ben Luke's property. It is the project promoted during the past several months by Miss Alice Holton, who owns an interest in some wells of that area.

The well favored for a test is about 1600 feet deep and will be drilled to a depth of 2200 feet unless a profitable sand is reached at a higher level. Formations in wells of other pools near Muenster give some encouragement to expect a new sand at 1800 or 1850, Miss Holton said.

Decreasing production in many wells of the pool was named as the reason for making the present test. In some wells the output had become so small that it was no longer profitable to operate them. Hoping to put the field back on a paying basis, Miss Holton began her campaign of soliciting donations from men interested in the field and local business men who might profit by the increased business that a revival of drilling would bring. If this test results in the discovery of a new profitable pool it is likely that almost every well in the field will be drilled deeper and that the field itself will be extended.

Richards stated Tuesday that he would begin moving equipment Wednesday and probably be in operation before the end of the week.

FELIX BECKER SEES PROSPECT OF BETTER SEASON AT HATCHERY

Encouraging prospects for a hatching season that will surpass last year's success were seen this week by Felix Becker as he continued preparations to open the business early in January, probably January 9.

At the present time Mr. Becker's activity is confined principally to making arrangements with owners of pedigreed poultry stock in order to assure an adequate supply of quality hatching eggs. He is also spending his spare time at the hatchery making minor changes and preparing equipment.

Several good orders from the first hatch have already been spoken for, Mr. Becker disclosed. That circumstance is regarded as a favorable forecast as is the statement by some new patrons that they intend to get their chicks from Muenster this season. For two years the local hatchery was under the observation of quite a number outside the community. Being convinced by the experience of others, those people are now ready to get their chicks from the hatchery.

WE, NEVER CLOSE, BUT—

"Every rule has its exceptions." At Ben Seyler's garage they have a slogan "We never close," but the business will be closed all day on Christmas. "That day and Good Friday are the two days of the year when we don't want any business," Seyler said.

Ollie Horn spent Tuesday and Wednesday in Dallas on business.

Wildcat Gusher at Voth's Shoots 80 Feet, Regarded Among Best in Local Field

NO MIDNIGHT MASS IN LINDSAY SCHEDULE CHRISTMAS SERVICES

Lindsay. — An announcement made by the Rev. Father Conrad, pastor of Saint Peter's Church, last Sunday gives the schedule for Divine Services on Christmas day as follows:

5:00 a. m.—High Mass, sermon and Communion.

8:00 a. m.—Low Mass, sermon and Communion.

10:00 a. m.—Low Mass and sermon.

3:00 p. m.—Vespers and Sacramental Benediction.

The schedule includes one important change from that in effect for the past several years. There will be no midnight mass.

EXPECT TO FINISH BIG ELM BRIDGE BY FIRST OF JANUARY

A completed bridge by January 1 is the goal set by Superintendent J. A. Sullins on the WPA road and bridge project through Big Elm on the Muenster-Linn road. Unless unfavorable weather intervenes or the shipment of creosoted flooring fails to arrive on time, he is confident that the actual bridge work can be finished in another week of working days.

At Wednesday noon the last pieces of scaffold framework were being nailed in place and it seemed probable that scaffold floorwork would be finished and the erection of steel for the main span begun by Thursday morning. Completion of the steel work seemed probable before Christmas.

Work that follows the steel will be the short job of laying a floor, setting piles for the two approaches and building the approaches. The latter task will be rather simple because it requires neither scaffold nor steel work. Fill in work can start with the new year.

Gravel hauling for the road surface begins as soon as the bridge is passable. On much of the road, especially through the level bottomland, all grader work is finished. The tasks of widening the road, cutting down steep inclines, eliminating three bad corners, and cutting a better drainage ditch are all in progress on the quarter mile strip south of Tony Trubenbach's home. With favorable conditions prevailing those jobs will near completion by January 1.

PASTORS ANNOUNCE TIME FOR SERVICES ON CHRISTMAS DAY

The schedule for Divine Services at the Muenster Church on Christmas Day was announced as follows at the Masses last Sunday.

5:00 a. m.—Angel's Mass. A High Mass followed immediately by two Low Masses.

8:00 a. m.—Shepherds' Mass. A Low Mass followed by one Low Mass.

10:00 a. m.—High Mass.

3:00 p. m.—Vespers and Benediction.

After the 5 o'clock Mass the pastor will bring the Blessed Eucharist to the sick persons of the parish.

Sermons will be delivered in the 5, 8 and 10 o'clock Masses.

Estimated At More Than 500 Barrels

Expected to Cause Early Revival of Muenster Drilling Activity

Rated among the leaders, and perhaps the best producer in Muenster oil history is the gusher brought in Tuesday morning by Wahm Bros. for Whitfield, Pearson and Grimes on the Barney Voth farm two miles south of Muenster.

Under the full force of pent up pressure the oil, when first released, shot to a height of about 80 feet, then settled down to about 25 feet and continued under that force for five minutes, enough to convince rig workers that a flowing well is assured.

An accurate test of the well's production was not possible until a tank was received from Oklahoma City and erected. Tuesday it was considered probable that the test could be made late Wednesday or early Thursday. Until the well is permitted to run for several hours there is no way of estimating its production, Wahm said. That will depend upon how well the pressure holds out. A several thousand barrel production is possible, a 500 barrel production is practically assured.

The oil comes from a lime formation at a depth of 1793 feet. Both formation and depth correspond closely to those of the gas well only a few locations removed. When the gasser was struck several months ago near 1600 Wahm drilled through that sand and went to about 1800 before giving up the location. On the present well gas of the same pressure but less volume was found at the same level.

Located about two miles from the nearest producer, the new Voth well is regarded as opening a new field and is expected to bring an immediate revival of drilling activity.





All of Us
At the FMA Send you
Greetings and Best Wishes
 for the most Joyous
 Season You Have
 Ever Known



As the voices of angelic choirs echo through nineteen centuries in praise of the New-born King, may it be your happy privilege to enter into the spirit of that first Christmas.

May the sacred blessings of Peace and Good Will make your friends grow more close and dear, your heart more understanding, your home more bright and cheerful. May it bring greater happiness to your life and enable you to bring more happiness to the lives of others.

We Have Enjoyed Our Business Relations With You During 1938
 May We Serve You Through 1939



Farmers Marketing Association

FMA Cheese Plant
Rudy J. Hellman

The FMA Store
Andy Hoffbauer

LIFE IN SWISS ALPS REVIVES OLD MEMORIES

Trio of Parochial Teachers Vividly Impressed By Summer Vacation Visit To Switzerland

A vacation in the Swiss Alps or a visit with family and friends after an absence of thirty years, either is an experience as pleasant as the normal person can imagine. But to have two such thrills combined was the happy privilege of Sisters Bertha, Anastasia, and Theresina when they returned to their native Swiss villages last summer.

For Sister Bertha the first and greatest surprise came here at Muenster only a few days before the anticipated departure of her two companions. Her many friends of this

TROUBLE IN PALESTINE



Armed English troop detachments are on guard on the top of the roofs of Jerusalem's highest buildings, to prevent suspicious persons from penetrating into the old town where the Arabs have entrenched themselves.

community realized that her most hearty desire was to return home for a visit and to see her mother alive. They realized also that Sister Bertha's family was not financially able to arrange for her passage. So they did the reasonable and generous thing, they solicited donations and presented her with a purse that made the trip possible.

Her gratitude was unbounded, as was the surprise and appreciation of her folks back home. First they could not imagine such generous kindness as Muenster had shown Sister Bertha, then they beamed with pride at the thought that she was held in such high regard.

For all three sisters the visit home was a step back into their girlhood days. The congenial reunions with loved ones and the return to old customs, traditions, nautical grandeur, and scenes rich in the glory of Swiss history seemed to bridge the chasm of time and make it seem like only yesterday since they had seen the same people and done the same things.

They heard again the Alpine horns that for centuries have made the mountains ring with musical notes or formal greetings or the Angelus. They heard yodelers exchange greetings from mountain to mountain. They were on mountain and lake

CRASHING THROUGH



ST. JAMES, Minn. — How would you like to have this big hawk come through your windshield and land in a shower of glass in your lap? That is the experience that Carl G. Olson of this vicinity had the other day. He is shown holding the chicken hawk, which had a wing span of more than four feet, standing beside his car. Note the hole in the windshield.

and stood in awe before gorgeous scenes. They felt an old surge of patriotic pride as they visited scenes sacred to Swiss history and tradition. They marveled at the magnificence and antiquity of churches, monasteries, and other famous landmarks dating back to the middle ages.

Though keeping pace with America in adopting the advances of modern civilization, Switzerland, especially those regions visited by the three Muenster sisters, shows a marked preference for the culture of yesterday. A wholesome congeniality is the accepted standard. Cheerfulness and friendliness are abundant on all sides. People whistle and sing at their work. The man gathering hay from his mountainside plot will suddenly give voice to a lusty yodel and his neighbor across the valley returns the compliment—failure to answer is equivalent to an insult. Or two persons walking down the street are as likely to be singing a duet as holding conversation.

In general, so the sisters were impressed, the Swiss seem a little more concerned than us about living and a little less concerned with making a living. They work hard, sometimes for long hours, but they associate work and pleasure rather than segregate them.

Modern conveniences are the general rule. Virtually every farm home is served by electricity, running water and telephone. Villages have a better average than our American towns for all modern conveniences. Natural industry and pride in home comforts induced the Swiss to install improvements in their rugged, picturesque cottages mellowed by centuries of care.

For several reasons automobiles are much less common in Switzerland than here. Most places can be reached conveniently by busses and trains, and fares are reasonable. Also cars are more expensive in initial cost and in operation because both machine and fuel have to be imported. As a rule only wealthy people or men who must have them for business reasons, such as doctors, have their own cars. Motorcycles are more numerous and bicycles are to be found almost everywhere. Poverty is another reason for the existence of few cars. A family in normal circumstances would consider the price of one as a small fortune.

That very scarcity of money is to a great extent responsible for the frugality which stands out as one of the most commendable of Swiss traits. Nothing is wasted. Plots of ground on steep mountain sides are annually harvested for hay. Quite frequently men are known to work ground on quite perilous, almost inaccessible places. Specially built cables aid in the task of bringing a few bales in for storage. It was explained however, that Alpine hay is more than ordinary feed in that it is highly nutritious and has some

medicinal qualities.

Swiss farming, furthermore, includes soil building as much as growing crops. Yields in the fertile valleys and mountainsides are assured by regularly returning to the land all fertilizer accumulating on the farm along with generous portions of commercial fertilizer. Where farms are larger, sometimes permitting the use of modern power equipment, the same practice is in effect. In villages the gardens receive similar attention. It is characteristic of Swiss farming and gardening that every bit of land available is put to use, if not in crops or vegetables, then in flowers.

In industry, which plays an important part in Swiss economics, the medieval guild system is still favored. Master craftsmen have charge of the training of apprentices, who, after the required time of training, may secure masters' certificates by taking state prescribed examinations. Manufacturing is confined principally to delicate articles requiring utmost precision.

A very thriving business during recent years is the tourist trade. Long famous as a summer resort the Alps are rapidly becoming popular for winter sports. Magnificent hotels, well maintained scenic drives, trains, cables transport systems and other provisions for the convenience of visitors make Switzerland a wonderland for the vacationist. However, the country shares with France the reputation of much poorer train service than America offers. Cars are much less comfortable and transfers are so frequent as to become monotonous.

Consciousness of the country's colorful historical background, and pride in its traditions are named as reasons for retaining many customs of the past and reviving a few that began to fade out. The family coat of arms is staging a comeback, as are ancient furniture design and other things mindful of a glorious past. The custom of returning to typical Alpine dress on special occasions, and yodeling, and greeting with the Alpine horn are centuries old. All of these are described by the sisters as evidence of a national pride in their home country's glory and a possible explanation for lack of interest in war scares that keep other parts of Europe in constant turmoil.

The famous Alpine horn brought a tremendous thrill to the hearts of the visitors. On clear quiet days its beautiful resonance carries from one mountain range to another, whether used as a horn to send out musical notes or as a megaphone to

chant the evening Angelus or a greeting. To some extent it resembles a trumpet but is 16 or 18 feet long and made of birch bark. Because of its weight it is so constructed that one end of it rests on the ground and curves up slightly, somewhat like the bowl of a pipe.

In general one impression was

outstanding to Sisters Bertha, Anastasia, and Theresina. People in their homeland seem less favored than we, but they live in a background of peace, contentment, cheerfulness and national pride based on a glorious history and tradition that makes their lives fully as abundant as ours, perhaps more so.

Pardon The Whisper

We're just telling you confidentially that we wish you—



A Very Very Merry Christmas

Dickerman's Drug Store

Walgreen Agency

Gainesville

Texas



Each of Us Wishes Each of You
A Merry, Merry Christmas
And A Very Happy New Year

G. L. (Stogie) Mitchell

Gainesville

Kelvinator and American-Bosch Radios

Joe Schmitz

Agent for

"State Reserve Life Insurance Co."

