

MUESTER ENTERPRISE

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IS OPPORTUNITY WELCOME?

Optimism is running high in Muenster these days. If any significance can be attached to the present oil excitement there is sufficient reason to believe that a vast new area will be favored with tests, and, by the law of averages, a fair percentage will be developed into producing fields.

There is reason to believe that an increase of activity will induce several new families to seek homes in our midst. But will they actually settle here and become home town boosters adding their force and influence in a drive for community progress?

Should it happen that this question gets an unfavorable reply, who is there besides ourselves to blame? For years we have been chesty over the reputation of having a very substantial and progressive community, still we have neglected very important features without which our continued progress must suffer a severe handicap.

To argue against the point is useless. Every man knows that when he selects a new home he considers living conditions and educational opportunities before anything else.

Both these subjects deserve early and conscientious attention. Whether or not we hope for an increase of population we owe ourselves the advantages and conveniences of our time, but the subjects are even more important when they concern also our own future welfare.

Very likely we will miss a few opportunities soon because we are not prepared to accept them at the first knock. There will be other opportunities we will miss also unless we begin soon to provide a welcome for them.

Let's quit beating around the bush. If we want to see a growth in our city and our in-

terests let's prepare a warm reception for opportunity. After all it doesn't make sense to put out the welcome mat and then fail to make things pleasant for a guest.

A PREDICAMENT

Big news for Texas was last week's statement that a two and a half million dollar paper mill will be built in the piney woods of East Texas.

For many a decade our vast empire of resources in land, mineral, lumber, petroleum and what not has been supporting the manufacturing interests of the North and East.

As in the state, so in smaller communities of the state. On a smaller scale Muenster faces the same predicament that the state does. Several years ago we found that we could not continue increasing our cotton, grain and livestock production in proportion to our increasing population.

It is not only a city problem. It presents possibilities for young country lads who see no prospect of going into farming like their fathers did.

What will be the nature of the industry? Perhaps a cannery, which would provide not only the industry but the opportunity for greater diversification on surrounding farms.

What Others Say

WHY IS IT?

Citrus fruits are selling so low owners can't afford to sell or not sell. With consumption high and per capita distribution about the same as last season, it looks peculiar.

Yes, and when lambs get cheap there is no difference in the price of lamb chops in the restaurants; same with beef steaks.

If it were not for the air resistance on falling objects, hailstones would no doubt kill us and even rain would be very painful when striking us.

Confetti

By CON FETTE

If those encouraging economists aren't talking through a lot of cocked hats, the cheerful little cherub who was welcomed by gaiety galore early Sunday morning has a glorious reign ahead of him.

We hope, and we are anxious to believe, the prediction is correct. Still we are wondering whether optimism and backed up personal wants, the two principal driving forces behind better times, will be great enough to offset handicaps imposed by recent years of artificial methods.

If America in general answers that question in the affirmative, prosperity will return with flying colors. Confidence and courage can turn the trick, and now it is the purpose of the nation's leaders to create possibilities for '39 by preparing the proper frame of mind.

The whole structure of business, in fact, the entire history of the world, is built on a basic principle illustrated in elementary grade story books.

The spirit of make believe seems to be with us just as strong as in the tender years when we vanquished bands of savages with our pop-guns, built castles in the sandpiles, or served banquets from a set of toy dishes.

But it is fashionable and correct to make believe in the modern sophisticated sense. For the sake of keeping up with the Joneses we try to kid others into believing that our financial resources are unlimited.

The same complex can be found here in our sunny South. On the last day of last year some were frankly dreading their New Year's parties. They hated the noise and the hang-over and the loss of sleep; they could not afford the expense.

The guy that will argue with a signboard is a piker compared with our Muensterite who thought more of his judgment on the weight of a bull than of the ticket made out only a few minutes before by a weigher.

the ticket showed. Guess what happened to his money.

We mention this incident for the benefit of unbelievers who say there is no Santa Claus and the others who insist that he comes only at Christmas.

A classic comedy of confusion was the net result of a misunderstanding when a party of local grid fans attended the game at Dallas the other day.

Over there by his lonesome a few suspicious started brewing and he came to the conclusion it was mighty queer that all the ducks but one were together.