LINDSAY, TEXAS

Season's Greetings

from

Alex Tire Co.

Balanced, Guaranteed

Vulcanizing

Federal Tires

Muenster Gas

Real Bargains in Used

Truck Tires



Thank You---

For the patronage you have given us since we opened our little shop.

We Wish You—

A Merry Christmas

and a

Bright and Happy New Year

Mrs. J. P. Goslin Miss Ruth Craven

The Ladies Shop

Gainesville



Our Christmas Wish for YOU . . .

May everybody this Christmas get back the faith and trust of a little child. The faith that moves mountains and fills stockings! May all those who have grown up regain the illusions they may have lost and face the world with renewed trust and good fellowship! That is the Christmas wish we make for you and the hope we cherish for ourselves.

Teague Company

SEASON'S GREETINGS

from

FAT'S PLACE

Hale Neathery, Prop.

THIS CHRISTMAS Give ELECTRICAL Things!

There is a new idea in Christmas giving this year... gifts of Electrical Things... gifts that live and give year after year... gifts that are most welcomed by modern mothers... gifts that are most warmly cherished and appreciated by the entire family.



Radio—A gift of entertainment which will be appreciated for many years. Available in numerous makes and models at prices from \$9.95.



Ask for your FREE copy of this booklet... it will help you select unusual Gifts for Christmas. Ask for it at Stores Where Electrical Things are Sold.



Refrigerator—When you give an electric refrigerator you give health, convenience, pleasure and economy to the entire family. A wide variety of models at prices from \$29.00.

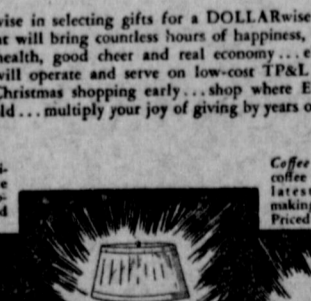
These Electrical Things Will Make Mothers Happy



Waffle Iron—Delicious waffles make breakfast more appetizing. Priced from \$5.95.



Portable Electric Oven—Ideal for all-round oven cooking. Available in round, oval or square types. Prices from \$14.95.



Coffee Maker—The coffee maker is the latest thing for making good coffee. Priced from \$15.00.



Toaster Set—The toaster and tray set is an ideal gift for Christmas. Toasters priced from \$1.50. Toaster and tray set from \$9.95.



Heating Pad—A gift of comfort and warmth. Heating pads are priced from \$2.95.



Floor Lamp—Floor lamps are ideal gifts for the home. Better Night models priced from \$6.00.



Electric Food Mixer—The food mixer is one of the most useful and desirable of kitchen appliances. Mixers are priced from \$12.50.



Student Lamp—A gift of Better Light for studying and reading. Better Night student lamps priced from \$3.00.



Electric Clock—The electric clock is a gift anyone will appreciate. . . . Keeps accurate time, without watching or winding. Priced from \$1.50.

TEXAS POWER & LIGHT COMPANY

MUENSTER HAS BACKGROUND OF CO-OPERATION

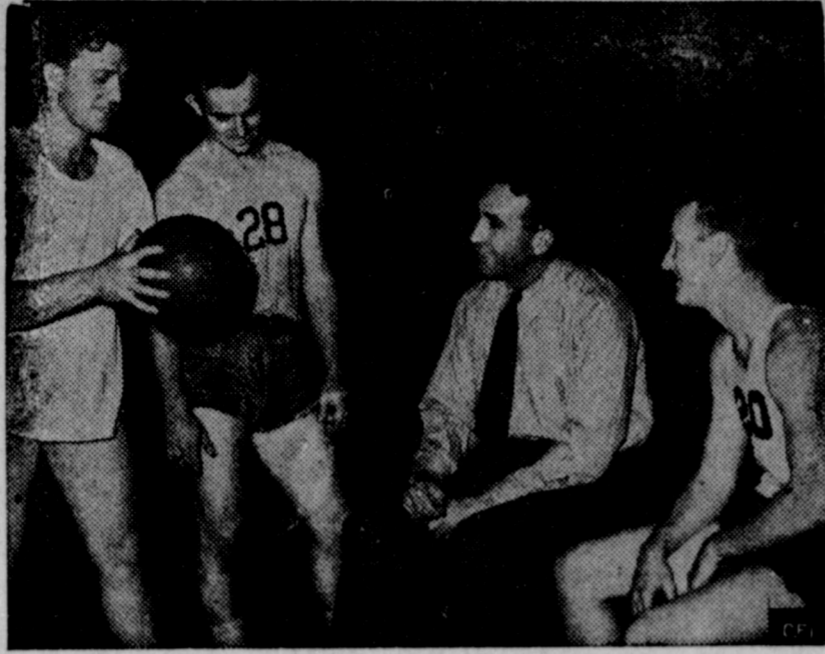
Business, Parish Interests Are Tribute to Spirit Of Mutual Helpfulness

Muenster's reputation for co-operation activity, for many years regarded as one of the outstanding characteristics of the community, now receives national recognition. The REA News, a magazine published monthly in the interests of the Rural Electrification Administration, carries the story of Muenster's steady, substantial growth through a spirit of working together for the benefit of all.

As pointed out in the article, the story of Muenster's past is practically an assurance of success in its most recent co-operative venture, the organization of the Cooke County Electric Co-operative Association for the purpose of making electric current available for farm homes. Like other co-operatives here, the distribution system will be owned by persons receiving current from it. Those persons will elect its officers and directors and will determine the rates they are to pay for current. It differs from other co-operatives only in that it is financed by a Federal loan which carries with it the provision that local policies are subject to official approval. The government makes this demand as a precaution for safeguarding its loan.

While some of Muenster's progress during recent years can be attributed to leases, drilling activity and royalties connected with several hundred oil wells, and to two construction projects in its vicinity, the greater part of it must be credited to industrious, co-operative activity. For years three outstanding mutual enterprises have been at work either

BASKET BALL IS INDIANA'S LEADING SPORT



INDIANAPOLIS, IND.—Picture shows Paul D. Hinkle, Butler University basketball coach, as he instructs his men on the season's hardwood activities. Veteran ball players in the picture with Hinkle are, left to right: Laurel Poland, Brownsburg, Ind.; Jerome Stienner, Berne, Ind.; Hinkle; and Chester Jagers, Louisville, Ky.

er increasing the income of their members or saving money on necessary expenditures. The spirit behind these enterprises is the real foundation for the better than normal progress the community enjoys.

The local Farmers Marketing Association, though the youngest of the co-operative ventures, stands out as the most prominent because of the diversification and volume of its business.

It was organized in 1922 as the Farm Labor Union for the purpose of giving its members the margin of profit usually realized by buyers of farm products. The Union engaged a man to secure the best markets and borrowed \$400.00 for working capital. No member has ever put actual cash in the business. During its early days the Union dealt in cattle, grain, dairy products, poultry and eggs.

After nine years of steady increase in business the Union incorporated in 1931 under the name of Farmers Marketing Association. Its growth, since that time has continued until its valuation is now placed above \$75,000.

The principal activity of the FMA

is the manufacture of cheese, which is marketed through a special agreement with the Kraft company. The cheese factory annually pays out about \$200,000 in milk checks to its patrons over a radius of more than 25 miles and provides steady employment for about 12 plant employes besides several milk haulers.

A company owned grocery and market with an annual volume of about \$75,000 is the FMA's second largest activity. Its poultry and egg business averages near \$10,000 annually.

The annual turkey packing program conducted by the Association for Wilson and Company is another growing enterprise. This year it provided labor for more than 100 persons for two weeks while 10 carloads of birds were being dressed. Wages alone during the project approached \$3,000.

The Muenster Telephone Company is another co-operative that has been of tremendous value to its members. Its greatest merit lies in its savings to people in telephone service dues. Whereas service subscribers in many other localities pay as much as \$3 per month the present charge of the Muenster company is 75 cents.

When the business was organized in 1907 as the Muenster Mutual Telephone Company it served only about 50 members at a monthly rate of 20 cents. From that time subscribers and additional line mileage were added until the company now serves about 225 telephone subscribers with 150 miles of line.

In spite of its low rates the company has been able to pay substantial salaries for operators and improve its equipment so that it compares favorably with any other rural telephone system.

The Muenster Telephone Company was incorporated in 1930 with a capitalization of \$7,200.

Saving through mutual insurance is a third instance of Muenster co-operation. Forty-five years ago, four years after the founding of this German settlement in what was then a twenty-two thousand acre pasture, forty-three pioneers organized their own little mutual insurance group. No premiums were paid, there was merely an agreement that each member would be assessed in proportion to his insurance in case of fire loss to any other member.

Today that same principle is in effect, except that small assessments are made in advance to provide a fund from which fire losses can be paid promptly without the delay of collecting from each member. As long as there are no losses, no assessments are made—there have been no assessments for 1937 or 1938.

The German Farmers Benevolent Association, as the mutual is known, has grown steadily until it now includes 442 members in the districts of Muenster, Lindsay, Pilot Point, Electra and Valley View with a total insurance of \$1,728,300. Losses paid out during the entire history of the company have been only \$61,225, requiring an average annual assessment of less than 16 cents per \$100 of valuation. The highly satisfactory dealings of the mutual are shown by the fact that it has never had a law suit.

Muenster's cooperative spirit is not confined to business interests. The local Catholic parish, which includes about 90 per cent of the Muenster community, can point to an equally splendid cooperation in developing from a humble beginning to its present status. A small group of pioneers who built the first church in December 1891, were undaunted by the storm that destroyed it only a few weeks later. In 1892 they finished their second church which also gave way before a storm, in 1894. But in 1896 they completed the Gothic brick structure which serves today. Now plans are under way and a fund is accumulating for the construction of a larger more substantial church.

The Parochial school, costing \$100,000 in cash and about \$50,000 more in donated labor, was built in 1924, and was paid in full in 1936 in spite of the lean years of the depression. Other structures on the church property, such as parish hall, rectory, sister's home, new high school building along with the church and school bring the church's valuation near to the quarter million mark, every dollar of it a tribute to Muenster's co-operative spirit.

SANTA'S DEER FAIL HIM, HAS TO THUMB RIDE DURING PARADE

STUEBENVILLE, Ohio.—Stuebenville children hope that Santa Claus doesn't have as much trouble getting around Dec. 25 as he had here Nov. 25.

Starting a Christmas parade with his reindeer and sleigh, Santa soon had to get out and hold up the deer, which couldn't keep their footing on the icy street.

Then the reindeer fell and one broke a leg.

The parade passed on, leaving Santa stranded.

He tried to catch up by running, but he was too fat. Out of breath, he thumbed the first vehicle that came along.

Throughout the rest of the parade puzzled youngsters waved to Santa cheerfully perched on the running board of a National Guard ambulance.

BEHIND THE SCENES in AMERICAN BUSINESS

By JOHN CRADDOCK

NEW YORK.—Although the general business picture is assuming a slight cloudiness at the year end, economic observers foresee silver linings on the horizon after the holidays. Woes of the utility industry are being lightened by a prediction that electric output in the first quarter will be the largest for any similar period in the history of the industry. Experts in the agricultural field believe that the farmer's cash income will be greater in 1939 than it was this year. Statistical services report that owners of clothing stores may look forward to a 10 per cent rise in sales volume during the first three months of the new year.

WASHINGTON.—The latest list of members of the House of Representatives indicates that the November elections made deep inroads into the

Continued on Page Nine



Merry Christmas
Happy New Year

And Thanks---

For the pleasures of providing you
"With Flowers For Every Occasion."

Kaden the Florist
Gainesville

ENTERPRISE CLASSIFIED ADS BRING RESULTS



Best Wishes

Another Christmas season's come and with it new hopes are begun.

We send to you a cheery greeting — May our paths be often meeting.

Mrs. Charles Pagel
Muenster

AVOID EYE STRAIN!

DR. H. O. KINNE
OPTOMETRIST

Gainesville, Texas



An Old Greeting
From A New Friend---

Heartiest Wishes For Your

Merry Christmas

and

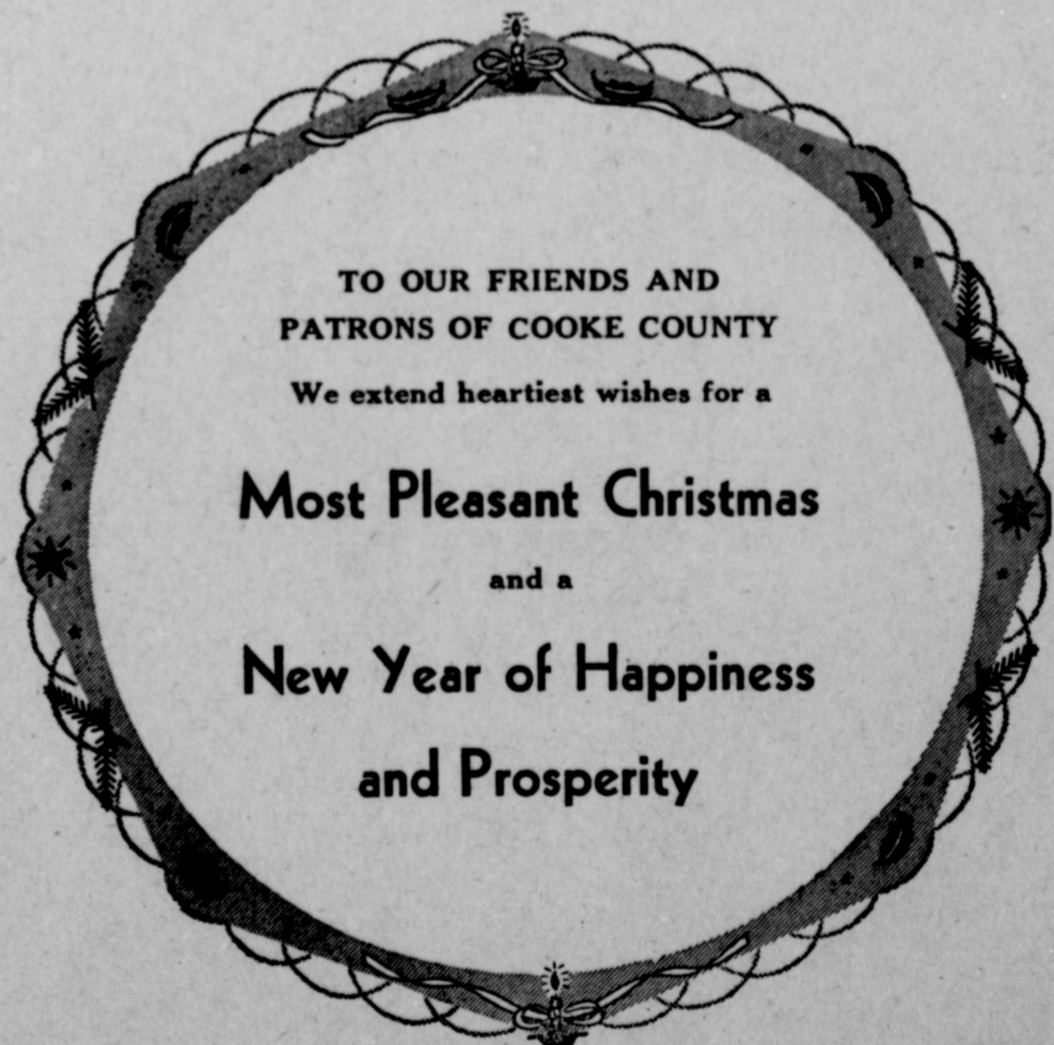
Happy New Year

and a word of gratitude for your generous patronage during our first three months. We shall strive to merit your continued confidence throughout the coming year.

Jimmy's Service Station
Muenster

Quality Food
Properly Served

Curtis
Sandwich Shop
East California Gainesville



TO OUR FRIENDS AND
PATRONS OF COOKE COUNTY

We extend heartiest wishes for a

Most Pleasant Christmas

and a

New Year of Happiness

and Prosperity

We will appreciate handling your business in 1939 and will give you the very best sales and service the market affords.

Texas Livestock Marketing Association

Fort Worth San Antonio Kansas City
and Represented on All Markets

CHRISTMAS WEEK TO WITNESS MARRIAGE OF THREE COUPLES

Three weddings of interest to people of this area will take place during the Christmas holidays.

Miss Marie Hoenig, daughter of the late Mr. and Mrs. Alois Hoenig, will become the bride of Theodore Vogel, son of Mr. and Mrs. Emil Vogel, in rites performed at Sacred Heart Church on December 27 at 8 o'clock. The bride's brother, Rev. Alfred Hoenig of Subiaco, will officiate at the ceremony. Miss Hoenig has chosen as her only attendant, her sister, Miss Clara Hoenig, of Wichita Falls. Mr. Vogel will be attended by his brother, Alphonse Vogel, of Houston, as best man.

On Thursday, the 29th, Miss Eva Jo McEntire will be united in marriage to Harry Otto. Rev. Frowin

Koerd, pastor, will perform the ceremony at the local church at 9 o'clock. Attending the couple as bridesmaid and best man will be Miss Catherine Seyler of Dallas, and John Otto. Miss McEntire is the daughter of Mr. and Mrs. O. N. McEntire and the bridegroom-elect is the son of Mr. and Mrs. Joe Otto.

Another wedding to take place on the 27th is that of Adolph Herr, son of Mr. and Mrs. John Herr, Sr., to Miss Ruth Deen of Gainesville. The ceremony will take place at 8 o'clock in Saint Mary's Church at Gainesville. Rev. John P. Brady, pastor, will officiate. Miss Bernice Miller will be the bride's maid of honor and Ferd Yosten will be Mr. Herr's best man.

Miss Marie Zimmerer, daughter of Mr. and Mrs. Herman Zimmerer, is recovering normally following an appendectomy at the Gainesville sanitarium last Friday.

TREES TO DECORATE CHRISTMAS CRIB GIVEN BY NURSERY

Five juniper trees about 25 feet tall have been donated to the Muenster church by the Highway 5 Nursery of Gainesville to serve as Christmas decorations. Father Francis Zimmerer stated Tuesday. Three of them will be used as a background for the crib and two will be placed on either side of the main altar.

Lindsay News
BERTHA HOBERER
Correspondent

A new electric scales is a recent improvement at the Hoelker Grocery and Market.

Miss Helen Laux of Denton will be the guest of relatives here during the holidays.

Mrs. H. J. Neu arrived from Los Angeles, Calif., Monday to visit with relatives and friends here.

Mr. and Mrs. Joe Geray announce the birth of a daughter last Saturday.

Mr. and Mrs. Ed Moster and family visited with relatives and friends in Muenster Sunday.

Mr. and Mrs. Leo Neusch and children were dinner guests of Mr. and Mrs. John Zimmerer in Myra Sunday.

Price McCool, in Fort Worth, where he underwent an operation at St. Joseph's hospital. Mr. McCool has been removed from the hospital to the home of his daughter, Mrs. Robert Fears, where he and his wife will spend the winter.

Mrs. Jack Biffle had as her guest last week her mother, Mrs. Selley, from Ringgold.

Mr. and Mrs. Dude Rosson and daughter visited in Freemound Sunday.

Mr. and Mrs. C. C. Gregory of Shamrock, visited here over the week-end with relatives and friends.

Mr. and Mrs. Charlie Bradley are in Ringgold this week at the bedside of his father who is critically ill.

Charlie Harrison went to Wilson, Okla., Tuesday to join his wife and son, Donald, who have been visiting relatives there. They will all spend the holidays in that city.

Mrs. Edna Fielder, who is spending the winter in Gainesville with a friend, visited her son, Selby, and family here over the week-end.

Mr. and Mrs. Ben Voth of Freemound have moved into this community and are farming the Frank Seyler place.

LINN CLUB ENJOYS CHRISTMAS PROGRAM
Linn.—The Linn Home Demonstration Club held its annual Christmas program and party in the home of Mrs. Jack Biffle Tuesday.

The guests enjoyed a program appropriate for the season and each received a gift from a large decorated tree.

At the close of the afternoon Miss Hilda Sicking assisted the hostess in serving refreshments of sandwiches, pie and coffee to 16 members.

Mr. and Mrs. Fred Mosman had as guests over the past week-end their son, Ernest Mosman and family of Dallas.

Miss Agnes Spaeth of Dallas will arrive Saturday to spend the Christmas holidays with her parents, Mr. and Mrs. George Spaeth.

Mr. and Mrs. George Spaeth and family were dinner guests of Mr. and Mrs. Lee Haverkamp in Muenster Sunday.

Father John Nigg, now resting comfortably at a sanitarium in Switzerland, sends the season's heartiest wishes to all his friends of Lindsay and Muenster.

Turkey Hoelker took winning honors in a series of Zwick games when Theodore Schmitz entertained a number of friends with a party last Thursday evening.

Raymond Becker, Richard Hoberer and Miss Zita Thill, all of Bode-Iowa, are here to spend the Yuletide holidays with members of the Becker and Hoberer families.

Albert Kubis left for Subiaco, Ark., Wednesday morning to bring his brother, Rev. Alcuin Kubis, back for a visit here during the holidays. Father Alcuin will spend the greater part of his vacation relieving a pastor at one of the churches in Dallas.

Out-of-town guests of Mr. and Mrs. Fred Mosman Sunday were Mr. and Mrs. Nick Mosman and family of Gainesville, Mr. and Mrs. Ernest Mosman and children of Dallas and Mr. and Mrs. John Mosman of Muenster. The group spent the afternoon in family reunion and enjoyed card games and refreshments.

Joe Schmitz lost two fine yearling calves last week. When young Walter, his son, went to the pasture, about 2 miles from the Schmitz residence, to feed the stock he found one calf already dead and the other seriously wounded. Mr. Schmitz is under the impression that the calves were run down and wounded by dogs during the night. The one still breathing was mercifully relieved of its suffering.

Linn News
MISS BARBARA HARRISON
Correspondent

Mrs. Jameways of Saint Jo visited with Miss Willie Sowder Sunday.

Mr. and Mrs. Darrell McCool have returned home after spending three weeks at the bedside of his father.

Here's Greeting You

with a heartful of good wishes for a
Joyous
Christmas
NICK
The Cleaner and Shoe Repairer

Again-

The Muenster State Bank



wishes you

A CHRISTMAS OF HAPPINESS AND CHEER AND THE BEST OF EVERYTHING DURING THE COMING YEAR



ENTERPRISE CLASSIFIED ADS BRING RESULTS

A Merry Christmas and a Happy New Year to the many friends of my beloved husband, George Cates.

I want to express my heartfelt thanks to all those whom I have not been able to see personally for their kindness, whether of deeds or words, during my recent bereavement.

Mrs. Louise Cates

Thanks A Lot Again---

You have helped again in making this year another banner year and our best year—We again pledge you our untiring efforts to make you continue to say "Shirley's Sales Service Satisfies"

Wishing You and Yours A Most—

JOYOUS CHRISTMAS AND THE BEST OF EVERYTHING IN THE NEW YEAR

Clint and Ben and All the Boys

Shirley LIVE STOCK COMMISSION CO

This Little Ad—



May be much smaller than many others, but no other could possibly wish you greater happiness this Christmas, nor more gratitude for your patronage.

The Hollywood Shop

L. Lewis, Prop. HOME OWNED STORE "Exclusive But Not Expensive" Gainesville



Cheerio

Here's Wishing You, One and All, Every Possible Joy of This Holiday Season

Crystal Creamery and Coca Cola Bottling Co. Gainesville



Bring Your Gift List to The Christmas Store

- Gifts for HER: Rayon Crepe Slip--- Beautiful French Rayon crepe 4 gore slip with corded lace trim at top and bottom. Rip-proof seams. Tea rose color. Sizes 34 to 44 98c
- Quilted Robe--- Lustrous rayon pannel satin with taffeta lining. Blue, rose, wine and peach 3.98
- Hostess Robe \$2.98
- 'Fifth Avenue' Hose--- A practical gift that every woman loves! Pure silk, ringless 3-thread chiffons in the most popular shades. Also 3-thread Ringless Chiffon 79c

Gifts For Him

- SHIRTS--- That are "Tops" With Men--- The smart fit and cut of these "Big Brother" shirts make them welcome! White broadcloth or vat dyed patterns. Starchless collars that will not wilt 98c
- Other "Big Brother" Shirts at \$1.49
- "Little Brother" Shirts at79
- Neckties--- Handmade resilient ties in gift boxes 98c
- Others at 49c
- Men's Handkerchiefs, 2 in gift box 25c
- Men's Garters25
- 10-piece Travel Set \$2.98
- Tie & 'kerchief Set98
- Men's Gloves--- Fleece lined capeskin with button clasp. Brown or black 98c
- Silk Muffler--- Knotted silk fringe and embroidered monogram 98c
- Wool Muffler 49c
- Men's Sox--- the practical gift that every man appreciates 49c
- Others at 25c and 35c
- Men's Handkerchiefs-3 in gift box 49c
- Men's House Slippers \$1.49
- Boy Scout Knife49

See Our Complete Line of Gifts from — 10c to 49c

BEST WISHES FOR A—

Merry Christmas and a Happy New Year



WILFONG'S

"Gainesville's Thrift Store"



MUESTER ENTERPRISE

Published Every Friday at Muenster, Cooke County, Texas

R. N. FETTE, Editor and Publisher
ROSABELL DRIEVER, Assistant Editor
EUGENE CARTER, Operator-Printer.

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ADVERTISING RATES

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Any erroneous reflection upon the character, standing or reputation of any person, firm or corporation that may appear in the columns of The Enterprise will be gladly and fully corrected upon being brought to the attention of the publisher.