Back in Dallas they just kept on waiting and worrying—long after he had turned in for a good night's rest at home.

AVOID EYE STRAIN!
DR. H. O. KINNE
OPTOMETRIST
Gainesville, Texas

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ZENITH
Vernon (Doc) Turnage
Signal Building

STOP ON A DIME



READ HOW THIS AMAZING NEW 'LIFE-SAVER' TREAD GIVES YOU A DRY TRACK FOR QUICK STOPS ON WET, SLIPPERY ROADS

The new Goodrich SAFETY Silvertown LIFE-SAVER TREAD..... GOLDEN PLY BLOW-OUT PROTECTION

RESOLVE THIS YEAR TO KEEP YOUR CAR WELL LUBRICATED

Jimmy's SERVICE STATION Muenster

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Calumet Baking Powder

SPECIAL WHILE IT LASTS

2 1/2 lbs. 45c 5 lbs. - 89c

Figaro Smoke Salt

10 lbs. - 70c

Gloves in all leather, flannel with leather face, or all flannel. Well made of quality material.

'Muenster's Serve Yourself Grocery'

THE FMA STORE

MORE VALUES in Our CLEARANCE SALE!

PRINTS---
80 square vat dyed, attractive patterns. Were 15c
18c per yard, now 11c

OUTING---
light weight for quilt lining, etc. Was 15c per yard, now 10c
EXTRA HEAVY for CLOTHING, was 18c per yard, Now 15c

SHIRTS---
in odd sizes and patterns. Formerly \$1.00 each, now 79c

ALSO A LARGE VARIETY OF REMNANTS, CAPS, SWEATERS, UNDERWEAR AND DOZENS OF OTHER ITEMS

REAL SAVINGS IF WE HAVE YOUR SIZE

M. J. Endres

Muenster, Texas

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Another Carload Received This Week
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on your next roofing job.

Wash day worries are lighter when you use



'The Old Reliable'

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Leo N. Henscheid, Mgr.

Muenster

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MONDAY, JAN. 9

Place your orders early for Baby Chicks

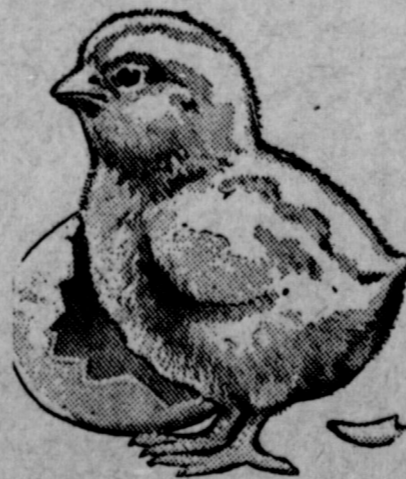
We can help you secure eggs from blood tested flocks for

Custom Hatching

SETTINGS MADE ON MONDAYS AND THURSDAYS

Muenster Hatchery

Felix Becker, Mgr.



SPECIAL
CHICKEN DAY
Tuesday, January 10

One Day Only

We Will Pay---

**2c Above the Usual
Market Price**

Hens under 4 lbs., per lb. - - 9c

Hens between 4 & 5 lbs., lb.- 11c

Hens over 5 lbs., per lb. - - 13c

Farmers Marketing Ass'n.

Muenster, Texas

Lindsay News

Mr. and Mrs. Joe Hundt visited in Denison Monday.

Mr. and Mrs. H. N. Fuhrmann are the proud parents of a baby son who arrived January 3.

Hugo Bezner attended the annual Cotton Bowl football game at Dallas Monday.

Miss Louise Kuntz of Gainesville spent Sunday with Miss Elfrida Bezner.

Mr. and Mrs. Paul Arendt entertained with a supper party Sunday evening.

Misses Anna and Mary Elizabeth Schmitt spent last week in Sherman as the guests of relatives.

Misses Irene and Miriam Flusche of Denison spent several days of the week here with relatives.

Andrew Kupper of Mesquite was the week-end guest of his parents, Mr. and Mrs. Joe Kupper.

Mr. and Mrs. Henry Gieb and family spent Sunday in Pilot Point with relatives.

Theodore Rauschuber, who spent Christmas with friends in Tours, returned home Monday.