THE SPIRIT OF GIVING

"Christmas speaks to us of gifts—gold, frankincense and myrrh. The gift of the King of Kings. The gifts of the rich to the poor. The gifts of lovers to their fair friends. The gifts of the mighty to the weak. Gifts—free, tender, thoughtful—gifts that are but human symbols of that Divine, supreme, unspeakable gift."

For centuries the spirit of giving has been one of the finer sentiments of Christmas. It began on that first Christmas when three kings offered their precious gifts and received in exchange the gift of Divine blessing.

Christ's very existence on earth is a gift. His life was a succession of kind words and kind deeds enriching all who were willing to accept Him. His mere presence and influence were gifts to gladden man's heart. When his hour had come he freely gave his life as a sacrifice for the Supreme Gift, salvation for his favorite creatures.

Truly, "Christmas speaks to us of gifts." It recalls the story of the poor Babe in the manger who could not offer the material presents we usually associate with Christmas, but gave freely of those spiritual gifts which have an even greater influence in spreading peace, joy and contentment.

He invites us to imitate Him. Few of us are able to give generously of material goods, but all can give freely from an inexhaustible supply of kindness and cheerfulness. All of us can minister generously to the more common affliction of mankind,

the hunger for happiness.

Spiritual gifts have another advantage in that they enrich both the giver and the receiver. As a person scatters kindness he finds his happiness growing with that of the one he favors. As time goes on he comes to realize his greatest joy is determined by what he does for others. History and experience reveal that the worlds happiest people are those who spend their lives in unselfish service for others. Conversely they reveal that the most miserable are those who think only of receiving.

On this anniversary of the birth of Him who is the source of man's greatest gift, it is fitting that men resolve to give more freely. Material gifts are especially appropriate now, the gifts of love and kindness are always appropriate.

How To Keep Christmas

Henry Van Dyke

There is a better thing than the observance of Christmas Day, and that is, keeping Christmas.

Are you willing to forget what you have done for other people, and to remember what other people have done for you; to ignore what the world owes you, and to think what you owe the world; to own that the only good reason for your existence is not what you are going to get out of life, but what you are going to give to life?

Are you willing to stoop down and consider the needs and desires of little children, to remember the weakness and loneliness of people who are growing old; to stop asking how much your friends love you, and ask yourself whether you love them enough; to try to understand what those who live in the same house with you really want, without waiting for them to tell you; to trim your lamp so it will give more light and less smoke, and to carry it in front so that your shadow will fall behind you; to make a grave for your ugly thoughts and a garden for your kindly feelings, with the gate open—are you willing to do these things even for a day? Then you can keep Christmas.

Are you willing to believe that love is the strongest thing in the world — stronger than hate, stronger than evil, stronger than death—and that the blessed Life which began in Bethlehem nineteen hundred years ago is the image and brightness of Eternal Love? Then you can keep Christmas.

And if you can keep it for a day, why not always? But you never can keep it alone.

LET FREEDOM RING

Poterson (N. J.) News: Thank goodness we live in a country where a man may say what he thinks—if he isn't afraid of wife, neighbor or boss, and if he's sure it won't hurt his business reputation.

"Squanderlust" is a new word which anyone who reads the papers may easily interpret.—Pittsburgh Gazette.

Confetti

By CON FETTE

Just in case you did not know it, Dear Reader, the paper you are holding is the masterpiece of the Enterprise file to date. Your four slaves have been laboring fast and furiously for the past week, sparing no energy at all and very little black coffee. As these few random remarks are finding expression the stock of work is sufficiently whittled down so we can see that little nip of Christmas cheer on the other side. By the time the obstacles are all removed we'll probably be in need of a brace—two spoonfuls, of course, as the prescription label reads. Strictly medicinal, you know.

But getting back to our bragging, like most people do when they want others to know they've loafed a little less than usual, it has been the kind of impatient strain that a scientist accepts when he knows he's got something cooking that's really something, or an artist who's in a hurry to see what his sketch looks like.

Now probably there will be some wise crackers to retort this is the first time they've got their money's worth. Others of the same frame of mind will say "They sure tapped the advertisers." But we're ready for that one. Every greeting in this issue is a business firm's message to its friends on our mailing list. It carries the same personal sincerity that it would if engraved on an expensive card and mailed with a three cent stamp. The difference is that it is more economical than the cheapest greeting cards would be, at the same time it extends his good wishes just as emphatically. In the bargain, it enables your staff to offer a better than usual publication.

For business men who are not interested in helping their patrons get a larger and more interesting paper, or the spendthrifts who don't mind splurging on elaborate holiday messages, this does not apply. But there are some who are glad to boost a publication that boosts local interests, or who have to watch their pennies just like you and me. They are the kind of people who make your paper possible. If you appreciate its efforts give credit to the ones who are indirectly paying its bills. This paper is proud to say it wraps its advertising in local news. If the ads should be gone, what would there be as a core to wrap around? Think it over—and see the advertisers first when you want to buy.

It's a funny, fickle thing, this publishing. While business is clicking along normally it is usually OK, but let something happen, most any old thing, and many a merchant closes down like a clam. Perhaps dull business brings an attack of despondency, perhaps some racketeer advertising scheme has cut a big slice out of the budget, perhaps a new sign has been installed. Whatever the provocation the advertising budget is seen as the first and handiest possibility for special economies. And snip goes one source of revenue for the publisher. Of course it is still his duty to continue boosting the town and every business in it, including the one that wants to be excused for a while.

Yeah, editors get to carry the brunt of the burden a lot of times, and get to smile while they're docked for the racketeer's haul. Such incidents give them swell excuses for developing a martyr's complex.

But they go right on ballyhooing. It has been said that publishing is a most fascinating way to stay poor. There's truth in that. When there is some evidence of appreciation for one's efforts he receives some compensation through his pride or vanity even though his purse is lean. That's what makes life more enjoyable. Success is seldom measured in terms of dollars and pennies.

What subject did we start on? Oh, yes, this Christmas edition. Well, here it is. It represents many extra hours of work for this staff, time that is our Christmas gift to our subscribers. We tried hard to offer features of general interest. We were careful on every little greeting message to convey the sentiment of your friends in the most attractive manner. We hope this edition will add a little to your pleasure at this Christmas time.

Confetti wishes you the grandest Yuletide you have ever had.

A bathing beach on what once was a desert has been established on the shore of Lake Mead, behind Boulder dam.

One-third of the world's oil supply is found within a radius of 150 miles of Houston, Texas.



Regular and No-Pad

Permanent Wave

Home Beauty Shop

Phone for Appointment

THE Season's Greetings to our customers and friends



Louie's Cafe

L. A. Bernauer, Prop — Muenster

Best Christmas Wishes

and Thanks for the pleasure of serving you

★★★★

Hirsey Bakery

Muenster



It Wouldn't Be Christmas---

in all its best worth unless we could greet all our patrons and business associates with the two words so full of meaning—

"MERRY CHRISTMAS"

To the people of this community we feel that we owe a debt of gratitude and many thanks for the splendid patronage and many favors you have conferred upon us.

★—————★

Schad & Pulte

East Side of Courthouse

Phone 109

Greetings To Our Friends and Patrons

With the dawn of a New Year we wish you health and happiness—With the dusk of an Old Year we extend our hearty thanks for favors past

Merry Christmas

and a

Happy New Year

MONTGOMERY WARD CO.

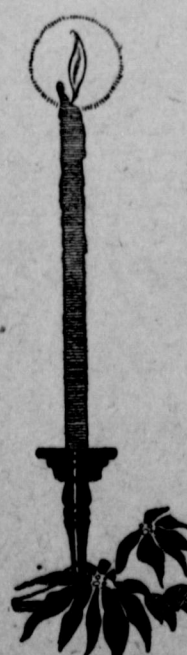
Gainesville

113-115 S. Commerce

Phone 383

Season's Greetings

Many others will use a much larger space than this to wish you a Merry Christmas and a Happy New Year, but no one can possibly wish you more happiness, or be more thankful for your patronage.



Muenster Milling Co.

Roy and Frank, Props. Muenster



Merry Christmas

May this message convey our heartfelt appreciation for your friendship and our many pleasant dealings with you. May it also express our hope that your joy of this day extend through the coming year.

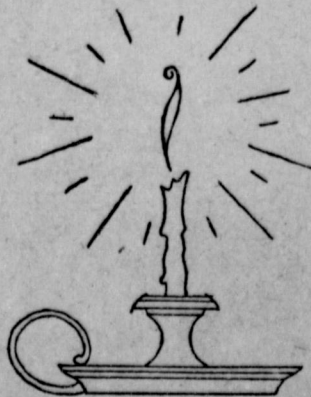


Holiday Specials in Used Cars

- | | |
|--|---------------------------|
| 1937 Chev. Town Sedan | 1936 Chev. Standard Coupe |
| 1937 Ford DeLuxe 2-door (Radio and Heater) | 1929 Ford 2-door |
| 1935 Ford 2-door | 1929 Ford Coupe |
| | 2 1929 Chevrolet Coupes |

J. B. Wilde Motor Company

Chevrolet Dealer Muenster



FRIENDS FLOCK TO MUENSTER FOR HOLIDAYS

Out of Town Students and Former Residents Return To Visit Home Folks

Boys and girls away at school, and relatives of local people are beginning to come in daily to join their parents and family reunions for the holiday season.

M. J. Endres, Jr., was the first to arrive. He came in Saturday evening from A. & M. College on his motorcycle. Miss Edith Mae Rhodes of Denton also arrived on Saturday. She is a student at TSCW and is the guest of her mother, Mrs. Jim Cooke.

The three boys attending school at Subiaco, Ark., arrived Thursday. They are Pat Hennigan, Tommy Weinzapfel and Edward Endres. They made the trip with Roy Endres, Jr., who drove to Subiaco Wednesday. They were accompanied home by Miss Dora Weinzapfel, a student at Holy Angels' Convent in Jonesboro, Ark., and by Miss Mathilda Hoenig, an art student at Saint Scholastica's Academy in Fort Smith, Ark. The young ladies had

gone to Subiaco Wednesday. Albert Hoenig arrived Thursday to spend several days with his parents, Mr. and Mrs. A. T. Hoenig, before returning to his studies at Texas University in Austin. Another guest in the Hoenig home on Christmas day will be Miss Alleen Hoenig, student nurse at Gainesville. Alphonse Vogel of Houston will have several days to visit his family between Christmas and New Year.

Two Victory Academy students, Misses Ernie Herr and Agnes Fette arrived Thursday from Fort Worth. Robert Weinzapfel, a student at Saint Mary's University in San Antonio is expected home Friday.

Among students arriving during the week-end are Misses Ida Fisher and Catherine Seyler who attend business colleges in Dallas. Lillian Fisher and Anne Huchtons of Sherman are expected to spend several days here during the holidays.

Misses Clara Hoenig, Frances Wiesman and Rita Voth, seniors at Mary Immaculate Academy in Wichita Falls, arrived Thursday. Carl Bentley of College Station was among students arriving during the week. Robert Hutton will go from Denver-Colo., where he is attending Regis College, to Omaha, Neb., to spend the holidays with his grandmother.

Misses Hilda and Irene Fleitman of Dallas will spend several days of the holiday season here with their parents. Mrs. Frances Moore of Houston will be the guest of her brother, Dr. T. S. Myrick and family. Mrs. Frances Binz of Denton will be the guest of her daughter, Mrs. Henry Wiesman and family, and Mr. and Mrs. Leroy Stelzer will

LANDS IN MOVIES



Miss Dorothy Quackenbush, 22, of Kansas City, Mo., has been signed for the movies. For the last two years she has been an airline hostess model. Last Spring she won the title of "Miss American Aviation of 1938" at a contest at Birmingham, Alabama.

visit his father, G. A. Stelzer and family. Miss Florence Schumacher of Nocona will spend Saturday, Sunday and Monday here with her parents.

Mr. and Mrs. Al Swirczynski and children of Dallas will have Christmas day to spend with their parents; Mr. and Mrs. Joe Yosten will be here from KMA and Mr. and Mrs. Orval Malone and Carrie Roberg of Wichita Falls will be here during Christmas week. Rev. Alfred Hoenig of Subiaco, Ark., will arrive Monday after Christmas for a visit with his brothers and sisters, and Miss Marcella Pagel of Gainesville will spend Christmas day with her parents.

Miss Marie Walter of Fort Worth will visit with her parents, Mr. and Mrs. John Walter, during the holidays and Arthur Endres comes in from Sulphur Springs on the 24th for Christmas with homefolks. Christopher Fette of Fort Sill, Okla., and Richard Trachta of Stamford will both arrive on the 24th for a three-day vacation with relatives.

Mrs. Frank Trachta will have as her guests for Christmas and several days following her children, Sister Bernice and Mr. and Mrs. Thomas Trachta of San Antonio, Harold of Dallas and Vincent of Oklahoma City.

MISS HOENIG IS HONORED WITH PRE-NUPTIAL PARTIES

Miss Marie Hoenig, bride-elect of Theodore Vogel, was complimented with two lovely parties recently.

The first, given last Thursday, was a courtesy extended by the Blessed Virgin Sodality. It was held in the parish hall. Misses Katie Herr and Rita Felderhoff were hostesses for the occasion.

The guests spent their time playing clever paper-and-pencil games after which they presented the honoree with a lovely assortment of gifts. The afternoon closed with the serving of refreshments to the following: Misses Marie Hoenig, Dorothy Trachta, Anna and Emma Hoenig, Philomina and Theresa Stoffles, Katy Hacker, Bertha and Angeline Walterscheid, Mary and Rita Rohmer, Martha Knabe, Hilda Becker, Rose Sicking, Josephine Yosten, Elfrida and Olivia Walterscheid, Olivia Stock, Christine Knabe, Clara Hess, Elizabeth Fleitman and the hostesses.

Presents were sent by Misses Elfrida Luke, Theresa Hesse, Mathilda and Margaret Hess, Irene Walterscheid and Bonnie Yosten.

Miss Hoenig has served as secretary for the Sodality for the past

three years and has been very active in sodality work.

On Sunday evening a family party was given in the K of C Hall for which Misses Anna and Emma Hoenig, Mrs. Tony Hoenig and Mrs. Joe Hoenig were hostesses.

Sheephead and progressive 42 was the chief diversion of the evening after which the guests, each of whom remembered the honoree with an attractive gift, enjoyed refreshments.

Personnel of the affair included: Mr. and Mrs. Joe Neu and family and Mr. and Mrs. Lawrence Zimmerer of Gainesville, Mr. and Mrs. L. W. Flusche and family of Decatur, Messrs. and Mesdames Joe Flusche, Henry Henscheid, Tony Noggler, Pete and George Koelzer, Leo Rohmer, Bill Haverkamp, Felix Becker, Al Fleitman, Joe Vogel, C. M. Walterscheid, Clem Hoffbauer, Joe Hesse, Joe Hoenig, and their families.

Mrs. Lena Streng, Mr. and Mrs. Joe Streng, Miss Elizabeth Koelzer, Al Kleiss, Werner Becker, Richard Wimmer, Mr. and Mrs. Tony Hoenig, Joe Trachta, Mrs. August Walterscheid, Miss Louise Otto and Mr. and Mrs. Ben Voth.

MRS. PROFFER TO SPEAK AT NEXT LEAGUE MEET

Announcement was made Monday by Miss Olivia Stock, chairman of the educational committee of the Ladies' Civic League, that arrangements have been made to have H. W. Proffer of the Highway 5 Nursery of Gainesville as the guest speaker for the next meeting on January 13.

Mr. Proffer will give a talk on the planting and the care of shrubs, flowers and trees that are particularly adapted to this vicinity.

The meeting will be open to all ladies, whether or not they belong to the League.

Local NEWS Briefs

Miss Margaret Rohmer, daughter of Mr. and Mrs. John Rohmer, has gone to Dallas to be employed. She will spend the holidays in Houston as the guest of her employers.

Joe Wimmer is the owner of a new Chevrolet sedan purchased from J. B. Wilde, last week.

Since last week-end Miss Pauline Schoech is employed in Dallas.

Mr. and Mrs. Tony Felderhoff announce the birth of a son, Charles Ray, on December 16. Miss Rita Felderhoff and Joe Danglmayr were the child's sponsors at baptism the following day.

Joe Burkhart, Jr., of New York City, is back in Muenster for a visit for the first time in 12 years. He is the guest of his sister, Mrs. Henry Trachta, and family. Following his visit here he will spend some time with his parents in Fort Worth.

Mr. and Mrs. Paul Clayton have gone to Saint Jo to make their home. Lee Jennings and family are occupying the Bernauer house formerly occupied by the Claytons.

This week Anthony Luke was advised that he had been included on Ford's honor roll for the eighth consecutive month. The distinction is based on Ford company bookkeepers' general excellence in their work.

Mr. and Mrs. F. J. Schenk entertained with a turkey dinner in their home Sunday at noon for which Rosabell Driever was named honor guest.

Mr. and Mrs. J. S. Horn were dinner guests of Mr. and Mrs. John Zimmerer at Myra Sunday.

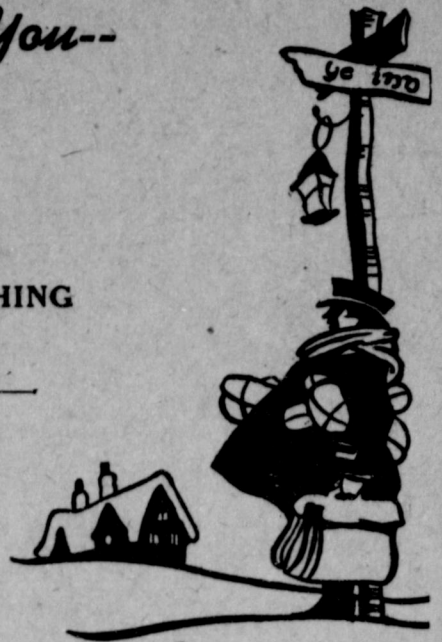
Bilingual tellers will serve travelers from all over the world at the World's Fair Bank to be operated by the Bank of America at the 1939 Golden Gate International Exposition.

At Christmas Time

We Send You--

- BEST WISHES
- BEST LUCK
- BEST CHEER
- BEST EVERYTHING

Muenster Hatchery



ENTERPRISE CLASSIFIED ADS BRING RESULTS

Hello!

Christmas is Here



We wish for our customers and friends a pleasant, enjoyable Yuletide—

And when the holidays are over and you need good gasoline we hope you will remember—

W. J. Schmitz

Corner Broadway & Weaver

Gainesville

Best Wishes---

With the utmost sincerity and pleasure we extend our wish for you—

Merry Christmas

May we continue to enjoy your esteemed friendship and co-operation in years to come

GAINESVILLE NATIONAL BANK

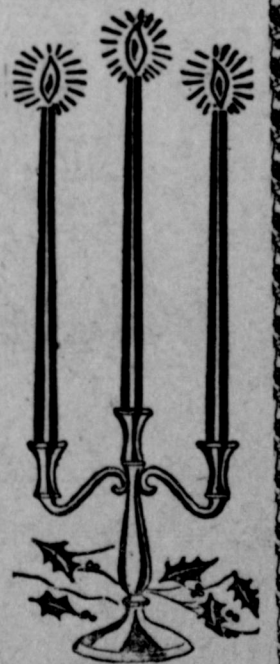


In the Full Spirit

of this joyful season we extend heartiest wishes

for a

Merry Christmas



We Thank You Sincerely---

for the continued friendship, the generous patronage, the gratifying courtesies that made our past year of business a happy success.



Herr Motor Co.
Your FORD Dealer
Muenster

Best Christmas Wishes

and Hearty Greetings for
The New Year

The Commerce Street Store

All of Us at

CLAYTON DRY GOODS CO.



Thank you for many pleasant dealings during 1938 and greet you with heartiest wishes for a—

Joyous

Christmas Season



Hi Folks--

Let's all be merry and full of cheer—
Christmas comes but once a year.

And Quality Merchandise are Available every Day of the Year at—

Hoelker Grocery

"Turkey and Albert Guarantee Satisfaction"

Phone 9003F11

Lindsay

The Season's Greetings

To Our Customers and Friends

CHRISTMAS

Brings Happiness and Contentment

Magnolia Products

Give You Driving Pleasure 365 Days of the Year

John Wieler

Agent



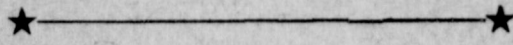
WISHING YOU A—

Merry Christmas

and

Happy New Year

Use ORIOLE and PLANSIFTER FLOUR
Gives Satisfaction for all Baking Purposes



Whaley Mill & Elevator Co.

Gainesville

★
A tree is always in order at Christmas so we have made one for you. On it we are hanging Good Wishes, Good Cheer and a sincere wish for your Happiness Health and Prosperity. The year just closed has been kind to us and we are indebted to all of you who have helped us to make it a success. On our part we've tried to be helpful and if we have helped you ever so little we are fully repaid and shall look forward to another year to serve further. We feel that no business is a success unless it benefits all with whom it comes in contact. It is on this basis that we have built our friendships and our business. Our Christmas wish is joy and happiness to you and yours in this joyful season.

Fisher's Grocery and Market

Muenster

Please accept our thanks for your patronage during 1938 and our wish for a

MERRY CHRISTMAS

and a

HAPPY NEW YEAR

To You and Yours

SID HORN

SHOES — HOSE

N. Side Square

Gainesville

Your New Case Dealers

Albert Kubis and Henry Zimmerer

Wish You Every Joy This

Christmas Season



We are looking forward to an opportunity to tell you about the Case methods of economical farming.

Zimmerer & Kubis

Gainesville

LOCAL NEWS BRIEFS

Bert Fisch and son, Wilbert, of Ft. Worth, spent Sunday here visiting relatives.

Mrs. Luke Tempel was confined to her bed several days this week suffering from an attack of pleurisy.

After spending several days here Frank Seyler is back in Fort Worth for medical treatment.

Mr. and Mrs. Ed Moster of Lindsay visited with Mr. and Mrs. Tony Felderhoff Sunday.

Joe Streng is employed with the Hirschy Bakery since last week. He replaces Frank Joseph Haverkamp.

Mr. and Mrs. W. K. Carter will spend the Christmas holidays in Ardmore, Okla., with his mother.

G. H. Hellman's Christmas present to the Missus and himself is a new Oldsmobile sedan.

J. B. Wilde spent Monday in Wichita Falls attending a business meeting for district Chevrolet dealers.

Mr. and Mrs. Albert Henderson have as their guests for several days her parents, Mr. and Mrs. J. E. Bicknell of Goree.

See J. S. Horn for dry cell batteries for your telephone. (Adv. 4)

F. A. (Wimpy) Kathman is back on duty at Fisher's Market and Grocery. For the past several months he was in business in Morton.

Mr. and Mrs. Felix Becker and children spent Sunday in Valley View as guests of Mr. and Mrs. Joe Schmitz.

Miss Elizabeth Herr of Ft. Worth is arriving Saturday to spend a week with her mother, Mrs. Fred Herr, and other relatives.

J. M. Luke spent Saturday in Dallas on business and Sunday as the guest of his daughter, Eugenia, at Fort Worth.

Mesdames Henry Fleitman, Al Fleitman, Joe Hoening and Peter Bindel enjoyed an afternoon of quilting conversation and refreshments with Mrs. Frank Bindel late last week.

F. H. Turbeville, Gainesville, is offering special trade in allowances on a recently received shipment of new White Rotary sewing machines. (Adv. 5.)

Mrs. Alphonse Reiter, who underwent an operation for the removal of her appendix last week, returned home from Saint Vincent's Hospital in Sherman Tuesday and is making satisfactory recovery.

Clean cement gravel and screened sand, S. W. Cain, Phone 7, Myra. (Adv. 3tf.)

Herman Swirczynski was host for a card party in his home Sunday evening. The guests were John and Bill Kathman, Joe Horn and John Hartman. Bill Kathman scored high in the series.

Special reduced prices until Jan. 1 on Norge and Electrolux refrigerators and Maytag and Speed Queen washing machines. F. H. Turbeville, Gainesville. (Adv. 5)

"Buster" Herr arrived here Wednesday morning after spending the past eight months in Idaho and several other western states. During most of the time he was with Henry Henschel at Blackfoot, Idaho.

Attractive discounts now offered on American heaters and Kitchen-kook and American gasoline ranges. Ask for particulars on Butane gas plants. F. H. Turbeville, Gainesville. (Adv. 5.)

Mr. and Mrs. Lee Haverkamp were hosts for a pre-Christmas dinner in their home Sunday for which her parents, Mr. and Mrs. George Spaeth and family of Lindsay, and Mr. and Mrs. Andrew Schoech and son were guests.

Mr. and Mrs. Leo Rohmer received word this week of the birth of a daughter to Mr. and Mrs. E. G. Wooten of Wichita Falls. The young lady has been named Norma Jean. Her mother is the former Miss Bertha Rohmer of this city.

HYACINTH STUDY CLUB HAS INTERESTING MEET

Eleven members were present for a regular weekly meeting of the Hyacinth Study Club in the home of Miss Mary Becker Monday evening. The lesson, dealing on the crucifix and the stations of the cross, was an interesting topic for discussion and was supplemented by readings from the Catholic Encyclopedia by the leader, Miss Olivia Stock.