Raymond Laux, who was the guest of relatives in San Antonio for several weeks, has returned home.

Andrew Koelzer, Jr., of Denison has returned to his home following a several day's visit here with relatives.

Mr. and Mrs. Leo Cutala and children of Dallas spent Sunday here with her parents, Mr. and Mrs. Joe Bezner.

H. L. White of Lone Oak visited here during the week with old

friends. He was formerly Lindsay's depot agent.

Walter Bezner left Monday for Slaton where he expects to be employed with R. W. McKinney construction company.

Mr. and Mrs. Albert Cardinal and Andrew Koelzer of Fort Worth spent Sunday here as guests of Mr. and Mrs. Mike Dieter.

Miss Rosalie Strategier has returned to her home in Norman, Oklahoma, after a visit here with relatives.

Mr. and Mrs. Otto Schmitt and family were Sunday dinner guests of Mr. and Mrs. H. A. Murrow in Sherman.

Herbert Bezner, student at business college in Dallas, visited with his parents, Mr. and Mrs. John Bezner, during the New Year's holidays.

Mrs. Anna Wiese had as her guests Sunday Mr. and Mrs. Vincent Wiese and family of Fort Worth and Mr. and Mrs. Frank Wiese and family of Gainesville.

Mr. and Mrs. Ben Hermes had as guests for supper Sunday, Mr. and Mrs. Henry Fieitman of Muenster, and Mr. and Mrs. Pete Block and family.

The bungalow belonging to the late Mrs. Mary Bengfort has been moved from the north part of town to a block east of the church and will be occupied by Mrs. Katie Zimmerer.

Joe Zwingsl returned to his duties at Fort Warren, Wyoming, Saturday after spending the Christmas holidays with his parents, Mr. and Mrs. Leo Zwingsl.

Mr. and Mrs. Joe Gremminger and children of Windthorst spent several days of the past week in the home of her parents, Mr. and Mrs. Bill Sandman.

After a two weeks' vacation Miss Gertrude Loerwald will return to her position in Dallas this week-end. She was the guest of her parents, Mr. and Mrs. William Loerwald, and her sister, Mrs. Frank Roberg.

Grandmother Lindeman was entertained with a party in her home Tuesday in observance of her 83rd birthday. A large number of friends called and brought remembrances for the honoree.

Members of the Mission Sewing Circle are reminded that a regular meeting will be held next Wednesday afternoon, January 11. This meeting will be held in the home of Mrs. John Bezner and all ladies are invited to attend.

LINDSAY LADIES ATTEND PARTY IN GAINESVILLE

Lindsay.—A group of Lindsay ladies were present at a party last week in Gainesville in the home of Mrs. Bernice Cox for which Mrs. Richard Flusche, recent bride, was named honor guest. She is the former Miss Margie Herman of Gainesville.

Following the presentation of gifts to the honoree, refreshments were served to 25 guests, among them Mesdames Augusta Thelsen, Anna Wiese, Otto Flusche, John Bezner, Elsie Fuhrmann and Clara Becker, of Lindsay.

Myra News

MRS. JOHN BLANTON
Correspondent

Mrs. J. T. Biffle, Sr., is having a new roof put on her home here.

Mr. and Mrs. Charlie House of Ropesville are guests of her parents, Mr. and Mrs. Nat Platt.

Mr. and Mrs. Fred McTaggart visited Mr. and Mrs. Mont Green and family of Denton Monday.

Mr. and Mrs. Tommy Carther visited relatives in Denton over the week-end.

Sunday Mrs. Parker Fears visited her niece, Mrs. Presley Springfield, who is ill at Decatur.

Riley Robinson of Dallas visited his parents, Mr. and Mrs. Earl Robinson, over the week-end.

Alton Ryan of Crystal City, visited relatives and friends here Thursday.

Ethel Mae and Bobby Watson returned home Sunday after a visit

with grandparents at Whitewright.

Oscar Aldridge returned home Thursday from Pine Bluff, Arkansas, where he visited his sister, Mrs. G. M. Sewell and family.

Mrs. Naomi Jacobs returned to her home in Holdenville, Oklahoma, Friday, after a few days visit with her sister, Mrs. Jake Biffle.