PRE-CHRISTMAS DINNER IN WALTERSCHEID HOME

A pre-Christmas dinner was enjoyed Sunday noon in the home of Mr. and Mrs. Al Walterscheid with Mr. and Mrs. Richard Schmitz as co-hosts. Guests for the affair included Theodore Schmitz, Miss Theresa Loerwald, Lawrence, Eugene, Harold and Isabel Schmitz, all of Lindsay, Mr. and Mrs. Frank Walterscheid and family, Mr. and Mrs. W. J. Schmitz and children, Paul Joseph and Elleen of Gainesville, and the hosts and their families.

BEST PHONEYS PROVE GULLIBLE MEN WILL SWALLOW TALL TALES

Some terrible catastrophes never happened. Most people believe what they're told; it's easier to believe than to think and weigh and question. The great Martian invasion of 1938 came pretty close to a high mark in human gullibility. But while federal authorities ponder what to do, if anything, about Orson Welles' radio presentation of "War of the Worlds" they might remember that such mass reaction as was demonstrated the night before Hallowe'en is nothing new.

Zoo Break (Didn't Happen)

There was the time all New York thought the animals had broken out of the zoo. The city was in panic. Business ceased. People barred their doors. Mothers rushed to schools to bring home their children. Many fled to roof tops. For three days the sight of an alley cat scuttling over a fence was enough to start a panic. What caused it all? The New York Herald had been campaigning for stronger and safer cages in the zoo. Nobody paid any attention to repeated editorials. So Nov. 9, 1874, the Herald devoted its entire front page to a (wholly imaginary) story that the entire population of the zoo had escaped.

Terrifying tales of policemen torn limb from limb by tigers, and stealthy beasts stalking orphan asylums were reported in detail. Way down at the end of the story was the explanation they were telling what would happen "if."

The Herald soon won back its endangered reputation for veracity, the zoo got new cages and people gradually got back their wits.

Modern readers need only recall the furor of the quite genuine Lindbergh flight story of 1927 to imagine how the country was thrilled by a story in the New York Sun in 1884. It told how a marvelous balloon trip across the Atlantic had been successfully made by one Monck Mason.

And The Channel Swimmer Enthusiasm subsided quickly when it became known that Edgar Allan Poe, a rising young poet and critic, had manufactured the entire story, partly in the spirit of good, clean fun, and partly because he needed the money. Poe's "balloon hoax" has become a classic.

At a time when channel swimming was much in the public eye, one Dorothy Logan climbed wearily out of the Channel surf at Folkestone, England, early one October morning.

She collapsed and announced that she had just swum from France in an hour and 20 minutes less time than Gertrude Ederle had required.

Just to Prove Gullibility She became a national heroine. England positively palpitated with pride, until one day Miss Logan broke down and admitted that she had rowed across, entering the water just off the English coast.

She wanted to prove how gullible people would be in the throes of vogue for channel swimming.

Barnum's epochal discovery that people liked to be fooled was never better illustrated than in the case of

the Cardiff Giant. \$150,000 for Barnum George Hull, a Binghamton, N. Y., tobacconist, and a notorious hoaxer, had stonemasons chisel roughly in rock the figure of a giant 10 and a half feet long. He buried it on the farm of a relative, and had it "found." Such eminent men as Oliver Wendell Holmes and Ralph Waldo Emerson were taken in, but geologists

immediately pronounced it an ar-rant fake. Nevertheless the public loved it. Barnum made \$150,000 carting it around and exhibiting it. While such deliberate fakes as the Cardiff Giant or the Balloon Hoax are not in the class with the Welles broadcast, all derived their force from the fact that people read, look and listen all too carelessly for their own good.—Ex.

We Have The **BULOVA** You Want for CHRISTMAS Gift Giving

RONA As serviceable as it is beautiful! Smart, new. \$24⁷⁵

GODDESS OF TIME 17 jewels, in the charm and color of natural gold. \$29⁷⁵

MINUTE MAN 17 Jewels, curved to fit the wrist. \$33⁷⁵

Watts Bros.

Gainesville, Texas

The Gainesville Oil Mill

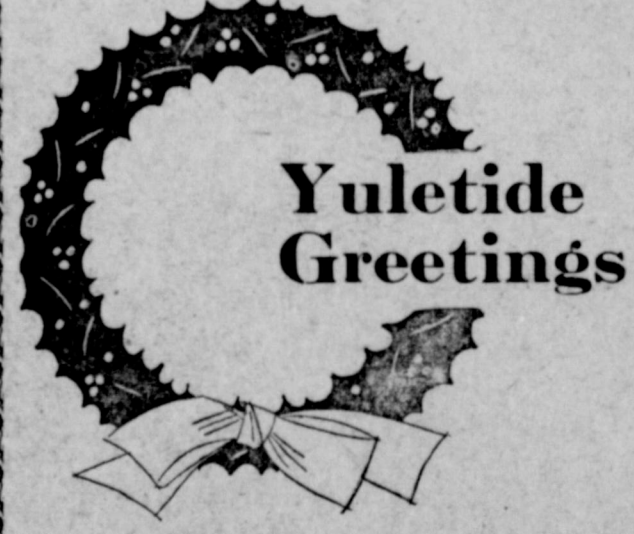
Wishes You A

Merry Christmas

and a

Happy New Year

A. Baker, Manager



Yuletide Greetings

As we come near the close of one of the best building years this community has had in a long time, we pause to extend to you one and all our best wishes for—

A Very Merry Christmas

and

A Happy and Prosperous New Year

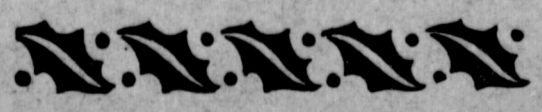
We feel confident that this improvement program will continue and we shall be happy to serve you again in 1939.

MOUND CITY PAINT BUILDING MATERIAL OF ALL KINDS

C. D. Shamburger Lumber Co. HENRY J. LUKE, Mgr. Muenster, Texas

To You and Yours Our Sincere Wish

For the Most Joyful Christmas You Have Ever Had



McDowell Auto Supply

West Side Courthouse

Gainesville

2 TRIPS ACROSS CONTINENT VIA FOOT POWER

Moster and Sicking Pedal Bicycles 8,480 Miles During Past 5 Months

There are people and more people who would not wait for a second thought in deciding on a trip of eight or ten thousand miles. Airplanes, air conditioned trains, and luxurious automobiles simplify the task of getting from one place to another. Even the man on foot is losing his respect for distance since thumbing rides has become one of the more common methods of getting about. For traveling is easy nowadays. It's merely a matter of sitting around while powerful motors do the job of moving from one place to another.

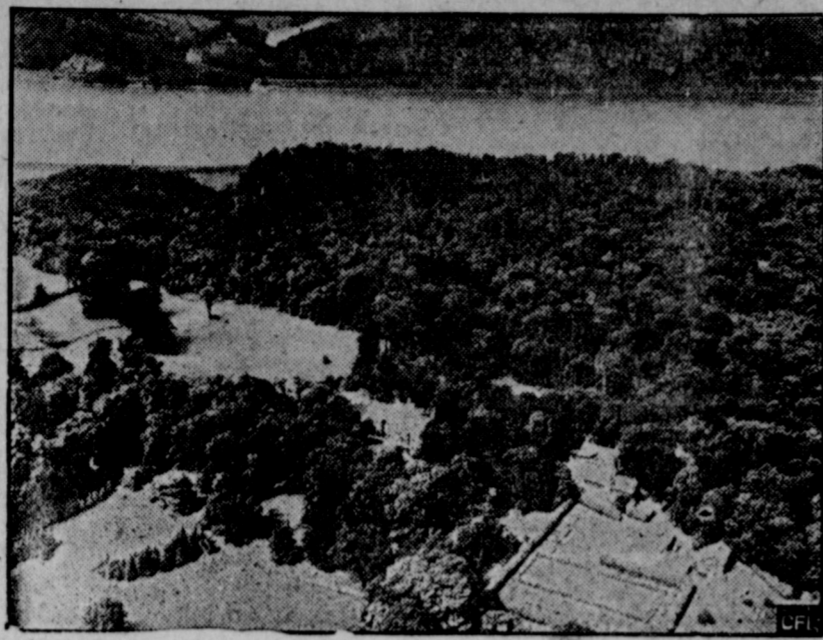
But to furnish one's own power for a trip of more than eight thousand miles—well, that's something. It is in that respect that Frank Moster and Tony Sicking of Gainesville, both well known among Muenster's younger crowd, lay claim to a unique distinction. They pedaled bicycles all the way on a route that included Chicago, Detroit, Toronto, Niagara, New York City, Los Angeles, Denver, Corpus Christi and Gainesville. Their total mileage, according to their bike speedometers, was 8,480, and was accumulated in 21 states and Canada. They left Gainesville

Highest Cash Prices Paid for Old Gold Jewelry—White or Yellow.

A. R. Porter
104 N. Commerce Gainesville

RADIO—
SALES & SERVICE
— ZENITH —
Vernon (Doc) Turnage
Signal Building

PRESIDENT PROMISES GIFT



HYDE PARK, N. Y.—Picture shows the President's estate which he has promised to give to the people of the United States as a memorial to be maintained at government expense.

on July 5 and returned on December 9.

Both of the cyclists regard the trip as an outstanding experience in their lives. Along with the pleasure of meeting scores of important people, doing as they pleased, and seeing the country's most beautiful sights, was the grief of being dog-tired many a time, getting soaked to the skin, enduring blistering heat, and chilling in a sub-freezing temperature. There were times when it was not fun, they admitted, but thinking back now makes it seem a grand adventure.

Of the period of slightly more than five months the pedalers spent a total of 34 days on the road, averaging almost an even hundred miles daily. Their low average speed of only ten miles per hour they explained was due to lack of co-operation from the wind. Many a day there was no wind, but of all the times it did blow they were favored by its direction only three days. At such times they were able to pedal up to a speed of 40 miles per hour or to coast as fast as 50 down a long hill. Their record average speed for a day was 124 miles in 6 hours.

Frank and Tony have dozens of autographs from prominent people they met. Included among them are

Jack Dempsey, Lou Gehrig, Doctor Dafoe, nine state governors, and mayors from more than a dozen large cities — on several occasions they were luncheon guests of mayors or governors. The gold seals of four states are included in their autograph collection.

Considering the distance and duration of their travel, the bike boys feel they did exceptionally well in getting by on a combined expense of less than \$400. However, that figure does not represent their traveling expense, they said. Most of it was spent in places where they visited. While on the road they preferred simple, substantial food, usually preparing it themselves with the few pieces of cooking equipment included in their luggage. They also slept in the open until colder weather during the past few weeks induced them to seek tourist cabins. Rain sometimes made it necessary to pitch their tent, but usually the stars were their only cover.

With tent, cooking equipment, and a few changes of clothing, their luggage burden was about 65 pounds apiece, which, added to their own weight, gave the bikes a load of about 225 pounds. The men were not long in discovering that such a load was just a little more than they wanted on hills. During the first few days of their pedaling they pushed the machines up many a hill—until they learned of a double gear attachment permitting them to shift to a more powerful ratio on heavy pulls. The gear proved to be a wonderful help, giving 30 per cent more power than normal on hills and 30 per cent more speed for normal riding. It saved time and energy and eliminated walking on all but the steep inclines.

Not a single day of sickness marred the riders' adventure. Hours of healthful exercise every day had instead developed them to perfect physical condition.

Whether because of leg power or a better gear ratio, or the combination of both, was not mentioned, but Moster and Sicking had the pleasure of riding up one hill in Canada that "just could not be topped on a bicycle." Residents in the vicinity could not recall a single instance of a person pedaling all the way up that three mile incline, but the Texans showed the way after their 2,000 mile practice ride.

Spills on wet pavement were common occurrences to the cyclists, and a few resulted in rather narrow escapes, but fortunately, there were no crashes. On one occasion, coming down Raton pass, they detected smoking brakes which remedied themselves when given a little time to cool. Tire trouble too, was negligent. One was ruined and two gave way to plain honest wear. One of the original tires made the entire trip. And the bikes themselves seem to be as good as they ever were.

Once on their entire tour the young men were privileged to find a Texas car bearing the Cooke county series of numbers. That car was occupied by Gilbert Endres and Alfred Walter, then on their way to Los Angeles.

Behind The Scenes In American Business

Continued from Page Four

ranks of proponents of the chain store "death sentence" tax proposed by Rep. Wright Patman, of Texas. Of the 74 co-signers of the original Patman bill, one had previously withdrawn and 32 others were not reelected. This loss of support, together with mounting consumer, farmer and labor opposition, is interpreted by capitol observers as ser-

iously affecting the measure's chance of passage.

"RECORD" RECORD BOOK — Back in 1933 merchants began to notice a revival in the sale of phonograph records, which for five years or more had been considered a "dead item." This comeback, continuing in spectacular fashion during succeeding years, has been aided and abetted by popularity of combination radios, phonograph attachments for radios, and perfection of portable machines. As a result almost 35,000,000 records will be sold this year or a little better than one to each family in the country, according to trade estimates. This is a 16 per cent rise over 1937's total of 30,000,000 and the largest annual volume for 1914, in the industry's peak year.

THINGS TO WATCH FOR — Wired television system for hotels so that each room will have a television receiver hooked up with a master receiver on top of building—Following successful introduction of self-gartered socks, manufacturers will soon offer double-cuff shirts with self-linked cuffs and self-buttoned collars—Streamlined step-ladder that collapses automatically at press of a button—Soap, with no alkali in it, made of cocoa butter—Electric toaster with moving belt, so that you can put slice of bread in one end and it comes out the other end toasted — Remote control airplane toy, worked by rubbing a wand with a piece of wool and then touching the wand with metal leaf—Colored light device on autos which will indicate to traffic cops at what speed moving vehicles are traveling.

WORKERS' LIFE SPAN—Insurance actuaries and industrial statisticians compute that the life span of the average American worker has been lengthened by almost a full decade since the turn of the century as a result of broader industrial health policies and improved working conditions. The rise of service clubs in many of the important industrial plants throughout the country focusses attention on this trend. A notable instance was spotlighted in Akron, when two rubber workers who had rounded out 40 years with the B. F. Goodrich company, along with 227 who had served 30 years, and 205 who had served 20 years, were presented awards by Albert Hupfer, president of the company's service club. An indication of the national extent of employee recognition is given in a recent survey by the National Industrial Conference Board showing that more than 300 major companies are placing orders for service club pins and emblems.

HEADLINES IN NEW YORK—Football bigger business than ever. 1938 attendance showing 11 per cent over 1937 total, with 8,146,124 fans attending 351 matches—Sales of office appliance equipment running ahead of 1937, with time recorders most active item—Lead prices slashed twice in two days—World's largest steel slabbing mill begins operation at Carnegie-Illinois plant, capable of turning out 1,500,000 tons of

the 45,000 pound slabs which are converted into tin plate, sheet and strip steel—Looking over the earnings reports; higher, Pullman Company; lower, Zenith Radio and McLellan Stores — Steel rate declines slightly as purchasers near year-end inventory period — Commerce Department estimates construction total in 1938 totals \$8,800,000,000 of which \$5,200,000,000 is new construction.

Novel uses of stainless steel to be displayed at the 1939 Golden Gate International Exposition will include an entire house built of stainless steel.

You Can't Look YOUR BEST— Unless Your Clothes Look Their Best.

Lone Star Cleaners

J. P. GOSLIN, Prop.
Phone 332 Gainesville

Merry Christmas

First State Bank

Gainesville



Each of Us Wishes Each of You

A Merry Merry Christmas

and

A Very Happy New Year

H. E. Myers & Sons

John Deere Implements-Tractors

Gainesville



To You and Yours

A MERRIEST

Merry Christmas

and

A HAPPIEST

Happy New Year

George J. Carroll & Son

Gainesville



It has been a pleasure to serve you during the past year. May we continue to merit your friendship through 1939.

The Manhattan Clothiers

Leo M. Kuehn

Gainesville

TRY THESE

— SPECIALS —

MONDAY—Potato Bread...10c

WEDNESDAY—Cracked Wheat Bread...10c

THURSDAY—Old Fashioned Dutch

Holland Bread...10c

WELDON HOWARD

Purity Baking Co.

Tifer
LIVE STOCK
COMMISSION CO.

FORT WORTH, TEXAS

Wishes You

A Merry Christmas

and

A Prosperous New Year

Receipts of cattle, hogs and sheep sold by this firm in 1938 from Cooke County has practically doubled what we handled in 1937. Our sales have been more than satisfactory and we assure you in the coming years our untiring efforts in making sales that are superior on this market.

Highlights of the Past Year's News Events

Another eventful year in the history of Muenster is drawing to a close. A glance back reveals that some of those who were with us have gone to their reward. A few incidents stand out only for their interest, a few are definite steps of progress toward city and community progress. To recall all of them would be an endless task, but we do take pleasure in presenting a series of notes gleaned by thumbing through this year's copies of the Enterprise. Consider them not so much as a news review as mere high spots in the past year's happenings.

Dec. 31.—300 barrel producer on Johnson Lease by Frost and Kingery stands out as one of the best in the Muenster area. Coach Burger and his Sumacs return from Austin jaunt after having won two out of three basketball games.

Jan. 7.—Henry Henschel, original founder, again chosen president as German Mutual Insurance group has 44th annual meeting.

Jan. 14.—Civic League makes first major step in cemetery improvement, planting trees and shrubs. Muenster is host to group of Frisco business men observing the 5-year plan here.

Jan. 21.—John Bayer's first community auction sale has large attendance. Kingery and McClure bring in two more 300-barrel producers of Johnson "busy corner." Cemetery improvement work continues. Ground is prepared for bermuda sod.

Jan. 28.—Special meeting brings action in Chamber of Commerce group, make program for 1938, to continue 5-year plan.

Feb. 4.—Dynamite blast on new highway west causes road crew workman to lose eyesight. Mrs. H. L. Miser of Myra laid to rest at Reed Cemetery.

Feb. 11.—Third county title won by Burger Quintet, defeat Calisburg in final to win trophy of Class B race. Death ends sickness of Miss Elizabeth Beyer of Lindsay.

Feb. 18.—Officers recover J. T. Barker's stolen car, one criminal killed in fight. Rev. Bonaventure Koelzer has first mass at Hereford.

Feb. 25.—Extension of REA survey to entire county begun. Entire

rural area of Cooke County to be included in project. Andy Hoffbauer is named manager of FMA store and market. Sumacs lose to Paschal High in Fort Worth in District final.

March 4.—Roy Endres and Frank Herr join J. P. Flusche in business that includes Muenster Mill and store at Pilot Point. Endres remains here, Flusche and Herr take charge at Pilot Point. Funeral services held for Mrs. Mary Bengfort at Lindsay. Highway men finish rock base work.

March 11.—Electrification project shows 680 consumers as survey nears completion. McClure's gusher, Number 6 Winstead, regarded best in busy corner pool.

March 18.—Better roads for Muenster is goal set by C of C at meeting. Muenster farmers vote for quota on cotton marketing.

March 25.—Extended heart ailment of Lawrence Schumacher ended by death. Application for REA loan is submitted, request is \$300,000 to build 300 miles of line for 932 consumers. Leonard Zimmerman of Lindsay has hip operation in Dallas.

April 1.—Worst deluge in 3 years steals tons of top soil and destroys crops and bridges.

April 8.—Aloys Kleiss wins in torrid school trustee election Saturday. Mr. and Mrs. Ben Seyler return after bone graft operations at Fort Worth. Thirty-six votes polled in quiet city election give alderman positions to Nick Miller and Al Walterscheid. New method of dividing county road funds asked by Chamber of Commerce.

April 15.—Crop damage is small during wintry chill. Muenster unit of Germania Mutual Insurance Company formed, Henry Fleitman is president.

April 22.—Easter picnic proclaimed huge success. Bulcher school gets county trophy for 3rd consecutive year for interscholastic league work. 3 cent reduction on insurance key rate secured for city.

April 29.—Mayor LaGuardia of New York given rousing welcome during short pause in Muenster. Hunter and Munsey are new operators of Muenster Refinery. Farmers see grain crops demolished by hail.

May 6.—Pavement completed, highway open to traffic. Burns received in November prove fatal to Ben Albers of Lindsay.

May 13.—Rosabell Driever joins Enterprise staff as associate editor. New REA ruling demands membership fee and easement before granting allotment.

May 20.—Sister Bertha goes to Switzerland as guest of Muenster friends, is accompanied by Sisters Anastasia and Theresina. Herbert Meurer receives attorney license. Myra Home Coming draws large crowd. Rural Electrification is assured for Muenster.

May 27.—Farmers haul out bind-

CHRISTMAS



CHRISTMAS, Florida.—This post office located in a hamlet, 20 miles east of Orlando, Fla. is known the world over because of its name. The postmaster, Mrs. Juanita Tucker, pictured on the porch of the post office says she receives letters from every section of the country during the Yuletide season, to be postmarked and mailed to every state in the Union, and many foreign countries.

ers as grain begins to ripen. Muenster's first flower show is acclaimed by large crowd, Crepe Myrtle wins victory in favorite flower contest. Voth's wildcat is biggest gasser in local oil history. Bermuda for west portion of cemetery is completed.

June 3.—Rev. Alfred Hoening reads first mass Wednesday, huge crowd attends. New layer of surface material is applied to Main Street pavement. Funeral services are held for Roy (Jimmy) Klingery in Saint Jo.

June 10.—Rev. Fathers Herman Laux and Sylvester Schad celebrate first masses at Lindsay, events observed with community celebration. Rev. Vincent Orth says jubilee mass here on same altar used at his first mass 25 years ago. Charter accepted, local Electric Co-op continues work, officers are elected, by-laws adopted. Harvest hands who stole Fisher "hoopie" arrested at Wichita.

June 17.—Muenster Enterprise receives prize for second consecutive year for "Best Set Ads." Urgency, feasibility of modern sewer for city considered by Chamber of Commerce.

June 24.—Inability to secure oil named cause of refinery shutdown. July 1.—FMA delivers first shipment of new product, condensed whey. Acid test fails to bring oil production from Voth gasser. A. G. Hutton resumes management of Muenster Refinery. Mrs. John Buss, former resident, dies in Oklahoma.

July 8.—Body burns prove fatal to Bill Daniels. Family of Sister Bertha expresses thanks to Muenster people. 50,000 pounds of Muenster cheese goes to Colorado.

July 15.—Illness that began in World War ends with death of Luke Tempel. Raymond King, Gainesville banker, dies of heart failure. Tony Morzuch ends alien visit, gives up to authorities, returns to Germany.

July 22.—Civic League sanitation committee launches clean-up campaign. July 29.—Primary election returns McCollum, Winder, Bezner and Hamilton to courthouse, John Atehlson is county attorney-elect. County dries block beer legalization by large majority.

Aug. 5.—City council votes to file application for PWA grant for sewer project. New city ordinance requires peddlers to have license. Ed Wilp's body found riddled from gun-

shot. Miss Alice Holton, oil operator, begins work on project to deepen townsite well to 2,200 foot.

Aug. 12.—Lillian Fette busy carving film career when not on flights. Joe Hirschy opens local bakery. Bezner begins 4 mile WPA gravel project north of Muenster.

Aug. 26.—Proposal for 5 room high school building ok'd in general parish meeting. Toney Burger gets coaching job at Austin.

Sept. 2.—Gossett, Pace, O'Brien and Reese favored by voters in runoff election. Tax raise for better roads gets approval in county wide meeting at Gainesville. Mary Helen Hutton ties for first place in nationwide contest.

Sept. 9.—PWA will not consider grant application until city passes bond election for sewer. Largest local crowd cheers Fat-Lean ball game sponsored by Civic League as cemetery benefit. Virgil Lee Welch is new principal of public school.

Sept. 16.—Section of city ordinance restricting farmers is repealed by council. Poss Swirczynski's Juniors win softball title of Muenster league. Fats beat Leans again in second baseball game for cemetery funds.

Sept. 23.—Electric Co-op receives allotment of federal loan in amount of \$178,000. Attractive building welcomes parochial high school pupils.

Sept. 30.—Henry Henschel, Sr., pioneer who marched in front rank of community progress, dies Wednesday. Funeral services are held for Mrs. Oscar Aldridge of Myra.

Oct. 7.—Small majority favors issuance of sewer bond, charges of illegality declared unfounded, votes of persons assessed shortly before election found to be valid. Loaded truck wrecks bridge over Big Elm, driver Roy Lusk and machine both unharmed. Virgil Lee Welch is named scoutmaster of local troop. Victor George of Lindsay dies after extended illness.

Oct. 14.—Bullet wound causes death of Lum Pierce. Mysterious leak in water department discovered in pump. Emergency bridge serves traffic south of Muenster. Two parochial pupils get diplomas for Latin excellence.

Oct. 21.—Road course through Big Elm changed, will have two-way concrete bridge.

Oct. 28.—Dallas firm contracts to build rural electrification line, cost is \$108,197.39, using aluminum wire. Mrs. W. J. Linnen, 91, dies at Bowie.

Nov. 4.—Rural homes must be wired before lines are built to them, REA demands. No PWA funds available for sewer project, application on file. Gainesville to get Myra rural route after Nov. 15.

Nov. 11.—Fire razes Valley Creek school building, no injuries, estimated loss is \$10,000. 2,700 turkeys dressed first day of season. Scouts begin toy rebuilding program for orphans Christmas.

Nov. 18.—Muenster ships 6 carloads of Thanksgiving turkeys. Civic League begins another drive for cemetery donations. Federal court gives favorable decision on FMA tax hearing.