Mr. and Mrs. Lon Blanton returned home Thursday after a three-day visit with Mr. and Mrs. S. A. Littlejohn of McKinney.

Mesdames R. M. Townsley, Ray Hudson, John Lucas and Grace Maxwell visited friends at Hardy, Sunday afternoon.

F. S. Platt, Ray Hudson, Oral Buck, Nat Platt, Jake Biffle and John Blanton attended the Masonic oyster supper in Gainesville Monday night.

Marshal Elliott who has been living with his grandmother, Mrs. Amanda Elliott, left Monday for Tyler to make his home with his father Arthur Elliott.

The Sunshine Circle entertained for their husbands Thursday evening in the school auditorium. Progressive 42 and other games were enjoyed by 15 couples.

Mrs. J. T. Biffle, Sr., and grandson, David Biffle, and daughter, Mrs. D. C. Gillette, visited her daughter, Mrs. B. M. Williams and family of Fort Worth New Year's Day.

Mr. and Mrs. Johnnie Wilson and sons, John, Jr., and Charles, of Greenville visited friends here Wednesday evening and attended recreational games at the school house. Other guests were present from

Cleaning-Pressing
Shoe Repairing
NICK MILLER

NOTICE

Interest earned to December 31st, 1938, will be paid on consumers' deposits. Customers desiring payment at this time may receive same if they will bring or mail deposit receipts to our district office at Sherman, Texas.

Community Natural Gas Company

MYRA W. M. U. REVIEW YEAR BOOK AT MEETING

Myra.—A review of the W. M. U. year book for 1939 was given by Mrs. J. W. Blanton, president of the Myra group, during a regular meeting Monday afternoon at the church.

The ladies adopted for their watchword this year, "The love of Christ constraineth us." The meeting opened with prayer led by Mrs. R. Cain and after a short business session Mrs. J. C. Tuggle gave the closing prayer.

WHEN BANKERS ARE BLAMED FOR Rules WHICH ARE REALLY LAWS

No sensible motorist would grumble about "police rules" if prevented from parking too near a fire plug.

Nor should any sensible depositor complain of "bankers' rules" when, for example, a bank refuses to risk other depositors' money in his new and untried business ventures, to allow "occasional" overdrafts, or to pay interest on checking balances.

There are laws covering matters of this kind, which say that the banker "must not." Therefore, in such cases it is not the banker obstinately saying to you "I won't," but the law saying clearly to the banker, "You can't."

The Muenster State Bank

"A Good Bank to be With"
Muenster, Texas



Quality Food Properly Served

Curtis Sandwich Shop
East California - Gainesville

Geo. J. Carroll & Son

Serving Cooke County Since 1901
PHONE 26
Gainesville



Regular and No-Pad

Permanent Wave Home Beauty Shop
Phone for Appointment

For Good Results...

BILL 'EM TO—

Shirley LIVE STOCK COMMISSION CO.

Fort Worth, Texas
CLINT SHIRLEY, Hogs & Sheep
BEN SHIRLEY, Cattle

SEE---

G. L. 'Stogie' Mitchell

Gainesville

for Wiring and Wiring Materials

Experienced workmanship conforming to REA Specifications and Prices

New Year's Greetings to the Employees of the TEXAS POWER & LIGHT COMPANY

TEXAS POWER & LIGHT COMPANY
EXECUTIVE DEPARTMENT
DALLAS, TEXAS
January 1, 1939

JOHN W. CARPENTER
PRESIDENT

TO MY FELLOW WORKERS:

As the old year comes to a close and as we approach the threshold of the New Year, we feel constrained to take stock of the efforts which we have put forth in the fulfillment of our responsibilities to our customers, to the public and to our Company.

Our accomplishments during the past year, as I view them, can best be measured by the value and the fullness of the service we have rendered our customers and the public in general and by our contributions toward constructive upbuilding of our state. Our contributions during the past year have been substantial in many fields as usual but more especially in the fields of industrial development and in a broader rural electric program leading toward a better balanced farming plan.

During 1938 we extended our service -- we improved our facilities -- we reduced our rates -- we induced an increased use of our service, thus contributing further to the convenience, comfort and happiness of our customers. We set forth, and took an active part in, plans for our State's industrialization. We have been instrumental in the establishment of new, and in the expansion of existing industries during the year.