Nov. 25.—Parochial teachers and pupils take afternoon off to see "Boys Town." Charles Trew dies after year's illness. Father John Nigg of Lindsay resting at abbey in native Switzerland.

Dec. 2.—Felker begins on new bridge and road through Big Elm bottom, handled through \$12,000 WPA project. Parish picnic swells new church fund. Sixty county lads rule for a day in Boys' Day Program. Muenster, Lindsay both hit high mark in Red Cross drive.

Dec. 9.—Trade with Flusche Bros. gives Muenster Mill to Endres and Herr. REA speakers stress utility and safety at meeting in parish hall, help contractors set uniform wiring prices. Katy closes depot at Lindsay, reason given: No Revenue.

Dec. 16.—Best turkey market in Muenster history ends at FMA plant, four carloads packed and shipped bringing year's total to 10 carloads. Old highway favored with WPA project, extends 4 miles from city limits. Mrs. Vina Cobb, 93, dies at Myra. Farmers Marketing Association must re-issue all outstanding script on form that complies with official regulations. Santa gets big reception from local children. Local farmers lose vote opposing 1939 cotton control plan.

W. F. Cody (Buffalo Bill) is buried in a grave blasted from solid rock on Lookout mountain, near Denver.

Greetings—

May this little ad convey our kindest thoughts to you for a

Happy Christmas Day

Ray's Barber Shop

The Dixie Drug Store

wishes you

A Glorious

Christmas Season



ENTERPRISE CLASSIFIED ADS BRING RESULTS

Heartiest Wishes

for a

Merry Christmas

and a

Happy New Year

WIRING MATERIALS

Electric and Automotive Repair Work and Supplies

Hennigan Motor Company

Muenster

LOU WOLF
wishes you a
Merry Christmas
and a
Happy New Year

Friends, We Wish You—

every good thing for this Christmas and the New Year, and—

WE THANK YOU untold times for your favors of the past. We are looking forward to seeing you during 1939.

Bright Gable Inn

Bud and Cora

On Highway 82

Among Your Gifts—

Our Simple Little Wish:

That every one of them will make you happier on this happy day.

May your joy of this season extend through a bright New Year.

—★—

M. J. Endres
Muenster

In Grateful Appreciation



for many pleasant dealings we extend wishes for a

Most Pleasant Christmas Season

F. E. Schmitz

Salesman

Townsley Motor Company

Gainesville

Heartiest Wishes

for a

Merry

Christmas

We Never Close

Is our slogan—we try to maintain the best 24 hour service possible.

But We Will Be Closed All Day On Christmas

from midnight December 24 to midnight December 25

Thanks to All for Business and Courtesies of the Past Year

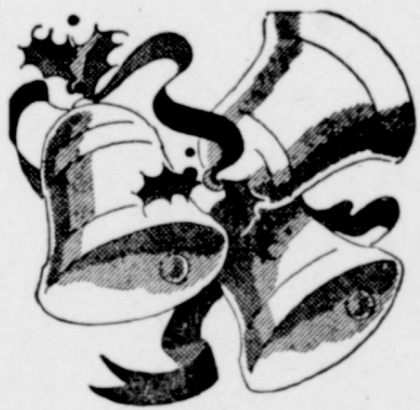


Ben Seyler
Motor Company
and Employes

Merry Christmas



As Public Servants of Your County, We are Happy
to Join Voices in Wishing You A Most
Pleasant Holiday Season



And to assure you that we shall continue, to the best of our
ability, to work for the general welfare of you who have en-
trusted us with the care of your interests.



*May The New Year Bring You Happiness
and Prosperity*

HUGH H. HAMILTON
Tax Assessor-Collector

LUTHER McCOLLUM
County Sheriff

MRS. SALLIE WHITFIELD BASS
County Treasurer

E. A. (Babe) FELKER
Commissioner Precinct 3

C. H. CLARK
County Agent

JOE BEZNER
Commissioner Precinct 4

RANDOLPH O'BRIEN
County Superintendent

MISS JANE HARRIS
County Health Nurse

JOHN ATCHISON
County Attorney—Elect

JIM REESE
County Clerk—Elect

FRANK HOEDEBECK
Constable Precinct 8



Myra News

MRS. JOHN BLANTON
Correspondent

Mr. and Mrs. Parker Fears were Dallas visitors Monday.

C. J. Watson of Whitewright is here for a visit with his grandparents, Mr. and Mrs. Charlie Watson.

Mr. and Mrs. Fred McTaggart visited their daughter, Mrs. Mont Green and family, of Denton Sunday.

Miss Dorothy Fay Blanton, teach-

er in the Leo school, spent the weekend with her parents.

Mr. and Mrs. Ray Hudson spent Sunday afternoon in Leo at the bedside of Mrs. Hudson's brother, Bernice Puckett, who is ill at his home.

Mrs. Wilbur Webb of Knoxville, Tenn., arrived Saturday to spend the Christmas holidays with her parents, Mr. and Mrs. B. C. Rosson.

Wayland Pearson left Friday for Mattoon, Illinois, where he has been transferred by the Mudge Oil Company of which he is an employe.

An oyster supper was given in the school dining room Saturday evening under the auspices of the local Masonic lodge. It was well attended by members and their families and out-of-town guests from Gainesville, Fort Worth and Era.

Mesdames Albert Andress C. J. Tuggle, A. E. Barnes, Dora Fears, Fred McTaggart, and John Blanton attended the all-day meeting of the

RIVAL CAPTAINS NOW



KANKAKEE, Ill.—It is the first time in history that football captains of United States Military and Naval Academies have been graduates of the same high school. Both players, Cadet Harry Stella, left, and Midshipman Allen A. Bergner, right, were team mates at Kankakee, their home town.

County Workers' Conference of the Baptist church at Era.

For two conference volley ball games between the Myra and the Era teams last Wednesday, Dec. 14, at the Gainesville gym the local girls won both games.

Miss Ora Lee Doty, student at N. T. S. T. C., Denton, spent the weekend here with her sister, Mrs. Leroy Porter, and attended the oyster supper at the school house Saturday night.

HAS CHRISTMAS PARTY MYRA SUNCHINE CIRCLE

Myra.—Mrs. John Blanton was hostess to the Sunshine Circle in her home last Friday afternoon. She was assisted by Mesdames Leroy Porter and J. T. Biffle, III. The Christmas motif was stressed in decorations, program and refreshments.

Twenty-eight members were present, each of whom received a gift from the Christmas tree.

OFFICER ELECTION FEATURES MEETING OF BAPTIST WMS

Myra.—An election of officers for the ensuing year was the chief feature of a business meeting held by the Myra Baptist Women's Missionary Society on Monday afternoon.

The officers are as follows: Mrs. John Blanton, president; Mrs. A. R. Andress, vice-president; Mrs. A. E. Barnes, secretary-treasurer and reporter; Mrs. Maggie Cain, benevolence chairman; Mrs. Jim Snuggs, historian; Mrs. Fred McTaggart, personal service chairman; Mrs. D. W. Farrow, Bible study chairman; Mrs. Dora Fears, Missions chairman.

Preceding the election of officers a lesson on Missions entitled "Stewards of the Great Truth" was lead by Mrs. Fears. Members taking part in the program included Mesdames McTaggart, C. J. Tuggle, Maggie Cain, A. R. Andress, A. E. Barnes and John Blanton.

SHIPMENT OF TOYS FOOD AND CLOTHING SENT TO ORPHANS

Toys, clothing, and food supplied by friends of Muenster will add some happiness to the Christmas of children at Saint Joseph's orphanage in Dallas. John Fisher delivered several large boxes of the items to the orphanage Monday.

Speaking for his charges, Scoutmaster Welsh extends thanks to all persons of Muenster who co-operated with the scouts by providing paint, brushes, tools, and a good variety of toys for their toy rebuilding program.

Along with toys provided by the scouts the Christmas shipment included candies, cakes, and cookies and several items of clothing supplied by ladies of Muenster.

PUPILS OF PUBLIC SCHOOL WILL GIVE CHRISTMAS PROGRAM

Pupils of the Public School, under the direction of Miss Dorothy Fette, will present their Christmas program in the parish hall this Friday afternoon beginning at 1:30.

Headlining the program is a playlet entitled "Ousting Sam's Grouch." The cast of characters includes Betty Ann Branham, Lester Jones, Bertha Jane Hoehn, Helen Marr, Edna

Lee Carter, Jack Hoehn and Bernice Kathman.

Christmas carols will be sung by the student body, after which old Santa, himself, will distribute gifts. Parents and friends of the students are invited to attend.

Ray Bezner is the new owner of the Marathon Station at Broadway and Grand in Gainesville.

State

Gainesville

FRIDAY & SATURDAY

Dec. 23 & 24

Hard To Get

Dick Powell—Olivia DeHavilland

Saturday Night Preview

Through Tuesday

Dec. 25-27

Men With Wings

Ray Milland — Fred McMurray

Wednesday & Thursday

Dec. 28 & 29

Service De Luxe

Mischa Auer—Charles Ruggles

Constance Bennett



We Greet You

on this happy day and thank you for your kind patronage during 1938

Last Minute Gift Suggestions

- Speed Queen Washers
- Tricycles — Wagons — Flashlights — Pocket Knives
- Air Rifles — .22 Rifles and Shells

"The Old Reliable"

Waples Painter Co.

Leo N. Henscheid, Mgr. Muenster

ENTERPRISE CLASSIFIED ADS BRING RESULTS



YOU ARE INVITED TO TUNE-IN WFAA 11:00 O'CLOCK

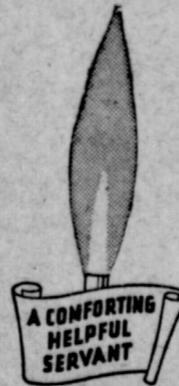
Christmas Eve

TO HEAR CHRISTMAS CAROLS SUNG BY THE EVANGELIST QUARTET



PAUL BECKWITH Second Tenor STANLEY WICK First Tenor NORMAN HARRISON, Bass EDWIN DEIBLER Baritone
ELMER NELSON, Accompanist

... the time of Year for Friendly Cheer!



In sponsoring "Morning Meditations" Lone Star Gas System hopes that the songs and spiritual thoughts of the Evangelist Quartet (pictured above) are to your mind what our service is to your home—comforting. The program is each weekday morning at 8:15 o'clock over WFAA.

Whether we view Christmas from its purely spiritual significance, or attach to it primarily a gift-giving significance, it is the time of year for spreading friendly cheer, good will and peace. Lone Star Gas System's radio program, "Morning Meditations," via WFAA each weekday morning, is dedicated to this purpose. And so, on Christmas Eve from 11:00 to 11:30 p. m. there will be a special broadcast of this program in which Christmas Carols will be sung by the Evangelist Quartet. We know of no better way of extending to you, our customers, a wish for a Happy Christmas Season. So won't you listen in? Remember the time is 11:00 p. m. December 24, WFAA.

Community Natural Gas Co.
LONE STAR GAS SYSTEM

NEW TEXAS THEATRE

SAINT JO, TEXAS

Matinee 2 p. m.—Night 7:30 p. m.

FRIDAY, DECEMBER 23

Torchy Gets Her Man

with

Glenda Farrell—Barton McLane
Tom Kennedy

SATURDAY, Dec. 24

Hoosier Schoolboy

with

Mickey Rooney — Anne Nagel
3rd Chapter "Lone Ranger"

Matinee 2 p. m. — Nite 7 p. m.

PREVUE Saturday Nite and SUNDAY

December 24 & 25

The Dionne Quintuplets

in

Five of A Kind

with

Jean Hersholt — Claire Trevor
Sun. Matinee 2 p. m.—Nite 7:00

MONDAY & TUESDAY

December 26 & 27

CAREFREE

with

Ginger Rogers — Fred Astair
This is a Movie Quiz Picture

Wednesday & Thursday

December 28 & 29

My Lucky Star

with

Joan Davis — Buddy Ebsen
Sonja Henie — Richard Greene
This is a Movie Quiz Picture

SAYS: Give a GRUEN TO THE FIRST LADY OF YOUR HEART!

CAROLE \$29.75
Yellow or white gold filled case. 15 jewels.

ELVIRA \$33.75
Yellow gold filled case. Guildie back. 15 jewels.

ASHLAND \$39.75
Yellow gold filled case. 17 jewel precision movement.

ON EASY TERMS AT

W. B. Kinne & Sons
JEWELERS SINCE 1889
GAINESVILLE

Merry Christmas

LEATHER ITEMS ARE ALWAYS GOOD AS LAST MINUTE GIFTS

Billfolds, Cigarette Cases, Tobacco Pouches, Belts, Leather Novelties

CHEANEY & SON

Expert Shoe Repairing
Southeast Corner Square Gainesville

To You From Us

Go sincere wishes that your pleasure at Christmas Time will be exceeded only by your health and happiness in 1939.

Muenster Refining Company
A. G. Hutton