Every employee of the Texas Power & Light Company has been an active and valuable factor in these and other achievements of the Company. You have performed your part in all that has been accomplished, and I express my appreciation to you for your cooperation and now, as we look into the New Year, I call and direct your attention to the yet larger opportunities for service which are before you. I do so with the full knowledge that I shall have your continued cooperation during the year 1939, inspired by the ambition and loyalty which I know exists in the hearts of everyone of you, and that we shall go forward by continuing to extend our service and by rededicating ourselves to our responsibilities, drawn closer together in that common objective which we all have of rendering a maximum of service at a minimum of cost to those we serve.

With the Season's Greetings and with appreciation of you, I am

Sincerely,

J. W. Carpenter
President.

JWC:dk

Local NEWS

Briefs

Mr. and Mrs. Lloyd Gibbs of Fort Worth were here Thursday to attend the wedding of Mrs. Gibbs' sister, Miss Eva Joe McEntire, to Harry Otto.

Mrs. Mary Match and three children of McAlistler, Okla., returned to their home Tuesday after a visit here with her sister, Mrs. Gus Knabe and family.

Guests at a 12 o'clock dinner in John Walter's home Sunday were Mr. and Mrs. John Fisch and daughters of Okmulgee, Okla., Mr. and Mrs. Wilfred Fisch and child of Tul-

"HAPPY LANDING"



Helen Elizabeth Mosely is shown admiring her pearl engagement ring. The pretty art hostess will marry Edwin J. Ahrens, a pilot-dispatcher on Jan. 28. Hostess Mosely, who is 24, was born in Rusk, Texas and trained at the Newark City Hospital. The wedding will be held at the home of the bridegroom's sister in Jersey City, N. J.

Joe Schmitz
Agent for
"State Reserve Life Insurance Co."
LINDSAY, TEXAS

state
Gainesville

FRIDAY & SATURDAY
10c — 20c — 25c
MATINEE AND NIGHT

SHIRLEY TEMPLE
in
JUST AROUND THE CORNER

CHARLES FARRELL
JOAN DAVIS
AMANDA DUFF
BERT LAHR
BILL ROBINSON
FRANKLIN PANICOLA
CORA WITHERSPOON
SENNIE BARTLETT
A 20th Century-Fox Picture

Extra! Color Cruise and Betty Boop

PREVIEW SAT. NIGHT
SUN. — MON. — TUES.

WALLACE BEERY
MICKEY ROONEY
STABLE-MATES

Added
"POPEYE THE SAILOR"

PLAZA

FRIDAY & SATURDAY
Roy Rogers
Shine on Harvest Moon
SUN. — MON. — TUES.

HE SELLS SAFETY TO KILLERS!

"ILLEGAL TRAFFIC"

J. CARROL NAISH
MARY CARLISLE
ROBERT PRESTON
EXTRA
Charlie Chase and Pictorial

ily moved into the Eberhart house.

Mr. and Mrs. Arnold Stelzer of Hereford visited here Monday with his father, Gus Stelzer, and other relatives. They were enroute to their home following a week's honeymoon. Their wedding took place in Hereford on December 28.

Mr. and Mrs. J. S. Horn entertained with a supper Sunday evening for which all their children and grandchildren were present, including Mr. and Mrs. Al Swirczynski and family of Dallas and Mr. and Mrs. Al Schad and daughters of Gainesville. Mr. and Mrs. Joe Swirczynski were also guests.

Mr. and Mrs. Ewald Lamprecht of Lubbock were guests of Muenster friends Sunday. They attended the Cotton Bowl game at Dallas Monday and returned to Lubbock the next morning accompanied by Mr. and Mrs. C. W. Ratliff and children, who had spent the Christmas week with John Fette.

Muenster friends of Miss Beatrice Schad, daughter of Mr. and Mrs. Joe W. Schad of Gainesville, were grieved to hear of her sudden death in Oklahoma City early Monday. She was found dead in bed due to a heart ailment that afflicted her in recent years. Funeral services were held in Gainesville Wednesday.

CATHOLIC DAUGHTERS ARE ENTERTAINED WITH SOCIAL

A social affair of last week took place in the K of C Hall when Mrs. Herman Swirczynski entertained for the Catholic Daughters of America. The group enjoyed series of 42 in which Mrs. Carra Pagel scored high and a guessing contest which was won by Miss Anna Hellman. A refreshment plate was served by the hostess following the games.

HOLY WATER IS TOPIC FOR STUDY CLUB MEET

Why has water always been used as a symbol of interior purification? How was it used in the Old Testament? and how many kinds of holy water are there? were among a group of questions discussed by the Hyacinth Study Club at a regular weekly lesson Monday evening. The chapter entitled, "Holy Wat-

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

A. R. Porter
104 N. Commerce Gainesville

er," was the fifth chapter of the text book. The Sacramentals. The lesson was led by Miss Olivia Stock and 15 members were present. The next week's discussion will relate to palms, ashes and incense.

WATCH PARTY GIVEN IN HELLMAN HOME

A delightful watch party was given by Mr. and Mrs. Rudy Hellman in their home Saturday evening. The reception rooms were decorated with symbols suggestive of the new year.

The party began with a buffet supper and was followed by card games. It was hall to the new year and farewell to the old when the group had a fireworks display at the hour of 12 and the party ended with the unison singing of "Auld Lang Syne."

The invitation list included Messrs and Mesdames J. M. Weinzapfel, Gus Hellman, Arthur Hellman, Paul Hellman of Gainesville, Herbert Meurer, Bruno Pleitman, Roy Stamps of Gainesville, Andy Hofbauer, Dr. and Mrs. T. S. Myrick, Misses Elfrieda Walterscheid, Hilda and Isabel Trubenbach, Della Fette, and Joe, Albert and Herman Danglmayr, Bob and Arnold Swirczynski and Herman Hartman.

PAROCHIAL CAGERS BEAT HAYS 16 TO 3

The Parochial High basket ball club started the new year with a bang in a decisive 16 to 3 victory at Hays Wednesday afternoon. John Wimmer, with a total of 8 points, led for scoring honors and Vincent Becker was runner-up with 6.

The next game for the parochial lads will be with Saint Mary's high school of Gainesville, Father Francis said.

Please Patronize Our Advertisers

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

Lone Star Cleaners

J. P. GOSLIN, Prop.
Phone 332 Gainesville

The Gainesville Hatchery Opens Season 1939

Early Chicks pay as best Broilers and as Early Layers
We give above market price for old hens in trade for chicks from Pullorum Typhoid-tested flocks.

Custom Hatching Our Specialty

MRS. T. J. CLARK — Phone 219
411 N. Commerce Gainesville

Free Poultry Culling

By A SPECIALIST of UNIVERSAL MILLS
Notify us if you want your flock culled and we will advise later when the poultry man will arrive.

Muenster Milling Company

Roy and Frank, Props.
Muenster

NEW TEXAS THEATRE

SAINT JO, TEXAS

FRIDAY, JANUARY 6

A Man to Remember

with
Anne Shirley—Lee Bowman

PREVUE Saturday Nite and SUNDAY

Down on the Farm

with
THE JONES FAMILY
Matinee Sun. 3 p. m.—Continuous Show

MONDAY & TUESDAY

January 9 - 10 Heart of the North

In Technicolor
with
Dick Foran—Gloria Dickson
Gale Page—Allen Jenkins

Wednesday & Thursday

January 11 - 12 Peck's Bad Boy With the Circus

with
Tom Kelley—Ann Gillis
Edgar Kennedy—Spanky McFarland

Enterprise Ads Bring Results!

Ride Safely Ride Economically

on

Firestone

EXTRA PROTECTION AGAINST BLOWOUTS

EXTRA PROTECTION AGAINST PUNCTURES

EXTRA TRACTION AGAINST SKIDDING

EXTRA TREAD FOR GREATER MILEAGE

Firestone's Better Traction and Long Life Make It
A Favorite Tractor Tire

Bring your tractor repair problems to us. We've got Adequate Equipment and Experienced Mechanics



Ben Seyler Motor Co.

Phone 75

Muenster

Open Day and Night

Splendid Bread

is
Always Fresh

It's baked the Same
Day it is Sold

Hirschy Bakery

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